



Module 6 Cheat Sheet - Leveraging

Lesson 1: Build Products and Services Around Your Book

Key Takeaways:

- Publishing your book is just the start of its usefulness to your business.
- Be creative in offering things that can help people take your message further in their lives.



Learning Objective:

- ✓ Pick the products and services you can extract from your book and leverage for increased income, so that you exploit the potential of your book to grow your business

How to Leverage Your Book

- ✓ Ideally your book is at the center of your business or an aspect of your business
- ✓ It helps strengthen your relationships with existing clients, establish your authority status, and increase their trust in you
- ✓ How can you leverage your book to grow your business?
- ✓ Build related activities around your book





- ✓ What are people asking for/showing a need for?
- ✓ Here's what you can do:
 - Start a book series – write on related topics to develop your other ideas in future books
 - Create a self-study manual from the book. Take your key steps and print an A4 version with one question per page that readers can fill in
 - Develop and offer a signature system based on the content
 - Design an online course or home study program. Each chapter becomes a module. Upload to eg Thinkific or Teachable for home study
 - Combine online content with coaching to form a mastermind group
 - Organise intensive live events and retreats
 - Develop other associated 'products' e.g. a calendar to go with your book on planning
 - Investigate merchandising -bookplates, pens, mugs...

