

5 IDEAS

you need to use to

Monetize Your Book

1. Turn your book into a digital course with a workbook. Evergreen products are an excellent way to generate a passive stream of income.

2. Use your book as a tool to get booked to speak on stages. Meeting planners are always looking for credible speakers for their events. You can raise your book and brand's visibility by speaking on podcasts, panels, summits, and conference stage. You can even design a TEDtalk.

3. Create a workshop (live or virtual) around your book content. Break it out into a series of short 2 -3 hours workshops. Video each event and turn it into a digital product that can be used as bonus content for future offers.

4. Transform your book into smart-phone friendly product. Use a program like FLIPSNACK to convert your content into a flipbook for your readers to enjoy interacting with. You can even embed the flipbook on your website.

5. Collaborate with other speakers or authors to create a full day or multi-day event. Create a group coaching program you can sell from stage. You can also increase book sales by having them available at a book signing table.