



Exercise: Module 6 – Leveraging

- **Lesson 1: Build Products and Services Around Your Book**
- **Lesson 2: Use Your Book to Develop Your Visibility**





Lesson 1: Build Products and Services Around Your Book

1. What aspect of your business growth could be served by leveraging your book?





2. Identify what products or services you can create from your book to meet this need.

3. Pick one you'll do first.





Lesson 2: Use Your Book to Develop Your Visibility

1. Identify influencers and industry leaders in your field to get your book in front of. Send or deliver a copy, follow up, and note your progress.

Influencers	Send a copy ✓	Follow-Up ✓	Notes





2. Pick two ways that you will implement to use your book to attract new leads.

1.	
2.	

