

# BOOK SALES BLUEPRINT

"ELEVATE & CONVERT"

1

## CONVERSION

We'll elevate your profile and craft a **highly-converting** content strategy to attract the right readers to your books. We'll also develop compelling lead magnets and resources to **capture their attention and nurture them towards sales** of your books.



2

## ELEVATE

We'll help you create engaging video content that will **further boost your brand authority**. You'll learn how to **connect with your audience** through stories, live streams, and webinars, and how to **elevate your position as a thought leader** in your genre.



3

## LEAD GEN

We'll explore **advanced sales techniques** using Amazon, Goodreads, and social media advertising and we'll teach you how to **nurture those relationships** with effective email communication to **keep your readers engaged and excited about your future releases**.



4

## INDUSTRY

We'll teach you how to network effectively in the industry, connect with the right people, and **build long-lasting relationships that will help you sell more books**. You'll learn who to connect with, how to contact them, and how to **leverage those connections to grow your business and get results**.



5

## SALES

We'll teach you how to **market yourself as a high-level** keynote speaker and how to **generate additional revenue streams** through speaking engagements and other events.



## RESULTS

BOOST  
BOOK  
SALES

EXPAND  
REVENUE  
STREAMS

INCREASE  
AUTHOR  
INFLUENCE

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## PROGRAM

### STRATEGY SESSION

In this powerful **60-minute pre-program strategy** session, we'll **identify any existing barriers** and **map out the best process and pathway for success** for YOUR journey in this 5-month program.



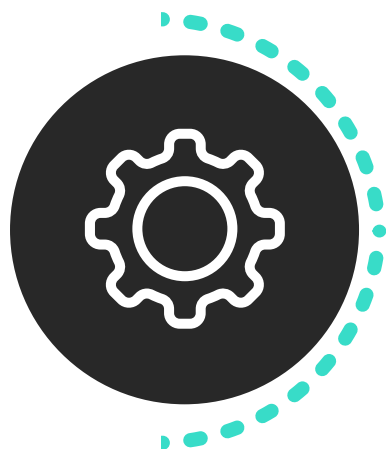
### 1:1 COACHING

**10 x 60-minute live strategy calls** where we'll work through the exact tools, strategies, and actions required to **elevate your profile, increase your income, attract more readers, and build a thriving author business**. You'll get lifetime access to all recorded coaching sessions and workbooks so you can revisit them whenever needed.



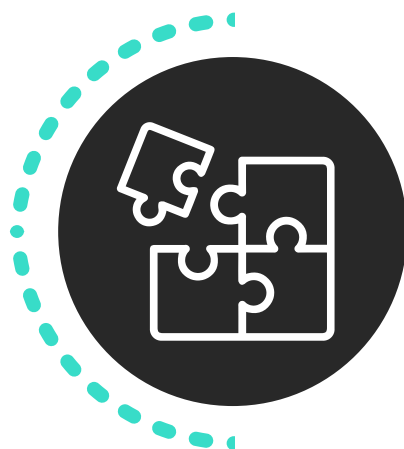
### DONE WITH YOU

- 1:1 coaching and implementation support to elevate your online and in-person presence
- Optimized content and messaging strategy
- Targeted lead generation, conversion, and sales strategies to:
  - Elevate your book sales
  - Generate more income from additional revenue streams
  - Grow your community of readers and fans



### DONE FOR YOU

- Custom "done for you" strategies for social media, website, and digital/book sale platforms
- Assets such as
  - ad copy templates
  - email marketing campaigns and templates
  - lead magnet and landing page templates
  - social media content calendars
  - sales scripts for lead generation and relationship building
  - book launch campaign checklists
- Resource library of customizable scripts for pitching speaking engagements, podcast/blog interviews, media interviews, and book reviews



**PROGRAM  
LENGTH**

**5  
MONTHS**

**MONTHLY PAYMENT  
PLAN OPTION**

**\$1,900  
USD\***  
x 5 MONTHS

**PAY IN FULL  
DISCOUNT**

**\$8,000  
USD\***  
ONE TIME

\*Charged in local currency  
Applicable GST/HST tax applied for Canadian residents only