

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.

