

B O O K P R O P O S A L

Breadcrumbs to Peace

Choosing Authenticity Over Performance

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Genre	Self-Help / Personal Transformation
Word Count	85,000 words 14 Chapters 3 Parts
Format	Book + Video Course
Target Publication	2026–2028
Target Audience	100M+ adults choosing performance over peace
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SECTION ONE

Overview

Most books about narcissistic abuse begin after the escape. After the breakdown. After the clinical language has been acquired and the pattern finally named. This book begins earlier — during the confusion, from inside the fog, while the gaslighting is still happening.

Breadcrumbs to Peace: Choosing Authenticity Over Performance is an 85,000-word transformation guide built on a documented case study unlike anything currently in the self-help space. Three physical journals. Nearly 30,000 words written in real time over three years. A psychiatric evaluation that confirmed the author's perceptions were accurate — not delusional. Clinical therapy notes, TMS treatment records, cardiac documentation from a stress-induced heart event. The full evidentiary record of a functioning Fortune 500 executive being systematically gaslit into losing trust in his own reality.

But this book is not a survivor narrative. It is a transformation guide.

The central insight — arrived at through documented journal work with his therapist — is that ego drives outcomes we cannot explain in two distinct ways: Type 1 ego performs for validation (showing off, people-pleasing, seeking approval), and Type 2 ego protects through excuses (self-sabotage, blame, staying small). Both types are operating in anyone whose life is not producing the outcomes they want. Both types keep people locked in systems — relationships, careers, financial patterns — that no longer serve them.

The author experienced both simultaneously: his ex-wife's patterns of systematic psychological abuse, and his own ego-driven choices that kept him performing for her validation long after the system was clearly broken. Recognizing both — using the same analytical rigor he applied to Fortune 500 customer experience — became the framework at the heart of this book.

The result is a guide that helps readers recognize when they are living from ego versus peace across all life domains: relationships, work, money, and purpose. Grounded in Buddhist Right View, Christian faith and works, Yogic inner engineering, and CBT — a four-tradition integration no other book in this space provides.

"This is the prequel. It reaches people before they know what to call what is happening to them."

SECTION TWO

Market Analysis

The Opportunity

The narcissistic abuse and personal transformation market has experienced extraordinary growth. Dr. Ramani Durvasula has built a multi-million subscriber YouTube following educating people on narcissistic patterns. Mel Robbins sold 7M+ copies of *The Let Them Theory*. Tara Westover's *Educated* has sold 8M+ copies. The audience exists, is large, and is actively seeking content.

What is absent from this market is the entry point — a resource for people who are still inside the confusion, who have not yet found Dr. Ramani's clinical frameworks, who do not yet have language for what they are experiencing. The gap is not at the retrospective stage. The gap is at the real-time recognition stage.

That gap is the market for this book.

Target Audience

- Primary: Adults in confusing, asymmetric relationships who doubt their own perceptions — estimated 20-30M in the US alone
- Secondary: Professionals in high-performance cultures experiencing Type 1 ego traps — performing for validation rather than building mastery
- Tertiary: Adults in major life transitions (divorce, career upheaval, identity crisis) seeking frameworks for rebuilding
- Universal: Anyone whose choices in relationships, work, money, or purpose are driven by ego rather than authentic values — estimated 100M+ adults

Competitive Positioning

This book does not compete with existing titles. It is ecosystem — designed to reach readers earlier in their journey and direct them toward the clinical education that authors like Dr. Ramani provide.

Author	What They Provide	What This Book Provides
Dr. Ramani	Clinical education — naming what happened retrospectively	Pattern recognition while still inside the fog
Mel Robbins	HOW to let them — mechanics of releasing control	WHEN to let them + recognizing YOUR ego patterns keeping you trying
Tara Westover	Transformation memoir — fundamentalism to autonomy	Transformation with applicable frameworks readers can use immediately
Tara Brach	Buddhist psychology — radical acceptance	Buddhist + Christian + Yogic + CBT for Ego vs Peace

Julie L. Hall	Recovery roadmap after identification	Daily recognition during confusion — before identification is possible
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SECTION THREE

About the Author

Professional Background

Jim Edgett spent twenty years in Fortune 500 customer experience leadership — roles that required pattern recognition, data analysis, and system-level thinking at scale. As VP Customer Experience at GameStop and in senior leadership at IBM, Salesforce, and Omnicom, he developed expertise in one specific discipline that would prove essential to his recovery: understanding how systems produce outcomes, and how to identify when a system is structurally broken rather than merely underperforming.

He holds an MBA and completed CFA Level I coursework. His professional work centered on one question: why do customers behave the way they do, and what can organizations do to build systems that produce loyalty rather than attrition? That same analytical lens — applied to emotional dynamics rather than customer data — produced the frameworks at the heart of this book.

The Personal Journey

Jim documented a 21-year marriage characterized by systematic psychological abuse and chronic gaslighting in three physical journals spanning September 2022 through present — nearly 30,000 words written during the marriage, not after. A 2023 psychiatric evaluation at Saliency Health confirmed his perceptions were accurate: the diagnosis was Generalized Anxiety Disorder of environmental origin. Not delusion. The clinical notes read: 'Sent here because his wife told him he was delusional.'

In February 2024, following years of stress-induced health deterioration, he experienced a cardiac event. He carried nitroglycerin in his pocket for weeks. One night, fearing he might be dying, he walked into the bedroom and asked his wife for a hug. She told him to read his Bible. He filed for divorce four months later. The angiogram came back clear — the cardiologist called his heart health remarkable. He finalized the divorce in July 2025.

That journey — documented with clinical precision across journals, therapy notes, psychiatric evaluation, and medical records — is the case study at the center of this book.

"I was a VP at Fortune 500 companies while simultaneously being systematically gaslit into losing the ability to trust my own perceptions at home. That duality is the case study."

SECTION FOUR

Author Platform & Marketing

Jim Edgett's professional background is not incidental to his marketing platform. Twenty years building and optimizing customer experience systems at Fortune 500 companies produced a specific, transferable skill set: subscriber acquisition, lifecycle management, retention strategy, and revenue attribution. He is applying that expertise directly to his reader acquisition model.

Most authors treat marketing as an afterthought. Jim is treating it as a system — designed before the book launches, optimized for subscriber conversion rather than one-time sales, and built to compound over time.

CRM-Driven Subscriber Model

Jim's Fortune 500 background centered on one discipline with direct application to book marketing: Customer Relationship Management at scale. At GameStop, IBM, Salesforce, and Omnicom, he built systems to acquire, segment, engage, and retain customers across millions of touchpoints. That same architecture — applied to readers rather than customers — forms the foundation of his platform strategy.

- Subscriber-first model: Every platform element (Substack, YouTube, website) is designed to convert visitors into identified subscribers, not anonymous traffic
- Segmentation architecture: Readers segmented by entry point (relationship confusion, professional ego, life transition) with tailored content sequences for each
- Lifecycle marketing: Automated engagement sequences from first contact through book purchase, course enrollment, and workshop attendance
- Revenue attribution: Each content asset tracked for subscriber conversion and downstream revenue — the same KPIs used at Fortune 500 scale applied to independent publishing
- Retention focus: Community and ongoing content designed to maintain engagement post-purchase, driving word-of-mouth and referral acquisition

Substack Newsletter

Substack serves as the primary subscriber acquisition and retention engine. Weekly content drawing from the book's frameworks — real-time pattern recognition, ego vs peace analysis, both/and integration — builds a paid subscriber base prior to publication. Substack's recommendation algorithm rewards consistent, high-quality content in the personal development space with organic distribution to adjacent readerships.

Target: 10,000 paid subscribers pre-launch. At \$10/month, this represents \$100,000 in annual recurring revenue independent of book sales — and a launch list of highly engaged readers who have already demonstrated willingness to pay.

YouTube & Video Course

The video course is not supplemental content — it is a parallel product designed for the audience that learns through demonstration rather than reading. Each of the book's twelve

frameworks is developed as a standalone video module, accessible to people still inside the confusion who may not be readers.

YouTube functions as the top-of-funnel acquisition channel. Short-form framework explanations (3-8 minutes) drive subscribers toward the full course. Dr. Ramani's YouTube success — built on educational framework content in exactly this space — demonstrates the model's viability. Jim's male executive perspective fills a documented gap in her audience demographics.

Target: 50,000 YouTube subscribers within 18 months of consistent publishing. Video course priced at \$197-297 as a mid-funnel conversion between free content and live workshops.

Companion AI Application

The Breadcrumbs to Peace AI companion app extends the book's frameworks into daily practice — a pattern recognition tool for people who need real-time support, not just retrospective understanding. The app provides daily ego vs peace check-ins, pattern identification across the book's twelve frameworks, and documentation tools for readers experiencing active gaslighting.

This product category does not yet exist in the personal transformation market. It is designed to be the ongoing engagement layer that traditional books cannot provide — converting one-time readers into daily active users and creating a recurring revenue stream with compounding retention.

Speaking & TED

Jim is actively developing a TED Talk application built around the book's central framework: the two types of ego that prevent authentic living, and the documented case study of real-time pattern recognition. The TED format — eighteen minutes, one powerful idea — maps precisely to the Ego vs Peace framework.

Beyond TED, the speaking platform targets three primary verticals: corporate wellness (organizations investing in leadership development and psychological safety), university programs (MBA and organizational psychology curricula), and wellness conferences (where Dr. Ramani, Mel Robbins, and Tara Brach already keynote).

Speaking fees reinforce book positioning, drive bulk sales, and generate Substack subscribers from live audiences. Each speaking engagement is designed as a subscriber acquisition event, not a standalone revenue source.

SECTION FIVE

Book Structure

Breadcrumbs to Peace is organized in three parts — The Problem, The Journey, and The Practice — totaling 85,000 words across fourteen chapters. The book opens with story, not taxonomy. The reader experiences the absence of empathy before it is named. Frameworks arrive as tools to explain what the reader has already felt.

Part I: Ego-Driven Living (20,000 words) — The Problem

Chapter 1: The Inner Child That Isn't There

Opens with the cardiac event — a man walking into his bedroom afraid he might be dying, asking for a hug, and being told to read his Bible. The reader understands the absence of empathy before any framework names it. Dr. Ramani's concept of the inner child that never formed. Closes with the ego confession: 'I called it love. It was ego.' Status: Final v2.1

Chapter 2: When Ego Meets Narcissism

No mind vs. All mind as operating systems. 'Why do you care?' as the structural diagnostic — the question that reveals whether empathy is accessible. The first pregnancy lockout. The ceiling fan scene. Closes with the Both/And moment where Jim owns his ego pattern without losing clarity about hers. Status: Final v1

Chapter 3: Now I Can See

Mark 8:25 — the blind man who needed two touches to see clearly. Permission as first touch (what the Permission Structure took). Vision as second touch (what the frameworks gave back). Dr. Ramani's volcano, supply pipeline, projection concepts. 'Not the marriage. The system.' Status: Final v1

Chapter 4: For the Love of It

The ego taxonomy (Type 1 / Type 2) lands here, after the reader has the emotional foundation from chapters 1-3 to receive it. Entry points: coaching and parental love. Eight relationship fractures in four paired sections. Status: Final v1

Part II: The Shift to Peace (45,000 words) — The Journey

Chapter 5: Secret Wishes

The sailboat as throughline. The Permission Structure made visceral — twenty-one years of desire quietly redirected. The cost of recovery reframed as investment. The Vision section uses declarations, not desires. Leucadia Sourdough as peace-driven action. Status: Final

Chapter 6: The Doorways

Peace is not laziness. Peace is not emptiness. Three doorways: Golf (the approved sanctuary), Meditation (the doorway the system fought), Sailing (the doorway that only opens after). Osho as synthesizer. Periphery vs. center as the final frame. Status: Final

Chapter 7: Choosing Peace in Relationships

Asymmetric Everything, On/Off Spectrum, Permission Structure, boundaries. Ego kept you trying; peace lets you choose safety. Status: Final

Chapters 8-10

Choosing Peace in Work, Money, and Purpose — applying the Ego vs Peace framework across all life domains. Fortune 500 case studies from the author's career provide business-credible examples of Type 1 and Type 2 ego in professional settings. Status: In development

Part III: Living From Peace (20,000 words) — The Practice

Four chapters (11-14) covering daily peace-driven decisions, ego resurfacing and recovery, Both/And integration, and the peaceful life the reader is building. Practical application of the four-tradition integration. The vision: sailor, investor, writer, teacher.

SECTION SIX

Core Frameworks

Twelve frameworks have been developed from the documented lived experience, informed by Dr. Ramani Durvasula's clinical research, Dr. Daniel Kahneman's work on cognitive asymmetry, and CBT literature. Four are summarized below.

1. Ego vs. Peace — The Organizing Lens

The master framework. Type 1 Ego performs for validation: showing off, people-pleasing, reckless choices that impress others. Type 2 Ego protects through excuses: self-sabotage, blame, staying small. Both protect the false self from truth. Peace-driven living — authentic choices aligned with values, kind actions that benefit others, long-term mastery — is what remains when the false self stops driving.

"My increased effort isn't fixing this."

2. Asymmetric Accountability

In systematically abusive relationships, accountability is fixed rather than rotating. Shared successes belong to 'we.' Individual failures always belong to 'you.' The diagnostic question is not a scorecard — scorekeeping is ego-driven. It is a single question: 'Why does my increased effort not change the outcome of this system?' When effort and outcome are structurally decoupled, the architecture is broken. No amount of personal growth repairs broken architecture.

3. The On/Off Spectrum Determination

A safety assessment, not a clinical diagnosis. The question is not 'is this person bad?' but 'is the capacity for empathy and accountability accessible in this relationship, or perpetually unreachable?' This reframe shifts the question from 'am I doing enough?' to 'is what I need structurally available here?' Grounded in Dr. Ramani's clinical research on affective empathy and translated into a tool people without clinical training can apply.

"Inaccessible = functionally not there."

4. The Confusion System

Six mechanisms deployed simultaneously that make self-trust functionally impossible: lying by omission, intermittent reinforcement, preemptive framing, proximity management, narrative rewriting, and strategic vagueness. When these operate together, the result is not occasional self-doubt but the complete inability to extend oneself basic compassion. Documentation — the journals Jim kept beginning in 2022 — is positioned not as evidence-gathering for litigation but as a survival tool for reality anchoring.

"Documentation is not vilification. It is survival."

SECTION SEVEN

Documentation & Clinical Validation

The evidentiary record supporting this case study is among the most thoroughly documented in the self-help publishing space. Available for review upon request:

Primary Documentation

- Three physical journals — September 2022 through present. Nearly 30,000 words written as survival documents during systematic reality denial, not planned for publication. Real-time record of gaslighting as experienced, not retrospective interpretation.
- Psychiatric evaluation — Saliency Health, August 2023. Clinical notes: 'Sent here because his wife told him he was delusional.' Diagnosis: Generalized Anxiety Disorder, environmental origin. Delusional disorder ruled out. Perceptions confirmed accurate.
- Individual and couples therapy notes — same licensed therapist, spanning the marriage and post-divorce recovery. Third-party professional documentation of observed patterns.
- TMS treatment records and psychiatric medication management notes — 36 sessions, depression diagnosis February 2025.
- Cardiac records — February–March 2024. Stress test, angiogram, nitroglycerin prescription. Cardiologist documentation. Cleared — 98% heart health confirmed.
- Legal documentation — divorce filed January 2025, finalized July 2025. 21-year marriage. Two sons.

Clinical Framework Grounding

The book's frameworks are grounded in and extend from established clinical research. Dr. Ramani Durvasula's work on narcissistic abuse patterns, narcissistic supply, and DARVO (Deny, Attack, Reverse Victim and Offender) forms the clinical foundation for the external pattern recognition frameworks. Dr. Daniel Kahneman's research on cognitive asymmetry informs the Asymmetric Accountability framework. CBT literature on thought restructuring and behavioral activation grounds the practical tools in Part III.

A formal outreach to Dr. Ramani Durvasula is underway, positioning this work as complementary to her clinical education — designed to reach people earlier in their journey and direct them toward her frameworks. The outreach includes a documentation summary and sample content.

SECTION EIGHT

Sample Content

The following is the opening of Chapter 1: The Inner Child That Isn't There. Full chapter manuscripts are available upon request.

Chapter 1: The Inner Child That Isn't There

I walked into our bedroom because I was afraid I might be dying.

This was February 2024. I had been sleeping in the guest room for months. A stress test had come back abnormal. A cardiologist was involved. I was carrying nitroglycerin in my pocket because the doctor said to, and I had spent three weeks quietly making peace with the possibility that something was seriously wrong with my heart.

I wanted a hug.

I stood at the doorway and said: 'Hey honey. I'm actually afraid of dying.'

She looked at me. Then she said: 'Well, sounds like you need to read your Bible.'

I stood there for a moment. Then I walked back to the guest room.

The angiogram came back clear four weeks later. Ninety-eight percent heart health, the cardiologist said — remarkable for a man my age. I was not dying.

But something had ended in that bedroom. Not with a fight. Not with anger. Just with the quiet understanding that I was facing the possibility of death, and the person I had shared twenty-one years with could not offer me a hug.

I called it love for a long time. It took me years to understand what it actually was.

SECTION NINE

The Proposal

Breadcrumbs to Peace: Choosing Authenticity Over Performance represents a documented, clinically grounded, commercially positioned entry into a proven and growing market — from a male executive voice that is currently absent from that market.

Six of fourteen chapters are complete and in final draft. The remaining eight are outlined and in active development. Full manuscript delivery is targeted within 12-18 months of contract execution, prioritizing authentic completion over external deadlines.

Available upon request:

- Full chapter manuscripts (Chapters 1-7, Final drafts)
- Complete documentation timeline and clinical validation summary
- Framework development detail (all 12 frameworks with clinical grounding)
- Platform analytics and subscriber acquisition projections
- Dr. Ramani outreach package (positioning and sample content)

|"You don't have to become them to leave them."

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