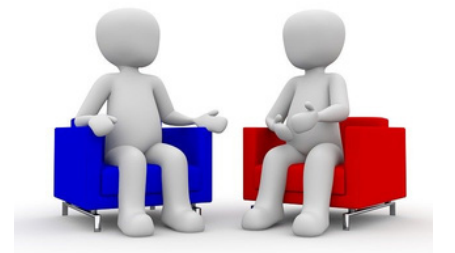


# 10 STREAMS OF INCOME FOR AUTHORS:



## Webinars/Courses

Paid webinars and courses (in-person and digital) can prove to be extremely profitable. Depending on your expertise, these can be crafted for a small audience or at the collegiate level.

## Paid writer

From simple arbitrary paid article submissions to being a paid contributing writer for niche/trade magazines and industry journals, authors should explore paid writing opportunities in their niche/genre. This not only creates a profit stream but also creates credibility for the author.

## Expert paid writer

Copywriting, ghostwriting, technical writing, etc., are extremely profitable. From emails, websites, and catalogs to advertisements and whitepapers, there is an increased demand for copywriters. The same is true for ghostwriters and technical writers.

## Public speaking (virtual & in-person)

Public speaking comes with the published author title because it is a part of your book marketing strategy. Traditional publishers often have clauses in their contracts requiring a number of speaking engagements for publication. Host your own as well as seek opportunities for hire.

## Consulting

As a published author, you know how to get concepts out of your head and onto paper. Your knowledge is highly sought after and can be a profit stream as a book consultant.



## Digital products

Words have power but converting them into tools and resources is profitable. Use your expertise and pen to create digital products you can sell: special reports, whitepapers, templates, worksheets, workbooks, checklists, and audio and or video recordings.

## Screenplays

Screenplays are a great way to bring your book(s) to life and connect with a broader audience. This is another marketing tool that can be profitable, whether they are created for your books, other authors, or both.

## Podcasting

Podcasts seem to be everywhere, but so are the ways to generate revenue and sales from them. Think sponsorships, expert guests, teaching from your platform as a lead magnet for clients, etc.

## Merchandise

(shirts, mugs, playing cards, board games, toys, etc., associated with your book & brand). You should be a walking billboard for your brand, from words to visuals. Create merchandise that you can regularly use to promote yourself and then make them available for your audience/community to purchase as well.

## Books

(translations, series, multiple formats-audiobooks, video companions, etc.). Professional authors know that their book in printed form is not limited to one language or format. Grow your brand with other formats as well as companion books where you focus on one area or key teaching moments from your existing books.

Need help on how to start any of these revenue streams or which ones are the right fit for you?

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