



Raghav Suri

Scriptwriter & Creative Consultant

RaghavSuri.com | [LinkedIn.com/in/RaghavSuri1](https://www.linkedin.com/in/RaghavSuri1)

I primarily work as a Scriptwriter for commercials, infomercials, and spokesperson videos.

Here's some of my work which I wrote, directed, produced, and animated:

[**Fred's Fridges \(2025\)**](#)

Fictional Ad

[**Bo's Boats \(2025\)**](#)

Fictional Ad

[**Ice Cream: An Obituary Waiting to Be Written! \(2025\)**](#)

Satirical PSA

[**Don't Stop Smoking \(2024\)**](#)

Satirical Dark Humor PSA

[**Making Money Online \(2023\)**](#)

Infomercial on Digital Income

[**3 Reasons to Get Your Content Translated \(2023\)**](#)

Commercial for Suri Translations

I've also got a compilation of [**Spokesperson Infomercial Scripts**](#) which I wrote and were produced by brands in a variety of industries.

I've also ghostwritten over 2,000 blog posts for a variety of industries. My main focus is in writing for [**property management companies**](#) and [**luxury transport companies \(cars and private jets\)**](#).

I often write on LinkedIn. Here are some of my posts:

[**The Necessity of Power**](#)

[**Mastering Language Through Lyrics**](#)

[**The Legacy of Dr. Thomas Sowell**](#)

[**The Dangers of Mistranslation**](#)

[**On Clear Language**](#)

I've written two books:

[**Influenceza: A Language Guide for Creating and Understanding Influence**](#)
and
[**Grand Theft Auto San Andreas: A Writing Masterclass.**](#)

I wrote, produced and directed an audio drama, [**Off Air**](#),
and an audio documentary, [**The Beginning of Indian Cinema.**](#)

I also produced and directed an audio production of [**Swami Vivekananda's Addresses at The Parliament of Religions.**](#)

I published and oversaw the Serbian translation of the following books:

[**21 Lekcija \(21 Lessons by Gigi\)**](#) - one of the first books about Bitcoin

[**Priče Munšija Premčanda \(Stories by Munshi Premchand\)**](#) - short stories by
the eminent Hindi writer

[**Onako Kako Čovek Misli \(As a Man Thinketh by James Allen\)**](#) - the classic
self-help book

Education

[**Certificate in Rhetoric: The Art of Persuasive Writing and Public Speaking - Harvard University, 2025**](#)

[**M.S. Communication, Focus In Public Relations - Drexel University, 2018**](#)

[**Certificate in Film Studies - Florida International University, 2017**](#)

[**B.A. English - Florida International University, 2012**](#)

Languages

Fluent in English and Hindi.

Basic Working Proficiency in Latin American Spanish and Serbian.

Praise for my book, *Influenceza: A Language Guide for Creating and Understanding Influence*:



Andrew Crofts
Sunday Times Number
1 Best-Selling Author
and Ghostwriter |
Featured on BBC News
| UK



This succinct book covers an impressive range of thoughts on how to achieve clear and effective communication, giving examples as varied as Live Aid and the writings of George Orwell, Swastikas and the culture of wokeness, the malignant influence of colonialism and the myth that breakfasting is the only healthy way to eat.

A great many stimulating ideas packed into a highly readable form.



Hersh Lakhiani
Chief Business Officer
at ecaps | India



Influenceza is truly a fascinating read—fast-paced, short, and packed with stories, historical events, and lessons that are diverse yet neatly juxtaposed.

I particularly enjoyed the lessons on how language was used to indoctrinate Indians and is also being used by Indians to talk back and shape their own narrative. The book shows how easily language manipulates how we perceive the world—without us even realizing it.

Raghav has written a fascinating book and this is a must-read for any entrepreneur or professional looking to influence others in their field or reach a wider client base.



Simon Lancaster
Author | Speechwriter |
TEDx Speaker | UK



I enjoyed this! It reminded me of some speeches I'd not thought of for a while, and also brought to my attention some new ones. Well written, good analysis and a valuable reminder of some timeless truths about rhetoric.



Lawrence Francis
Host, Interpreting Wine
Podcast | Featured in
the Financial Times and
The Guardian | UK



Raghav has structured this book extremely well. The journey he has designed not only raised my awareness of these techniques but meant I'm able to use them to influence others.

Go deep down the influence rabbit hole with this book and you'll never think about language the same again.



Anna Liskovets
Technical Writer at
Wärtsilä | Serbia



Influenceza was just the book I was looking for. It manages to be dense with information without being monotonous. This makes it an easy and informative read.

If you're a corporate professional looking to expand your influence, then this is the book for you. Whether you need to influence your colleagues, boss, or other industry players, the lessons will help you.

It's likely that you have to communicate often through writing or speaking. You need to get your point across effectively. The six lessons in the book show how we get influenced and what methods we can use to influence others.

I highly recommend it!