

GET WRITE WEEKEND 2021



FOR ENTREPRENEURS, EXECUTIVES, AND EXPERTS

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1: YOUR PUBLISHING EMPIRE

BUSINESS NONFICTION

- Small Business Management
- Entrepreneurship
- Leadership
- Personal Finance
- Career Specific
- Investing
- Economics
- How To

Define Your Market:

- Do your research
- Build your audience
- Influence

NOTES

2: MASTER YOUR SUBJECT

Give them what they want

- What are you asked for?
- Conduct surveys
- Study trends in your industry

“Franchisability”

- Theme
- Series
- Specializations
- Generations

Does size matter?

- Book size
- Length

Speak Up

- Grow comfortable talking about your subject for a year

Partner Up

- Align with other experts that may compliment what you offer

NOTES

3: PROFITABLE PUBLISHING

Sales

- Pre-sales
- Royalties
- Back of the Room
- Group Sales
- Free + Shipping

Companion Products

- Workbooks
- Study Guides
- Journals
- Notebooks

Leverage for Profit

- Lead Generation
- Courses
- Masterminds
- Workshops
- Negotiate purchase for appearance

NOTES

4: MARKETING AND PROMOTIONS

Book Release

- Set a date

Book Signings

- Release Party
- Bookstore
- Events
- Virtual

Book Tours

- Physical
- Virtual

Ads

- Digital (Social Media)
- Print (Magazines)

5: Q&A

MY QUESTIONS:

ENROLL TODAY!

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NOTES
