



**Author T.A.L.K.**

**Week 6 - Strategy for the Authorpreneur — Optional 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 author’s results will be different.

Success Metrics	Public Speaking	Conferences Seminars	Podcast	Workshops	Multiple Books Journal
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"/>
<b>Bonus</b>	<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.**

Optional Fee-Based Service	Rank
Public Speaking	Choose the following...
Conferences Seminars	Choose the following...
Podcast	Choose the following...
Workshops	Choose the following...
Multiple Books Journal	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.**

*\*\*\* We are at the mid-way mark in our time together, let's define your Authorpreneur revenue streams we will take the next 2 weeks to build them out so that you can begin a solid plan to move forward connecting your gift with those who are waiting! \*\*\**

**My top two fee-based services of interest are (take this from last weeks assignment):**

**I am guaranteed to exceed the following success metrics through this service:**

**My top two optional fee-based service of interest are:**

**I am guaranteed to exceed the following success metrics through this service:**

*Note: Every author should establish a comfort level with speaking. Your readers will want to hear your voice at some point. It brings your content and your relationship with them to life!*