

How To Make Money With Your Book

Courage Under Siege Vol 8 – Session 7

Tuesday October 7, 2025

 by PeggyLee Hanson

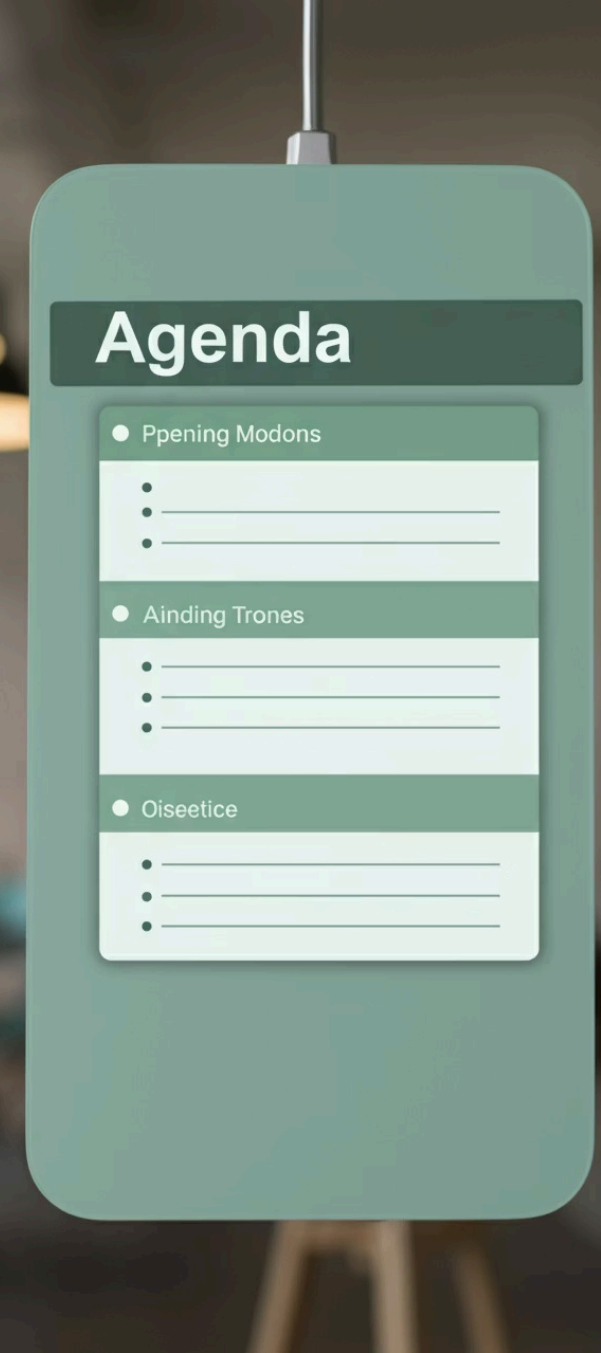


Welcome



Agenda

- Money-making avenues with the book
- Q & A
- Announcements
- What's next



Money-Making Avenues



Fun Facts about Self-Publishing Growth

1. Like for like, self-published authors earn more revenue than authors who are traditionally published.
2. Younger authors are making self-publishing their first choice.
3. Self-published authors made up over 50% of Kindle's Top 400 Books for 2023
4. 93% of indie authors asked were somewhat positive, or extremely positive, about self-publishing.
5. Women and LGBTQIA+ authors are more successful in self-publishing than trade publishing.

Source: Alliance of Independent Authors (<https://www.allianceindependentauthors.org/facts/>)

Money Making Avenues



Traditional

Traditional publishing avenues involve established publishing houses, bookstores, and conventional distribution channels for authors to monetize their books.



Non-traditional

Non-traditional avenues explore alternative methods of publishing and selling books, including self-publishing, digital platforms, and unique marketing strategies.



Money Making Avenues – Traditional

Book Sales

One of the primary traditional avenues for making money with your book is through direct book sales. This includes various channels where readers can purchase physical copies of your work.

Online

Selling your book online through e-commerce platforms and online bookstores is a crucial part of traditional book sales in the digital age.

Bookstore

Physical bookstores remain an important avenue for book sales, allowing readers to browse and purchase your book in person.

Out of Your Car

A more unconventional yet still traditional method is selling books directly to readers from your car, often at events or local gatherings.

Money Making Avenues – Normal Non-Traditional

Speaking Engagements

Authors can generate income through speaking engagements, which can be conducted:

- In person
- Online

These opportunities allow authors to share their expertise and promote their books to diverse audiences.

Book Signings

Book signings are another avenue for authors to connect with readers and sell their books. These events can be held at various locations:

- Church
- Library
- Schools

These venues provide unique opportunities to engage with different communities and boost book sales.

Money Making Avenues – Non-Traditional



Local Events

- Buy/rent space
- Job fair
- Local fair
- State fair
- Farmer's market



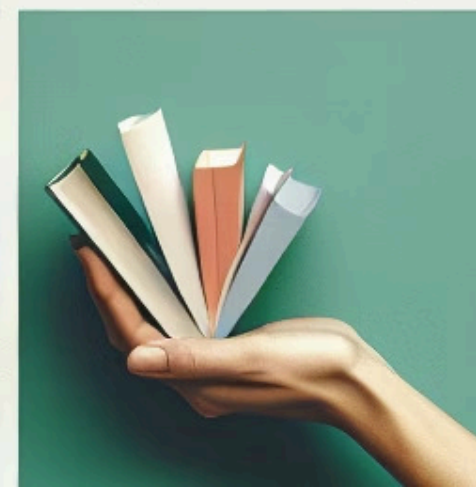
Expand Your Reach

- Go global
- Press Release



Advertising

- Purchase ads
- Newspaper
- Bulletins



Money-Making Avenues – Teaching a Class Based on Your Book

Turn your book's content into a profitable teaching opportunity. Develop an engaging class or workshop that shares your expertise and insights with eager learners. Leverage your book's foundation to create a valuable educational experience that generates additional income.





Money Making Avenues – As an Aside



Create Amazon Affiliate

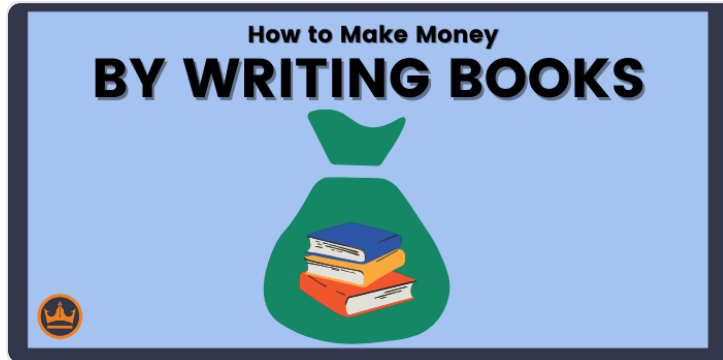
With this book, in particular, and in any compilation or anthology you participate in, it is wise to create an Amazon Associate account. It's just another way to promote your book and get sales. Visit <https://affiliate-program.amazon.com/> to get started.




Access Author Central

Visit <https://authorcentral.amazon.com/> to set up and manage your Amazon Author profile. This valuable tool helps you control your author brand and book listings on one of the world's largest online marketplaces.

Resources



 Kindlepreneur



How to Make Money by Writing Books: 7 Easy Steps

If you're interested in making money by writing and publishing books, this is the article for you, where I outline my 7 steps to make it so.



 Amy Madeline



How to Make Money Writing a Book (Self-Publish!)

How to make money writing a book? Today, anyone can self-publish and start their publishing business.



 Reedsy



How to Make Money by Writing Books: 8 Tips for Success

If you want to be an author who makes a living from books, here are eight tips to help you make money as a writer.

Summary



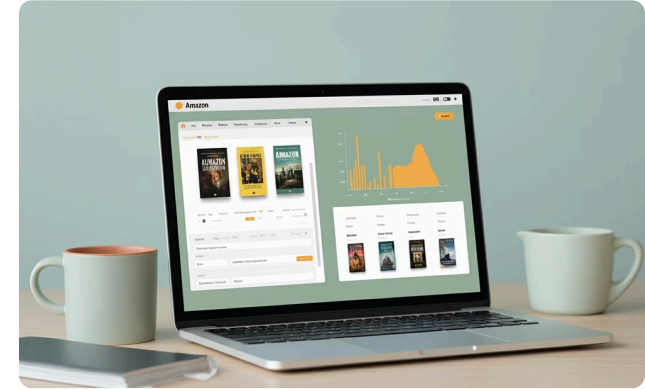
Traditional

Traditional ways to make money with books include selling through bookstores, online retailers, and direct sales. These methods have been the cornerstone of the publishing industry for decades.



Non-traditional

Non-traditional avenues for book monetization encompass speaking engagements, book signings, and participation in local events. These methods expand an author's reach beyond conventional book sales.



Least Non-traditional

The least non-traditional method discussed is becoming an Amazon Affiliate. This approach allows authors to earn commissions by promoting their own books and related products through Amazon's affiliate program.

Q & A

Time for your questions! We're excited to hear from you and address any inquiries about making money with your book.



Announcements

Stay tuned for important updates and exciting news about upcoming events and opportunities in the world of book publishing and author success.



What's Next

The Audiobook

Best Practices for Recording Your Audiobook Chapters



Thanks for Attending!

We appreciate your participation and hope you found valuable insights on making money with your book. Wishing you success in your author journey!

