

How to get started as an author on Kajabi

Sell recordings of talks or seminars



Host a podcast

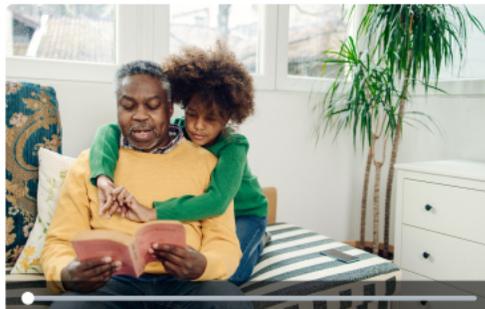


Book Sales 101
14 April 25th, 2022
Mini-course

Sell read-along audios

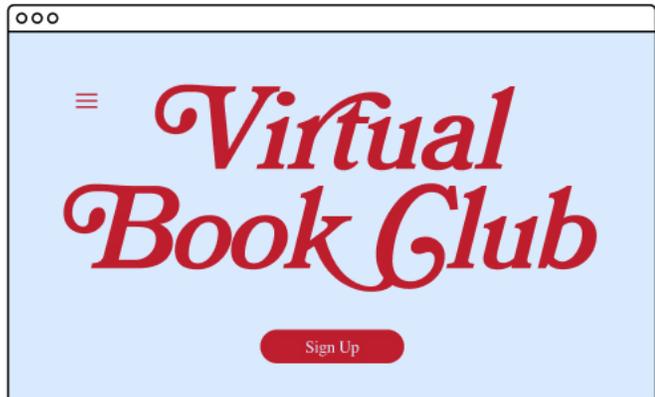
Create a course related to your expertise

Create a members-only community for readers



Take on coaching clients

Teach other writers how to succeed

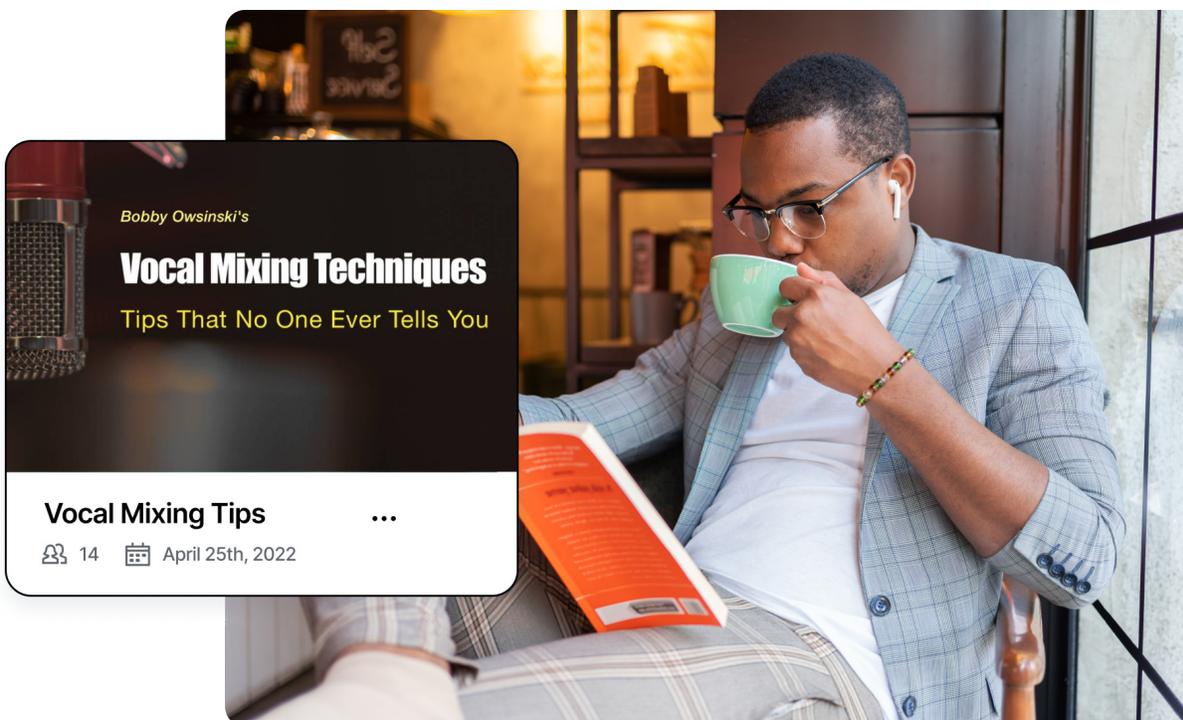


Earn Beyond Books

The word author often brings some of the greats to mind - F. Scott Fitzgerald, Maya Angelou, and Mark Twain. But, in this day and age, being an author can mean many things - whether you have gone the traditional route through a publisher, self-published an ebook, or even created a fan fiction novel on your blog, you're an author.

Toni Morrison once said, "A writer's life and work are not a gift to humankind; they are its necessity." Not only are your words a necessity, but so is sharing your knowledge as an author - and we've got good news: there are more ways to share and monetize your knowledge than just books. You can easily monetize your writing skills and diversify your revenue through an online course, a membership site, or a podcast.

In this guide, we'll break down how you can take your knowledge as an author and create successful digital products - plus, we'll show you how other authors are doing just that.

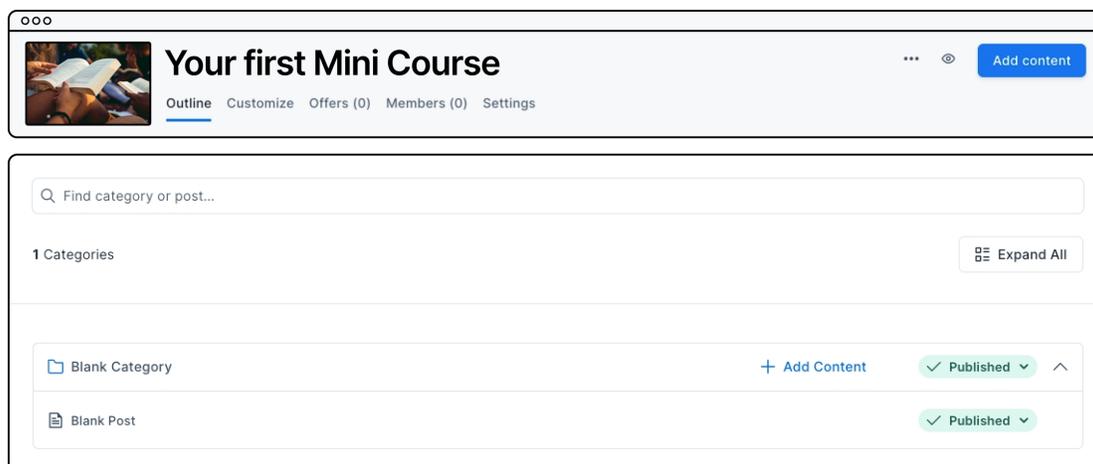


Create online courses

If the words “online course” make you take a serious step back - don’t go yet! In 2021 alone, [online courses made up 41% of products created on Kajabi](#), making it one of the most popular products for knowledge creators.

Creating online courses is great for all kinds of creators, but especially authors - you already have the skills needed for course creation: research, planning, and writing. Plus, depending on the topic you go with, you can use your past books or blogs as blueprints for your course materials.

Kajabi can help you create mini-courses or larger courses that cover a subject more in-depth. We provide online course templates so you don’t have to worry about being tech-savvy or stressed about the layout.



Maybe you want to teach other authors how to self-publish, or you want to make a course using chapters from your book on meditating. You might even want your book readers to have an interactive course to go alongside their reading. Regardless of what you decide to do, you can take your subject matter expertise from your books and turn it into a course. Online courses will empower you as an author to build an even deeper connection with your readers while also growing your income.

How an author uses courses

Amanda's course, the Strategic Tax Savings Program, is a six-week program that shares the specific action steps that real estate investors must take to receive significant tax savings year after year. The course teaches about core real estate tax strategies in the modules and includes live sessions, tax tools, and checklists.



Hero Highlight
Amanda Han
CPA and Tax Strategist

How Amanda got started:

The idea for Amanda's business came to her on a cruise ship after she realized that the books she brought on tax-saving strategies were putting her to sleep. She set out to write a book that was more relatable and beneficial and eventually started her CPA course.

Making the jump from a book to an online course:

"A lot of people who enjoyed my book had reached out and wanted to know what the next steps were."

"Through my book, people learned *what* the tax benefits of real estate investing could bring. The next step people wanted to know was the *how*."

Start a membership site

What light through yonder window breaks? It is the east, and membership sites are the sun... Sorry to get all Shakespeare on you, but as an author, we figured you'd get the point: like Juliet, membership sites are a beautiful place to connect with your audience and can be key to your success in the creator economy.

Think of your membership site almost like a VIP book club. For your readers and students who want more than just an online course, a membership site provides exclusive content like webinars, videos, and discussions. The best part about membership sites is recurring revenue. [With a subscription model](#), you can set yourself up for consistent, reliable revenue. Kajabi customers who offer subscriptions and one-time payments **earn three times more** than those who only offer one-time transactions.

All membership site creators need to give readers a reason to renew. As a writer, you have what it takes - the ability to produce content consistently and meet deadlines. Your unique writing style and expertise will encourage your readers to join and, most importantly, stay.

How to become a successful author - membership site



Description

</> ↶ ↷ B I T
learn how to
become the
author you
strive to be

Published

How an author uses a membership site

Bobby's membership program, Hit Makers Club, helps members improve their music production. He provides training modules via online courses with downloadable content and a library of production techniques. What makes the membership special compared to his courses is that members also get access to a community and live webinars.



Hero Highlight
Bobby Owsinski
Mixer, producer, and writer

How Bobby got started:

After working as a musician and college-level music instructor, Bobby turned to writing, first for magazines. He published his first book, *The Mixing Engineer's Handbook*, in 1999. Used as a college textbook, the book is now in its fifth edition, and he's written many other books and contributed to other publications along the way.

Making the jump from writing to a membership site:

"I had written over 20 books, and I realized if I wrote another book, my income would not necessarily go up that much. But a copywriter, Steve Harrison, had an online course for authors to help them make online courses. I'm in the music business and that's what I write about - mostly on recording and production. Now, my courses teach how to make the student's music sound better so it gets more streams and sales."

"If an author wants to extend earning capabilities, it's fairly easy to go from writing a book to creating a course. I know it works, and it works for authors."

Become a coach

Don't worry - we're not talking about sports. Through coaching, you'll build meaningful relationships with your readers. For example, if someone reads your book on career advancement, you can coach them while they try to land their first management role. If you're an addiction expert, coaching can be a great way to help your readers through their journey. You'll get to see your impact up close and personal.

Coaching also requires minimal content production and allows for flexibility in designing short or longer-term programs. Plus, if you're working on your next book, coaching can easily fit in your schedule and be a steady source of income while you write - *cha-ching!*

Title

Author's coaching session

Product

6-Session Beginner Package

\$499.99

USD



Traditional authors rarely connect with their readers closely - most don't even get to meet them. By advancing into the creator economy as an author, you will use your knowledge beyond your books. No matter how big your audience is, coaching will be profitable and rewarding.

How an author uses coaching

On Kajabi, Craig Beck offers both courses and coaching. As an International Coaching Federation accredited coach, Craig's coaching program serves those focused on sobriety and those looking for support in overcoming other challenges. With coaching, he can directly help people identify negative patterns in their lives and achieve positive outcomes.



Hero Highlight
Craig Beck
Sobriety Coach

How Craig got started:

Like many authors, Craig Beck turned his life experiences into the basis of his book and subsequent online business. After becoming sober, he wrote *Alcohol Lied to Me: The Intelligent Way to Escape Alcohol Addiction*. His focus is on helping people understand what is driving their need to drink as the basis for overcoming addiction - rather than relying on sheer willpower.

Craig's recommendations for authors:

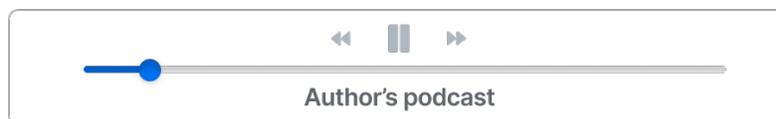
"Create content on a daily basis because you love the subject that you talk about, because you're passionate about it."

"Understand that the knowledge you have is valuable, and don't be afraid to charge a premium for that. Charge a price that reflects the transformation that your product is going to make for other people."

Start a podcast

Being an author and podcasting goes hand-in-hand - you probably listen to several yourself. From Sam Harris to Brené Brown, many well-known authors have transferred their expertise and skills to podcasts. Who's to say that couldn't be you too?

While podcasts allow for creative freedom and are a great way to build connections with your audience, they're also an excellent source of revenue. Kajabi users who launch podcasts [earn 26% more](#) than those without one. You can offer podcasts for free but still monetize them using sponsorships and ads. Free-to-listen podcasts will grow your audience while earning you revenue simultaneously, and podcasts make great exclusive content for your membership site as well. And, if you already have a podcast, you can easily import it into Kajabi so you can manage all of your business in one place.



The bottom line is that podcasts allow you and your guests to tell stories - the epitome of what you do as an author.

Offer Digital Downloads

Everyone loves a good downloadable. As an author, you're probably familiar with the avenue of self-publishing ebooks - but you can go beyond that when it comes to downloads. For example, worksheets, specialized calendars, diet plans, checklists, or daily journal prompts are all examples of easy and highly useful digital downloads your audience will love. You can even have companion downloads for readers to use while reading your books or taking your courses.

You can easily upload your downloads as pdfs throughout your online courses, send them through email, or even add them to your website on Kajabi. A bonus of selling digital downloads on your own website is that you get to keep everything you earn - no need to give a percentage to online marketplaces.

*How to be a
successful Author:
The Ultimate Guide*



Download now 



Take the next step: develop and launch your content

What's next? It's simple. Start working on your digital products and earn beyond your books as an author. With Kajabi, there is no need to worry about technology barriers or what to do - we have all the resources and tips available for you to get started.

Below are some reading checklists and questions to help you brainstorm and get started:

Online Course

Read →

- [How to create an online course](#)
- [Complete guide to making a mini-course](#)
- [6 examples of courses to inspire you](#)

Questions to Ask →

- What do people constantly come to me for help with?
- Who is my main audience (for example, other authors, new writers, your readers, etc.)?
- What is a pain point in every author's life that I can help solve?



Membership Site

Read →

- [How to plan your membership site](#)
- [How to create a successful membership site](#)
- [5 biggest membership site benefits](#)

Questions to Ask →

- What content will I offer to everyone versus my membership site only (for example, you could provide live readings of your work for your members)?
- How can I enhance the value of existing content for my members?
- What will my cadence be for my membership site - will I be able to post content weekly or monthly?

Coaching Program

Read →

- [Coaching program template: get started fast!](#)
- [When to choose coaching vs. online courses](#)
- [Tutorial: Get started with coaching on Kajabi](#)

Questions to Ask →

- What do I want from a coaching program with my readers or fellow authors?
- What types of 1:1 coaching will I offer my clients (for example, you could coach a fellow author through the book writing process)?
- How much time can I commit to coaching sessions?

Podcast

Read →

- [How to start a successful podcast](#)
- [Why you should offer a paid podcast subscription](#)
- [How to measure podcast performance](#)

Questions to Ask →

- What type of podcast do I want, and what knowledge will I share?
- How will my podcast differ from my other content mediums?
Will I monetize my podcast with advertising, like sponsorships, or by
- charging for the podcast?

Digital Download

Read →

- [Tools to create an ebook](#)
- [How to price an ebook and online worksheets](#)
- [How to use Kajabi + Canva to deliver a PDF report](#)

Questions to Ask →

- Do I have existing resources I can sell on my site?
(think worksheets on plot development or checklists for writing a novel)
- Can I repurpose my existing content (E.g. blogs or downloadable resources) to create an ebook?

Launching Your Product

Read →

- [Digital marketing for your knowledge business](#)
- [5 ways to have a successful product launch](#)
- [What to do after you launch your online course](#)

Questions to Ask →

- What are my goals before launching?
- How will I measure the success of this launch?
- What reusable marketing assets do I have from this launch?



Author's Online Course ...

👤 14 📅 April 29th, 2022

Course is now live!

Feeling inspired?

We thought you might be. If you're ready to launch your knowledge business, start your free trial with Kajabi today.

[Start my free trial!](#)