SHOW ME THE MONEY!
Revenue Streams for Authors

**Books:**
- Niche topics
- Audiobooks
- Workbooks
- Anthologies
- Text books
- Foreign rights
- Branded
- Specialty

**Speaking:**
- Keynote (paid)
- Break-out (non-paid, back-of-room sales)
- Sponsored event/tour

**Services:**
- Coaching/Consulting
- Companion offerings
- Expert witness

**Teaching:**
- Online courses
- In-person workshops
- Retreats
- Webinars
- Teleseminars
- Schools/colleges
- Adult learning/recreation

**Community:**
- Blogging
- Membership program
- Trade association
- Meetup group
- Online directory
- Certification program
- Awards program

**Sponsorship:**
- Influencer agreements
- Blogging (your site or theirs)
- Videos
- Social media
- Contests
- Webinars
- Speaking
- Tours
- Events
- Spokesperson

**Digital Products:**
- Reports
- Whitepapers
- Audio programs
- Video programs
- Databases
- Templates
- Spreadsheets
- Worksheets
- Coloring pages
- Procedures and processes
- Magazine/news
- A “system”
- Licensing
- Referral/affiliate fees
- Bundles of various products

**Recurring Revenue:**
- Software/Apps
- Google AdSense
- Banner ads

**Stephanie Chandler** is the author of several books including *The Nonfiction Book Publishing Plan* and *The Nonfiction Book Marketing Plan*. She is CEO of the Nonfiction Authors Association, a vibrant educational community for writers, and the Nonfiction Writers Conference, an annual event conducted entirely online.