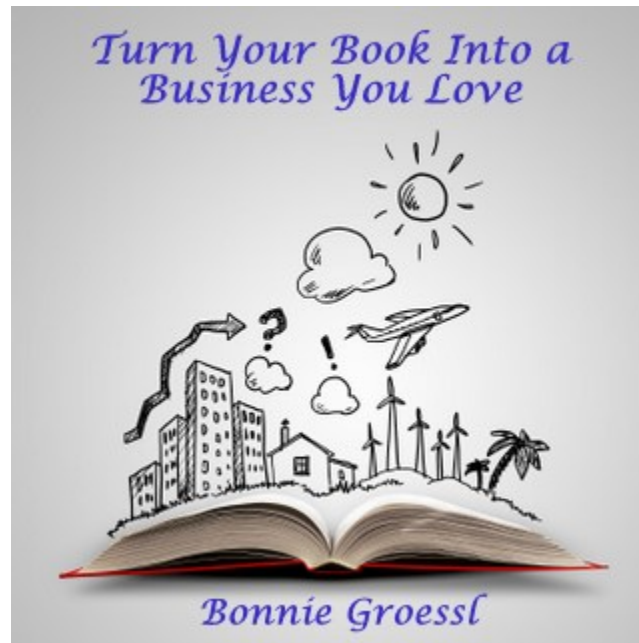


Beyond Your Book



Turn Your Book Into a Business You Love

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A word of caution:

Before you embark on turning your book into a business you love, make sure you have the legal right to repurpose your content. If you have published with a publisher, please read your contract to confirm what you have rights to and what you can use to create other products. Contracts vary and if you have questions about the verbiage, contact the publisher directly. If you are self-published, this is not an issue.

Start by setting your purpose or intention:

Here are some questions to think about. Ideally, these are questions to think about before writing your book, but you can use a book you already have. Think about the frequently asked questions you get from your clients. This tells you what your potential clients want and need. This will identify the problems your potential clients need help in solving.

1. What type of business do you have that you want to expand?
2. If you are starting this process, what type of business do you want to build?
3. How does the content of your book relate to this business?
4. Who is your audience? Who do you want to reach?
5. Oftentimes our audience also is our potential client/customer.
6. How do you solve a problem for your customer/client with your book?
7. Can you help people do something faster, easier or better than if they did it on their own?
8. We can shorten the learning curve for others by sharing our expertise.
9. What can you repurpose from your book to create other products, presentations?
10. Imagine how your book will lead to new connections and opportunities.
11. Once you are a published author, your life will never be the same!

Decide how you want to share your message and build your business

Here are some ways you can share your message beyond your book and build a business you love. You don't have to do all of these. Some will resonate with you more than others. Pick one and do it well before moving on. You can certainly do some public speaking and build your platform along the way, but I would caution you not to work on too many things at once. Overwhelm can set in and can be paralyzing. Here are some tips to help get started.

Public Speaking

- This can be in person (on stage) or virtually (radio, telesummits, podcast, etc.)
- Prepare some presentations and have them ready
- You can tailor the presentations for each audience, but the core will be there
- Connect with groups, organizations, facilities that might be interested in your topic
- Let people know (Create a page on your website, social media, etc.)
- Do some pro-bono speaking to local groups, it will give you great practice
- Create a method for feedback
- Offer your presentation (power point or handout) in exchange for their contact information (email)
- Explore online speaking (telesummits, etc.) or create your own
- Build your platform as the expert in your niche/topic
- Create your own podcasts or internet radio shows

Products

Digital Products (video, audio, pdf)

- Repurpose content into different formats
- People have preferred styles of learning
- Audios are easy to download and take with you to the gym or in the car
- If you do video, it's nice to have an audio to go with it
- Some people are visual/kinesthetic, so they prefer video
- Creating pdf documents allows potential clients/customers to highlight and read at their leisure
- If you are developing an e-course, use all three formats if you can
- Plan your content (index card strategy)

Coaching and Consulting

1:1 Coaching/Consulting (in person or virtual)

- Think about a space to meet if you want to do 1:1 coaching/consulting in person

- Be aware of confidentiality issues
- If communicating virtually, have options available (i.e., Skype, phone, email, Google Hangouts)
- Decide if you will record sessions
- You don't have to have as much content created ahead (everyone is individual); content will vary
- Have supporting materials ready (handouts, audio, etc.)
- Work on building your platform so people can find you (online presence)
- Be able to address what makes you different (Why would clients choose you?)

Group coaching (in person or virtual)

- In person – will need a space, confidentiality issues
- Virtual – video, Google Hangouts, Skype, phone
- Nice to offer a way for the members of the group to connect (Access to a private group or forum)
- Will you make recordings available?
- Supporting materials (handouts, video, audio, etc.)

Seminars, VIP Days and Retreats

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- VIP day is a special day for an individual or small group
- Retreats are best if a small intimate group, but always more than one person
- Provide a transformational value (so it will be worth the investment for the participant)
“By the end of the day (or retreat) you will be able to _____”
- The goal is to make it special, above your ordinary coaching or program
- Provide “red carpet” treatment for participants
- VIP days can be done in person or virtually
- If doing a VIP day virtually - it's best to break it up into two 4-hour segments in the same week (couple days apart). This allows time to digest in between, and most people don't want to be at the computer or on the phone for 6-8 hours.
- Seminars are done for a larger group timeframe is usually 4 hours or more

Membership Programs

Membership Programs

- Membership site (will need software support)
- Decide the type of membership and how participants will access the content
 - Access to all materials as long as they are members
 - Drip materials and lessons out over time
- Are you going to provide other support (group coaching or Q&A calls, private group, forum, etc.)?

Connections and Opportunities

Connecting with other experts

- Reach out to people and follow up (you don't know if you don't ask)
- Offer guest blogs
- Start a blog and have guest bloggers contribute
- Start an internet radio show of your own
- Be a guest on other internet radio shows
- Start your own internet TV program or find other hosts and ask to be a guest
- Tele-summits (reach out to others or create your own)
- Gift events (group of experts all sharing valuable gifts and offering to their own list)
- Coffee-table discussions (like a smaller tele-summit)

Tools and Resources

Tools and resources you may need to help you Build a Business From Your Book

- Microphone
- Video camera (webcam, Flip cam, video camera)
- Place to shoot video
- Software to screen share if you want to use PowerPoint
- Access to programs to record audio and video

- Pdf (people can still copy/paste from the document unless you make it read-only and secure it)
- Google Hangouts and YouTube are free to use
- Can easily create your own channel on YouTube
- Creating video (software support, Google Hangouts, Skype, other platforms)

For more information or questions, please feel free to connect with me at www.bonniegroessler.com

