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Week 5 - Strategy for the Authorpreneur — Fee-Based Author Services & Programs

Strategy Work

You should have a minimum of 6 items you have identified as metrics for success. List them below, and next to each metric, determine which of the fee-based services would support you achieving that metric. You may not have one for each, and you may have one for all of them – each authors results will be different.

Success Metrics	Book Sales	Coaching Programs	Curriculum / Online Course	Signature Groups	Products & SWAG
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bonus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Based upon how your success metrics can be achieved using the fee-based services, rank your interest in each service.

Fee-Based Service	Rank
Book Sales	Choose the following...
Coaching Programs	Choose the following...
Curriculum / Online Course	Choose the following...
Signature Groups	Choose the following...
Products / Swag	Choose the following...

Provide any service-specific questions you have related to your success metrics or any questions on the services. We will review them during our next time together.

Strategy Notes: