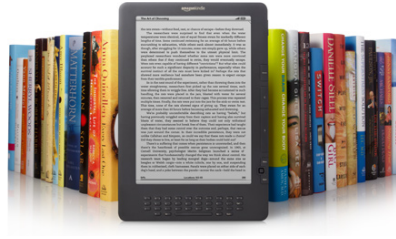


The Empowered Author Advantage:

A roadmap for maximizing your potential for building a bigger list & a profitable business in 60 days or less with your own eBook

COMPANION WORK SHEET



COMMON MISTAKES most authors make when writing & publishing their books.

Mistake #1: Writing and publishing an eBook in the same structure and format as a _____.

Mistake #2: Not education yourself about how _____ work.

Being available IN STORE does NOT mean being available -

Amazon touches over _____ READERS in _____ COUNTRIES.

Mistake #3: Not having _____ or _____, before writing & publishing your book. This is total missed opportunity.

Would it surprise you to know that the even best-selling authors like Malcom Gladwell, Jack Canfield, and EVEN Donald Trump make less than \$2 for each book sold in royalties? So the average author actually makes about \$540 per year – and that's all.

GAME-CHANGING PROMOTIONAL STRATEGIES that will set you apart from all the 1000's of other authors out there.

Strategy #1: _____ are a really cool way to spread the word about your new book and are easy and quick to produce.

Strategy #2: Publishing your own _____ can be done for \$99 to \$249 and can put you on the international media stage instantly.

Strategy #3: Amazon really does a great job of supporting self-published authors and they have really some cool programs to help us promote our books that we should all be taking advantage of like _____ and _____.

Strategy #4: Another great way to promote your book is by creating a stand-alone _____.

You can find an example at

www.crescendopublishing.com/ariaajaeger

Strategy #5: For a more robust promotion, you might want to consider doing a _____ campaign.

You can find an example at

www.secretsthegurusdontteachyou.com

THE BRILLIANCE OF LEVERAGING your book to create additional profit buckets **REALISTICALLY** in **LESS THAN 60 DAYS!**

In 60 days, you could REALLISTICALLY produce and begin selling:

A physical version of your book through self-publishing resources such as _____ and _____.

_____ are a true up and coming product that is so quick and easy to create.

Other revenue bucket opportunities are

- Audio books
- Guide books
- Expert Blogging contracts
- Low dollar value report or training sessions
- Teleseminar

Within 3 months, you could:

Use your book as the foundation for a _____ or a series of training classes that you deliver locally or even take on the road.

These could take the form of 1-2 day in person workshops or even 4-6 week virtual boot camps, VIP Days and 1 on 1 coaching programs

Within 6 months, in addition to revenue generating, just imagine the potential opportunities for creating visibility and credibility such as:

- Train the trainer programs
- Leveraging your time, and increasing your revenue with Group programs
- Having supportive partnerships and reaching new buckets of potential clients with Joint Ventures
- Creating DVD training

- High priced hourly consulting
- Continuing education teaching at educational institutions
- Getting paid to speak at events

And a year from now, you can easily leverage all you have created over the course of the previous 12 months by:

- Creating Product Bundles
- Certification programs
- Key Note Speaking
- Event Presenting or Event Guesting
- Selling Monthly subscriptions
- Offering High Ticket Programs
- And even Platinum Programs & Retreats

The TWO FREE resources I offered at the end of the call can be found at:
