How to License Your Books and Programs to Corporations with Shadeed Eleazer

with Shadeed Eleazer · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Shadeed Eleazer, a Maryland-based US Navy veteran, helps authors, speakers and coaches turn their books and signature programs into license-ready curriculum for corporations, universities and government agencies.

- [ ] Write down the method you use to solve your clients' main problem so it could be taught by someone else.
- [ ] Test your program or book title with real feedback, then keep it instead of renaming it every few months.
- [ ] Add formats for different learning styles: something to watch, something to listen to, and worked examples.
- [ ] Give your signature program its own stand-alone brand, separate from your business services website.
- [ ] Reserve the domains for your program name and look into other ways to protect your intellectual property.
- [ ] Each morning, write five things you're grateful for, five reasons you're abundant, five people you'll reach out to and five reasons today will be awesome.
- [ ] If your business isn't bringing in cash yet, focus on one offer that sells before spending on a website or business cards.
- [ ] Keep your business finances separate from your personal income.
- [ ] Record a simple beginner-level digital product on a topic people already search for, without waiting for it to be perfect.

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