



THE AUTHOR'S NEXT CHAPTER:

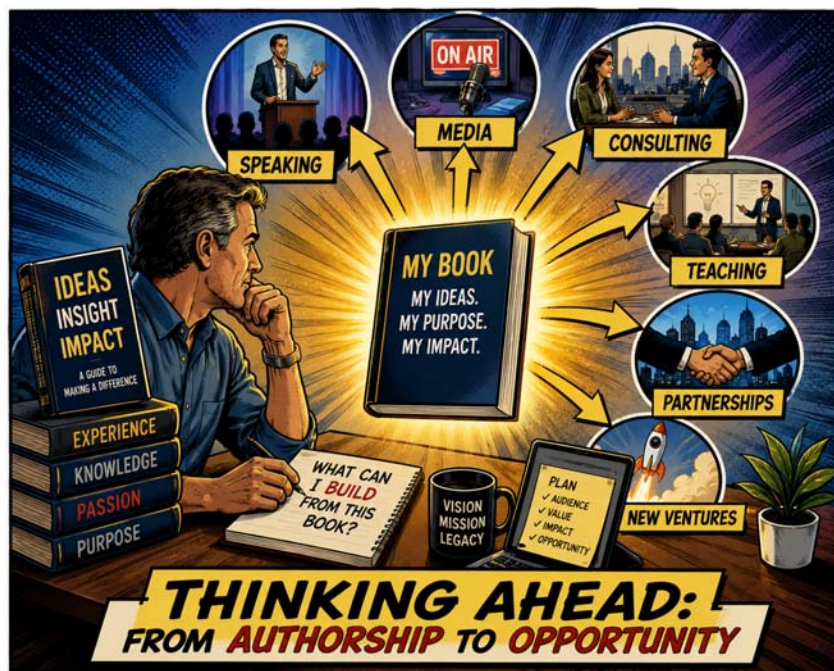
You Published the Book. Now What Will You Build From It?

A BeMore for Authors Workshop

You wrote the book because you had something worth saying. Perhaps you wanted to **change minds. Challenge convention. Educate. Advocate. Inspire action. Build a movement. Introduce a better idea. Or leave something meaningful behind.**

Now the book is published. **What happens next? THE AUTHOR'S NEXT CHAPTER** is a strategic workshop for recently published authors who believe their book can become something larger than a product on a shelf.

The workshop explores how authors can transform the ideas, expertise, research, experiences, and messages contained within their books into a broader **platform for professional and public impact.**



A chapter can become a presentation. A methodology can become a workshop. Research can become a media story. A philosophy can become an advisory practice. An important message can become an advocacy campaign. And a book can become the intellectual foundation for a **program, organization, professional community, business—or movement.**

FROM AUTHORSHIP TO OPPORTUNITY

Participants are challenged to look beyond conventional book promotion and ask a more powerful question: **“What do I want my book to make possible?”** The workshop introduces strategies for developing:

AUTHOR POSITIONING • THOUGHT LEADERSHIP • SPEAKING • MEDIA & PUBLICITY • STRATEGIC NETWORKING • PROFESSIONAL PARTNERSHIPS • EDUCATIONAL PROGRAMS • ADVOCACY • ENTREPRENEURSHIP • LEGACY BUILDING

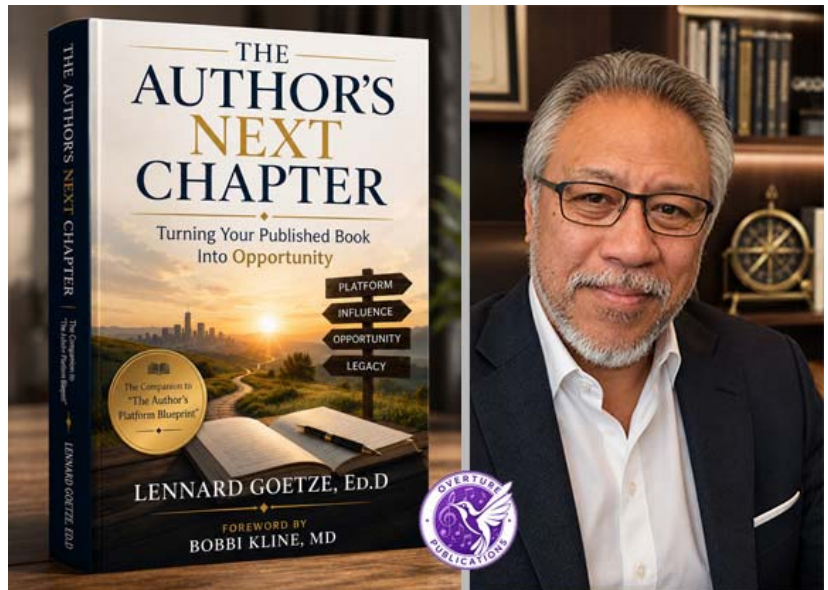
Authors also begin identifying the people and institutions that should know their work—from journalists, podcast producers and conference organizers to professional associations, universities, nonprofits, companies, collaborators, investors and other influential leaders.

YOUR BOOK WAS THE BEGINNING.

Publication gave your ideas a permanent form. **The Author's Next Chapter** is about **giving those ideas somewhere to go**. For the author who published with the hope of **changing the world, creating a movement, or advancing a message worthy of global attention**, the next chapter may be considerably bigger than the book itself.

WORKSHOP PRODUCED & PRESENTED BY LENNARD M. GOETZE

- a career campaign director, publisher, strategic communicator, and developer of innovative health initiatives, advocacy programs, and public-education campaigns. Throughout his career, he has helped transform important ideas into organized programs designed to educate, engage, influence, and inspire action. In *The Author's Next Chapter*, Goetze applies this campaign-development perspective to authorship, helping published authors look beyond simply promoting or selling a book to discover what can be built from it—a stronger professional identity, a public platform, new partnerships, educational opportunities, advocacy initiatives, media visibility, or even a movement. His central premise is simple: if your book carries a message worth publishing, it may also carry a message worth advancing.



BeMore for Authors- ***Don't just promote what you published. Build what comes next.***

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