

Your Book-to-Opportunity Blueprint

A practical worksheet for deciding what your nonfiction book should create next - and identifying the people, invitations, and proof that can move it forward.

Your book is not only something people buy. It can be a credential, a conversation starter, a teaching tool, an organizing idea, and a doorway to relationships that advance your work.

Use this blueprint to choose a destination before you choose a campaign.

Complete it in one sitting, then circle the single pathway that matters most during the next 90 days. You can pursue more than one outcome over time. Focus makes the first campaign stronger.

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Where should your book take you?

A book can open many doors, but every useful campaign begins with a clear primary outcome. Read each pathway and mark the ones that feel strategically important.

01

Authority & Media

Become the expert people call when your topic is being discussed.

Examples: podcasts • interviews • expert commentary

02

Speaking & Training

Bring your ideas into rooms where people can learn and act on them.

Examples: keynotes • workshops • association programs

03

Consulting & Business

Use the book to begin valuable conversations about the problem you solve.

Examples: advisory work • consulting • strategic referrals

04

Community & Movement

Give aligned people a reason to gather around a shared idea or practice.

Examples: roundtables • cohorts • member communities

05

Bulk Sales & Adoption

Put the book to work inside organizations, programs, and learning environments.

Examples: bulk orders • curricula • book-plus-workshop

06

Mission & Impact

Reach people who can carry your message into communities that need it.

Examples: nonprofits • advocates • cause partnerships

My primary 90-day pathway

The secondary pathway I may pursue later

STEP 1

Define the outcome before the outreach

Avoid goals such as 'get more exposure.' Describe a visible change: the type of conversation, invitation, decision, or relationship you want the book to help create.

In the next 90 days, I want my book to help create...

The people or organizations capable of advancing that outcome are...

This outcome matters now because...

SIGNAL	WHAT WOULD COUNT AS PROGRESS?
Visibility	The right people see the book and understand why it matters to them.
Engagement	A qualified recipient replies, asks a question, requests a copy, or begins a conversation.
Opportunity	A relevant invitation, meeting, presentation, partnership, adoption, or next step emerges.

My clearest success signal

STEP 2

Build the relevance bridge

The best recipient is not merely reachable. That person has a credible reason to care about your mission, your book, and your expertise right now.

The problem, desire, or mission my book addresses

The audience this recipient already serves

The evidence that our interests overlap

Why this conversation is timely

Choose the invitation that creates the easiest useful next step

- ☐ Send a complimentary copy for consideration
- ☐ Offer an interview, article, or expert contribution
- ☐ Propose a keynote, workshop, panel, or webinar
- ☐ Invite a strategic conversation or partnership
- ☐ Explore organizational adoption or bulk use
- ☐ Invite participation in a community or mission

My simplest, most compelling invitation

Make your expertise easy to recognize

Your book opens the door. Your useful expertise gives the recipient a reason to continue the conversation.

Core idea

The one idea from the book that changes how people see or solve the problem.

Credibility

Experience, research, results, clients, credentials, or lived authority that supports the idea.

Teaching value

What you can explain, demonstrate, facilitate, or help an audience apply.

Proof

Reviews, case examples, endorsements, prior talks, outcomes, or media that reduce uncertainty.

Distinctive story

The personal or professional reason you were compelled to write this book.

Draft the invitation in five moves

1. Relevance	Show why you chose this person or organization.
2. Alignment	Connect their audience, mission, or current work to your book's idea.
3. Authority	Introduce the book and the expertise behind it without overclaiming.
4. Invitation	Offer one appropriate, low-friction way to engage.
5. Next step	Ask a clear question that makes an honest response easy.

My first-draft invitation

YOUR NEXT 30 DAYS

WEEK 1	Choose one pathway and define the visible outcome.
WEEK 2	Build a small, carefully qualified recipient list with clear fit evidence.
WEEK 3	Prepare the message foundation, proof, offer, and approval boundaries.
WEEK 4	Begin measured outreach, track replies, and improve from evidence.

BookPowered helps nonfiction authors move from published expertise to relevant opportunity through curated intelligence, careful matching, recipient-specific invitations, and managed momentum.

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