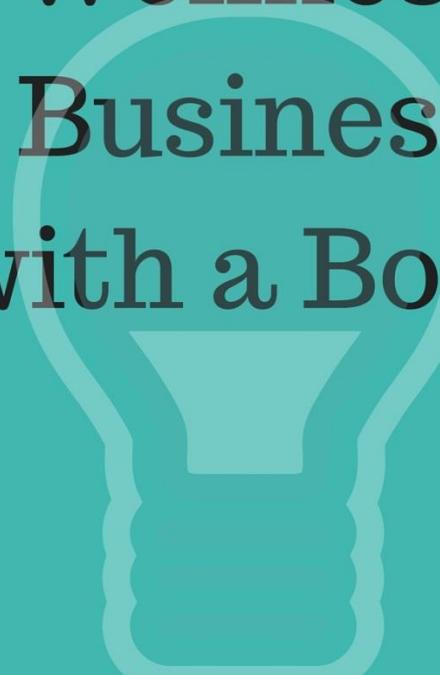


28 Ways



**to Grow
Your
Wellness
Business
with a Book**



Halona Black

28 Ways to Grow Your Wellness Business with a Book

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Dedication

This ebook is dedicated to all wellness business owners with an urgent need to share their message with the world. Your time is NOW.

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Introduction

“Stories are the single most powerful tool in a leader’s toolkit.”

~ Howard Gardner

Welcome to the Digital Well Publisher Community! I am so excited to have you here. You are now part of a distinguished group of wellness entrepreneurs dedicated to providing the world with high quality wellness books, magazines, and other resources that create impact, influence, and income.

We are a group of conscious business owners who have chosen to take on the role of change agents in an industry that often equates wellness with diet pills and penis enlargement miracles. We understand that wellness is holistic, incorporating nutrition, fitness, relationships, spirituality, finance, and vocation. Shifting all 6 areas into balance is a lifelong pursuit of trial and error, offering us lessons we can pass on to the next generation of truth seekers.

I work with new, established, and emerging wellness authors because I believe the knowledge and wisdom contained within well-written books can drastically change the course of a person's life. Several years ago I read the book, Heal Thyself written by Queen Afua, a black woman, who was (and still is) dedicated to the progression of black communities through the pursuit of optimal health. This book became the seminal text for black Americans who wanted to eat healthfully. I used it to help me begin to address my issues with uterine fibroids. I had found her book after going through my mother's health library. My mother had died several months prior after a 10-year battle with breast cancer. Queen Afua's book had been a God-send for both my mother and I as no doctor had ever told us about how our eating habits may have contributed to our deteriorating health. Had my mother and I solely depended on the information handed down to us from our doctors, we would have been living at the mercy of our conditions.

This is the very reason that wellness books matter. There are people in the world who are seeking the information you possess – the information they can't get from a doctor. Industrialization has separated us from much of our native wisdom of plants, herbal medicines, food, and other ways of living. And now we are paying the price.

This is no time to be fearful of the power of your own story or the process of putting a pen to pad to the point that you spend years wallowing in procrastination. The truth is that there are too many lives at stake. Your people need your leadership now.

Chapter 1: Three Myths Blocking You from Making More Money from Your Book

“Disneyland is a work of love. We didn’t go into Disneyland just with the idea of making money.”

~ Walt Disney

The purpose of this short ebook is to support you in expanding your mind beyond the dream of becoming a famous author and turning it into an achievable goal. While we all want our shot on Oprah’s couch, the truth of the matter is that she will never get to invite you if your book is just a pipe dream. So I wanted to take a few moments to bust a few myths about writing, publishing, and marketing books before talking about ideas for generating more income.

MYTH #1: WELLNESS AUTHORS CAN ONLY MAKE MONEY FROM BOOK SALES AND ROYALTIES ALONE.

This is absolutely FALSE.

I created this short guide to help you think about new ways for you to make money from your book. While this is not an exhaustive list, I think this is more than enough to get your creative juices flowing. Start thinking about all the different directions you could go in to not only make more money from one book, but also to make the kind of impact you want to make on the planet.

MYTH #2: WELLNESS PROFESSIONALS SHOULD GIVE AWAY THEIR INFORMATION FOR FREE.

This is also absolutely FALSE.

Let’s start putting a dollar value on the information you have learned about health and wellness over the course of a lifetime. Did you attend a formal training or education program to be certified in your line of work? How much did that cost? Did you ever pay for any online or in-person short training courses to learn information that was probably not covered in your training program? How about all the books you’ve read about health – how much have you spent on books? Let’s not forget to put a price on the hours you spent as an entrepreneur learning how to run a business. Now let’s think about your professional experience in health and wellness. If you

have worked with clients before, how much time did you put into supporting your clients? Finally, don't forget to place a dollar amount on your personal experiences. Many of us were inspired to do this work after journeying through the process of healing our own health challenges. How many of us have found ourselves sitting on the floor of our favorite Barnes & Noble bookstore or stayed in the local library until closing time trying to crack the code on what was wrong with us? How many of us have gone from doctor to doctor, practitioner to practitioner – sometimes paying out of pocket for prescriptions, herbs, teas, etc. that may or may not have worked?

All of these tangible and intangible experiences have a dollar value.

People pay for your products and services because they know that you have been through a process that they may be able to skip entirely due to the example of your lived experience. Don't underestimate the power of that knowledge. And don't undervalue what your experience means to another who is suffering.

MYTH #3: WRITING A BOOK REQUIRES YEARS OF HARD WORK THAT I DON'T HAVE TIME TO PUT IN.

This is FALSE, but with a caveat.

Writing a book does require hard work, however it need not take years. First, let's explore why you don't believe you have time to write a book. Are you spending too much time trading hours for dollars, putting a cap on how much you can earn in a week? Do you feel like you are too busy balancing administrative work with taking care of family and community responsibilities?

Here is the truth as I see it: I am willing to bet that you already have a lot of the basic pieces of what you need to write a book sitting somewhere on your blog or hard drive right now. If you have an organized system for writing and gathering information, along with a guide to help keep you on track, writing a good book can take weeks, not years. This is one of the elements of book writing I support wellness authors with during an Author Jam Session. [Schedule a call](#) if you'd like to get started.

In addition, flipping your book into other programs and services that can be sold on the "back end" of your business will allow you to make money while you sleep. So even though some of

you may depend upon the dollars for hours model (and may even sincerely enjoy it!), selling your book in other forms will give you more time to focus on what you love doing in your business without having to overwork yourself.

Chapter 2: Why Creating Multiple Offers from One Book Matters

“There are no wealth secrets. Common sense plus action equals power.”

~ Robert G. Allen, author of, “Multiple Streams of Income”

Many wellness entrepreneurs tend to be teachers by nature. We are ready to share what we know about health and wellness whether we are in a formal session with a client or patient who has made the investment in his or herself, or we are in casual conversation with someone we just met at the grocery store. These teaching moments give us a very unique opportunity to take what we have learned then find new and exciting ways to share this important information with others. Some of you may use storytelling as a way to illustrate how other people have utilized a suggested solution and how it worked for them. Others may create materials that are full of photos that do all the explaining. However, before we dive into the various income streams, I want to discuss why transforming your book into multiple offerings is so important.

Introducing Multiple Intelligences

For those of us who went through the traditional public school system in the United States, and quite possibly most other countries around the world, reading books is generally prized as one of the most highly celebrated ways of acquiring knowledge. Those who were able to read and comprehend written language usually were considered the best in school, quite possibly were put on some kind of honor roll or Dean’s List, and were praised by their teachers. However there are many other ways of acquiring and applying knowledge that tends to be looked upon as less valuable in most traditional school settings and other areas of life.

Howard Gardner, a developmental psychologist at Harvard University, popularized what he calls, “multiple intelligence theory.” It is a theory that explains the existence of at least 7 to 10 different types of intelligences (depending upon whom you ask) that all work in unison to help people learn, retain, and apply information¹. This theory implies that all people are intelligent and every person has a unique mix of intelligences that make up part of who they are. This

¹ Howard Gardner: ‘Multiple Intelligences’ Are Not Learning Styles,
<http://www.washingtonpost.com/blogs/answer-sheet/wp/2013/10/16/howard-gardner-multiple-intelligences-are-not-learning-styles>

information brings to mind the famous quote that is credited to Albert Einstein (but not exactly official)²:

“Everybody is a genius. But if you judge a fish by its ability to climb a tree, it will live its whole life believing that it is stupid.”

While this theory is often used in educational settings, I do believe that it can also be used with wellness entrepreneurs who are often put in the position of teacher when sharing their knowledge within their area of expertise.

Pursuing the Dream of Being an Author

The dream of being an author is often connected to our thoughts about what most learned cultures appreciate – the ability to read and write a book. It signifies intelligence, expertise, and the possession of an ability that many people don’t have either due to lack of opportunity or a myriad of other reasons. A book is the ultimate symbol of those who are looking to stand up and say, “I have arrived.”

It’s not that I don’t agree with this. The time and effort it takes to write a good, quality book is no small feat and it should be celebrated as an achievement. However we also have to think about the very people we intend to serve. Your book may get you your expert status in the eyes of popular media and the general public, but if you are looking to make an impact beyond just having a book on someone’s shelf, there has to be other ways for people to experience the knowledge you so lovingly put together. This is why using your book to create other types of programs and services is so important.

Acquiring information from books is actually one very small portion of Gardner’s theory on verbal/linguistic intelligence. Those with a strong verbal/linguistic intelligence tend to be very good at reading printed words and rote memorization. However there are other parts within

² <http://quoteinvestigator.com/2013/04/06/fish-climb>

verbal/linguistic intelligence that are just as valid as reading the printed word. Elements like storytelling are just as much a part of verbal/linguistic learning that is often left out of many wellness books. Other examples of intelligences include the following:

- Verbal/Linguistic: having to do with words, memorization, storytelling, use of language, etc.
- Musical/Rhythmic Intelligence: having to do with the ability to sing, play instruments, and compose music.
- Visual/Spatial: the ability to use the mind's eye to create spaces.
- Logical/Mathematical: having to do with logic, abstract, numbers, and critical thinking.
- Bodily/Kinesthetic: having to do with the use of the body to express.
- Interpersonal: having to do with interaction with others.
- Intrapersonal: having to do with the ability to reflect on self, making meaning out of experiences.
- Naturalistic: having to do with how we relate to our natural surroundings.
- Existential: having to do with our relation to spirit or religion.

Think about how this list of intelligences fits your own life? Which intelligences are more prominent and which ones tend to be more of a struggle for you? Now think about how this fits your loved ones. How are you different from them?

None of these intelligences is really better than the other. I do believe that it's possible to strengthen certain types of intelligences that we are weaker in in order to take advantage of certain learning opportunities. For example, just because I believed as a child that I was weaker in the logical/mathematical intelligence area, this was not an excuse for me to not pass my math classes in school. However math could have been made a much less painful experience had I had a math teacher who used music or storytelling to help me grasp the subject.

Chapter 3: Creating Multiple Streams of Income with a Book

“Everyday is a bank account, and time is our currency. No one is rich,
no one is poor, we've got 24 hours each.”

~ Christopher Rice

Time is of the essence when you're a business owner. That's why it is paramount that we learn to maximize our time via multiple streams of income. Your books, and all the products and services you were able to invent as a result of those books, should work for you while you work with clients, go away on the weekends, take an extended vacation, take the kids to the park, etc. It's not like the traditional job where you get paid what I like to call, “butt in the seat time.” When you show up for a job, you get paid. When you don't show up for a job, you don't get paid. Your business should be hard at work even when you're not working.

While this short ebook is designed to support you in finding other ways to utilize the information you organized into a book so that you can further monetize your business, I have to say that it is not all completely about the cash. There are lots of programs on the internet that promise quick riches from writing crappy ebooks and loading them onto Amazon. Let me tell you that as an author, publisher, and writing coach – I DON'T SUPPORT ANY OF THAT. I'm all about high quality books that fulfill a need.

As wellness entrepreneurs, we are here, first and foremost to serve. The money we receive for the capacities in which we serve is just an energy exchange. And I believe that you should be paid out the ass (read: paid well...) for hard earned knowledge you are offering to people who are in pain. So if you only release a book and leave that as your only offering, you are failing to fulfill your call to serve. It is your duty as a wellness entrepreneur to find as many ways as you can to reach the people who need you most. Once you are able to articulate what intelligences your tribe tends to value and combine that with your knowledge and ability to help people heal, then you will find more ways to make more money in your business.

So now that we know about multiple types of intelligences, we can now discuss how we as wellness entrepreneurs can flip that knowledge into multiple streams of income. Let's go through each potential income stream and how you may be able to use it in your business.

1. **Sell your book/ebook.** Sell the book on your website, and/or take advantage of other book sales and distribution sites like Amazon and a host of other online spaces that can make your book available to people all over the world.
2. **Create teleseminars with other business partners based on the theme of your book.** Offer the teleseminar live for free, then sell the recording, transcript, and other supportive materials as a package once the event is over.
3. **Speaking engagements.** After mesmerizing your audience with your personal presence, sell your books, services, and products at the back of the room.
4. **Bundle your book with services or products you already have.** This may work well for holiday sales or other special events.
5. **Create a book series.** People have a tendency to collect items that are in a series. If they buy one, they'll buy them all – which leads to more books sales for you.
6. **Create companion workbooks.** Some people enjoy having a workbook to help them write through their problems either on a fillable PDF online, or as a printed resource.
7. **Live events based on your book.** Explore experiential retreats, happy hours, book tours, etc. as a source of income.
8. **Create an e-course.** Create your own online course and deliver it via your website or use a ready-made hosting and distribution system like Skillshare or Udemy.
9. **Teach at adult and/or child focused education centers.** Community colleges, educational farms and gardens, wellness centers, yoga studios, museums, etc. may be interested in hosting you as a guest lecturer for a day or a series of dates.
10. **Consulting, coaching, and mentoring.** People may want to work with you one-on-one for as little as one hour to several months at a time.
11. **Webinars.** Similar to teleseminars, you can use webinar or screen sharing technology to record lectures on a given topic, then sell the information on your website afterwards.
12. **Sponsored media.** Companies love to pay other entrepreneurs with an online following to create sponsored content. Think about blog posts, podcasts, Google Hangouts, etc.
13. **VIP Day.** Some clients are in a rush to learn and apply information in as little as a few hours and are willing to pay a premium price for it. You can offer them a VIP Day for 4 to 8 hours over Skype, meet them where they are, or schedule a meeting in an exotic location.

14. **Video series.** Some topics require a series of videos in order to teach the topic well. Instructional videos are a good example of this.
15. **Physical products.** Create private label supplements, teas, herbal concoctions, t-shirts, calendars, etc.
16. **Freelance writer/contributor.** Try writing articles for your favorite newspapers, magazines, and websites. It's not only a great way to earn money, but it's a great way to build your credibility.
17. **Affiliate marketing.** Create your own affiliate products.
18. **Sell foreign rights to your book.** Don't limit your book to sales only in the US. Many countries are filled with avid book readers, but may not be connected to global distribution sites like Amazon. Try selling the foreign rights to your book and allow someone else to create lucrative international connections on your behalf.
19. **Book translations.** The demand for Spanish language books and other materials in the US and Latin America is booming. Also look into other languages like German, French, etc. to get connected to a wider audience.
20. **Volunteer with a local organization.** Partner with an organization that may benefit from having you speak at their events, write a column in their newsletter, take part in fundraising efforts, etc. Your efforts can give you great exposure that can lead to paying opportunities.
21. **Templates.** People love to pay for do-it-yourself templates that make it easier and/or more efficient to complete a task.
22. **Cheat sheets and checklists.** You can sell these as stand-alone products or use these as an "add-on" product that bring more value to your books and courses.
23. **Certification programs.** Yes, you can create your own certification program! And, no, you don't have to be connected to a university to do so. Those who complete your program can put a badge of certification on their website to let others know that they have been through your program.
24. **Masterminds.** Create a group of peers who pay to be held accountable by others who are highly motivated to grow their business.
25. **Licensed training programs.** Allow other groups to buy your licensed training program. Organize train-the-trainer sessions where you can certify certain individuals to teach your

material to others. Their sponsoring organization can choose to purchase a new license every year to every few years.

26. **Digital and handheld games.** Design board games, matching cards, apps, etc. Great for children as well as adults.
27. **Subscription newsletters.** Yes, people still pay for this service. Create snail mail and/or email newsletters in your niche.
28. **Monthly/yearly membership program.** Create an online or real-life membership program where you create access to your cadre of courses, group interaction via Facebook or Mighty Bell, monthly webinars, etc.

Got your creative juices flowing, huh??? I know! There is so much that can be done to turn one book, or even just part of your book, into another program or service. The next chapter is all about mapping out your vision for your next steps, however if you know you'd like support in creating the map, [schedule a call](#) now.

Chapter 4: Making Room for Your New Vision

“Good business leaders create a vision, articulate the vision, passionately own the vision, and relentlessly drive it to completion.”

~ Jack Welch

Now that you have gotten a taste of what is possible, what ideas are most appealing to you and why? If you are anything like me, once the ideas get flowing, it starts to come as a deluge. So I wanted to share a few helpful tips you can use to manage these new visions for yourself and your business.

#1 Reflect on how writing a book will change your business.

What will you be able to do in your business that you cannot do now if you wrote a book? How many more people will you be able to reach with a book? Take a few moments to write your reflections down in a notebook.

#2 What income streams are you most excited about?

Use your notebook as a place to record 3 possible income streams that may work for your personality and your business. What is most appealing about those ideas?

#3 Create an artistic vision of your book monetization ideas.

This is completely optional, however I know many of you like to visualize with pictures rather than words. If this speaks to you, then try creating a vision board centered around your book. Take a large piece of construction paper and some of your favorite magazines and cut out pictures and words that represent all the different ways you can make money with your book. Also include the impact you expect to make as a result of seeing your vision through.

#4 Who can you collaborate with to make your monetization goals a reality?

Collaborating with like-minded professionals can help move you towards your goal much faster than if you pursue it alone. Why? It's all about positive peer pressure. If you have a colleague whose work complements what you do, why not work on a project together. You can co-author a book, hold a series of book marketing events, create an agreement to promote the other's book to your email list and vice versa, etc. Team work makes the dream work – as I like to say.

#5 Hire a coach to help you move from idea, to a plan, to an actualized goal.

As a writing and publishing coach, I help new, established, and emerging wellness authors to gain clarity in their book publishing goals. I can support you with

- determining what your first book should be so that you position yourself for success
- walk you through the process of writing your book and providing feedback that will keep you moving towards the finish line
- support you in unearthing marketing opportunities uniquely suited for your brand

If you are seriously ready to take your book – or your idea for your book – to the next level, then I encourage you to get in contact with me.

Schedule an Author Jam Session

I want to help you get your vision into action by signing up for an Author Jam Session. In your session you can

- gain clarity on your book goals
- map out your next steps

If you are ready to stop thinking about your book project, then schedule a call with me by clicking on the following link: <https://digitalwellpublisher.acuityscheduling.com>

About the Author

Halona Black is the founder of Garlic & Lemons Media Group and head writing consultant at Digital Well Publisher. She serves wellness entrepreneurs who are ready to monetize their business with a book. Halona is the author of Loving My Fibroids Away: A 10-Day Detox Plan and has supported many other wellness authors as a book coach, ghostwriter, marketing consultant, and editor.

Have questions about writing, publishing, or marketing your book?

Schedule a call with me!

Just click the following link:

<https://digitalwellpublisher.acuityscheduling.com>