

00:07:49 Greg Dixon ~ SharedVisions.com: From there, good things happen, including breathing new sales life into your existing books and courses.

Have you published or want to publish books and courses?

What has been your experience so far?

Sign up for a free Golden Publishing Review to talk about your publishing and marketing goals.

<https://www.gregdixon.net/GoldenPublishingReviewCalendar>

SharedVisions.com

gregdixon@sharedvisions.com

<https://www.linkedin.com/in/gregdixon76/>

Read the Publish Everywhere That Pays flipbook.

<https://sharedvisions.aflip.in/publisheverywherethatpays.html>

00:08:36 Lil - CEO GWN Publishing LLC: Lil Barcaski – Ghostwriter, Coach, Publisher

(20) Lil Barcaski | LinkedIn

Calendly - Lil Barcaski

lil@ghostwritersnetwork.com

<https://ghostwritersnetwork.com>

00:08:45 Greg Dixon ~ SharedVisions.com: Flipbook Special Offer

Create a flipbook for one your current books or a new one for \$88.

<https://www.gregdixon.net/GoldenPublishingReviewCalendar>

00:09:27 Grand Connection Events: Just doing a round of intro's... welcome to those just popping in...

00:10:44 Greg Dixon ~ SharedVisions.com: I highly recommend checking out Kimberley's Skool community at <https://www.skool.com/booklaunchlab>

00:11:04 Lil - CEO GWN Publishing LLC: I have heard that many times

00:12:44 Greg Dixon ~ SharedVisions.com: My mantra is create once and publish everywhere. So yes to Substack, Krista.

00:19:40 Lil - CEO GWN Publishing LLC: Great group Joined last month

00:23:30 Jennifer (Jena) Taylor: I use press releases

00:24:20 Raj. V. Sharma: Collaborate with others. Get on other videos

00:24:21 Steve Peterson: Since I don't know the release date of my book, I pre-recorded a few podcasts, scheduled to be released when the book gets released.

00:24:24 Jennifer (Jena) Taylor: lead magnets - audits, assessments, checklists;

00:24:24 Lil - CEO GWN Publishing LLC: This group and NRG

00:24:42 Jennifer (Jena) Taylor: podcasts; mine and guest on others; social blitz; substack; skool; youtube

00:24:42 Lil - CEO GWN Publishing LLC: networking and being on podcasts works for me

00:24:47 Jennifer (Jena) Taylor: networking

00:24:52 Greg Dixon ~ SharedVisions.com: I do a lot of writing and video podcasting, including interviews.

00:24:58 Sheila Jaggard: daily 'whispers' 1-3 minutes on YouTube.

00:25:10 Lil - CEO GWN Publishing LLC: Your book is your mothership

00:27:06 Greg Dixon ~ SharedVisions.com: Already on Amazon!

00:30:22 Kim Day | The Book Launch Lab: Act as my creative content strategist and implementation partner.

I want to repurpose one chapter of my book into marketing content that attracts my ideal readers, demonstrates my expertise, and naturally leads people toward my business.

Here is my information:

Book title: [INSERT BOOK TITLE]

Book topic and promise: [WHAT DOES YOUR BOOK HELP READERS UNDERSTAND OR ACHIEVE?]

Ideal reader: [DESCRIBE YOUR IDEAL READER]

Primary offer: [WHAT PRODUCT, PROGRAM, SERVICE, OR NEXT STEP DO YOU WANT READERS TO EXPLORE?]

Primary marketing platforms: [FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, PODCAST, EMAIL, BLOG, ETC.]

Chapter title or topic: [INSERT CHAPTER TITLE OR TOPIC]

Chapter content: [PASTE OR UPLOAD THE CHAPTER, AN EXCERPT, OR A SUMMARY]

00:30:47 Kim Day | The Book Launch Lab: Please:

Identify the five strongest lessons, stories, frameworks, quotes, or ideas in this chapter.

Suggest 10 creative ways I could repurpose this chapter using formats such as social posts, short videos, emails, articles, podcast episodes, challenges, carousels, presentations, downloadable resources, or live trainings.

Explain how each idea would serve my ideal reader and connect naturally to my primary offer.

Recommend the three ideas that offer the best combination of impact, ease, and relevance to my audience.

Create a simple seven-day implementation plan for producing and publishing those three assets.

Draft the first asset so I can begin immediately.

Keep the recommendations aligned with my voice, expertise, audience, and business goals.

Prioritize ideas that are practical, valuable, and realistic to implement without a large team or budget.

Repeat with remaining chapters

00:32:16 Kim Day | The Book Launch Lab: Act as my creative content strategist and implementation partner.

I want to repurpose one chapter of my book into marketing content that attracts my ideal readers, demonstrates my expertise, and naturally leads people toward my business.

Here is my information:

Book title: [INSERT BOOK TITLE]

Book topic and promise: [WHAT DOES YOUR BOOK HELP READERS UNDERSTAND OR ACHIEVE?]

Ideal reader: [DESCRIBE YOUR IDEAL READER]

Primary offer: [WHAT PRODUCT, PROGRAM, SERVICE, OR NEXT STEP DO YOU WANT READERS TO EXPLORE?]

Primary marketing platforms: [FACEBOOK, INSTAGRAM, LINKEDIN, YOUTUBE, PODCAST, EMAIL, BLOG, ETC.]

Chapter title or topic: [INSERT CHAPTER TITLE OR TOPIC]

Chapter content: [PASTE OR UPLOAD THE CHAPTER, AN EXCERPT, OR A SUMMARY]

00:32:25 Kim Day | The Book Launch Lab: Please:

Identify the five strongest lessons, stories, frameworks, quotes, or ideas in this chapter.

Suggest 10 creative ways I could repurpose this chapter using formats such as social posts, short videos, emails, articles, podcast episodes, challenges, carousels, presentations, downloadable resources, or live trainings.

Explain how each idea would serve my ideal reader and connect naturally to my primary offer.

Recommend the three ideas that offer the best combination of impact, ease, and relevance to my audience.

Create a simple seven-day implementation plan for producing and publishing those three assets.

Draft the first asset so I can begin immediately.

Keep the recommendations aligned with my voice, expertise, audience, and business goals.

Prioritize ideas that are practical, valuable, and realistic to implement without a large team or budget.

Repeat with remaining chapters

00:32:37 Andrew Darlow: thank you!

00:35:43 Greg Dixon ~ SharedVisions.com: Here is part of what I got from Gemini: To effectively repurpose your content, we should focus on the chapter "Why to Combine a Printed Book with a Digital Experience Edition." This chapter is high-leverage because it explicitly introduces your "Golden Publishing Sales Machine" methodology, positioning you as an expert and naturally bridging the gap between a standard book purchase and your premium membership services.

Here is a repurposing plan using the "Hook-Story-Offer" framework, tailored for your ideal audience of authors and course creators. Option 1: LinkedIn/Social Media Post (Authority Building)

00:35:46 Greg Dixon ~ SharedVisions.com: Hook: Is your book just sitting on a digital shelf gathering dust?

Story: Many authors treat publishing as a "one-and-done" checkbox. They publish the print book, hope for sales, and move on. But that's leaving your biggest impact—and your revenue—on the table. Your book shouldn't just be a product; it should be the front door to a much larger, more valuable ecosystem. That's why I recommend combining your print book with a "Digital Experience Edition." It moves your readers from a passive consumer to an active member of your community.

Offer: You don't have to choose between writing a book and building a business. You can do both by bundling your content into a multimedia membership.

Call to Action: Want to see if your book could anchor a membership program? Let's map out your roadmap. Book a Golden Publishing Review and let's turn your book into your best sales tool.

00:37:56 Andrew Darlow: Yes!

00:37:58 Greg Dixon ~ SharedVisions.com: Yes

00:38:04 Raj. V. Sharma: YES

00:38:05 Krista Giannak: yes

00:40:26 Sheila Jaggard: this is brilliance personified

00:42:10 Kim Day | The Book Launch Lab: Act as my strategic collaboration advisor and creative partnership brainstorming partner.

I want to use my book to build mutually beneficial collaborations that expand my visibility, introduce me to new audiences, and create valuable opportunities for everyone involved.

Here is my information:

Book title: [INSERT BOOK TITLE]

Book topic and promise: [WHAT DOES YOUR BOOK HELP READERS UNDERSTAND OR ACHIEVE?]

Ideal reader: [DESCRIBE YOUR IDEAL READER]

My area of expertise: [DESCRIBE YOUR EXPERTISE]

Primary offer: [INSERT YOUR PRODUCT, PROGRAM, OR SERVICE]

Types of collaborations I am open to: [PODCASTS, WEBINARS, BOOK CLUBS, SUMMITS, GIVEAWAYS, NEWSLETTER SWAPS, SOCIAL LIVES, REFERRAL PARTNERSHIPS, EVENTS, ETC.]

Potential collaborators I already know: [LIST NAMES AND WHAT THEY DO, IF APPLICABLE]

00:42:31 Kim Day | The Book Launch Lab: Please:

Suggest 10 types of people, businesses, communities, or organizations that would make strong collaboration partners for this book.

Explain why each type of collaborator would be a good fit and what value I could offer them and their audience.

Suggest one creative, mutually beneficial collaboration idea for each.

If I provided the names of potential collaborators, evaluate each person based on audience alignment, shared values, mutual benefit, and ease of implementation.

Recommend the two strongest collaboration opportunities for me to pursue in the next 30 days.

Create a simple action plan for approaching and developing each collaboration.

Write a warm, personalized outreach message for each recommended opportunity. The message should focus on the shared benefit and not feel like a generic pitch.

Suggest an easy first collaboration we could test before committing to something larger.

Do not invent information about real people. Clearly identify anything I need to research or verify before reaching out

00:46:17 Greg Dixon ~ SharedVisions.com: Many of the types of people Gemini suggested as good collaborators are in this room today.

00:46:43 Kim Day | The Book Launch Lab: Reacted to "Many of the types of people Gemini suggested as good collaborators are in this room today." with ❤️

00:48:31 Greg Dixon ~ SharedVisions.com: 1. Boutique Hybrid Publishers

2. Ghostwriters

3. Podcast Audio Editors

4. Anthology Organizers

5. Business/Sales Coaches

6. Kartra/GHL Tech Consultants

7. Personal Branding Coaches

8. Podcast Hosts

They need content; you have authority/expertise.

9. Association Leaders (e.g., Chambers)

Their members are business owners who need to be

10. Course Platform Affiliates

00:49:18 Sheila Jaggard: holy crow, this is really generating a lot of potential and now I am so excited to move forward and my BOT is having a whale of a time....lol 🤪

00:49:29 Kim Day | The Book Launch Lab: Want help creating your content?

Join the FREE Weekly AI Content Creation Class

<https://us06web.zoom.us/meeting/register/IjW7n06FQZ-BnelGu5SyqQ>

00:52:08 Kim Day | The Book Launch Lab: Experience collaborative marketing in action

The Ultimate Marketing Masterclass

August 26 at 10 a.m. PT / 1 p.m. ET

<https://kimberleyday.com/masterclass>

00:53:59 Krista Giannak: <https://www.linkedin.com/in/KristaGiannak>

00:55:59 Andrew Darlow: For my Pet Story Parties™

Pet boutique owners

Pet bakery owners

Animal rescue directors and volunteers

Animal shelter directors and volunteers

Breed-specific Facebook group administrators

Local pet Facebook group administrators

Pet photographers

Pet groomers

Dog trainers and animal behaviorists

Pet sitters

Dog walkers

Veterinarians

Veterinary technicians

Pet hospice and end-of-life-care professionals

Pet-loss grief counselors

Dog daycare owners

Pet boarding facility owners

Pet-store owners and managers

Pet nutritionists

Pet-product makers and retailers
Pet bloggers and influencers
Pet-event organizers
Dog-club leaders
Therapy-dog organization leaders
Pet-friendly apartment community managers
Senior-community activity directors
Pet insurance agents
Pet travel specialists
Animal communicators
Pet memorial and cremation professionals

00:58:02 Andrew Darlow: Let's connect!

<https://www.linkedin.com/in/adarlow>

00:58:17 Kim Day | The Book Launch Lab: Act as my book funnel strategist, reader-experience designer, and creative implementation partner.

I want to transform my book from a stand-alone product into an engaging experience that builds trust, creates results for my readers, and guides the right people toward the next step in my business.

Here is my information:

Book title: [INSERT BOOK TITLE]

Book topic and promise: [WHAT TRANSFORMATION DOES YOUR BOOK PROVIDE?]

Ideal reader: [DESCRIBE YOUR IDEAL READER]

The problem my reader wants to solve: [INSERT PRIMARY PROBLEM]

What I want readers to do after reading the book: [JOIN A COMMUNITY, DOWNLOAD A RESOURCE, ATTEND AN EVENT, BOOK A CALL, ENROLL IN A PROGRAM, ETC.]

Primary paid offer: [DESCRIBE YOUR OFFER, PRICE, PROMISE, AND FORMAT]

Current book funnel: [DESCRIBE WHAT HAPPENS NOW, FROM DISCOVERING THE BOOK TO RECEIVING YOUR NEXT OFFER]

Available resources: [EMAIL LIST, COMMUNITY, WEBSITE, COURSE PLATFORM, VIDEO TOOLS, TEAM, BUDGET, ETC.]

00:59:07 Kim Day | The Book Launch Lab: Review my current reader journey and identify any gaps between buying the book and taking the next step with my business.

Suggest 10 creative experience layers I could add, such as a workbook, assessment, mini-course, challenge, private Q&A, workshop, resource library, community, strategy session, VIP package, or QR-code bonus.

Explain how each idea would improve the reader's experience, build trust, and lead naturally toward my primary offer.

Rank the ideas based on reader value, strategic impact, ease of implementation, and cost.

00:59:25 Kim Day | The Book Launch Lab: Recommend the one experience I should create first and explain why.

Map the complete journey from book buyer to engaged lead to potential client.

Create a step-by-step 30-day implementation plan for building and launching the recommended experience.

List the specific assets I need to create, including landing pages, emails, calls to action, bonus materials, and follow-up messages.

Draft the call to action that I can place inside my book to invite readers into this experience.

Suggest three simple measurements I can track to determine whether the new funnel experience is working.

Keep the funnel simple, reader-focused, and realistic for my current resources. Every step should provide genuine value and feel like a natural continuation of the book.

01:08:20 Sheila Jaggard: thanks so much Kimberley

01:08:37 Greg Dixon ~ SharedVisions.com: Also LinkedIn articles

01:13:39 Raj. V. Sharma: I got to Bail !!! See You tomorrow Kimberley !! Thank you.

01:18:04 Greg Dixon ~ SharedVisions.com: You do not need images at all for posting on LinkedIn, Facebook, Substack, and other places.

01:18:45 Greg Dixon ~ SharedVisions.com: You could use an image of you for everything.