

BEYOND THE BOOK- Companion Guide

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WHAT TO DO after you go public

Stick a pen in this...

"Going public with your story is bold. Building beyond the book is legacy. Keep going — the world is waiting for more."

BEYOND THE BOOK- Companion Guide



Keep Promoting Your Book

Congratulations on publishing a great work! Now the real work begins. It's time to **go to market**.

Marketing doesn't stop after launch—successful authors continue engaging with readers and expanding their reach. Consistent promotion ensures your book remains relevant and continues to generate sales. Use this workbook to create a structured, ongoing marketing plan.

I know from experience that once you can see the full potential of your book and the benefit it offers your readers, you will be encouraged to create multiple streams by which to:

- GROW YOUR AUDIENCE
- PROVOKE YOUR READERS
- INCREASE REVENUE



...don't stop. You're in #theWriteplace.
~donna

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OBJECTIVE

Build and maintain a loyal audience that continues to engage with your book and brand.

ACTION STEPS

- Identify social media platforms where your audience is active.
- Plan a weekly content schedule (book updates, testimonials, behind-the-scenes content).
- Host a live event (Q&A, book discussion, or themed challenge).
- Set up an email list and draft your first email newsletter.
- Offer a free resource to keep readers engaged.

Post regularly on social media.
Respond to comments and messages from readers.
Schedule at least one live reader engagement event this month.
Send a monthly email newsletter.



Bookstores, Libraries, Book Clubs, Ministries, and Local Events

OBJECTIVE

Get your book in front of new readers through bookstores, libraries, and local events.

ACTION STEPS

- Research five local bookstores that support independent authors.
- Prepare a professional pitch (synopsis, sales history, audience fit).
- Identify and contact three libraries about carrying your book.
- Look up upcoming community events or book fairs where you can participate.
- Identify social media platforms where your audience is active.

CHECKLIST

Reach out to at least three bookstores.
Submit your book to at least two libraries.
Sign up for one local event or book fair.
Prepare marketing materials (business cards, flyers, bookmarks).

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Secure Speaking Engagements & Workshops

OBJECTIVE

Position yourself as an expert and promote your book through public speaking opportunities.

ACTION STEPS

- Make a list of five conferences, schools, or events where you could speak.
- Reach out to at least two event organizers with a pitch for a workshop or panel.
- Identify five relevant podcasts or online panels to be a guest on.
- Write a brief speaker bio and create a one-page speaker sheet.

Apply for at least one speaking opportunity this month.
Submit pitches to at least three podcasts or online panels.
Update your website and social media with speaker information.
Prepare a 10-15 minute presentation based on your book's themes.



OBJECTIVE

Expand your reach by working with other authors, influencers, and book communities.

ACTION STEPS

- Identify three authors in your genre to collaborate with.
- Research five book bloggers or influencers who review books in your niche.
- Plan a cross-promotion strategy (giveaways, guest blogging, joint events).
- Connect with book-related Facebook groups, forums, and online communities.

Reach out to three authors for potential collaboration.
Submit review requests to at least five book bloggers.
Participate in one group giveaway or book bundle this quarter.
Engage in two online book communities per week.



OBJECTIVE

Explore alternative ways to sell your book and increase revenue.

ACTION STEPS

- Research companies or organizations that might purchase bulk copies of your book.
- Set up an online store (Shopify, Gumroad, or your website) to sell signed copies.
- Look into audiobook production to expand your reach.
- Explore translation options if your book has international appeal.

Contact at least two organizations about bulk orders.
Set up online store for direct book sales.
Research audiobook options and costs.
Look into translation services for international sales.

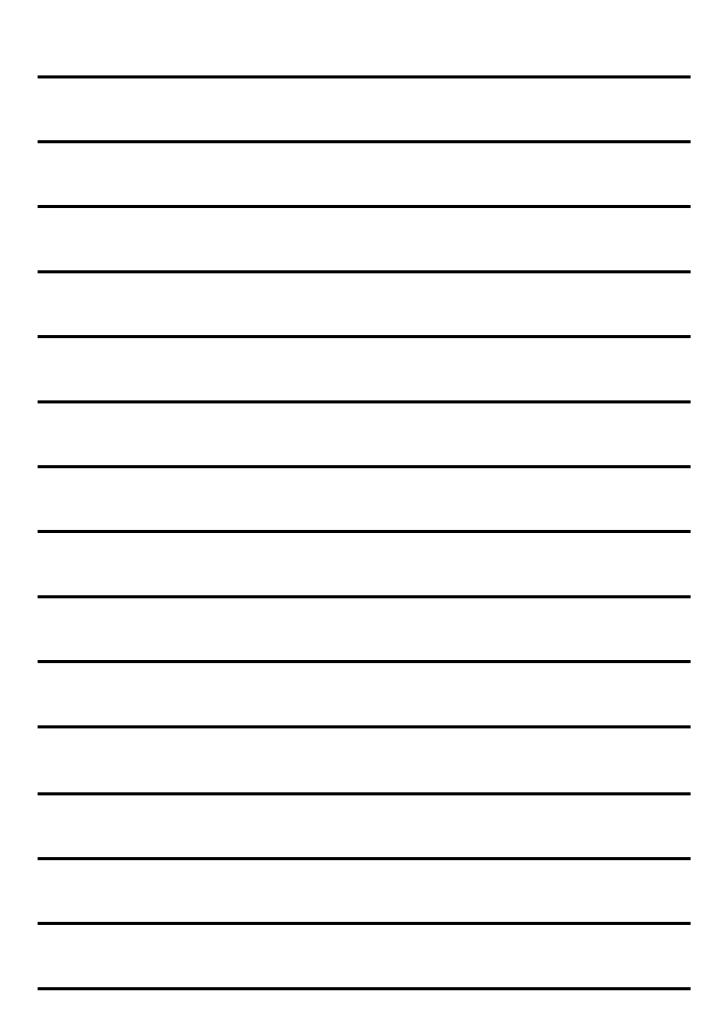


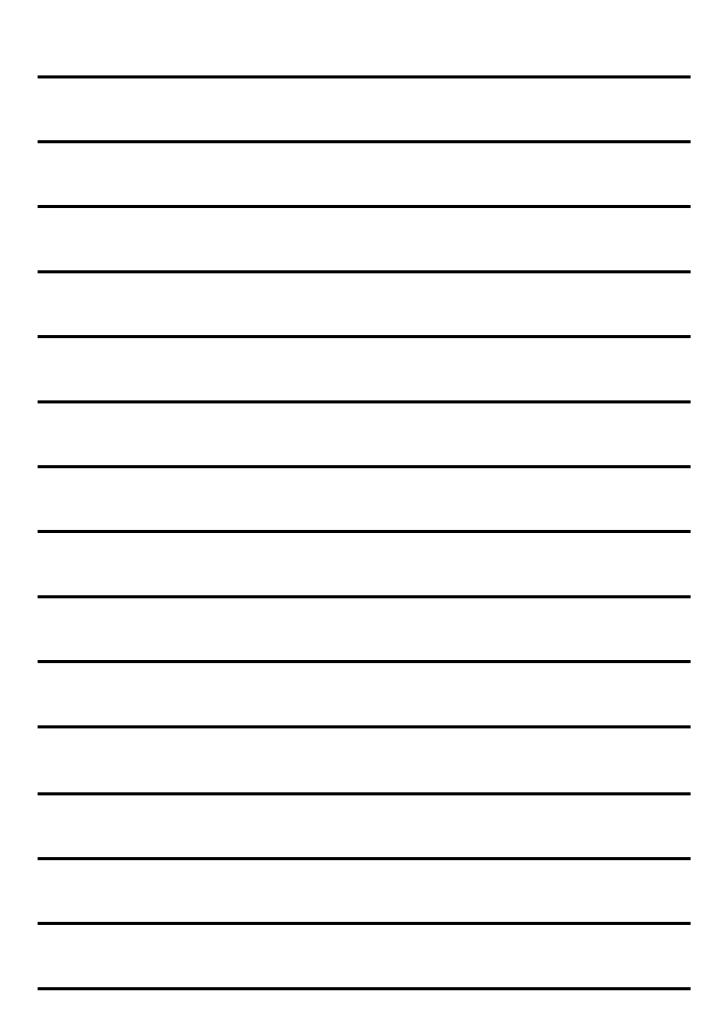
CREATIVE WAYS TO SELL YOUR FINISHED BOOK.

- Position your book as a resource for courses.
- Sell as part of leadership or professional development programs.
- Offer customized editions with company branding.
- Partner with faith-based groups if your book aligns with their mission.
- Live book signings: (cafes, coworking spaces, pop-ups)
- Offer your book in digital formats with workbooks or bonus guides.

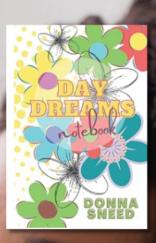
EXPLORE ADDITIONAL REVENUE STREAMS

- Offer signed copies or limited edition versions for higher-value sales.
- **Turn your book into** an audiobook or translated editions to reach new markets.
- Consider **merchandising** (book-related products like bookmarks, journals, or T-shirts).
- Using the message of your book, **create** an in-person or online gathering (conference, book club, small cell study group).

















FORTITUDE FINISH WHAT YOU START

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ONNA SNEED



Founder & CEO, SDS Solutions LLC

Wife (Pastor Samuel Sneed, Jr.), Evangelist, Mother of 6 Daughters, 14 Grandchildren, 2 Great-grandchildren; Bachelor of Christian Education

Mrs. Donna Sneed is a visionary entrepreneur, author, and business strategist with a passion for empowering small businesses, entrepreneurs, and creatives. As the Founder and CEO of SDS Solutions LLC, Donna has built a full-service administrative support agency that helps businesses and ministries establish a strong digital presence.

With expertise in content creation, web design/support, and business management, Donna is dedicated to providing innovative solutions that drive success.

Professional Background & Expertise

- Federal Contract Management and Support 37+ Years (Department of Defense)
- Business Administration & Operations Management
- Financial Management Support
- Digital Content Creation & Branding | Website Setup/Support/Team Training
- Virtual Event Planning

Public Speaking & Workshop Facilitation

As a self-published author of Study Guides, Notebooks, Journals, and Planners, Donna has also shared valuable insights through her book *Girl*, *Get It Done*, inspiring individual readers, book clubs, and women's ministry groups to take actionable steps toward their goals. Through writing, mentoring, and business consulting, Donna empowers others to turn their visions into reality.

Mission & Vision

Donna is committed to helping businesses and entrepreneurs maximize their potential through efficient administrative support, strategic business solutions, and collaborative workspaces. By bridging the gap between creativity and organization, she continues to provide transformative solutions that lead to long-term success.

Connect with Me

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Beyond the Book: What To Do After You Go Public is your call to action — the guide that empowers you to keep showing up, standing out, and making an impact. Your book is just the beginning. Inside, you'll find practical strategies and bold encouragement to help you connect with new audiences, secure speaking engagements, and turn your message into movement.

You didn't write your book to stop there — you wrote it to change lives. Let this be your roadmap to keep going, keep growing, and keep showing the world what's possible.

