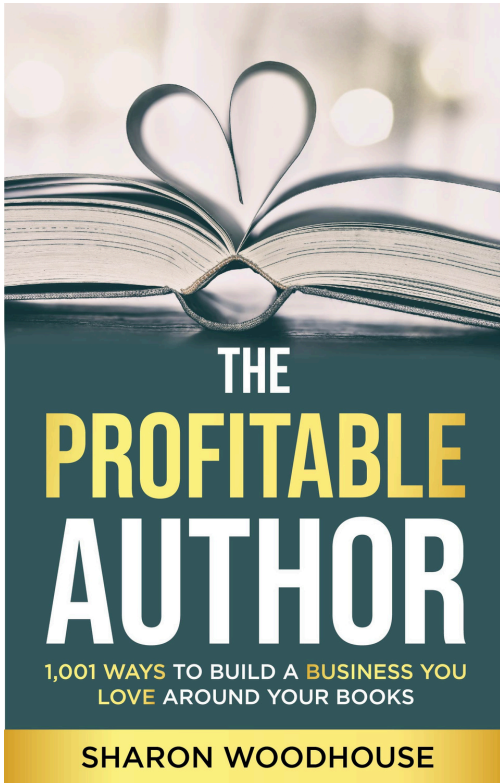


THE PROFITABLE AUTHOR

By Sharon Woodhouse

Start Building a Sustainable Business You Love



Suggested Interview Questions

- Your book highlights **15 diverse income streams for authors**. Can you delve deeper into some of the less traditional ones, beyond just book sales?
- You recommend the practice of **doing five things a day—every day—for book promotion**. Could you provide some examples that are particularly well-suited for introverted authors or those with limited time?
- The book mentions **the Pareto Principle (80/20 rule)** as a key to effective book marketing. How can authors apply this principle to identify their most impactful marketing strategies?
- You encourage authors to explore avenues **beyond traditional bookstores** for selling their books. What alternative channels have you found to be most successful?
- You advocate for a **personalized author business model**. What key aspects should authors focus on when building their own unique model?

- The section on **creative financing hacks** sounds quite intriguing. Could you share some unconventional ways authors can fund their book projects?
- You emphasize the importance of **mastering business skills without compromising creativity**. How can authors effectively balance their entrepreneurial pursuits with their artistic vision?
- You encourage authors to **cultivate a strong support network**. What practical steps can they take to build a thriving community around their work?
- **Author events are presented as a valuable income source** throughout this book. What are your top tips for hosting successful and profitable events?
- **Tapping into a book's themes** for marketing is a recurring idea. Can you provide some concrete examples of how you have helped authors effectively leverage this approach?
- The book discusses **the importance of “service marketing”** for authors. Can you explain this concept in more detail and how authors can effectively implement it?
- You emphasize that **impostor syndrome is just as pervasive for entrepreneurs** as it is in corporate environments. Can you outline some of the ways you've seen impostor syndrome crop up for authors, and how you advise them to work around it?