

The image shows the cover of a spiral-bound notebook. The cover features a background of a wooden bookshelf filled with various old, leather-bound books. The books are arranged in several rows, with some standing upright and others stacked horizontally. The lighting is warm, highlighting the textures of the book spines and the wood of the shelves. On the left side, a black metal spiral binding is visible, curving around the notebook's edge.

# How to Make Money Self-Publishing Non- Fiction:

**A Course for Absolute Newbies**

## Course Goals Workbook

**by Yuwanda Black for [InkwellEditorial.com](http://InkwellEditorial.com)**

## 1. What drew you to self-publishing as a way to earn money?

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## 2. What is your #1 fear in taking this course?

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Why this question?

Because many of us have fears when we start something new. By stating them – seeing them in black and white – we start the process of lessening them because it allows us to dissect them.

And truly, the only thing you have to fear is fear itself – as you'll see once you start going through the course.

#YouGotThis ... I promise you. 

### 3. List the main financial goal you want to achieve by taking this course.

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For example, is it to quit your job in two years?

Pay off a mortgage 10 years earlier?

Contribute \$300 more per month to a retirement fund?

Get completely out of debt in three years?

Fully endow your two-year old's college fund?

Etc.

Notice how there are specific goals/amounts attached to each goal (underlined)?

Goals should always be specific (ie, have a timeline or a definitive amount).

Otherwise, they're just pie-in-the-sky dreams.

**4. I will begin this course on (list date): \_\_\_\_\_.**

**5. I will work my way through the course material for \_\_\_\_\_ (hours/minutes) every \_\_\_\_\_ (day/week) until I'm finished.**

**6. My target date to publish my first info product is (list date): \_\_\_\_\_.**

*Note:* This may change after you go through the course material, but list a date now. Then, adjust it as you see fit after finishing the course.

But in the spirit of “goals are just just pie-in-the-sky dreams” without dates, you should always have a working date in mind.

**7. Where do you see your self-publishing career in one year?**

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For example, will you have more than one product published?

Will you be hitting your earning goals?

Will you be planning to expand to other products/formats (eg, from ebooks to ecourses)?

***“Begin with the end in mind.”***

In the best-selling book, *“The 7 Habits of Highly Effective People,”* Dr. Steven R. Covey discusses this principle.

As explained on the *7 Habits* website, its meaning is:

*... the ability to envision in your mind what you cannot at present see with your eyes ... is based on the principle that all things are created twice.*

*There is a mental (first) creation, and a physical (second) creation. The physical creation follows the mental, just as a building follows a blueprint.*

This is your blueprint.

Imagine it.

Dream it.

Create it.

Follow it ... and ride it to self-publishing success.