



# Promote & Market Your Book Online Course

How to Increase Sales & Put  
Your Book to Work for Your  
Business

# Module 6 – Leveraging



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



# Module 6 – Leveraging

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



# Learning Objective:

Pick the products and services you can leverage for increased income



# How to Leverage Your Book

- Ideally your book is at the center of your business
- It strengthen your relationships, establish your authority, and increase trust



- Build related activities around your book
- What are people asking for?









- Start a book series

- Create a self-study manual from the book

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- Develop and offer a 'signature system' based on the content

- Design an online course or home study program

- Combine this online content with coaching

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- Create a self-study manual from the book

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- Design an online course or home study program

- Combine this online content with coaching

- Organize live events and retreats

- Develop other associated 'products'

- Investigate merchandising



# Action Steps:

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



# Module 6 – Leveraging

## Lesson 2:

Use Your Book to Develop Your Visibility



# Learning Objective:

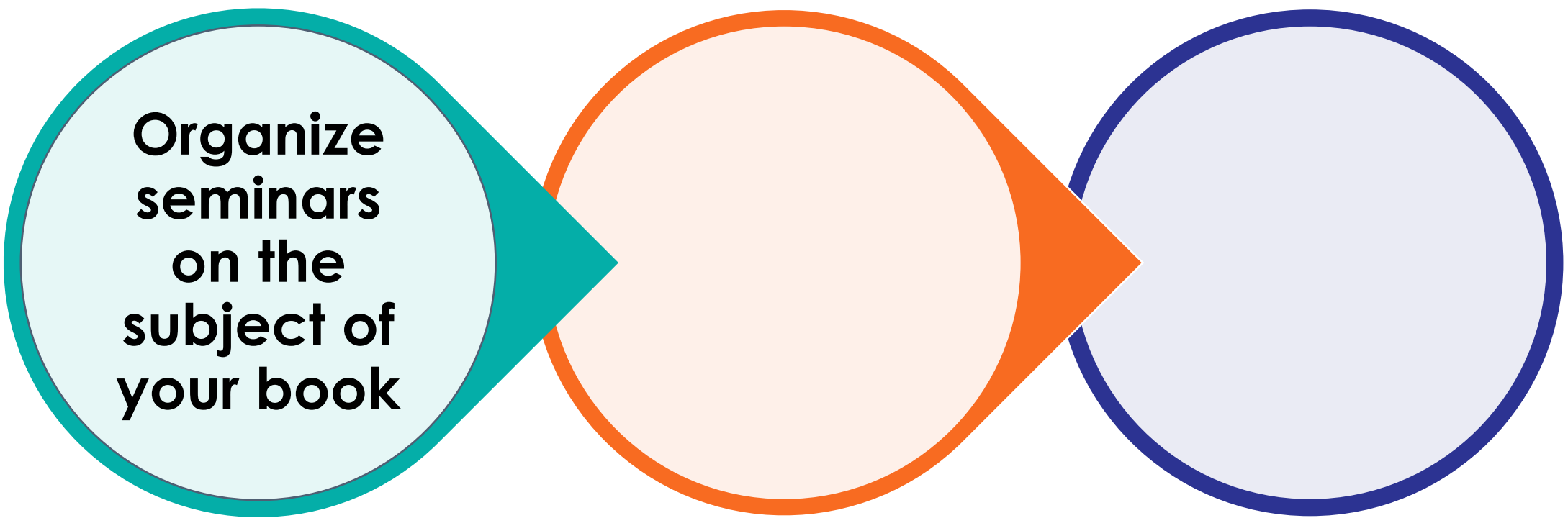

Use your book success to attract new leads and expand your visibility



# Use Your Book to Get Better Known

- The better known you are, the more leads you'll get
- Who else do you want to get your book in front of?







**Organize  
seminars  
on the  
subject of  
your book**







**Organize  
seminars on  
the subject  
of your book**

**Submit your  
book for  
prizes and  
competitions**



**Organize  
seminars on  
the subject  
of your book**

**Submit your  
book for  
prizes and  
competitions**

**Get radio  
and TV  
exposure**



# Action Steps:

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





**What's Next?**

**Module 7**

**Review & Refine**