

37 Ways to Generate Revenue with Your Book

1. You can actually sell your book as you are writing it by taking pre-orders.
2. Have a big launch when your book is released. Jeff Walker's "Sideways Sales Letter" is a great way to do this. He explains it all here in this [free video](#).
3. Find affiliates in order to share your book with their audiences. Affiliates receive a commission from each sale you make. Pat Flynn shares the top 30 tips for successful affiliate marketing [here](#).
4. You can sell your book with speaking engagements.
5. Give your book away as a bonus with your live events. Sometimes people will give that book to friends, which introduces you to a new audience.
6. You can sell chapters to other experts who might want to be coauthors in your book.
7. You can sell your book with your workshops.
8. You can sell your book with your consulting services.
9. Selling your book with your other information products is a nice touch because the buyer gets something tangible in addition to an information product.
10. Sell your book at other people's live events — known as "back-of-room sales."
11. You can send your book to new sales prospects, which can lead to new business. This is known as the "Book-as-business-card" approach.
12. Sending your book as a gift to existing clients leads to more repeat business and referrals.
13. Sending your book to event planners who organize speaking and keynote talks is a great way to get exposure.

14. Send your book to speakers bureaus.
15. Listing your book for sale on Amazon is a no-brainer. You can create a Kindle version of it, too.
16. Sell your book on your YouTube or TV channel.
17. Sell your book on your PBS special.
18. Become a guest on the radio and sell your book during your guest talk.
19. Sell your book on your podcast.
20. Sell your book on your website.
21. Sell your book through social media. Better yet, ask your readers to post reviews of your book on social media sites. Word of mouth is the best way to sell anything!
22. Sell your book as an audiobook on Audible.
23. Sell your book on iTunes.
24. Give away a sample chapter of your book as a free download that people have to opt in for. This will make readers hungry for more and capture leads at the same time.
25. Sell your book in your email newsletter. (You can set one up for free on Mailchimp.com.)
25. Sell sponsorships.
26. Sell custom copies.
27. Include affiliate links in the book itself.
28. [Create a workbook](#) version of your book and sell that, too!
29. Sell it to your family and friends. Hey, they bought your Girl Scout cookies and Boy Scout popcorn when you were growing up; maybe they'll buy your book, too.

30. Start a Kickstarter campaign and sell your books in advance as a way to pay for editorial and publishing services. You can combine your book sales with other services you offer for more expensive bundles.
31. Start an Indiegogo campaign. With Kickstarter, you only get the money if you reach the goal. With Indiegogo, you get to keep whatever money you raise, even if you don't reach the goal.
32. Start a GoFundMe campaign. This platform is similar to Kickstarter and Indiegogo, but more personal.
33. Sell your books in bundles. This is what Timothy Ferris did. He rewarded people for buying packs of 30 and 100 books.
34. Sell your book with your documentary.
35. Sell chapters of your book to your fans. A lot of entrepreneur celebrities do this. They offer their clients/fans the opportunity to participate in the book, and those clients/fans pay thousands of dollars each to contribute one chapter about their lives and services. The author collects tens of thousands of dollars, which pay to produce the book, plus profits. The fans get to say they were coauthors of a bestselling book with the celebrity.
36. Sell your system on the back end. Use your book to explain and promote your service or technology, and once your readers are locked in, charge them a monthly service or membership fee for residual income.
37. Pre-sell your books on Facebook using targeted ads.