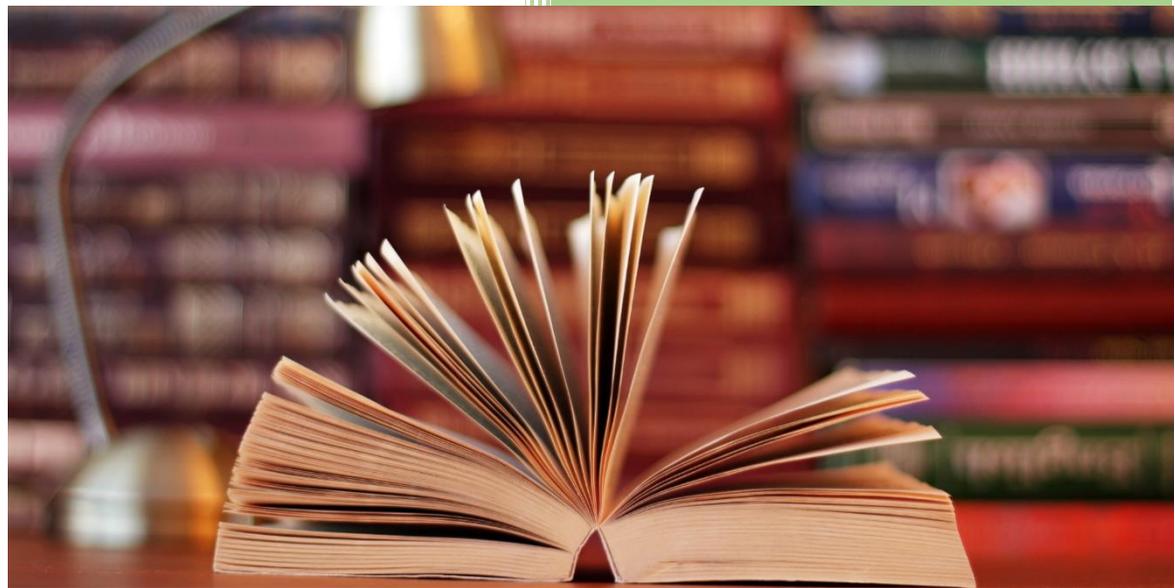


Beyond The Book

8 Ways to Make More \$\$\$



Allie Theiss

www.AllieTheiss.com

Beyond The Book

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NOTE: The intent of the author is only to offer practices, techniques and formulas to help you in your quest for emotional, mental, spiritual, sexual, and physical empowerment. They should not be used as an alternative to professional medical, legal, mental, financial treatment and/or advice. Nor should it be used as an alternative to common sense. In the event you use any of the information in the book for yourself, which is your Divinely inspired right, the author and the publisher assume no responsibility for your actions.

For more information: www.AllieTheiss.com

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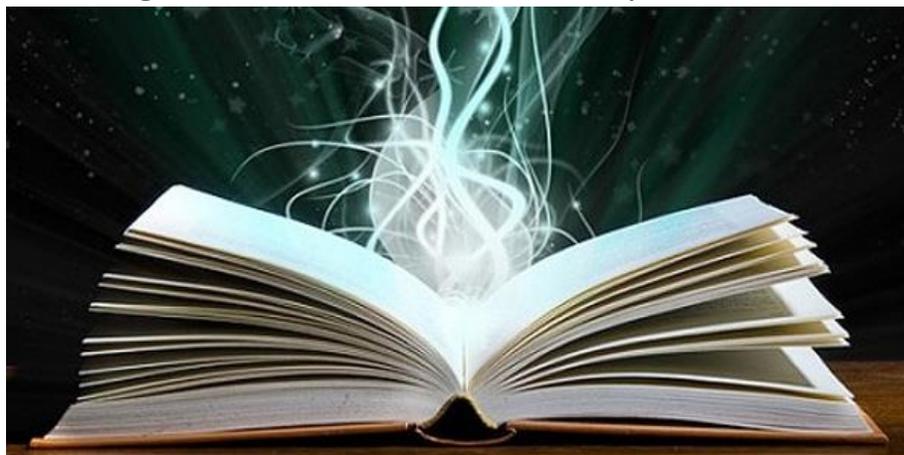
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About Allie Theiss

Why You Need To Think Beyond The Book

You've worked on your book for months, maybe years, taking all the steps you could to get it out to the world. You love your book. Your mother loves your book.



For the first few months, it sold well because you had a substantial author's platform, connected to your readers, and provided them with ongoing value.

But the sales slowly tapered off. You tried with Twitter and Facebook to entice new readers, you even sent out a dirt cheap offer to your newsletter readers.

Unfortunately for you....sales continue to only trickle in.

Hell. Now, what?

Write a new book?

Get another job to help make up for your financial gap?

Throw the towel in and give up on your dream?

All are doable – but none is preferable.

By walking away from your current book – you're leaving money on the table.

WHO WALKS AWAY FROM MONEY?

Not me.

I sure as hell hope, not you.

So what's one to do?

Go beyond the book and create other revenue streams based on your previous work.

Going Beyond The Book

When working on a book think of it not as a book but as content.

You want to diversify that content.

Expand as many as the number of delivery channels that you can to get your content to the consumer.

If you can do that, you'll make a lot more money.

As you're going through the example below – pick one that really stands out and use it first. Once that is implemented, move on to the second example.

Beyond The Book Delivery Channels

1. Audiobook
2. Workbook – print & ebook
3. Online course & Email (at your own pace) course
4. Magazine
5. Weekend workshop
6. Webinar & On-demand webinar
7. “Rent My Brain” phone calls or emails.
8. Speaking events

Every three months stop and review your various revenue streams. If a stream isn't producing enough revenue to make you smile, tweak or ditch it.

Story & Promote Podcast



On **Market Your Book Monday**: book marketing & resources.

On **Write Your Story Wednesday**: writing & story prompts.

iTunes: <https://itunes.apple.com/us/podcast/story-promote-writing-marketing/id1072386853>

If you'd like a more interactive experience, this podcast is also on periscope on Mon & Wed at noon et. Follow me on Twitter at @allietheiss to get notified when I go live.

About Allie Theiss



I love the art of storytelling.

I also love good beer, animals, my son, and Harrison Ford.

Storytelling is my first love.

I had to shelve my long-time career of intuitive readings & sex coach/educator to concentrate on writing and helping others write.

My love of writing started in 2nd grade. I had my Elementary Principal convinced to let me put on my two-person play about a fairy princess in the school's auditorium. That is - until she found out it was a kid-sanctioned, not

school-sanctioned, event.

Poo poo on her - I put it on in my backyard for my neighborhood!

I've been creating stories ever since.

Like most people - time management has been an issue while writing all of the above. I've been self-employed since 1993 as a professional intuitive for 16 years and a sex coach/educator for women for seven years. I put myself through undergrad & graduate school for psychology, raised a son as a single parent, took care of a house + pets, and still managed to have a life.

Time has always been a premium - but I figured out how to make it all work without the help of a writing coach. Do you need a coach? Not if you want this process to drag out. **I struggled so you don't have to.** I know first hand how frustrating it is to have a story in your head and not be able to find the time or way to get it out and on "paper."

If you'd like to talk to me about what support you need in 2016, email me at allietheiss@yahoo.com and schedule a 30-minute consultation at no cost and no obligation to you!