

# HOW WE TURN BOOKS INTO

# 18 STREAMS

# OF INCOME

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**Let's connect here!**

# YOUR BOOK SHOULDN'T BE A BUSINESS CARD.

I often meet authors who treat their books like business cards. Why? I'm not sure. Perhaps a self-proclaimed guru or mentor gave them this advice somewhere along the way.

There are major differences between business cards and books, but most authors don't know them. Sadly, this is why most authors are also broke. Here are just a few of the differences:

Business Cards	Books
Cost Money	Create Value
Are an Expense	Are an Asset
Decrease Space in your Wallet or Purse	Increase Influence, Impact, and Income
Get Thrown Away	Last Forever
Change Landfills	Change Lives

# Watch the Video

This is what makes my skin crawl . . .

**WHY YOU SHOULD NEVER TREAT YOUR BOOK LIKE A BUSINESS CARD**

**KO KARY  
OBERBRUNNER**



**CLICK TO PLAY**

# POOR AUTHORS MAKE THESE 3 MISTAKES

I started out as a poor author and stayed a poor author, despite being traditionally published. Although I wanted to be a full-time writer, I kept my day job. I made three critical mistakes in the beginning.

## Poor Authors

1. My book is a business card.
2. My book is the end of a relationship.
3. My book is a single product.

## Smart Authors

1. My book is a business.
2. My book is the start of a relationship.
3. My book is a suite of products and services.

# 18 STREAMS OF INCOME FOR YOUR BOOK

Then in 2010, with my fourth book,

**I started to get smarter.**

I changed my perspective, and my influence, impact, and income began to increase.

As a result, I turned my next four books each into six-figure+ businesses.

These 18 streams of income helped make my dream of becoming a full-time writer and entrepreneur a reality.

# 1 Audiobooks

The “[Try Audible and Get Two Free Audiobooks](#)” offer got me started on audiobooks a few years ago. Now I’m hooked! I’ve turned most of my books into audiobooks, including my fiction release: [Elixir Project](#).

A while ago, I wrote a blog post and recorded a podcast episode called “[Why Audiobooks are the Fastest-Growing Format in Publishing and How to Cash In.](#)” If your books aren’t on audio, you are missing a huge opportunity.



Here are three reasons why audiobooks are exploding in popularity:



1. Audiobook players (a.k.a. smartphones) are easily accessible.
2. Audiobooks create an entirely different experience than reading (the spoken word adds a new dynamic).
3. Audiobooks allow us to do two things at once (one cognitive and one non-cognitive).

## 2

# Ebooks

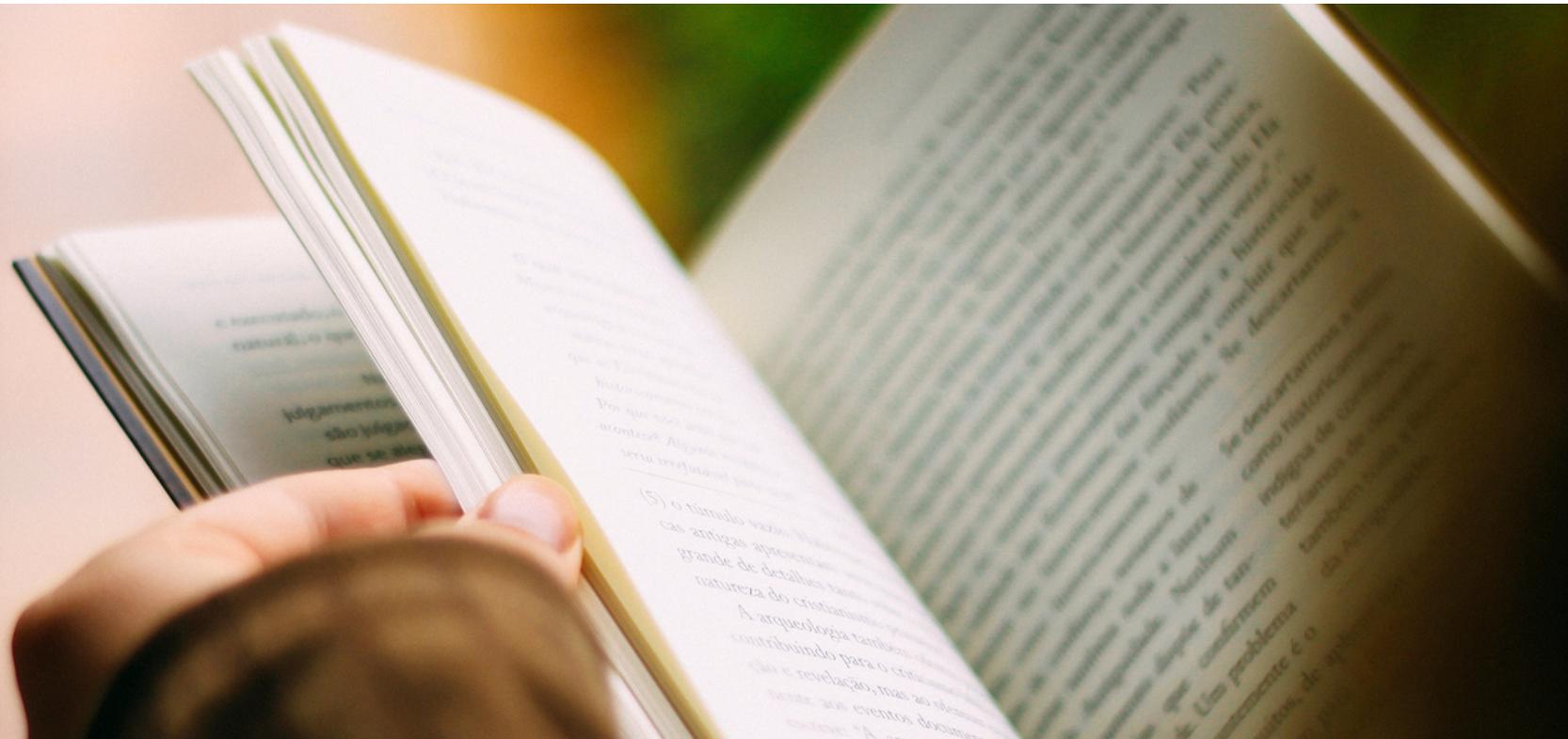
Ebook readers are now as close as your smartphone. The average person touches their smartphone over 2,600 times a day. You can read an ebook while standing on a subway, sitting in a doctor's office, or waiting in line at the grocery store.

The deal gets sweeter when you realize that most ebook sellers now pay authors 70% of the retail price in royalties.



## 3 Softcover

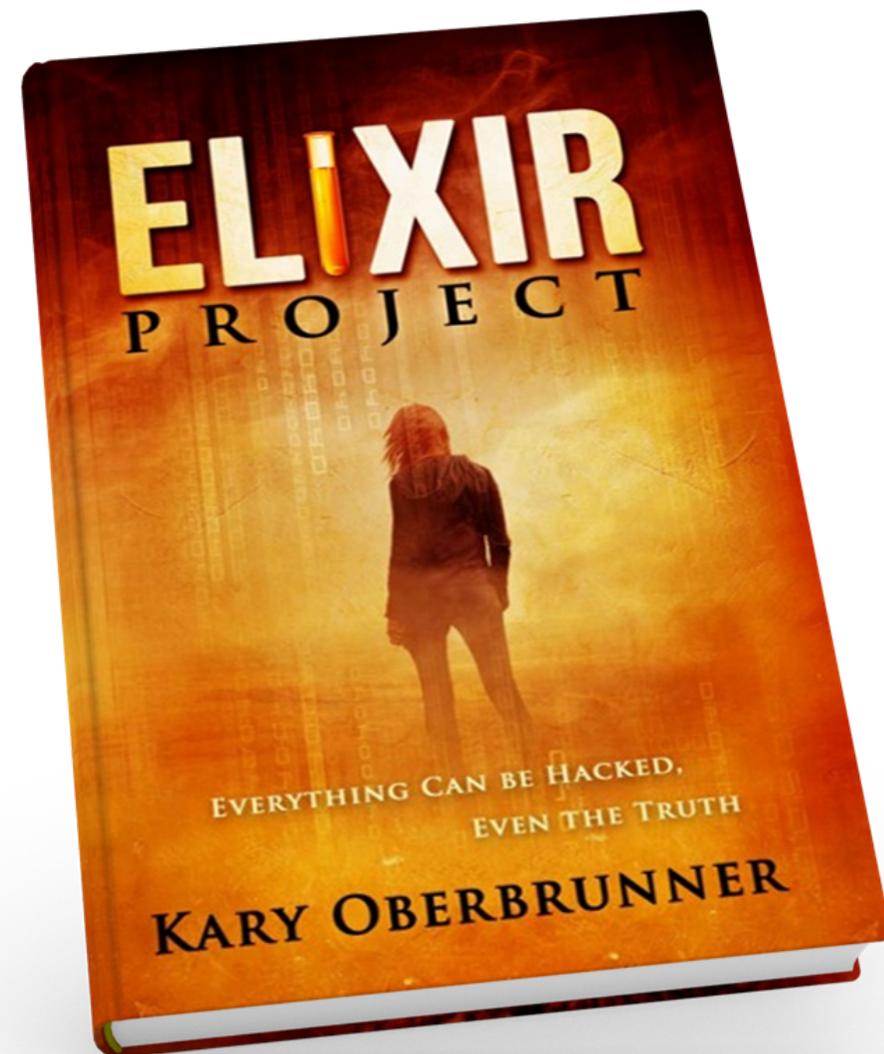
Softcovers (also called paperbacks) are still hot sellers. This format gives your readers the benefit of reading a physical copy of your book without the higher cost of a hardcover.



## 4 Hardcover

Hardcovers make a statement unlike any other format. They scream expensive, and they are. They often retail at more than twice the price of the paperback version.

However, self-published authors and top-selling traditional authors can benefit from massive discounts on their hardcover books when they order in bulk. (This is why you sometimes see authors “giving” away 10,000 copies of their hardcovers at conferences—one copy per attendee.)



# 5 Self-Study Online Programs

Many readers want to experience your content on a deeper level. As a result, we've created an online coaching program for each of my last four books, including my fiction book. Clients can access the content 24/7. Best of all, you only need to create this once, and then you can increase your influence, impact, and income for the rest of your life.



Click for descriptions of our online programs:

- [Your Secret Name 5 Week Journey](#)
- [The Deeper Path Coaching Cohort](#)
- [Dream Job Bootcamp](#)
- [Elixir Project Experience/Unhackable Course](#)

## 6 Live Coaching Programs

I love the rush I get from coaching clients through my books in a live setting. Although I started in 2012 with in-person coaching programs, after a few months I quickly moved to include live virtual programs too.

This is easy to do with [Zoom](#) for as little as \$15 a month. They can connect with their phone, tablet, or computer. You can even record the session and send the video to clients who had to miss it.



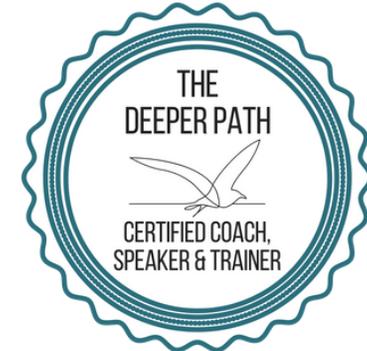
# 7

## Certification Program

One of the smartest ways to increase your influence, impact, and income is to certify other people to speak, coach, and train on your content. We began this process in 2011 and today we now have over 300 team members in over a dozen countries. It's been a wonderful process for everyone involved.

You can check out the benefits and the process for each of our four Igniting Souls certification programs here:

- [Your Secret Name Certified Coach](#)
- [Deeper Path Certified Coach](#)
- [Dream Job Certified Coach](#)
- [Unhackable Certified Coach](#)



# 8 Keynote Speaking

Getting paid to share your message is an incredibly rewarding experience. Why not? You're the expert...and you literally wrote the book! You should be the one to speak on your subject matter. [Keynote speaking](#) often involves traveling to breathtaking places and connecting with amazing people.



## 9 Content Marketing

Podcasts and vlogs are two avenues of content marketing that I highly recommend. Savvy influencers leverage podcasting by being guests on other people's shows OR by hosting their own.

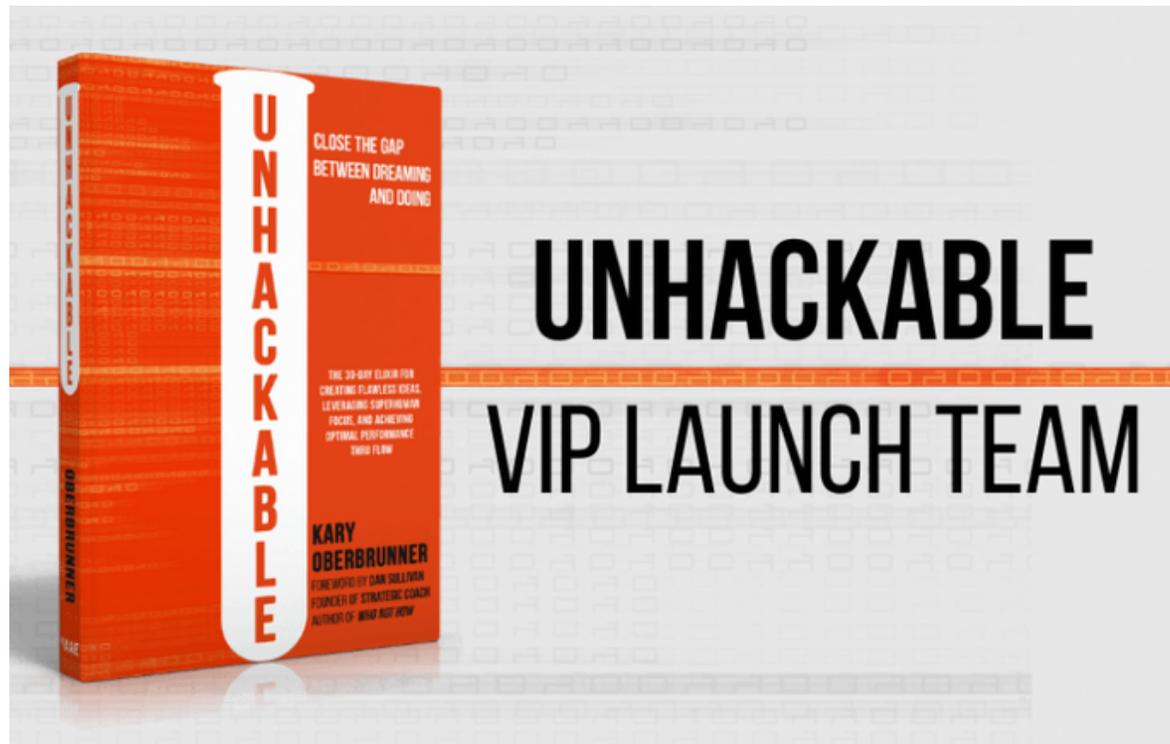
On your podcast, you can sell your book and/or integrated products and services directly or indirectly. You can even get paid by sponsors who want to advertise on your podcast.

Many influencers have their own [vlog](#). Their videos focus on creating value, not visibility. They distribute these videos on multiple channels including Facebook and YouTube. These episodes are based on portions of their book. Their highlighted content leads to sales for books and/or the other relevant products and services mentioned in this e-book.



# 10 Launch Team

Events drive energy. This is why you want a book launch party. Don't overthink it, and don't believe it has to be over the top. You can reach the world with a simple global livestream. Although your book is a message, it can also create a movement. Don't underestimate your book or yourself. People will pay to be part of your launch team, especially if they get access to you and your book. By creating a launch team, you'll increase your influence, impact, and income.



# 11 Subscription/Membership Site

Imagine people paying you \$30, \$50, \$97, or more per month to be part of the membership site based on your book. It might not sound impressive until you start crunching the numbers.

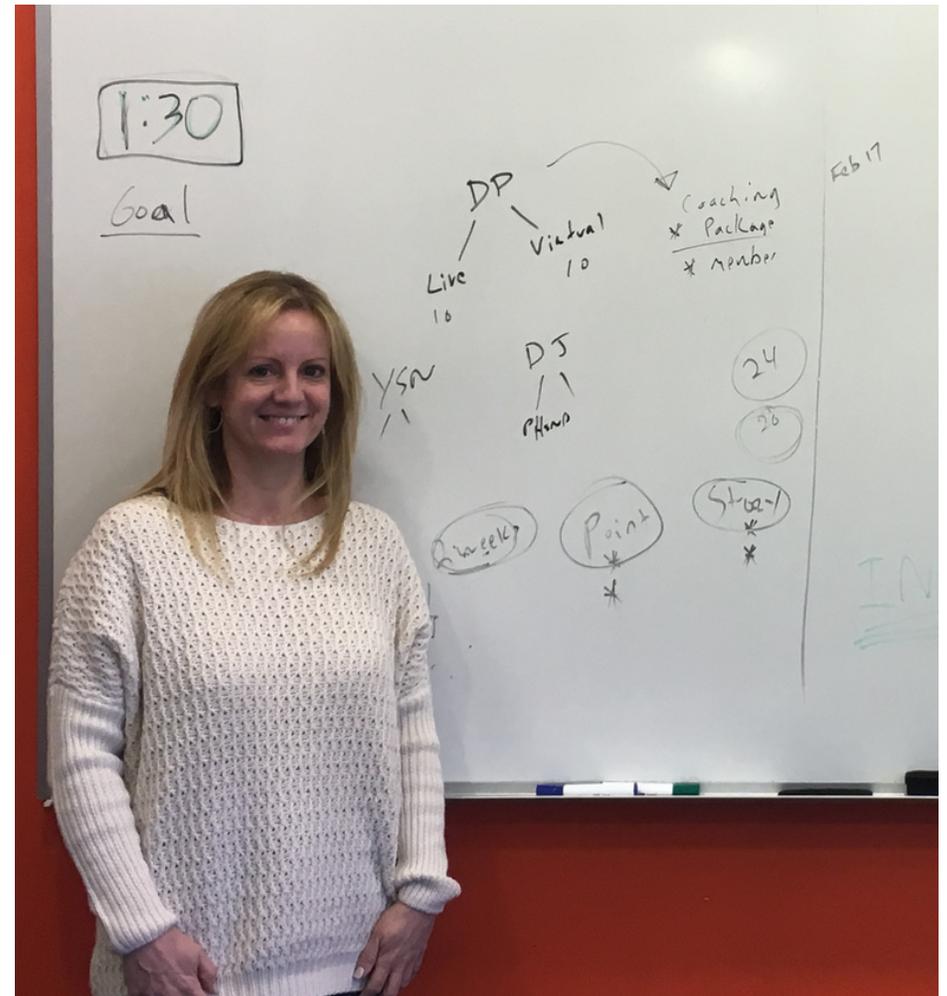
- 100 members at \$30/mo is \$36,000 annually
- 1,000 members at \$30/mo is \$360,000 annually
- 10,000 members at \$30/mo is \$3,600,000 annually

Subscription sites and membership sites are a simple yet powerful way to build community.



# 12 High-End Consulting

As a published author, people assume you're now an expert. Go with it. After all, in the English language we have an expression: he or she "wrote the book on that subject." Don't run from the spotlight. Run to it. Success doesn't ruin you; it reveals you. And it's time to get paid for that revelation. You can begin consulting with individuals or organizations. I call my half-day experiences Igniter Sessions. I find that they are incredibly fulfilling for me and for my clients as well.



# 13 Workshop Immersion

Don't think your event needs to take place within the four walls of a hotel or conference center. My book [\*Day Job to Dream Job\*](#) uses a Shawshank Redemption metaphor to describe how the prison of our day jobs keeps us institutionalized. In the book, I teach people how to go from Prison to Plan to Payoff.

I thought it would be cool to have an event called Escaping Shawshank at Shawshank Prison. We taught people how to escape the prisons holding them back. Every attendee said this event was life-changing.

Think outside the box. Maybe your immersion experience could be at a castle, a bed-and-breakfast, a museum, or some other exclusive location relevant to your book.



# 14 Live Seminars

I've done over one hundred [live seminars](#) on topics from my books. These ranged from 30 minutes long to several hours. I love this format because it gives people the opportunity to experience you and your content without a high level of commitment. Don't forget to include a call to action to sell your books and services.



# 15 Mastermind Group

Napoleon Hill defined a mastermind group as "two or more people, who work toward a definite purpose, in the spirit of harmony." Masterminds can range in price from free to over \$100,000 per person per year for high-end versions.

I've created masterminds around several of my books, including this one that centered on [\*Day Job to Dream Job\*](#).



# 16 Conferences



For over a decade, we've hosted an annual event called the [Igniting Souls Conference](#). People from all over the world come to attend. Think of it as a family reunion chock-full of practical content.

We've designed entire conferences around my books, such as [Your Secret Name](#), [The Deeper Path](#), [Day Job to Dream Job](#), [Elixir Project](#), and [Unhackable](#).

# 17 Partnerships

In my nearly 20 years as an author and publisher, I've seen how books open doors to new relationships. A well-written, professionally published, and expertly marketed book gives you instant credibility and accelerates collaboration. Influencers want to partner with you because you're now an expert in your subject matter. Books create bridges to greater trust and partnerships.

## Introducing Your Fellow Unhackable Influencers



# 18 Affiliates

Books provide an extra special reason for like-minded professionals to spread the word about you and your business. When they do, it's an intelligent gesture to thank them with an affiliate commission. People love to spread the word about good products and service providers. They love it even more when they receive appreciation in the form of cash.

## Welcome Affiliates!



Congratulations on taking the step of helping others become a soul on fire. We believe strongly in our programs and their ability to change lives.

Joining our affiliate program not only helps others, it also pays you for your efforts. This is a true win-win.

All of the information you need to get started and keep track of your earnings may be found below. If you have any questions, please feel free to contact our [Support Team](#).

We are very excited to share this journey with you.

# NOW IT'S YOUR TURN.

Thanks for requesting this ebook. I hope it shows you what's possible. When I published my first book in 2004, I had no idea my book could one day become a business. Although I dreamed of going pro with my passion, I didn't know how to make that a reality. In 2012, I discovered a powerful process and turned each of my next four books (fiction and nonfiction) into six-figure businesses. Then in 2020, we launched my book *Unhackable* as a 7-figure business!

Over the past 16+ years, I've helped thousands of authors maximize their message and increase their influence and impact through 18 streams of income. If you'd like to learn more about this powerful process, please complete the brief application and schedule a time to talk with our team.



Kary Oberbrunner  
CEO, Igniting Souls

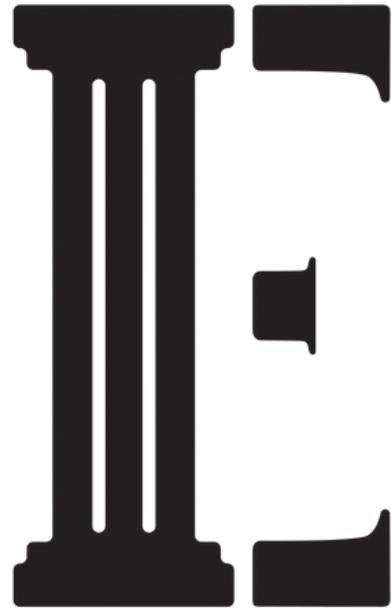
# LET US SHOW YOU THE WAY.

Would you like us to help you turn a book into 18 streams of income?  
Take action today and schedule with our team.



**YES! I WANT THIS!**





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