

# How to Create Journals, Planners and Notebooks to Promote Your Business



Michelle Brubaker

## About Michelle

- 10x Amazon Best-Seller
- 35 Activity Books
- 1,000 Journals, Planners, Notebooks
- 10,000 Books Sold Jan 2018-June 2019



You Can Promote Your Business with Journals, Planners and Notebooks!



How to...

**Create Journals, Planners and Notebooks to Promote Your Business**

[www.MichelleBrubaker.com](http://www.MichelleBrubaker.com)

# Why You Need One

- To custom design the exact book you need
- To support similar businesses
- To provide a resource for your prospects and clients
- As promotional product
- Social proof
- Become an author
- For royalty income



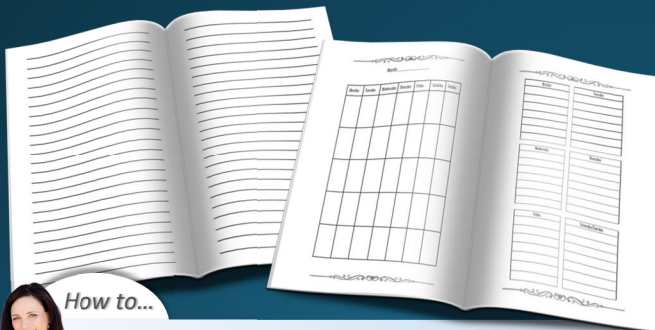
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# Types of Books

- Lined journals, 6" x 9"
- Lined notebook, 8.5" x 11"
- Planner/ Calendar, varying sizes



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# Book Formats

- Spiral: comb, coil, metal
- Perfect bound: paperback



Available at  


[www.kdp.amazon.com](http://www.kdp.amazon.com)



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# Creating Your Book

Design:

- Decide on your interior layout & cover

Software Programs:

- Word, PowerPoint, Canva

Publish:

- Upload to Amazon: [kdp.amazon.com](http://kdp.amazon.com)



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# Promotional Opportunities

- Client gift or add-on bonus
- Networking
- Speaking - back of the room sales
- Coordinating workbook
- Community, organization
- Fundraiser
- Events, booths

The world needs  
what you've got



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# Book Themes and Ideas



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# What Will You Create?

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