



THE PROFITABLE AUTHOR CHECKLIST



I'm Jane Tabachnick, Bestselling Book Coach, Visibility & Profit Activator. I'm also the founder of Simply Good Press, a publishing company that helps mission-driven entrepreneurs write, publish, promote and profit from business-building books. I have helped over 250 authors achieve bestseller status and profit from their books.

To your success!

*xO,
Jane*



1 Profitable Book Launch Strategy

This is one of my personal favorite book profit strategies – the book launch strategy.

It has a lot of the elements of what you need to make you successful and profitable. A launch can help you:

- Build Buzz and momentum
- Generate book sales
- Move your book ranking
- Generate more book reviews

Done right – a book launch can help you achieve bestseller status, get you and your book in front of a whole new audience of ideal readers who need what you have to offer, but may not have known about you before.

A book launch will signal to Amazon that your book deserves attention, and you can benefit from tripping their algorithm. This can include being listing as Hot New Release, An Editor's Pick, A Bestseller....

A little-known strategy is the repeat launch strategy. Launches don't need to be one-and-done. In fact, you can gain momentum with each successive book launch.

I'm excited to share this strategy with you in my upcoming webinar:

The Bestselling Book Launch Masterclass- sign up [here](#)....



Book Launch Dos and Don'ts

Do

Optimize your book listing – take advantage of all the elements Amazon and other platforms offer [I cover this in my Book Listing Maximizer gift]

Build momentum and buzz for your book launch. Give your friends, family and partners, advance notice on your launch. Talk it up and build anticipation for the launch.

Make it easy for people to say yes to promoting your book. Create a library of graphics, social media posts, and email swipes, so all they have to do is copy-and-paste.

Launch more than once [more on this in the webinar]. Book launches are NOT a one and done. In fact, launching repeatedly can be/is a proven success strategy. There will always be new people/audiences who don't know about your book and can benefit from knowing about it.

Create repeatable systems

Don't

Ask people to buy your book to help make you a bestselling author – instead, share your big why [why you wrote the book] and what's in it for them [what they will get out of the book]

Count on friends and family to make your book a success or to take action. They love you, and yet your book is probably not for them, so focus on the audience that your book is intended for instead.



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2 Increase Your Visibility

Being visible as the author of your book is important to your overall success. Whether you are an introvert or an extrovert, here are some ways to be visible that can help increase your book success and profits:

- Speaking on Stages or webinars
- Podcasts guest interviews
- Podcast host
- TV or other media outlets
- Guest blogging or bylined articles
- Being an expert source for the media [HARO etc.]

This strategy works well for a few reasons. It raises awareness about you and your book. In all the aforementioned examples except being a podcast host, you are borrowing other people's audiences. This is a quicker way to get in front of these existing ideal audiences, without having to spend time building them yourself. The added bonus is that by virtue of being a guest expert on these platforms, you have the benefit of a positive association with the host's brand. It's like a gold star endorsement and a warm introduction to their audience.

You also get the benefit of being promoted by the platform. If it's a conference or podcast host, they typically promote their speakers along with the event. This can also help create more SEO links to your website and or book listing. When someone Googles you, these links come up high and provide you with instant expert status.

Another reason this strategy works well is that people want to peek behind the scenes and get to know the person behind the concepts and book.



Visibility Do's and Don'ts

Do

Practice your talk and interviewing skills.

Find conferences, podcast hosts, media outlets already talking to your ideal audience.

Customize your talk for the audience. While you are an expert, your audience may need a slight variation on your subject matter to make it most relevant and relatable to them. Find out as much as you can about the audience and then custom tailor your pitch to best fit them, and so that you shine.

Have a call to action or lead magnet [not to mistake this for a sale pitch... but a way to connect with you outside of the event or interview.... i.e., join my Facebook group, download my report, follow me on Instagram...]

Do share and help promote the interviews, conferences etc. Make sure to tag the host or journalist.

Step out of your comfort zone.

Don't

Pitch the audience [unless you have already agreed with the venue host on this]

Talk in jargon [unless it's an audience of peers]– it can alienate the audience, turn them off and harm your brand.

Delay getting back to the media or person requesting an interview. They may be on a tight deadline and will go with the expert who responds promptly. Plus, you probably won't get a second chance.



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3 Diversify Your Format

Now that you have already written the book, publishing it in additional formats is low hanging fruit. It's a way to easily add additional profits. The best part is, once a new version of your book is created and published, it can generate passive income.

Here are some formats to consider:

- eBook
- Paperback
- Hardcover
- Audio Book
- Workbook
- Foreign Language /Translation to another language

Now everyone processes information the same way, so offering different format can help individuals read in a way that they prefer. For example, some individuals learn best through visual instruction, while others have the most success acquiring knowledge through verbal instruction. I tend to prefer print books, though when I travel, I primarily read eBooks.

Another advantage to multiple formats is that a unique listing for each one on Amazon or other book platforms. This gives you more opportunities to rank and to be discovered by your ideal readers.

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Format Dos and Don'ts

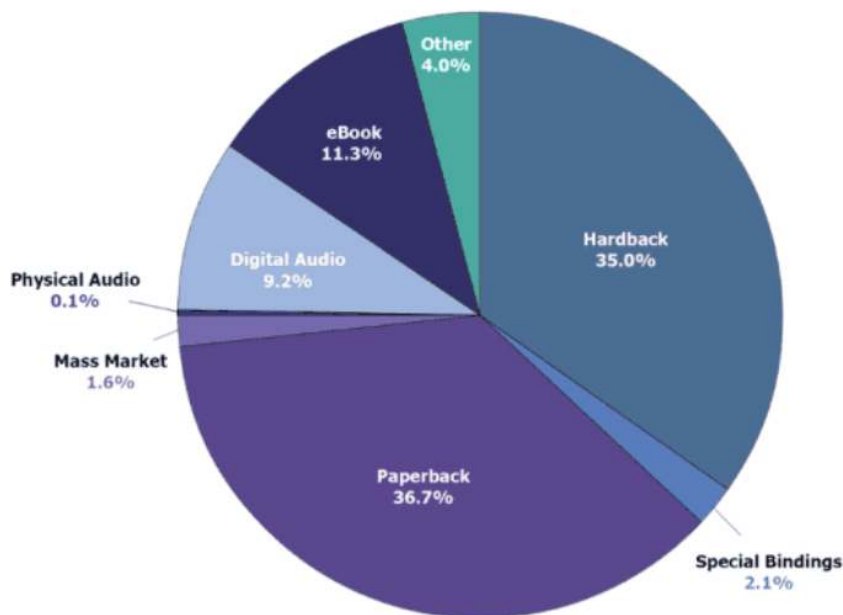
Dos

Make sure that all formats of your book are connected – that every format displays on each of book's listings or ask Amazon to connect them [you may be losing sales b/c people don't see the format they prefer... these don't always connect automatically].

Don'ts

Assume your audience wants to consume your content in the same format you prefer.

Jan. 2023 Consumer Book Sales by format



Source: Association of American Publishers



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4 Expand Your Product Line

Now that you have written your book, you have a wealth of content to work with and to monetize. As a non-fiction author, your book can and should be the springboard for other revenue including:

- Courses
- Corporate Training & Workshops
- Card Decks
- Certifications
- Licensing

Just like with book formats, your audience can benefit from your content presented in different ways. Your book may serve as an affordable introduction to your concept, process or solution. A course, training or workshop can help someone go to a new, deeper level with your book. They can command a higher price point with little resistance, making it easier to scale your profits and business.



Expand Your Product Line Do's and Don'ts

Do

Assess your book and figure out how your audience could go deeper and derive more value from you and your content.

Consider how you like to interact with your audience. Do you like doing in person workshops or prefer creating products like a virtual course or card deck? Use this knowledge to decide what you spend your time doing so your work remains joyful.

Don't

Create branded kitchen tools unless you are a chef, restaurant or cookbook author. Off brand, off topic products can confuse your audience and harm your brand.

Ignore a format because you don't want to be the one to create or deliver it. Consider outsourcing product creation, or training workshop facilitators to deliver your content.



5 Partner with Other Experts

This is a great way to grow your audience quickly by partnering with other experts – in effect, borrowing other people’s audiences.

Like the visibility strategy, partnering with other experts gets in front of someone else’s audience, with enhanced instant credibility.

They have built their audience by providing value. Their list trusts them, and by association, they will trust you. So, you are not just some random strangers showing up cold, but you are showcased as a trusted associate.

Partnering with other experts gives you a decided advantage – visibility in front of a new, larger audience who will be immediately receptive to you. Speed, visibility, leverage, credibility, and trust.

Plus, partnering can be fun. You have a great excuse to reach out to other entrepreneurs, make new connections and create win-win opportunities.

Here are ways to partner with other experts:

- Endorsements
- Joint Ventures
- Collaborative Events [summits, podcasts, live streams....]



Partnering with Other Experts – Dos and Don'ts

Do's

Offer value and go for the win-win

Reach out to 'competitors'. Some will make great partners, though not all will be willing to play.

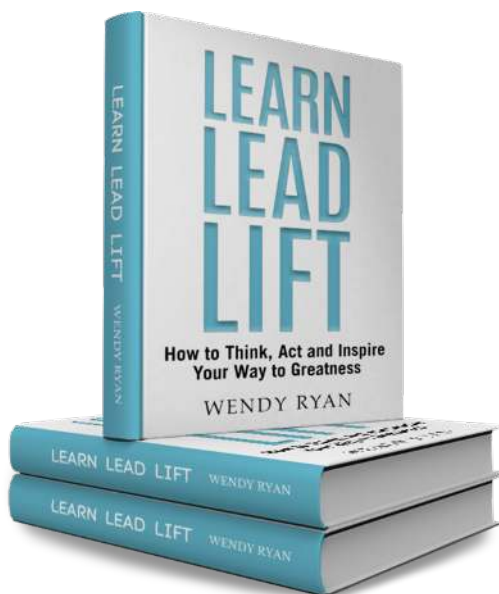
Don'ts

Commit unless you plan to play full on

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Examples

From Book to Interactive Card Deck



Learn Lead Lift Discovery Cards™

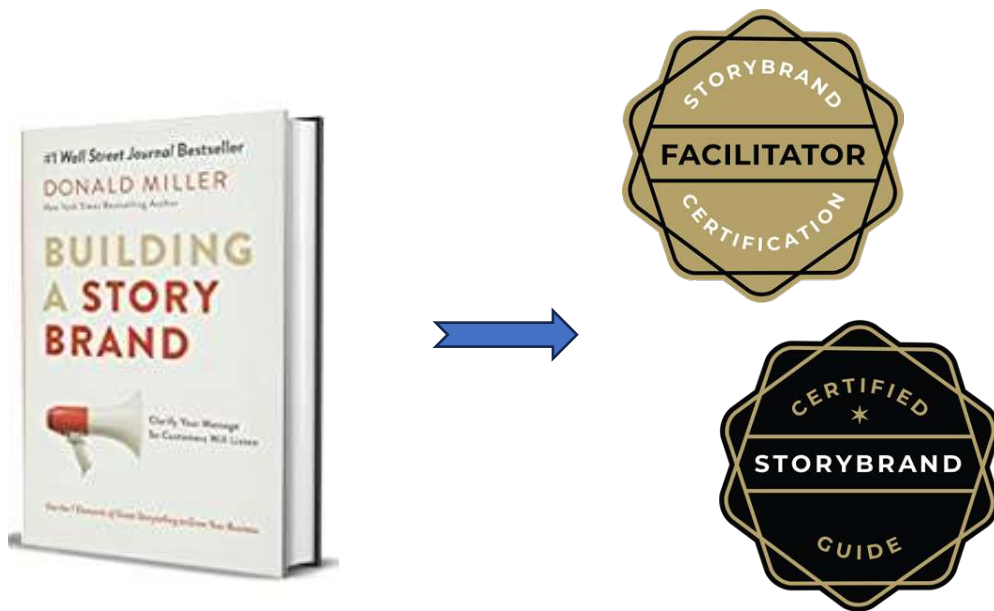
A Hands-On Approach to Help You Think, Act and Inspire Your Way to Greatness Based on Wendy Ryan's award-winning and bestselling book, Learn Lead Lift. Discovery Cards help leaders think, act, and inspire their way to greatness. Through a series of engaging card sorts and other hands-on activities, applying the Learn Lead Lift Framework(TM) is simpler than ever.

The author profits by having readers who want to engage with her framework more deeply. There are profits from the sale of the cards, and teams who work with the cards often go on to hire Wendy for high paying custom workshops.

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Examples

From Book to Certification Program



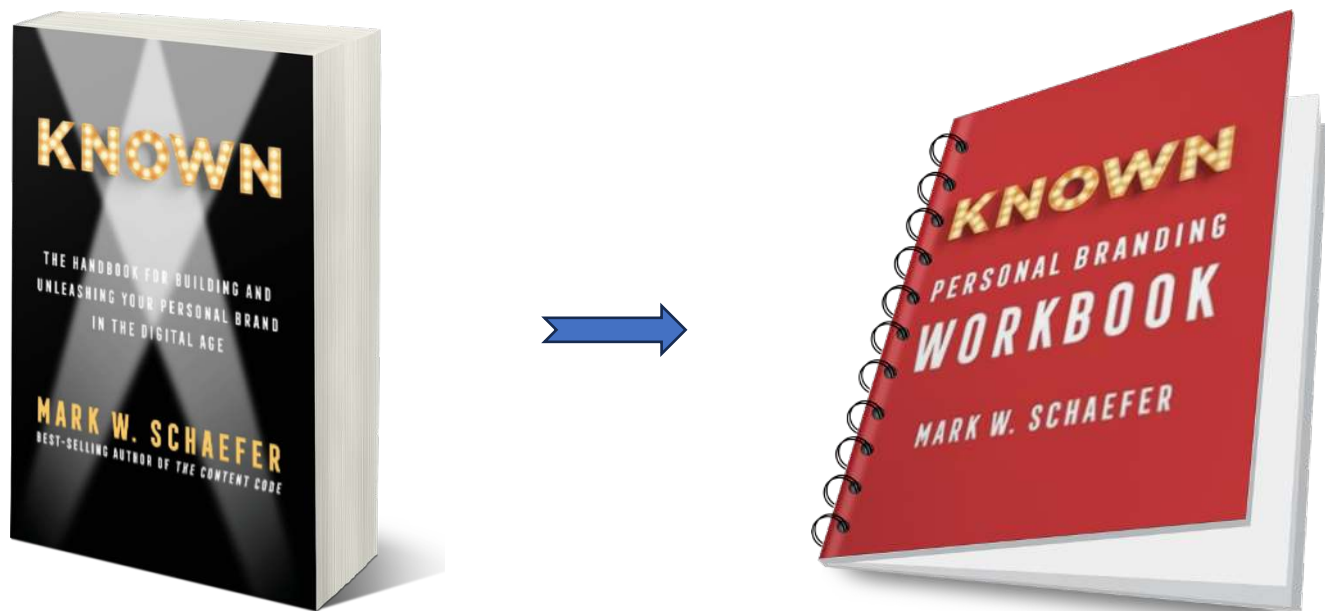
A StoryBrand Certified Guide can consult with individual businesses to help them clarify their message and create a marketing strategy that works. StoryBrand supports these Guides with an immersive 4-day training, exclusive license to use our framework, and ongoing support.

The author profits by charging for the initial training, as well as an annual license renewal fee. He also benefits by the added promotion of his book and brand by the consultants.

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Examples

Book to Branded Workbook



This workbook is an accompanying piece to the book **KNOWN: Building and Unleashing Your Personal Brand in the Digital Age** by Mark W. Schaefer. This personal branding workbook contains space to work through the exercises found in the book, helpful bonus material, and a downloadable template to track your progress.

Creating a workbook is a great way to help readers do more deep work and engage more with your book and method. The author does something smart here by offering a downloadable template, he can collect reader's email addresses – information Amazon doesn't share with authors. Adding them to his email list is a great way to deepen his relationship with his readers as well as profit from offers he makes to them in the future.



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Bonus

A largely untapped resource is foreign language versions of your book. You already have the content written, introducing you and your content to an entirely new audience can be very profitable. Other language markets may also have less competition than the English market, giving your book a chance to stand out, as well as generate additional profits.

Translation can be costly to hire out, along with the costs for an editor and proofreader.

Here are two no/low-cost options for creating foreign language versions of your book:

Sell the foreign rights to your book with ALLi

This can be a challenging task if you try to do it yourself. The Alliance of Independent Authors ([ALLi](#)) helps with selling foreign book rights.

Membership fees range from \$89 to \$149/year. Once sold, you get paid a licensing fee and the buyer pays for translation and publishing costs.

Partner with BabelCube

[Babelcube](#) is a book publisher who matches authors with translators. They operate on a model similar to Amazon's ACX for audio books. You can post your book on Babelcube and see if any translators want to partner with you.

The translation is done for a share of your book royalties, which get split with Babelcube. Your only cost is the cover design, which you supply; this helps you keep consistent branding and quality control.