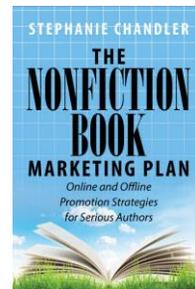


# REVENUE STREAMS FOR NONFICTION AUTHORS: Mining for Profit Around Your Book

- 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*.



[AuthorityPublishing.com](http://AuthorityPublishing.com) | [StephanieChandler.com](http://StephanieChandler.com) | [NonfictionWritersConference.com](http://NonfictionWritersConference.com) | [NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com)  
[@bizauthor](https://twitter.com/bizauthor) on Twitter | Facebook: <https://facebook.com/AuthorStephanieChandler>

Copyright © 2012 by Stephanie Chandler