



# Module 6 Cheat Sheet - Leveraging

## Lesson 2: Use Your Book to Develop Your Visibility

### Key Takeaways:

- The better known you are, the more leads you'll get.
- Use your book to introduce you to high-end businesses or top influencers.

### Learning Objective:

- ✓ Find ways to use your book success, so that you can attract new leads and expand your visibility

### Use Your Book to Get Better Known

- ✓ The better known you are, the more leads for new work you'll get
- ✓ Who else do you want to get your book in front of?
- ✓ Attract new leads by using your book to:
  - Organise seminars and workshops on the subject of your book
  - Submit your book for local and international prizes and competitions
  - Get radio and TV exposure

