

# 100+ Revenue Streams and Business Models for Authors, Speakers and Consultants

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## All in the Book Family

1. Books
2. Ebooks
3. Niche Books
4. Audio Books
5. Anthology Books
6. Workbooks
7. Textbooks
8. Kindle Shorts/Singles
9. Books as Promotional Items
10. Bulk Book Sales
11. Foreign Rights
12. PDF Ebooks
13. Mini Books
14. High-End Books
15. Comic Books
16. Branded Books

## Consulting and Coaching

17. Consulting
18. Consulting Team
19. Coaching
20. Group Coaching
21. Mastermind Groups
22. Coach-on-Call
23. Coach-on-Site
24. Corporate Consulting

## Speaking and Teaching

25. Online Classes
26. Self-Study Courses
27. Computer Based Training
28. In-person Classes
29. Paid Speaking
30. Workshops
31. Retreats
32. In-person Conference
33. Online Conference
34. Webinars
35. Teleseminars
36. Google Hangout
37. Colleges
38. Adult Education Programs

## Community

39. Blog
40. Community Site
41. Certification Program
42. Member Site
43. Public Forum
44. Private Forum
45. Fan Club
46. Meetup Group
47. Trade Association
48. Online Directory
49. Service Site
50. Awards Program

## Corporate Sponsorship

51. Influencer
52. Blogging – Your Site
53. Blogging – Sponsor Site
54. Give-aways
55. Contests
56. Twitter Chats
57. Event Sponsorship
58. Webinars
59. Podcasts
60. Internet Radio Show
61. Speaking
62. Video Tips
63. Spokesperson

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## Information Products

- |                                   |                           |
|-----------------------------------|---------------------------|
| 64. Special Reports               | 76. Digital Magazine      |
| 65. Whitepapers                   | 77. Magazine App          |
| 66. Audio Programs                | 78. Print Newsletter      |
| 67. Database Access               | 79. Instructional Videos  |
| 68. Lists of Information          | 80. Weekly Tips           |
| 69. Pre-formatted Spreadsheets    | 81. Printable Tips Sheets |
| 70. Templates                     | 82. Industry Guide        |
| 71. Worksheets                    | 83. Kits in a Box         |
| 72. Sales Scripts                 | 84. A "System"            |
| 73. Standard Operating Procedures | 85. Product Bundles       |
| 74. Booklets                      | 86. Product Licensing     |
| 75. Print Magazine                |                           |

## Merchandise

- |                      |                |
|----------------------|----------------|
| 87. Swag/Merchandise | 90. Games      |
| 88. T-shirts         | 91. Card Decks |
| 89. Mugs             | 92. Custom Art |

## Recurring Revenue Models and Advertising

- |                      |                       |
|----------------------|-----------------------|
| 93. Software         | 97. Google AdSense    |
| 94. Apps             | 98. Other Ad Networks |
| 95. Online Test      | 99. Banner Ads        |
| 96. Sponsored Tweets |                       |

## Everything Else

- |                             |                                    |
|-----------------------------|------------------------------------|
| 100. Paid Media Contributor | 106. Collaboration                 |
| 101. Freelance Writer       | 107. Brick & Mortar Location       |
| 102. Companion Services     | 108. Government Grants             |
| 103. Referral Fees          | 109. Crowdfunding                  |
| 104. Affiliate Fees         | 110. Franchising                   |
| 105. Expert Witness         | 111. Licensing Your Business Model |

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Marketing Plan: Online and Offline Promotion Strategies to Build Your Audience*. She is also founder and CEO of [NonfictionAuthorsAssociation.com](http://NonfictionAuthorsAssociation.com), a vibrant educational community for experienced and aspiring writers, and [NonfictionWritersConference.com](http://NonfictionWritersConference.com), an annual event conducted entirely online.

