

## **Exercise: Module 6 – Leveraging**

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

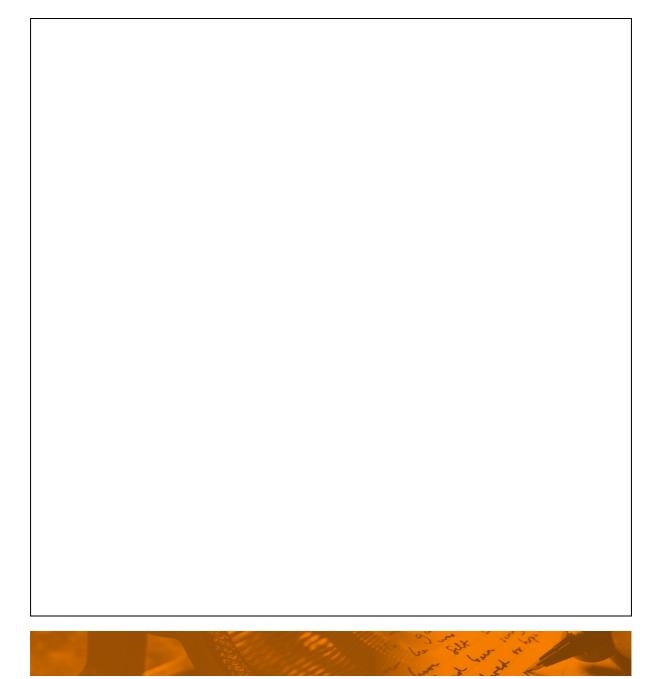


Sue Kennedy © All Rights Reserved.



## Lesson 1: Build Products and Services Around Your Book

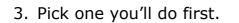
1. What aspect of your business growth could be served by leveraging your book?



Sue Kennedy © All Rights Reserved.



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





Sue Kennedy © All Rights Reserved.



## 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<br>copy 🗸 | Follow-<br>Up 🗸 | Notes |
|-------------|------------------|-----------------|-------|
|             |                  |                 |       |
|             |                  |                 |       |
|             |                  |                 |       |
|             |                  |                 |       |



Sue Kennedy  $\ensuremath{\mathbb C}$  All Rights Reserved.



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

| 1. |  |
|----|--|
| 2. |  |



Sue Kennedy  $\odot$  All Rights Reserved.