





30 possibilities for expanding your practice and income beyond the therapy room

Stop being a victim of managed care, attorneys and of all those years and all that money you have invested in your education and training. Discover 30 innovative ways to take back your power and increase your income.

Burned out? Exhausted? Overworked? Underpaid?

Frustrated or tired of doing clinical work?

Want to find new passion for your work?

Want to find new sources of income for now and your later years beyond the clinical work you do?

Some years ago, I made a decision that I would never be at the mercy of changing trends in the therapy business and that I would diversify my activities and sources of income. Managed care came and I hardly noticed, while most of my colleagues were grouching or hurting due to its effects. Listening to their indignation and frustration, I would nod sympathetically, but I couldn't really feel their pain.

I discovered two nice side effects from this decision, besides not being affected much by the economic, legal and structural changes sweeping through therapy.

1. I rarely get bored. I can follow my interests in whatever direction they lead. If I become fascinated with a certain subject, because I don't have a job or regular hours, I can spend time learning about or pursuing that subject or activity. This keeps me energized. I love my work and relish having complete control over my schedule and activities.
2. I have made much more money than I ever imagined I would as a therapist. I discovered when I followed my passion and provided good value for others, they were willing and even eager to pay me well for my work. What's more, I regularly receive "passive income," that is, money comes in whether I work or not, from royalties and other sources. This helps me feel more secure about retirement.

I decided to create this report because I want to help therapists discover they are not victims and that they can find ways to diversify their work lives and sources of income. The material in this report took me years to compile and has made me tens of thousands of dollars. (It has also cost me tens of thousands in mistakes to learn. You can avoid these costly "learning experiences" by reading and implementing the ideas in this report.) I have created a list of 30 possibilities for moving you beyond your dependence on clinical work. I have given guidelines and some web links under each point. I have done a great deal of research and tried to make it easy for you to identify many pathways to new income and satisfaction and then put them into practice right away. I hope you will take these as a base from which to begin to think creatively and become empowered.

A word about how to use this book. I have made this an e-book (or electronic book, also called a digital book) so that I could place some clickable links throughout. If you are reading this book while you are connected to the internet, clicking on one of these links will take you directly to the website that will give you the information you need.

You can read the book offline and then go back to the links when you get connected, but much of the value of the book is in getting you to the information and services you need instantly.

It took me years and lots of research and time in the school of hard knocks to obtain this information. I hope that having this book will save you countless hours of time and much frustration in expanding your life and career in the direction of more freedom, control, happiness, real security (and also extra income).

Let me know if you find any typos or bad writing. I'll give you an acknowledgment in future editions.

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PUBLIC SPEAKING/WORKSHOPS/TEACHING

For some people, teaching or public speaking can be a route to extra income and satisfaction. Even if you are not a natural speaker or nervous about speaking, don't dismiss it out of hand. I was shy, nervous and not very good at speaking when I began. I no longer get nervous and have gotten much better at speaking. I make the bulk of my income these days from speaking. I have traveled all over the world and met amazing people through this work. If you have a yen to travel or a passion for communicating your message, this might be your pathway. There are many ways to get started.

1. Self-sponsor workshops for professionals

- This is the way I got started, but I floundered around for years trying to work out how to do it. I'll make it easier for you.
- These days, with personal computers, pre-designed graphics, websites and other conveniences, this is much more workable than when I did it in the early days, in the late 1970s and early 1980s (others hire me to give workshops these days and I just show up to present). It's a bit like being the general contractor for building a home, lots of work but less expensive. If you have the time, personality or inclination, you can go this route.
- If you are going this route, make sure you have products to sell to help you make money until your fees begin to be substantial (and if you get good at speaking and persist at this, they will). See the section on products later in this report for details. Go to [Fred Gleeck's free e-books](#) and sign up for his mailing list (you can opt out at any time). You will be able to download his five free e-books, one of which has to do with making money from ancillary products and services when you speak.
- For one-stop shopping, visit [AMEDCO AMEDCO website](#). Or call them at 1.800.990.1066. They offer mailing lists, CEUs, brochure/advertising help and will take registrations for you.

When I started self-sponsoring workshops at the beginning of my workshop career, it was a lot of work to get all those pieces together. You pay for this service, but take my word, in the end it will be worth it due to the time and money savings because they have it all worked out and you can get going very quickly.

2. Do presentations for little or no money at large, multi-faculty conferences

- Try your own professional organization: APA www.apa.org or www.psych.org, AAMFT www.aamft.org, NASW www.naswdc.org, American Counseling Association www.counseling.org, or one of the national sponsors: (www.psychotherapyworker.org; www.erickson-foundation.org; www.nicabm.com; www.usjt.com). Make sure you visit their websites or contact them for details on how to submit and format your workshop description, outline and objectives. This is one of the top preventable reasons why people get rejected when they apply and it is really simple to overcome with a little effort.
- Obviously, the idea with this is to get experience and leverage the speaking engagement into product or service sales and future paid speaking engagements.

3. Give free lectures to the general public and sell products/services

- Just doing more public speaking will help you get more comfortable and better at it, so take any engagement you can at first no matter if it has a fee or not.
- You may get indirect income from people referring clients to you or hiring you for paying engagements.
- There is a way to make money at the event even when you are speaking for no fee. See the section on creating products and the one on offering services and consultations. Sometimes the lectures are a way to get people to know who you are and what value you offer. They are then more likely to hire you for other things and to buy other products later. Learn how to create your own e-books, audio CDs, downloadable audios and videos, and other products and web-based services. [Visit psychotherapysuccess.com](http://www.psychotherapysuccess.com)

4. **Get hired by paying sponsors to present workshops**

- The going rate for semi-well-known presenters in the mental health field is \$1,000-\$2500 per day plus expenses. Well-known presenters are making \$3000-\$5,000 per day plus expenses. [All figures in this report are in US dollars].
- Look in professional journals for sponsors who offer local or national workshops. Contact them, following the form of their outlines and descriptions exactly, and send them your outline, description, biographical information, objectives and photo. If you don't do this, you will not know whether you got rejected because of the form of your submission or for other reasons.
- Enhance your reputation by building credibility. This includes writing articles and books, presenting in other settings, gathering praise for your present-

ing style or expertise, having a compelling topic, description or title.

- I give an intensive seminar helping people learn how to get on the workshop circuit nationally and internationally, do a compelling and engaging presentation, start earning some serious money doing workshops. If you are interested, find details at [Presenter's Boot Camp](#)

5. **Do business training or workshops**

- Start with local businesses and business groups or associations. Check the phone book and business magazines, newspapers and business sections of general newspapers to find possibilities. Ask friends for their ideas and contacts.
- You might have to give some for free at first. If they like what you do, ask for letters (on their business letterhead) you can use to persuade other businesses or groups to hire you. Ask them for referrals to other business or groups that might benefit from your presentations and information.
- Gradually start charging for your presentations and training. Businesses pay quite well at times. \$5000 per day (or even for a shorter presentation) is not that unusual for larger businesses. For an audio program on how to get started in this market visit [Selling to the Corporate Market](#)

6. **Give teleclasses (self-sponsored)**

- You can work from home or the office and set your own times. These are becoming more popular, as the tools to offer them and ability to get the word out becomes easier.
- Everyone knows how to use a telephone, so there are no technical barriers for users like there might be for web-based classes.
- These are done on conference call sites (called telebridge lines) that people

have to call at a certain time to join. Only authorized participants can join so you can limit the number and charge a fee. The participants enter a code number to join in.

- You can set these teleclasses/telecalls up for free. My favorite service is [Free conference call site](#). You can schedule a call for up to 100 people at any time since they give you your own dedicated phone line (your participants have to pay long-distance charges-they offer toll-free numbers for a small fee). They will also record the call for you and make it available to you and your participants. You can even sell the recording afterwards. Great service. Totally free.
- If you don't have a website that takes credit cards, you can find teleseminar hosting services that will give you the whole package. For one example, visit [Telephone bridge services link](#)
- Bonus tip: Set up a mailing list with which you capture participants' email addresses so you can build your list for future marketing. Learn about autore-sponders for powerful and inexpensive marketing.

7. Give teleclasses for paying sponsors

- Your income varies from sponsor to sponsor. But the organizer does all the up-front work and collects the fees, so all you have to do is create content and show up.
- I usually provide slides and handouts to accompany these telecourses. The organizer makes these available before the course or before each call.
- Teleseminars can give you good name exposure and perhaps lead to other paying speaking engagements and product or service sales.
- See [Psychotherapy Networker](#) for one group that sponsors teleclasses

- My favorite free service is [Freeconferencecalling.com](#). Click the link to visit them and set up your free account. [Free conference call site](#).
- Take some time to learn about the procedures of teleclasses. There are special codes that you put in to mute the participants (so you don't hear dogs barking, kids crying, static or telephone noise, people flushing toilets and so on) and to keep you and a guest unmuted while everyone else is muted. There are procedures to manage the call online and let people on the call electronically "raise their hand" so chaos doesn't ensue when it is question and comment time. I usually have a free or paid call or course scheduled and you can get on one of mine and model on the information and instructions you receive when you register. Visit [Bill O'Hanlon's website](#).
- How do you publicize these calls or courses? By building your own email list through your website, products sales, free calls, being a guest expert on a call for someone else with a bigger list than you and capturing those participants emails or publicizing your upcoming call or course on the other person's call, or advertising in some print publications read by potential participants.

WRITING

This is my second largest source of income. It works together with speaking in that people often invite me to teach workshops since they have read or heard about my books or read an article. I also sell my books at workshops. The fact that I do a lot of public speaking made it much easier to get my books published. Perhaps it will give some of you heart to know that I wasn't a good writer when I began. What I wrote seemed flat and unclear to me. I procrastinated writing since I would have rather been doing anything else but write. My passion to communicate what I thought people needed to know was the main thing that carried me through. I worked at it and I got better. I actually enjoy writing these days and miss it if I go too long without doing it. Others of you are natural and good writers, so this area is a good one for you.

One note on writing a book. To be successful, a book should solve a problem for the reader: providing them relief from suffering (e.g. stop arguing with your spouse; or, lose yourself in a magical world to take you away from your everyday stress, as romance, fantasy novels and thrillers do). The book should also be unique, either in style or slant on the topic (i.e., Do we really need another general book on stress management or getting organized or getting over trauma?). One of the functions of agents and publishers is to weed out books that don't fit these two criteria. So, be careful if you decide to self-publish. Your efforts may be for naught if people don't want to read or buy your book.

8. Write a book and self-publish

- This is easier to do today than in the past. You can hire companies or freelance people to create a cover, do indexing, edit your book, print it, and distribute it. [Amazon.com](https://www.amazon.com), [Barnes and Noble website](https://www.barnesandnoble.com) and your own website make it easy to get your book out in the world.
- I've done this twice. You make more money per book, but you also do much more work. If you are an organized person with a penchant for marketing and publicity or you already have a following (through mass media or frequent public speaking), this can be a good option. **The good news:** You are in control of the content, the production, design and the publicity. You make more money per book (anywhere from \$4 to \$15 typically) and if the book sells well, you could potentially make more money than you would make with royalties a publisher would give you (usually \$1-3 per book). **The bad news:** It's a lot of work and you sometimes end up with a garage or basement filled with unsold

books. You can lose money and end up very discouraged. I heard on one radio show about self-publishing that the average self-published book sells 100 copies. Yowser!

- You used to have to print thousands of copies in order to get any kind of reasonable price, but with Print on Demand (POD) services, you can print a few for less than \$5 (US) each. See [Lightning Source website](https://www.lightningsource.com) for one such POD service.
- Still, some people have done well with self-publishing. A very few have even gone on to sell the book to a publisher for an advance if it did very well as a self-published book.
- If you will distribute or sell your book through bookstores or other vendors, you will probably have to have an ISBN number (registering your book internationally). See www.isbn.org. You will probably need a barcode of that ISBN as well.

9. Write a book and e-publish it

- I've done this several times now. It is the fastest method for getting published, costs relatively little and is almost all profit and residual income once you spend the time, energy and money writing it and putting on a website that can offer it for sale.
- Make sure you get it edited well. Many people don't like self-published books, in part because they are often poorly written and riddled with errors. Some e-authors claim that this is actually an asset (it gives the obsessive people something to do while reading your book and makes them feel smart), but this seems to me a justification for shoddy work and laziness.
- You usually sell your e-book as a PDF (Adobe Acrobat file-the PDF stands for Printer Description File). You can create a PDF on your computer (if you have a program that creates it-Macs can do it from any program through the Print Dialogue box) or on the web at [Adobe website free PDF creator](#) or [another PDF creator site for Windows](#) This way, most people, regardless of whether they use Macintosh or Windows machines, can read the book and it will look exactly as you want it to.
- There is an entire system for setting up your e-books online, selling them and marketing them. I recommend this program, called Web Marketing Magic. Click this link to find out about it and sign up. [Web Marketing Magic](#). The learning curve is a bit steep, but they have online tutorials and, once you set it up and learn it, it is amazingly powerful.

10. Write a professional book and get it published by a publisher who pays an advance.

- Here is a list of the major psychotherapy/psychology publishers.

If I know the name of the main contact editor, I have included that, with an email address as a link as well as website. Check out the website for submission guidelines before submitting and follow those guidelines carefully.

- Deborah Malmud, W.W. Norton Professional Books, [e-mail Deborah Malmud](#), [W. W. Norton link](#)
- Other major professional therapy publishers: Kitty Moore, Guilford Press, [Guilford Books link](#); Mark Tracten, Crown House Publishing, [Crown House Publishing link](#); [e-mail Mark Tracten](#); Jossey-Bass, [www.josseybass.com](#); Suzi Tucker, Zeig, Tucker and Theisen,, [Zeig Tucker Theisen link](#), [zeigtucker@aol.com](#); John Wiley and Sons; Allyn and Bacon, [Allyn and Bacon link](#); Lawrence Ritt, Professional Resource Press, [Professional Resource Press link](#); American Psychological Association Books, [APA Books link](#); NASW Press, [NASW Press link](#) Haworth Press, [Haworth Press link](#) **Not recommended:** Brunner/Routledge (Taylor and Francis). Long story. Don't ask, just take my word.
- Look on their websites for guidelines for submission and to see what kinds of books they publish.

11. Write a book for the general public and get it published

- This is more challenging than writing a professional book and getting it published. You typically need an agent and a well-written proposal to get a contract for these books. There is much more money in them than professional books, though, with advances from \$10,000-\$400,000+ depending on your topic, your agent, your publicity abilities and reputation, and how good your proposal is.

12. Create reports to sell over the web

- Use this report as a model. You must deliver value for money. You can also use the report as an entry point for other products and services you are offering.
- Listen to this audio program for a complete guide to how to do this well and make good money: [Create an e-book product line](#)
- Again there is an entire system for setting up your reports online, selling them and marketing them. I recommend this program, called Web Marketing Magic (this is a private label for a service called 1ShoppingCart). Click this link to find out about it and sign up. [Web Marketing Magic](#).
- An example of what is called “upsell” (offering people more products or services) follows: If you want to see my books, audio CDs and other products, visit the web page: [Bill's Books and Products](#). There have been several upsells throughout this e-book.

13. Create tips or strategy lists to sell over the web

- You might create a tip list on something like: Tips for managing your anxiety and panic or Tips for handling repeating relationship problems or Secrets of happy people (including five things you can do right now to be happier within a week)
- You can sell a list of the tips or you could offer a daily or weekly subscription in which emails are delivered to subscribers with a tip a day or a week. You can get an example of this type of product here ([Change 101 email tips for \\$10/month](#)).
- You might charge \$10 per month for two tips per week. That may not seem like much, but if you got 100 subscribers (perhaps you could offer a free month for every one who refers a friend that signs up for at least a month and

that would create viral marketing or offer the first month free and get people hooked), you would be bringing in \$1000/month. If you had several tip subscriptions available, you might even be able to make a living at this alone.

- You could also investigate having an ad through Google’s Ad Words [Use Google Ad Words](#) to find subscribers and customers You can set a cap on your ad campaign until you know how well it works.

PRODUCTS

I had a colleague some years ago who self-sponsored a series of workshops all over the country. When he came to my area, I met him for lunch. I was surprised to see only about 25 people attending and wondered aloud how he could make money on such a low turnout, given the costs of brochures, mailing, airfare, conference room rental and other expenses. He told me he didn't make much if any money on registration fees. He made most of his money on products he sold at the back of the room. These days you can sell products over the internet, through Amazon.com, eBay or other commerce sites. In this section, I will give you guidelines and web links for easily creating and selling products to reach a wider audience with your ideas and knowledge and to create ongoing income. I sometimes wake up in the morning and find money has been deposited in my bank account without my doing anything. Someone, sometimes from Japan or Bulgaria, has bought some of my downloadable products. The process of purchase and payment happens automatically. I have at times created a product one day and had someone buy it the next day.

14. Create audio programs and downloadable audio programs and sell them on the web

- You can accomplish this all yourself if you are technically savvy enough. I make my own at home, design the labels and CD covers, duplicate the discs and prepare the audio for posting on the web to be sold through my online store.
- The easiest way to record your audio programs is to get a small digital record like the Edirol R-09 (\$399 USD at the time of writing). The file you create is easily transferred to your computer with its USB cable. Then you can edit the sound file with an audio editing program like [Audacity](#) (free download for Macs or Windows).
- I use [Web Marketing Magic shopping cart](#) to sell my audio and other digital downloads, but another popular shopping cart is [E-Junkie shopping cart](#), much easier to learn but less powerful if you are going to use this kind of thing a lot.
- If you want help, you can have someone else do part or all of this process. Check out a one-stop shopping service like [Audio Book Solutions](#).

15. Create web-based programs and sell them yourself

- Use Nuvvo [Nuvvo](#), a website that hosts e-learning programs, or RobertCassidy Seminars [Click to check out Robert Cassidy Seminar site](#) or, if you are tech-savvy enough or have a tech-savvy family member or friend, set it up yourself. Or use an overseas web creation and maintenance service, which can be much more affordable than US-based maintenance. One is [www.filipinowebmasters.com](#). Note: If you want to offer professional CEUs, go with Robert Cassidy.

16. Create a web-based program for a paying sponsor

- See [www.Nicabm.com](#) for examples of this kind of program and for a look at one group that will pay you if you pass muster with them and fit with their genre and needs.
- I create slides, record audio commentaries about the slides, then link them together. I put them together in a program called Quicktime, which people can then view on Macintosh computers ([Quicktime for Mac](#)) or Windows machines ([Quicktime for Windows](#)). Apple's Keynote presentation program

(sorry, only for Mac users) has one-button Flash creation for websites from the slides and audios). Or check out [Lecshare](#), a program for Macs or Windows that can easily turn your PowerPoint slides with audios into a web-based program.

- Set up your own shopping cart that can take credit cards. Visit [Kick Start Cart](#) for a good one that is easy to set up.
 - You can also use PayPal, a widely used internet paying system. Visit [PayPal](#) for details.
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17. Create assessment or treatment forms to sell at presentations or over the web

- The late psychiatrist Richard Gardner was a master at creating these forms and ended up making lots of money and influencing the field quite a bit by selling his assessment and treatment forms. One of my workshops sponsors told me that when he sponsored Gardner, Gardner made more money from his “back of the room” product sales (which included games, self-published books and many assessment forms) than from the speaking fee. And his speaking fee was quite high as he was one of the top draws as a speaker. ([See an old list of his stuff](#))

18. Create DVDs (videos) of presentations or clinical demos to sell yourself or sell through publishers

- I have some published through Andrews and Clark Explorations www.masterswork.com, The International Association for Marriage and Family Counseling www.iamfc.com/videos.html and through CMTI www.cmtipress.com/videos.htm. The American Psychological Association has a series and I am sure others do as well. Search the web and examine catalogs you get through the mail and ads in journals and professional publications.
- If you create one yourself, you can make a good profit after you pay off your production costs. Videos or DVDs usually sell for \$50 to \$100 each and your materials only cost about \$3 to \$5.

ROYALTY/LICENSING/RESIDUAL PRODUCTS

This area is sometimes called “passive income,” because once you create these kinds of products or processes and license or publish them, money arrives without you putting any more time or energy into them. Obviously, books, reports and some audio products are in this category. Here are several more ideas for creating residual or passive income. Consult books or experts on intellectual property to get this one right. I have given you some links to learn about and put this area into practice.

19. License a program to businesses and organizations

- Once you have products—audios, videos, reports, tip booklets, methods or whatever else—you can license them to companies to provide to their patients or clients. managed care companies, health insurance companies, local hospitals, mental health centers, substance abuse treatments centers, health spas or really any company might be interested.
- Copyright information can be found at [Copyright information](#).
- The nice part is that you merely license your “intellectual property” to them. They do all the reproduction (copying of tapes, program manuals or written material) and distribution, which they can usually do more inexpensively than you.
- There is a good audio program you can listen to that will explain exactly how to do this. Visit [License your intellectual property audio download](#)

20. Create a one page website that sells a product and offers affiliate links

- This is a big trend on the Internet right now. Watch out for sleaze, but this can be a very lucrative niche if you can partner with the right people and you have valuable information to share. One guy created a one-page website to sell his e-book “How to keep squirrels and other rodents away from your bird feeder,” and sold 300,000 of them at \$17 each. Do the math. At little cost to set up and produce, most of that income is

pure profit.

21. Become an affiliate for a website that offers fees for referrals

- See [Jim Daniels article](#) for a short article on this method and the website [Referral Income website](#) for more resources.
- Amazon.com was one of the first to offer this source of income, so it became legitimate. Again, beware of the sleaze factor, but if you find some products or services that you think are a good value and refer people to them, you can make some income from this with relatively little effort.
- Some of the links in this e-book are affiliate links and some are merely informational. I believe in all the links, but it is nice to get paid a referral fee for sending someone to a site and product that you were going to send them to anyway. A few people actually make a living as affiliates.
- ***Bonus Tip: Check out Google’s adsense for a source of advertising income you might get through your website [Find out all about Google Adsense](#)***

SERVICES/CONSULTATION

Services require your time and expertise and can move you beyond the therapy room. This area can lead you into business or other arenas that are removed from the trends seeping through the therapy field and this buffer you, your income and security from threats. If you are the restless type, you can also stave off boredom or going stale using these pathways.

22. Start doing coaching

- Coaching opts you out of the therapy/medical model/diagnosis arenas
- Many models of coaching have a structure for more secure and regular income from clients
- Since coaching is more focused on goals and accomplishments for relatively high-functioning people than on correcting dysfunction, it can be more energizing and fun for therapists
- A friend of mine, Kathleen Brehony, does a coaching course over the internet that I have heard many people rave about, so I am recommending it to you. I get no affiliate fee for this recommendation. Check out her course at [Kathleen Brehony's Coaching Course link](#)

23. Offer consulting to other therapists on difficult cases in an area in which you have expertise

24. Do consultations for businesses on relationships/communication

- Start for free to get them to know you and get blurbs or introductions to other businesses

25. If you are tech or graphics minded, offer these services or coaching/instruction to therapists trying to learn these things or expand their offerings

- You might teach PowerPoint, basic computer skills, how to create podcasts or audio products, how to master the technology one needs to make a good multi-media presentation, or how to create a PDF or MP3 for downloading from a website. If you know how to do

these things on a Windows or Macintosh computer, there is a market for your knowledge.

- Advertise in psychotherapy publications like [Psychotherapy Networker magazine link](#), [APA Monitor](#), [NASW News](#), and [Annals of American Psychotherapy Association](#)
- Teach for free at therapy conferences to get clients, customers and paid speaking engagements.
- You will likely get good ideas for products to create and sell by interacting with potential customers and finding out what they are concerned about or want to know.

MARKETING AND REPUTATION ENHANCING ACTIVITIES

In order to get people to know who you are and what you offer, you will need to engage in some marketing and reputation-building and enhancing activities. Some therapists are wary or clueless about marketing. I heard a marketer once make a distinction that was helpful to me. There is image marketing (trying to convince people you are something better or different than you are—think of the Exxon commercials touting their great environmental activities) and there is identity marketing (letting people know who you are, what you are about and what services and products you offer). What I am suggesting here is identity marketing. Not many people know who you are and what you do. If they know of you, they might not know what products you offer or how to get hold of you. You should probably get a website or several website. Visit [Ultra Cheap Domains](#) to search for available website addresses and purchase them very inexpensively. This set of activities is designed to work in conjunction with or enhance the previous options and activities.

26. Send out an email newsletter with useful information for therapists and market your products, services or programs in it

- I use [Constant Contact](#) as my email newsletter service. They have relatively easy tools and templates to use for creating, sending and tracking newsletters.
- I was worried when I started my newsletter that people would think of it as spam, but I put a free handout, a quote of the month and a personal message in each one. When I get flakey and don't send one out for a while, some people write asking where it is and concerned that they have been dropped from the list. The point is to give enough value that most people want to receive it.
- I put a link in each one for people to forward the newsletter to a friend or invite a friend to subscribe.
- I notice a bump in product and seminar sales after each newsletter. An extra bonus is that some sponsors also receive the newsletter and seem to be jogged to contact me to hire me to do a workshop right after they receive the newsletter.

27. Create a blog on one of your favorite subjects, sell links or ads on the site

- Blog is short for “weblog” and is basically your own newspaper column published on the Internet. Some are funny,

some are rants, some contain information. These are a little different from newsletters in that they are typically more frequent and people come to your site to read the material. Check out my favorite blogger, Miss Snark, a sharp-tongued literary agent, and her constant companion, the Killer Yapp at [Miss Snark Blog link](#). To get a sense of what you might write, you can visit my blogs at: [Write is a Verb Blog](#); [Possibilities Blog](#).

- A free, easy-to-use service for creating and free hosting of your blog is [WordPress](#). It will literally take you five minutes to set up a blog on this site and get started. Get a username and password, name your blog and start writing. Then send out a notice to people you know to start spreading the word.
- Bonus tip: You can put ads on your site by joining Google AdSense ([Take a tour of Google AdSense](#)) and make income from those ads. Some bloggers make a full-time living through ad-supported blogs.

28. Get a local cable access TV program

- You'd be surprised how many people actually watch these locally produced programs, despite their obscurity and generally poor production values. I've been on a few and am constantly

shocked when people tell me they saw me.

- This can be good media practice and help you get ready for other media opportunities.

29. **Do guest spots on local TV news**

- You may be surprised at how easy this is to do. Local stations are open to local experts doing a three- to five-minute segment on the noon news. Some people have even turned these appearances into regular spots.
- Again, this will prepare you for more media appearances, which will help book sales if you decide to write a book for the general public.
- It may help build your local practice as well.
- Ask the station to videotape it and give you a copy. You may have to bring your own blank videotape.

30. **Create a podcast**

- Podcasts are private radio programs you create and broadcast over the internet. People either listen to the program (and recently, with the addition of graphics and video to them, watch) on their computers or download it and put it on a portable digital audio player. They can also subscribe to your entire series so they will automatically get new episodes as they are posted.
- Think of them like books on tape. Some people don't have the time or inclination to read and some just want to "multi-task" by listening to content while exercising, driving, flying or sitting in a waiting room.
- Some people do these just to create a reputation and audience or for the love of it.
- You can charge a subscription fee. This fee-charging trend is just beginning. Most podcasts are free as I write this. Check out two such services: [Premium](#)

[Podcasting link](#) and [Audible's Wordcast link](#)

- I like this website, which can get you started: [School of Podcasting](#).
- You could also take pieces out of your podcasts (or whole podcasts) and make CDs or audio downloads to sell.
- Get advertisers to sponsor you. Use your creativity to find advertisers. Some possibilities:
 - * Pharmaceutical companies
 - * Hospitals or treatment centers
 - * Publishers
 - * Anyone who has money and wants exposure

Plans and Action Steps

Okay, lots of ideas and possibilities. Which appeal to you and how and when are you going to implement them? You can use this page (print off as many copies as you need) to organize and keep you on track. You might also enlist a friend, coach or mentor to help you stay the course.

Idea	Action step	Timeline/date
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1.

2.

3.

4.

5.

6.

Acknowledgments

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Put your perfectionism to use. If you find any typos or corrections to make, please contact me and I will give you acknowledgment in future versions.

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Bill's other websites:

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