

Activities from Our Recent Webinar

During our recent bonus webinar, I walked participants through several exercises. Since then I've received several requests for a worksheet for the first few exercises. I hope you find this helpful! *D'vorah*

For more book marketing tips and strategies, consider joining us for the upcoming program:
60 Ways to Market Your Book Online – www.ShareYourBrilliance.com/60ways

What is the Brilliance You Share with the World?

- You wrote your book for a reason. Think about that for a minute.
- How was it that you came to write your book?
- Was it an experience you went through?
- Is it that you have expertise on a topic and know that sharing your knowledge can help others?

How did you come to write your book, or what inspired you to write your book? _____

Who Did You Write Your Book For?

- Sometimes we feel shy or think it's egotistical to promote our book... however...
- If you think about the people who can benefit from your brilliance and expertise...
- It becomes less about us and more about the people who are eager to learn or know what we have to share.

Think about your ideal readers. How would they benefit by reading your book? _____

Share Tips From your Book - Create a List of Things You Can Speak on or Write About

In the section below, create a list of topics you can speak on or write about – related to your book and topic. One way to begin is to jot down concepts and/or chapter or section titles from your book. From there, create a list of things you can speak on or write about on each topic.

Chapter Title or Concept: _____

Things I Can Discuss:

1. _____
2. _____
3. _____

Chapter Title or Concept: _____

Things I Can Discuss:

1. _____
2. _____
3. _____

Chapter Title or Concept: _____

Things I Can Discuss:

1. _____
2. _____
3. _____

Ways to Share Tips About Your Book or Topic

- ☐ Write about them for your eNewsletters.
- ☐ Email a tip-of-the-week to your subscribers.
- ☐ Write about them in blog posts.
- ☐ Speak about them on interviews.
- ☐ Present them as part of a workshop or webinar.