

Your Book-to- Opportunity Blueprint

Turn published expertise into the right conversations, relationships, and opportunities.

INSIDE

6 PATHWAYS / 4 EXERCISES / 1 CLEAR NEXT MOVE



Your book was never the end product.

Use this workbook to choose the outcome your book should create next - then build the relevance, authority, and invitation that can move it forward.

YOUR 90-MINUTE WORKING SESSION

Choose one primary outcome now. You can pursue additional pathways later.

START WITH THE DESTINATION

Where should your book take you?

A book can open many doors. Circle the pathway that matters most during the next 90 days.

01

Authority & Media

Become the expert people call when your topic is being discussed.

PODCASTS / INTERVIEWS / COMMENTARY

02

Speaking & Training

Bring your ideas into rooms where people can learn and act on them.

KEYNOTES / WORKSHOPS / PROGRAMS

03

Consulting & Business

Use the book to begin valuable conversations about the problem you solve.

ADVISORY / CONSULTING / REFERRALS

04

Community & Movement

Give aligned people a reason to gather around a shared idea or practice.

ROUNDTABLES / COHORTS / COMMUNITIES

05

Bulk Sales & Adoption

Put the book to work inside organizations and learning environments.

BULK ORDERS / CURRICULA / WORKSHOPS

06

Mission & Impact

Reach people who can carry your message into communities that need it.

NONPROFITS / ADVOCATES / PARTNERSHIPS

MY PRIMARY 90-DAY PATHWAY

A SECONDARY PATHWAY FOR LATER

Define the outcome before the outreach

Replace vague exposure goals with one visible change you can recognize and measure.

YOUR 90-DAY DESTINATION

In the next 90 days, I want my book to...

WHY THIS MATTERS NOW

MAKE IT VISIBLE

Not this:

"Get more exposure."

Instead:

Name the specific next step you want your book to create.

What would count as progress?

VISIBILITY

The right people see the book and understand why it matters to them.

ENGAGEMENT

A qualified person replies, asks a question, or requests a copy.

OPPORTUNITY

A relevant invitation, meeting, partnership, adoption, or next step emerges.

MY CLEAREST SUCCESS SIGNAL

Build the relevance bridge

The best recipient is not merely reachable. That person has a credible reason to care right now.



01 The problem, desire, or mission my book addresses

02 The audience this person or organization already serves

03 The evidence that our interests overlap

04 Why this conversation is timely

Choose the easiest useful next step

☐ Send a complimentary copy

☐ Propose a talk or workshop

☐ Explore adoption or bulk use

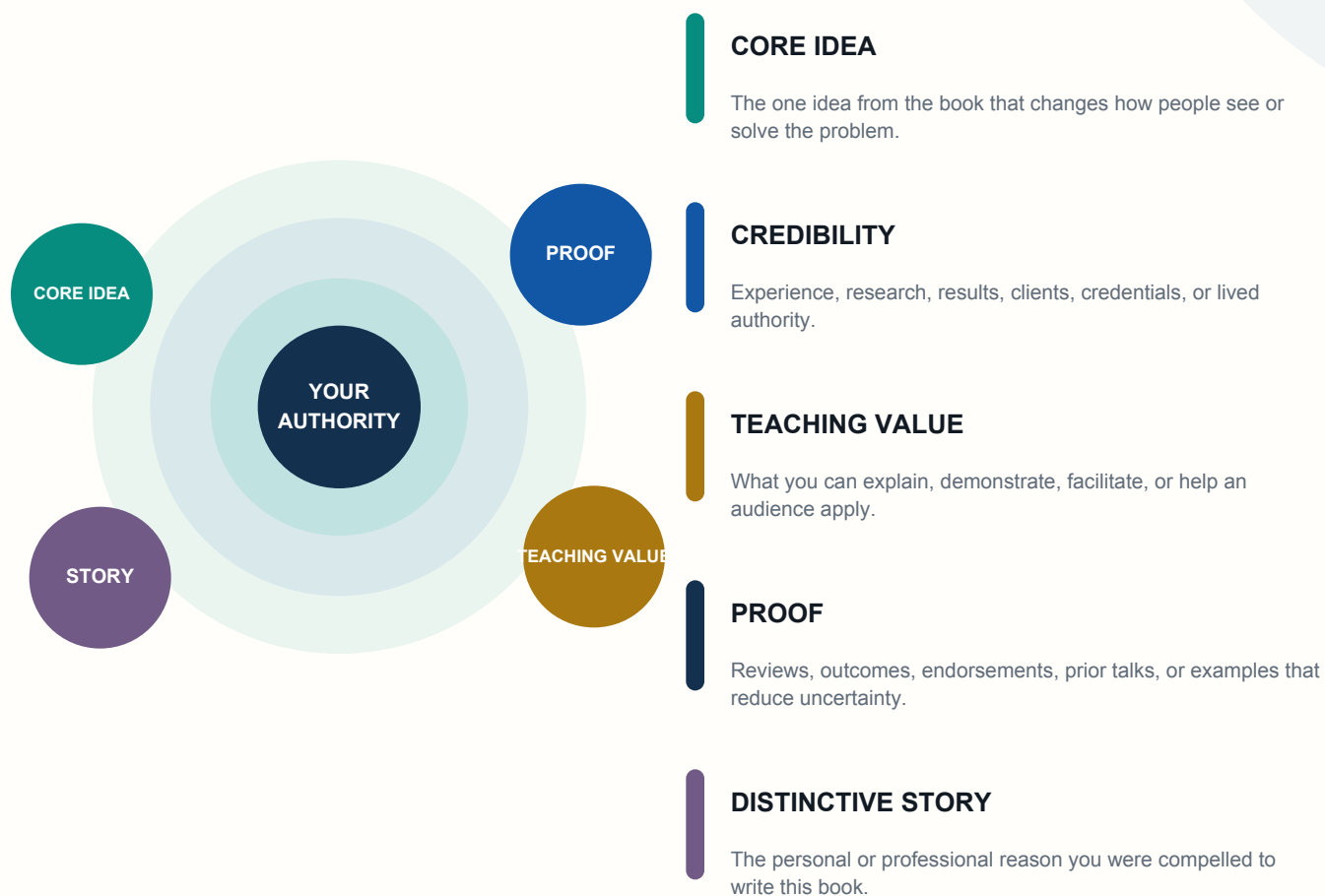
☐ Offer an expert contribution

☐ Invite a strategic conversation

☐ Build a community connection

Make your expertise easy to recognize

Your book opens the door. Your useful expertise gives the recipient a reason to continue the conversation.



MY ONE-SENTENCE AUTHORITY SIGNAL

I help [who] understand or achieve [what] by applying [idea or expertise], as demonstrated by [proof].

Draft the invitation in five moves

A compelling message feels like a relevant invitation from a thoughtful person - not an autoresponder.



My first-draft invitation

SUBJECT OR OPENING

MESSAGE

YOUR NEXT 30 DAYS



READY TO PUT YOUR BOOK TO WORK?

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