



Publish and Profit with Workbooks and Online Courses

One of the most powerful ways to add revenue streams to your author business is with companion products, and a workbook can be a natural fit for many who write nonfiction. Workbooks are lighter in content than a typical trade book, yet often have a higher perceived value with buyers—meaning you can charge more for them. In addition, a workbook can be bundled with your primary book to boost sales, used as a companion in your courses and workshops, offered as a tool to coaching and consulting clients, and much more. The possibilities are endless!

In this content-rich presentation, you will learn how to:

- Create a variety of new revenue streams with workbooks and online courses
- Uncover lucrative speaking opportunities
- Attract corporate sponsors
- Plan out your content
- Handle design and production
- Publish workbooks in various sizes and formats, including spiral-bound
- Engage potential buyers with effective marketing strategies

If you have a topic to teach others, join us for this enlightening presentation to learn many exciting ways you can profit and prosper with workbooks!

Stephanie Chandler is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is CEO of NonfictionAuthorsAssociation.com, a vibrant educational community for experienced and aspiring writers, and NonfictionWritersConference.com, an annual event conducted entirely online. A frequent speaker at business events and on the radio, she has been featured in *Entrepreneur*, *BusinessWeek*, and *Wired* magazine. See also: [@steph_chandler](#) and [@NonfictionAssoc](#) on Twitter and Facebook.com/NonfictionAuthorsAssociation.

