

Turn Your Course Into a Bestseller
***A Guide for Life Coaches Who've Already Built a Course (And Don't
Realize They've Already Written a Book)***

By Anya Bosnjak
Professional Ghostwriter
Helping Experts Turn Ideas Into Published Books

You've Already Done the Hard Part

You spent months creating your signature course.

You mapped out the modules. You recorded the videos. You wrote the worksheets. You poured your best frameworks, strategies, and transformations into a structured program that actually gets results.

And now you're wondering: should I write a book too?

Here's what most life coaches don't realize: you already have.

Your course curriculum is a book outline in disguise. The content you've already created, organized, and refined? That's 70% of your manuscript right there.

The only question is whether you're going to let it sit inside a course platform where only paying students see it, or whether you're going to transform it into a book that reaches thousands more people and becomes your most powerful marketing asset.

Let me show you how.

Why Your Course Needs a Book (And Vice Versa)

Let's be honest about something most coaches won't say out loud: **selling courses is hard.**

You're asking people to invest \$500, \$1,000, \$2,000+ in your program when they barely know who you are. They haven't experienced your teaching style. They're not sure if your methodology actually works. They're hesitant.

Now imagine this instead:

Someone discovers your book on Amazon. They read it. Your framework makes sense. Your stories resonate. Your approach feels different from the ten other coaches they've followed.

By the time they finish your book, they're not wondering if you know what you're doing. They're wondering how they can work with you more deeply.

That's when they find your course. And instead of being a hard sell, it's the obvious next step.

Real Example

A mindset coach I worked with had a \$1,500 course on overcoming limiting beliefs. She was running Facebook ads, doing webinars, offering payment plans. Her conversion rate was around 2%.

We turned her course content into a book. Same framework. Same exercises. Same transformational process, just in written form.

She sold the book for \$15.99 on Amazon.

Readers who loved the book started finding her website. They'd already consumed her methodology. They already trusted her. When they saw the course, they didn't need convincing. Her course conversion rate jumped to 18% for people who'd read the book first.

The book wasn't competing with her course. It was feeding it.

The Content Repurposing Truth No One Talks About

Here's the secret that will save you months of work:

You don't need to write new content for your book. You need to repurpose what you already have.

Your course modules? Those are your book chapters. Your video scripts? Those are your chapter content. Your student workbooks? Those are your actionable takeaways. Your case studies and testimonials? Those are your real-world examples.

You're not starting from scratch. You're translating content from one format to another.

What This Actually Looks Like

Let's say your course has 8 modules:

- Module 1: Understanding Your Core Limiting Beliefs
- Module 2: The Origin Story Method
- Module 3: Reframing Your Inner Narrative
- Module 4: Building Evidence Against the Belief
- Module 5: Creating Your New Identity
- Module 6: Daily Practices for Rewiring
- Module 7: Handling Setbacks and Resistance
- Module 8: Sustaining Long-Term Change

Congratulations. You just outlined an 8-chapter book.

Each module video script becomes chapter prose. Each worksheet becomes an exercise or reflection prompt. Each student question you've answered becomes an FAQ section or sidebar.

The structure is done. The content exists. You just need someone to transform it from course format to book format.

Why Course Content Translates Perfectly to Books

Courses and books have more in common than you think.

Both are designed to take someone from Point A to Point B. Both follow a logical progression of ideas. Both need to be clear, actionable, and transformation-focused.

The main difference? Format and depth.

In your course, you might spend 20 minutes on video explaining a concept. In your book, that becomes a 2,000-word chapter. You're not adding new ideas. You're expanding on what you already teach.

Real Example

A career transition coach had a course called "From Corporate Burnout to Meaningful Work." Module 3 was a 15-minute video about identifying transferable skills.

In the video, she said: "Most people think they're stuck in their industry because they only see their job title. But your skills are way more portable than you realize. Let's break down what you actually do versus what your business card says."

That became Chapter 3 in her book: "Beyond the Job Title: Uncovering Your Transferable Skills."

Same concept. Same exercises. Just written out with more examples, more depth, and more stories. The video script gave us the entire chapter structure. We just translated it to the page.

The Book-to-Course Funnel That Actually Works

Here's how smart coaches use books and courses together:

Step 1: The book is your lead generator

It's low-commitment (\$15-25). It reaches people who aren't ready to buy a course yet. It builds trust and demonstrates your methodology works.

Step 2: The book pre-sells your course

Readers experience your teaching style. They see results from applying your frameworks. By the end, they're thinking, "If I got this much value from a \$20 book, imagine what the full program would do."

Step 3: The course is the natural next step

At the end of your book, you include a simple CTA: "Want to go deeper? Join my signature program where we implement everything in this book together over 8 weeks."

No hard sell needed. They've already decided they want more.

Action Step

Look at your course sales page. What promises do you make? What transformation do you offer?

Now ask yourself: could your book deliver a taste of that transformation for free (or cheap)?

If someone reads your book and applies even 30% of what you teach, they should see a noticeable shift. That's what makes them course-ready.

"But won't people just read the book and not buy the course?"

Some will. And that's okay.

Most people need implementation support, accountability, community, and personalized feedback. Your book can't provide that. Your course can.

The book is self-study. The course is guided transformation. They serve different audiences, and the book creates more course-ready buyers than it "steals."

Plus, think about it: would you rather have 100 people buy your course cold without ever experiencing your work, or 1,000 people read your book and 200 of them become course students?

The math works in your favor.

The 5-Step Repurposing Process

Here's exactly how to turn your course into a book without starting over:

Step 1: Map Your Modules to Chapters

List out your course modules. Each module becomes one chapter (or sometimes two if the module is hefty). You now have your book outline.

Step 2: Gather Your Existing Content

Pull together:

- Video transcripts (or record yourself teaching each module's key points)
- Slide decks and presentation notes
- Student worksheets and exercises
- Email sequences you send to students
- FAQs and common student questions

This is your raw material.

Step 3: Identify What's Missing

Your course is designed for active participants. Your book needs to work for solo readers.

Ask yourself:

- What context do I give verbally that isn't in the materials?
- What examples do I use in live calls that aren't documented?
- What foundational concepts do I assume students know?

These gaps need to be filled in the book version.

Step 4: Reorganize for Reading (Not Watching)

Course videos can meander. Books can't.

You'll need to:

- Tighten up explanations
- Add transitions between ideas
- Include more stories and examples for engagement
- Remove references to "this video" or "next week's module"

This is where a ghostwriter becomes invaluable. We know how to take spoken teaching content and make it work on the page.

Step 5: Add Book-Specific Elements

Your book needs a few things your course doesn't:

- An introduction that hooks readers (not just students who already bought in)
- Chapter summaries or key takeaways
- A compelling conclusion with next steps
- A strong call-to-action pointing to your course

Action Step

Open your course platform right now. Screenshot or copy your module list. Paste it into a document and rename each module as a chapter title. You just created your book outline in 5 minutes.

“But my course content is in video format, not written.”

Perfect. Record yourself teaching each module's core content like you're explaining it to a friend. Get it transcribed (Rev.com costs \$1.25/minute). Now you have written content to work from.

Or hire a ghostwriter who knows how to take your video content and turn it into compelling chapters. We do this all the time.

What Makes a Course-to-Book Transformation Work

Not all course content translates equally well. Here's what works best:

Great for Books:

- Step-by-step frameworks and methodologies
- Mindset shifts and perspective changes
- Story-driven teaching with real examples
- Exercises and reflection prompts
- Case studies and client transformations

Harder to Translate:

- Live coaching calls (can be summarized or turned into Q&A sections)
- Community discussions (can become “common questions” sidebars)
- Video demonstrations (can be described or linked to as bonus resources)

The core teaching content? That's your book. The interactive, live elements? Those stay exclusive to your course. That's what makes the course worth the premium price.

Real Example

A relationship coach had a course with weekly group coaching calls. Those calls couldn't become book content because they were personalized to specific students.

But the teaching she did at the start of each call? The frameworks she walked through? The common patterns she noticed across clients? That all became book content.

The live coaching remained a course-exclusive benefit. The frameworks became accessible to everyone through the book. Both products stayed valuable.

The Marketing Power of Book + Course

Here's what happens when you have both:

Your book legitimizes your course

"As seen in my book" carries weight. It signals you're not just selling a course. You're a published author with a proven methodology.

Your course upgrades your book readers

The book attracts people at the awareness stage. The course converts them at the decision stage. You're serving the same audience at different readiness levels.

You can use the book as a course bonus

"Enroll in my program and get a free signed copy of my book" is a strong offer. It increases perceived value and gives students a reference guide.

Your book gets you speaking gigs that sell your course

Event organizers want authors. When you speak, you can mention your course. One corporate talk can fill an entire cohort.

Action Step

Write down your course name and price. Now imagine you're introducing yourself at a networking event. Which sounds more credible:

"I'm a life coach with a program on confidence building."

Or:

"I'm the author of [Book Title] and I run a signature program based on the book's framework."

The second version positions you as an authority before anyone even asks what you charge.

“But I don’t want to spend months writing when I could be enrolling students.”

You don’t have to choose. A ghostwriter can turn your course into a book in 3-4 months while you keep running your business. You show up for a few strategy calls, hand over your course materials, and review drafts. That’s it.

The book gets done without taking you away from client work.

Why Coaches Wait (And Why You Shouldn't)

Let me guess what's stopping you:

“I'll write the book after my course is more established.”

“I want to get more testimonials first.”

“I'm still refining my methodology.”

Here's the truth: your course is already established enough. If you've taken paying students through your program and gotten them results, you have a book's worth of proven content.

Waiting doesn't make the book better. It just delays the benefits.

Real Example

A wellness coach kept putting off her book because she wanted to wait until she'd coached 100 clients. She was at 47.

I asked her: “Has your core framework changed between client 1 and client 47?”

She said no. The framework was solid. She'd just gotten better at explaining it.

We wrote the book. She published it at client 52. By client 75, the book had brought in 15 of those new clients. She would've missed out on all of them if she'd waited to hit 100 first.

Your course content is ready now. The question is whether you're ready to leverage it.

What Happens Next?

You have a choice to make.

Option One: Keep your course content locked inside a platform where only current students see it. Keep doing webinars and ads and hoping people take a chance on you.

Option Two: Turn that same content into a book that reaches thousands more people, builds your authority, and creates a steady stream of course-ready leads.

Same content. Bigger impact.

I'm Anya, and I ghostwrite books for life coaches and experts who want to publish without doing the writing themselves. I specialize in turning existing content (courses, workshops, programs) into books that feel fresh, engaging, and strategic.

If you're ready to transform your course into a book that markets itself and fills your programs, let's talk.

Next Steps:

- Connect with me on LinkedIn:
<https://www.linkedin.com/in/authoranyabosnjak/>
- Visit my website: <https://anyabosnjak-ghostwriter.com/>
- Email me directly: authoranyabosnjak@gmail.com

Your course already proves you know what you're doing. Your book will make sure everyone else knows it too.

Let's make it happen.