



# Convert Your Content To Cash

## *Tips to Take to the Bank*

- License your how-to tips for big bucks
- Discover large quantity buyers for your info
- Leverage your content into multiple products

Imagine reading that books typically don't make authors much money, and written for other reasons. There are more ways to make money from your book and its contents than you probably considered- a lot more! Leveraging your efforts by writing your book or tips manuscript once and selling it many times in many ways is smarter not harder. The online and offline uses for your how-to sound bites are things you already say when sharing your expertise. They can bring direct and indirect revenue, cost you nothing or very little, and increase your book sales, speaking engagements, and related offerings.

This session is about how-to tips, ways to strategically use them, and how to leverage knowledge you already have.

1. Where this tips journey started, with selling over a million copies of the booklet "110 Ideas for Organizing Your Business Life.
2. Ways that how-to tips alone can be profitable revenue streams
3. Products authors can create for profit
4. How to decide on your products topics
5. The importance of the content title
6. Relating products directly to your books and presentations
7. Advice for memoir writers whose content options may not be obvious
8. Key take-aways from this session

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