



The Author Guide Course for non-fiction authors

Insight 13 - Get yourself out there

[Here is the video tutorial](#)

Leverage

This is the point where you've got your book out in the market place and you have a plan to continue marketing and promoting your book, but what else could you do with it?

You have 40,000+ words of valuable content – and it's all open to being repurposed.

Workbooks

If there's lots of learning in your book, you could create a workbook version or a complementary learning guide. This will get around the need to add working space in your original book (libraries don't like books that encourage people to write in them!)

This might be a single workbook or a series of workbooks, each addressing a specific section or subject from your book.

If your book is based around events, or a real-life story, you could create a journal style workbook for people to create their own version of the event or story.

Keynote presentations

This is going beyond doing promotional short presentations at local groups and networking events, take it a step further.

A keynote presentation is typically between 30 minutes and an hour and aims to deliver an entertaining and educational experience for the audience.

Your book will have enough material for more than one keynote, but ideally you'll pick out three key points that will make a significant difference and craft those into a powerful presentation with a clear outcome.

If you deliver a good keynote, people usually are in a very receptive state to getting more good stuff from you, so a table at the back-of-room, manned by a colleague, friend, partner will add to your fee for the keynote.

If you're not a seasoned speaker, you might find you want to do a few freebies to get experience, but if you've got a sound keynote with good stories, you'll soon find people will be happy to pay.

If you're working with a corporate organisation, perhaps presenting at their annual conference, you may find they'll be willing to purchase copies of your book to give to every delegate.

If you're working with an independent publisher or self-publishing, you should be able to do a run with the corporate client's branding added to the flypage. You may offer a reduced cover price for a one-off bulk purchase.

Learning opportunities

Depending on the content of your book, you may find it lends itself to a course, a workshop or seminar.

Whether it's a 2 hour seminar, a full day course or an online programme you can repackage your book content as learning. This can be an ongoing additional income stream – and, again, people who have attended your course will often purchase your book.

If you're planning ahead you may even have the course and/or workshop ready to go and promote these at the book launch. Strike while the iron is hot.

Or create an ongoing stream of income with a membership programme that people pay a monthly subscription for. Check out [Stu McLaren's resources](#) for more information on membership programmes.

Work with your associations

If your business comes under a trade association, professional institute or other group opening a conversation with them can generate many possibilities.

- It might be a regular column in their trade journal.
- It could be that they select your book to go on their recommended reading list.
- They may even choose your book as their membership book of the year, which usually requires their branding being added and they'll almost certainly negotiate a much lower cover price, but it can result in a few thousand books sold in one hit.
- You could end up delivering training to their members.

If you don't ask, you don't get!

Book fairs and book festivals

As an author you can exhibit and your publisher may also have a stand, particularly if you've gone with a traditional publishing house who often have a presence at the big Book Fairs. See the full list **Book Fairs and Festivals** in the Insight 13 folder.

Get creative

What other opportunities could you use to leverage the content of your book? Keep your eyes open and grab the opportunities that pop up for you.