

Fiction writers have an easier task selling books in their particular genre. People purchase fiction works for entertainment. In the case of non-fiction works, especially those that target a business audience, authors can sell books, but the most profitable angle is to leverage your book into money-making opportunities. While you may never get your non-fiction book on the New York Times' bestseller list, you can use your published work to generate new streams of revenue through the opportunities below.

### **PROFESSIONAL SPEAKING**

If you intend to speak as part of your business marketing strategy, you can leverage your book and the authority it lends you to schedule speaking engagements at trade shows and other business venues. Your status as a published author affects how you are perceived by the media and business leaders. Experts in their field publish books.

Publish all interviews, articles, and speaking engagements on your website, and include links to your book. Be sure to email articles, interviews, and publicity links to all the customers and prospects on your mailing list. Letting your audience know you have been featured in interviews and trade shows increases your credibility and attracts even more attention to your speaking abilities.

### **CONSULTING AND COACHING**

In addition to professional speaking at events, consulting and coaching with business owners can open up a new avenue of revenue. The actual clients and their teams can even be required to read the book as preparation before consulting / coaching sessions actually begin. That can set the foundation for the coaching or consulting you will provide.

As these leaders spread the word of how your consulting or coaching has helped their business, others will be encouraged to at least purchase the book to investigate your expertise. In this way, the consulting / coaching encourages book sales, while other book sales may encourage more consulting / coaching consultations.

### **LIVE WORKSHOPS AND CLASSES**

There are often opportunities to share some of your expertise in local workshops or classes, with businesses or even the local community college. These are mostly attended by an audience that is serious about gaining all the information and training they can get, and are willing to pay to get it. The fact that you have written a book on your particular topic shows that you possess quite a bit of knowledge about it. The book is your calling card to demonstrate expertise.

Here again, people who have gained the benefit of a workshop or class you have led will be inclined to recommend your book to others. Especially if others desired to attend the workshop but were prevented from doing so by other circumstances. The book can serve as your surrogate class, sharing at least some of what others missed in the actual class setting.

### ONLINE COURSES

Online courses have become a successful means to expand on material shared in a book. For those who are curious about your online courses, your book is a great starting place. After gaining the basics from your book, and becoming convinced of your expertise, readers will be more likely to sign up for your course.

In fact, you may want to consider expanding on the topic of your book, perhaps offering several modules of growing complexity. Your book would be the foundation, and the online courses would take participants to higher levels of expertise, each for a separate price.

### WEBINARS

Live webinars are another great place to demonstrate your expertise on the subject in question. Webinar participants who have heard of or read your book will be attracted to a webinar where they can enjoy a fuller treatment of the subject. If you are a guest on a webinar, and the host talks about your book, that makes a great ad for the book as well as promoting your expertise.

As with the online courses, you could consider using the webinar platform, your own or as a guest, to expand on the book's treatment of your topic. Providing newer information or a useful application of the book's information gives participants something of great value and adds further to your credibility. These webinars can be sold or you can offer an upsell at the end of the webinar.

### INFORMATION PRODUCTS

An information product can come in all sorts of formats, but at its heart it must pass on useful advice to the consumer. Despite the name, people don't want simply information. They crave tips and strategies for making their life better. They want guidance. And that's what the best information products provide, whether it's a video, an eBook, an audio, or a webinar.

These information products can all carry a reference or connection to your book, but take users a fit further or in another direction with the topic. Think of companion workbooks, videos, and the like that can carry on with what you began with your book.

### BULK SALES

Bulk sales come from large deals with companies, schools, or organizations that plan to distribute your book to a large audience. This can be for a number of reasons. Teachers can use it in the classroom, companies can give it away at trade shows in place of pens or mugs, or businesses can give away copies as a bonus for purchasing a product or service.

You may even consider rebranding the book with a non-profit, including their logo, and they would purchase copies for distribution. More books in the hands of people in your industry means more opportunities to speak, teach, share in a webinar, or become the paid spokesperson for a corporation.

### CORPORATE SPONSORSHIP

A corporate sponsorship is a very lucrative opportunity to leverage your book and promote the corporation. This may include rebranding your book's cover or including a chapter that promotes the company. You could then license a certain number of these specially-modified copies to the corporation for distribution how they see fit.

You can also become a speaker, trainer, or spokesperson for a corporation due to your expertise. As an author with a book that readers find useful, you are a powerful influencer for a corporation in your industry niche. They want your audience and influence to grow and influence their own audience, as well as contribute to growing it larger.

### CERTIFICATION PROGRAMS

While this may seem an unreachable goal, your book can become so popular that you can leverage it and your knowledge into a certification program. As you become a recognized name in your industry niche, others will be attracted to a certification course by you that would carry weight in your industry.

An example of this is Michael Gerber and his E-Myth books that cover several areas of business. Michael has a "trade school" certification program that takes the entrepreneur beyond his E-Myth books. The program carries the reader beyond what is included in the books, and focuses on application methods.

When it comes to non-fiction books, the books and the options above can each be leveraged to promote the other (promote coaching = sell books, and sell books = promote coaching, etc.). But books are a great way to demonstrate your knowledge and experience within your particular niche. Look at your book as the first step into a career of sharing your experience with a wider audience.

The first step is to get your book written and into print. Inspired Press Publishing can help. Visit us online for more information

