



# ANKIT UTTAM

**Visionary**  
DISC Type : Ds

**Author | Global Amazon Bestseller | 30+ Fiction Novels | Writes in Crime, Action Thriller, Romance at Thrillverse Media**  
India

## Overview

Ankit is a bestselling author of over 30 action and crime thrillers and the founder of Thrillverse Media. He leverages his background as a SaaS Marketing Manager and an MBA from SIBM Bengaluru to build his author business. Colleagues have described him as creative, tenacious, and detail-oriented.

A former stay-at-home dad, Ankit turned his passion for writing into a full-time career. He is a self-described lifelong student of human psychology and behavior, with a keen interest in entrepreneurship and self-improvement. He enjoys writing fast-paced stories about flawed heroes and dark secrets.

Unique fact: To better connect with Western audiences, he has successfully published some of his bestselling thriller series under the pseudonym "Heres Austin".

## 👉 Personality Overview

**Objective Evaluator**      **Direct & Assertive**      **Risk Tolerant**

Reading between the lines and seeing beyond your words comes naturally to them. They might take some time to make their mind up but once they do, they don't change it easily. They are very professional in their approach and can weigh multiple perspectives together.

## 👉 Topics They Care About

**Side Hustle Monetization**  
He left his corporate job to turn his writing side hustle into a six-figure business and delivered a TEDx talk on the topic in 2024.

**D2C for Creatives**  
He is actively building a direct-to-consumer (D2C) store for his readers, focusing on selling directly rather than relying solely on traditional platforms.

**Personal Branding**

He coaches other writers on monetizing their content and using platforms like LinkedIn to build a personal brand without being overly "salesy."

### SaaS Marketing

He has an extensive background as a Marketing Manager for SaaS products at companies like Sirion, focusing on thought leadership and content marketing.

### Thriller Storytelling

His primary profession and passion is writing action and crime thrillers. He focuses on creating flawed heroes, high-stakes plots, and emotionally charged stories.

### Human Psychology

[Predicted] As a student of human behavior and a writer of crime thrillers, he likely has a deep interest in the psychological motivations of his characters.



## Media Appearances

Ankit has no verified media appearances

## Work History

- 3-2019  
Author | Global Amazon Bestseller | 30+ Fiction Novels | Writes in Crime, Action Thriller, Romance at Thrillverse Media
- 1-2018 - 11-2020  
Marketing Manager (SaaS Product) at Sirion
- 9-2016 - 1-2018  
Marketing Lead at Eli India
- 4-2015 - 8-2016  
Marketing Manager at Tata Consultancy Services
- 4-2014 - 5-2014  
Marketing Intern at Xoxoday

## Education

- 2013 - 2015  
Masters in Business Administration (MBA) from Symbiosis Institute of Business Management (SIBM) Bengaluru

## More Information

### Social Presence :



### Prographics :

Exp : **15** Location : **India** Job Level : **N/A**

Designation : **Author | Global Amazon Bestseller | 30+ Fiction Novels | Writes in Crime, Action Thriller, Romance at Thrillverse Media**

# Insights For Selling To Ankit

## 👉 During A Call Or A Meeting

### DO's

- Ask them at the end if they see a strong value prop in your product; expect an honest answer
- Focus on the results that your product produces, expect some strategic questions in return
- Come across as a trustworthy professional and be respectful, they usually know their game

### DONT's

- Don't go over them unless you are left with no other option
- Don't take their patience for granted, avoid long-winding sermons
- Avoid putting conscious effort into relationship-building

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Confident style, with a mix of informality and formality gets their attention.

**Pace:** Speak slightly fast. Sound like a 'gets shit done' person.

**Tone:** Do not sound too eager, as if you have met a friend suddenly after a long time. Keep the tone calm but confident.

**Tactics To Win:** Strong words, focus on results, respectful confidence

**Mistakes To Avoid:** Apologizing, nervousness, information overload, social proof

**Making The Ask:** Confidently, ask for 10-15 minutes. Allude to the results and outcomes that are possible. They care about the ends more than the means.

**Subconscious Driver:** Results and outcomes are what matter to them. Any credible shot at getting results will appeal to them quickly.

### Script

**Greeting:** Ankit, this is [user\_fname] at [user\_companynamewordstwowords].

**Opener:** In 30 seconds if I could share how 100% of your sellers could kick ass this year, can I go for it?

**Introduction:** We have built an AI that predicts exactly what would matter to your buyer before you even meet them.

**Ask:** Can I put 15 minutes on your calendar to show you how this changes outcomes for you?

**Close:** [time1] on [date1] sounds good? Or would you prefer [time2] on [date2]? And [prospect\_email] works well?

## 👉 When Writing An Email

**Subject:** To the point, formal

*Example: Personalized sales funnel', 'Sales conversion' etc.*

**Salutation:** No

*Example: Skip 'Hi', 'Hey' etc., use only the first name*

**Greeting:** No

*Example: Skip lines like 'I hope you are doing well'*

**Emojis/GIFs:**

**Bullet Points:** Could use

**Closing Line:** Formally state your ask

*Example: Something like 'If you are available tomorrow, shall we discuss this?'*

**Complimentary Close:** None or standard

*Example: Something simple like 'Thanks', 'Regards', or nothing at all.*

**Tone of Words:** Confident with a formal touch

**Overall Messaging:** Focused on output

**Length of Mail:** Short

*Example: Maximum upto 100-120 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Ankit is

- *Strong proof of impact and their conviction will matter the most, but they wouldn't want to act unilaterally either*

Will you ever get a clear answer from Ankit

- *They will say no if they are not convinced but you will have to prompt them.*

## Insights For Deal Planning

How Fast (Or Slow) Will Ankit Move?

- *They will want to understand things well but can move fast once they have a clear picture.*

Can Ankit Take Some Risk Or Not?

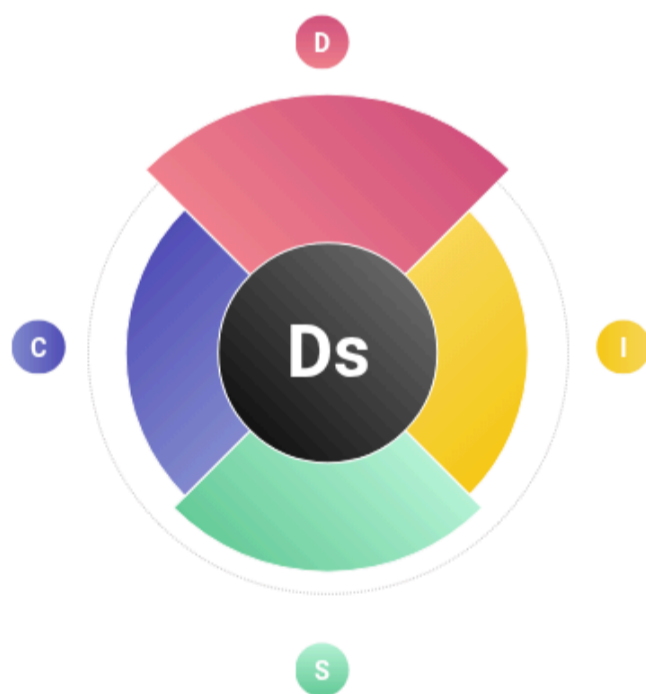
- *They have good risk tolerance but are likely to think it through once or twice.*

## You And Ankit

### Personality Compatibility

Not enough data to show compatibility comparison

## DISC Profile : Ankit's Key Traits



### **DOMINANCE**

Dominance(D) reflects how goal and task oriented a person is and her ability to accomplish results, irrespective of how demanding the circumstances might be. Those scoring high tend to be motivated by winning, competition and success and can be described as direct, demanding and strong willed.

### **STEADINESS**

Steadiness(S) reflects the degree to which a person is likely to focus on cooperation, support and taking everyone along. Those scoring high tend to be consistent and calm, are excited about the opportunity to collaborate and partner and could sometimes be indecisive or overly accommodating.