

# **33 Golden Income Opportunities from Your Wellness Book**

*In as few as 3 months!*

Guide 3

**33 Ways to generate multiple  
streams of income from your book**  
(includes a mind-map of the possibilities!)

# Writing your book may be the most profitable way to boost your business.

Did you know that most authors don't make much money from writing a book?

You may be wondering why I'm saying this, after I've just told you all the benefits of writing your book to gain authority and establish credibility.

If you read my first guide, you'll recall that I featured three well-known health professionals who all have thriving practices: Dr. Mark Hyman, Hailey Pomroy, and Dr. Michael Breus.

Their books are probably only a small portion of their incomes, yet they are the cornerstone of their offerings.

*Many non-fiction authors don't write a book for the money.  
They write it for the influence.*

In this guide I bring it all together, with the 7 most powerful ways to build your business through your book.

In fact I've found 33 golden opportunities to profit with spin-offs from each opportunity.

The mind-map at the end of this guide shows you the myriad possibilities.





## Hi, I'm Lynda Goldman

This is the third guide in a special series I'm producing for our community.

I hope you enjoyed my first two guides. If you haven't read them, please stop and read them first, because they build on each other. You can get them here:

[Guide 1: Gain Natural Authority by Writing a Wellness Book](#)

[Guide 2: The Non-Writer's Guide to Writing a Wellness Book](#)

I've been writing and publishing books for 30 years, and I've written 40 books by now for 3 major publishers. I've also ghostwritten health books for clients, and built multiple businesses from my books, including training, speaking, coaching and consulting.

So I'm delighted to share my passion with you, and help you bring your message to the world.

*Writing a wellness book is the single most important thing you can do to establish your authority in your field.*

Your book will attract media attention and invitations to speak at events, and help you grow your practice so you can help more people.

But first, let's take a look at how the publishing world works.



# The truth about book publishing

Have you always dreamed of being published by a big New York publishing house?

That's possible, if you have the right book for the right audience, at the right time.

Any author who hits that sweet spot can get a huge advance, and eventually sell millions of copies.

But here's the harsh reality.

When your book is published by a major publisher, you only get a small percentage of the selling price, which is called a royalty. Royalty rates are in the neighborhood of 7%. No one gets much more than that – even the best-selling authors in the world.

What they do get is a **big advance**. You hear about those in the news, because they are relatively rare. Normally you get a small advance, maybe \$10,000.

This may sound fantastic, but remember: it's an advance against royalties, which means you have to pay that back from your book sales. And most books don't even earn out their advance.

Let's say your hardcover book retails for \$30. You get \$2.11 per book. If your paperback book sells for \$15, you get 1.05.

You have to sell **truckloads of books** to make substantial money from one book alone.

The truth is that most people who write a book don't make much money from the book itself.

*However, people who build a practice or business around a book do make money – often lots of money.*



# Your book is your golden ticket to generate opportunities

Becoming an author can jumpstart your health practice or business in a way that nothing else can.

In Guide 1, we looked at three well-known health professionals who built empires on spin off products related to their books.

*Your book is the cornerstone for generating revenue opportunities from courses, coaching, consulting and speaking.*

Let's look at 7 powerful ways to make money from a health and wellness book. And these are only the start, because each way has multiple spin-off opportunities.

You can choose one or several avenues to expand on the content of your book and grow your business.

## **But remember...**

**Your book** is the reason the media will contact you for interviews, so people hear about you and want to work with you.

**Your book** is the reason you call yourself an authority.

**Your book** is the reason you will feel pride in your accomplishment, and your family will share that honor.

Have you ever heard anyone enjoy the same stature and respect from saying, "I'm the creator of an online course," or "I'm a wellness consultant" as they do from saying, "I'm the author of (your book)?"

No, you only get those accolades from being a published author.

However, people who create courses or do consulting can make substantial amounts of money from all these endeavors. So let's dig in to 7 ways to generate revenue from your book.



# 1. Establish your authority and create new opportunities

Your book establishes your authority and raises your profile.

New opportunities open up when you have a new book coming out. The media loves to feature authors who are launching a book.

You'll be contacted for interviews on podcasts, radio, TV, newspapers and magazines.

You can also get speaking engagements, which will attract more clients to your practice or programs.

Personally, my books have led to radio and TV interviews, Podcast interviews, and being featured in newspapers and online magazines. The media attention increased traffic to my website. This led to paid speaking engagements, and sales of my coaching, consulting and copywriting services.

*“I don't think we can express enough the benefits of being a recognized authority.”*

“Publishing your book increases your exposure exponentially. Immediately! My first book resulted in frequent requests from around the world to lecture and teach workshops. That was the start of my own speaking and consulting career.”

## **Russell Faust, MD, PhD**

Associate Professor, Dept. of Pediatrics, Wayne State School of Medicine  
Assistant Professor, Oral Biology, Ohio State University College of Dentistry  
Carls Foundation Endowed Chair of Otolaryngology Emeritus, Children's Hospital of Michigan  
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## 2. Sell without selling to build your practice

As a health professional, do you hate to market and sell your services?

Many practitioners do. After all, you went into your profession because you genuinely want to help people. But without marketing you barely have enough clients to scrape by. Does this sound familiar (and depressing)?

The beauty of writing a book is that you educate your clients so they understand your approach.

*Your book gives patients the ability to pre-qualify themselves, so you actually sell without selling.*

Your book showcases your years of experience and knowledge, and demonstrates the practices and systems you've developed and honed to help your clients.

As a published author who wrote the book on your subject, people are more likely to choose YOU as their practitioner because they view you as the authority.

Over time, your book helps create a steady flow of motivated clients or patients, so you never have an empty waiting room or calendar.

**Your book is also the ideal lead-generation tool.**

You can give your book away on your website in exchange for your visitors' email addresses, so you can send them your newsletters, and attract them to your practice or program.

If you sell your book online, you can put your contact information at the end so people can reach you.

You can sell your book in your waiting room, or even give it to patients to educate them. There are dozens of ways to use your book to build your practice.



### 3. Generate revenue as a professional speaker

You can develop a lucrative speaking business based on your book and charge thousands of dollars per speech.

Being an author gives you the edge over other speakers. Conference organizers and meeting planners love to hire authors as presenters, because they know that authors are authorities on a subject.

After your speech, there's no greater thrill than witnessing people rush to the back of the room to buy your book, and then line up for an autographed copy.

In addition, organizers often buy hundreds or even thousands of copies of your book to give away as part of the registration fee, so you can sell your book by the box-full.

I've had companies buy thousands of copies of my book at a time, to give away at conferences and sales events.

Selling in bulk is a lot better than selling one book at a time!

*“Now I make my living as a professional speaker and paid consultant to hospitals and health systems. My book is part of my personal and professional brand.”*

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## 4. Deliver an online course based on your book

Teaching courses is one of the best ways to make money online today, because you are educating people and bringing them great value.

### **Think about it.**

For a book, you can only charge what's in the realm of other books. Online, this might be under \$10, and in a bookstore it can be up to \$30.

As we discussed before, if you have a mainstream publisher, you only get a small percentage of the selling price of the book, maybe a dollar or two per book. You have to sell boatloads of books to make money from the book itself.

But you can sell an online course for hundreds or even thousands of dollars, so you only need a small number of students to make substantial money.

Your book is the ideal lead-generator for a course, because it educates people on WHAT to do, but your course guides them on HOW to do it.

Plus, your book helps you build a warm audience for your course. People get to “know, like and trust you”. They feel confident and will spend more money on your course than if you tried to sell it to a “cold” audience.



## 5. Make ongoing income from coaching online groups

Are you a health professional, therapist or wellness coach who deals with ongoing issues?

Problems with obesity, autoimmune disease, food allergies, mental health, hormones, and chronic disease don't get resolved in one fell swoop.

Clients need ongoing support as they create new habits, or work towards lasting solutions.

Coaching one-on-one or in online groups is ideal for helping your clients over the long term, so they make real progress.

Group support is very powerful and an online continuity program is one of the best ways to ensure steady income while you help more people.

Your book is the ideal way to educate people about your approach so they commit to your long-term guidance.



## 6. Develop your own brand of health products

You may have created a line of supplements, shakes, or skin care products. If you haven't done this yet, creating your own brand through a private-label company is the next step for many health professionals.

Once you develop a course or program to help your clients, you can design a line of supplements to support them, as Dr. Mark Hyman and Haylie Pomroy did.

Your book is the ideal vehicle to educate people about a health condition and how your type of supplement, food or skin care products can help.

An added benefit is that because you are educating people, you can say things in your book that the FDA doesn't allow you to say on a website or in marketing materials, as long as you don't link your book directly to a sales pitch.



## 7. Become a wellness consultant

Wellness consulting provides golden opportunities for you to help more people, and expand your income. Corporations, associations and organizations hire wellness consultants to help their employees or members relieve stress, become fit and eat better.

Writing your wellness book is an excellent way for you to get a foot in the door for lucrative consulting contracts, and to be invited to speak at corporate events and conferences.

You can also build a consulting business to help other practitioners, clinics, hospitals, or government agencies.

Imagine competing with other consultants for these contracts. When you say, “I wrote the book on (your subject), aren’t they more likely to hire you than the health professional who hasn’t authored a book?”



# Free consultation - \$250 Value

I'm also happy to offer a **FREE 45-minute consultation** on your wellness book.

During the session, I'll help you:

1. Create a clear vision of your book and how it will benefit your practice.
2. Determine what you need to do to write and publish your book.
3. Discover what's stopping you now.
4. Create an action plan for your next steps in writing your book.

This is a \$250.00 value I'm willing to give you if you are serious about writing your book within the next 6 months.

But first I need to know a little more about your book idea.

## **4 questions to help me help you:**

1. What kind of wellness book do you want to write?
2. What is your biggest stumbling block in writing and publishing your book?
3. What would it mean to your business or practice, and to you personally, to get your book out into the world?
4. What would the cost be to your business or practice if you DON'T write and publish your book?

To take advantage of this opportunity, just answer these 4 questions and email: [Lynda@WellnessInk.com](mailto:Lynda@WellnessInk.com)

Use the subject line: **Write my Wellness Book**

I will reply as soon as possible to schedule your call. I look forward to speaking with you!



# Mind-map of the possibilities

