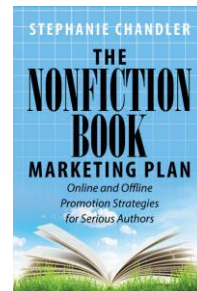


REVENUE STREAMS FOR NONFICTION AUTHORS: Mining for Profit Around Your Book

- 1. Consulting and Coaching:** You can consult by the hour or offer consulting packages. Determine what your readers most need help with and then design programs to assist them.
- 2. Workshops and Training Classes:** Conduct half-day, full-day or multi-day training programs.
- 3. Webinars, Teleseminars, and Online Events:** Conduct free teleseminars or webinars to attract readers and build your mailing list, or conduct fee-based online events including classes that are delivered over several days or weeks, or even host an online conference.
- 4. Certification Program:** If you have processes that you can teach to others, you can create your own certification program. This should include some sort of formal training and a final exam.
- 5. Information Products:** You can compile and deliver information into all kinds of profitable products including ebooks, special reports, audio downloads (mp3) or CDs, videos, workbooks, templates, worksheets, databases, and more.
- 6. Product Bundles:** Once you have created several products, be sure to bundle them together and offer as a discounted package.
- 7. Paid Freelance Writing:** Print publications can pay from \$.25 to \$2 or more per word for articles. Begin with smaller publications, build a file of "clips," (previously published articles), and work your way up to bigger publications. Some top blogs also pay for content.
- 8. Bulk Sales:** Instead of trying to sell one book at a time, pursue bulk sales opportunities with corporations, non-profits, gift shops, specialty stores, and schools.
- 9. Smart Phone Apps:** You can have an app built for the iPhone/iPad, and it may actually cost less than you might think to develop. Find programs via <http://odesk.com> or <http://rentacoder.com>.
- 10. Professional Speaking:** Keynote speakers can earn \$10k and up for a single presentation, plus travel expenses. Start by speaking for free locally and work your way up to paid programs.

BONUS: Corporate Sponsors: Companies that want to reach your target audience will pay you to act as a spokesperson, promote their products on your blog, conduct webinars and Twitter chats, speak at their events, write for their blogs, and more. This can be quite lucrative!

Stephanie Chandler is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies for Serious Authors* (coming April 2013) and *Own Your Niche: Hype-Free Internet Marketing Tactics to Establish Authority in Your Field and Promote Your Service-Based Business*. Stephanie is also CEO of Authority Publishing, specializing in custom publishing for nonfiction books and social media marketing services, and NonfictionWritersConference.com, a 3-day online event. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine, and she is a blogger for *Forbes*.



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