

# *Book Marketing* PRIMER

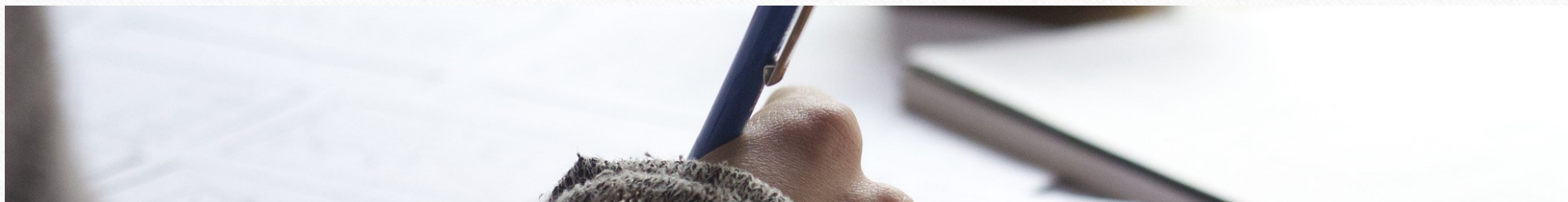
- *Get Known*
- *Grow an Audience*
- *Sell more Books!*



**QUANTUM DOT PRESS**  
— HELPING BRING YOUR BOOK TO THE WORLD —



## Chapter 2: The First Steps



## Today's Topics

*The Key to Success is Action,  
and the Essential in Action is  
Perseverance.*

- Sun Yat-Sen

- Deep Dive into 'Royalty' Goal
  - Getting Numeric
- Why and How to Use E-mail
  - Why 'grow' a fan-base?
  - THE most important tool (even now)
  - How to grow an e-mail list
  - Ways to grow an e-mail list
  - Your newsletter (how to use your e-mail list)
- Actionables for next week



# Deep Dive: Royalty Goal

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SMART goals specifically focusing on:

Sales, number of Books, Amount you want to earn

# Breaking Down Your Royalty Goal

It's not enough to 'dream' about your goals...

...for them to be realised, they have to be made concrete (numbers and timeline).

## SMART goals

S - Specific  
M- Measurable  
A - Achievable  
R – Relevant  
T – Time-related

- Most are here for a **Royalty** goal.
- However, similar approach (but different focus) for other goals.

## **Royalty Goals**

- How much do you want to make?
- Over what time period?
- How many books will you need to sell?

We want to break it down to the easiest manageable numbers.



# Getting Numeric

I Would Like to Earn this much in Royalties per Month? → £ **500**

I Have this Many Different Books For Sale? → **2**

My Books	Royalty (e-book)
----------	------------------

- |  |              |
|--|--------------|
| 1. <b>Biting the Hand that Feeds</b>   | <b>£2.50</b> |
| 2. <b>The Hand Beneath the Blanket</b> | <b>£2.50</b> |
| 3.                                     |              |
| 4.                                     |              |
| 5.                                     |              |
| 6.                                     |              |
| 7.                                     |              |

Average Royalty per Book → £ **2.50**

(I) Desired Income per month → £ **500.00**

(R) Average Royalty per book → £ **2.50**

(M) = (I)/(R) → **£500/£2.50**

Average books to sell per month → **200**

(D) = (M)/30 → **200/30**

Average books to sell per day → **6.7**

- For a series, incorporate read-through %
- Build on once we know more about marketing

# Getting Numeric

I Would Like to Earn this much in Royalties per Month? → £ **500**

I Have this Many Different Books For Sale? → **2**

My Books	Royalty (e-book)
1. <b>Biting the Hand that Feeds</b>	£4.14
2. <b>The Hand Beneath the Blanket</b>	£4.14
3.	
4.	
5.	
6.	
7.	

70% of £4.99



Average Royalty per Book → £ **4.14**

(I) Desired Income per month → £ **500.00**

(R) Average Royalty per book → £ **4.14**

(M) = (I)/(R) → **£500/£4.14**

Average books to sell per month → **120**

(D) = (M)/30 → **120/30**

Average books to sell per day → **4**

- For a series, incorporate read-through %
- Build on once we know more about marketing



# Why E-Mail?

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Highest Method for Conversion

Most Consistent Access to Fans



# Why 'Grow' an Audience

## Passive growth vs Active growth

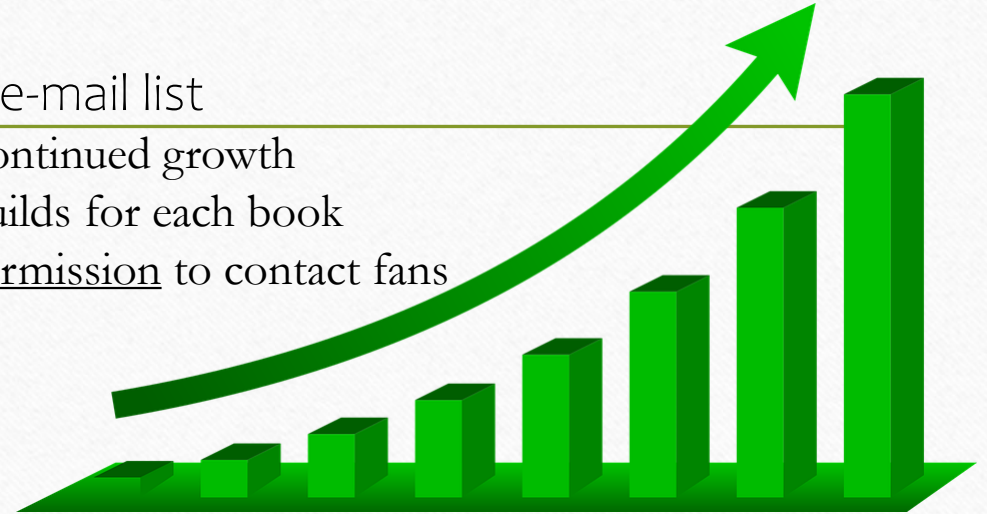
### Without e-mail list

- Sporadic growth
- Restarts each book
- No contact with fans



### With e-mail list

- Continued growth
- Builds for each book
- Permission to contact fans



Build a system where you have permission to connect in a meaningful way with your audience

- Do not buy a mail list
- These will not be true fans and will therefore not be valuable.



Instead, build a real, meaningful connection with fans



# E-mail: The Most Important Tools

## Social Media      Engagement vs      E-mail Lists

- Very low engagement (<1-0.1%)
- (smaller % with more followers).

- Very good engagement (10%+)
- More stable with increasing numbers

#1 priority for most independent authors = writing books

#2 should be e-mail list growth and management

# Target Goals for E-mail List Growth

10

- Ask friends and family
- Use enticement (free short story or other content)
- They're helping you so that you won't be writing to the void

100

- More of same, optimize
- Enticements in books / website
- Multi-author giveaways
- You're starting to grow an audience

2000

- Continue above, plus...
- Involve influencers (borrowed audience)
- Involve superfans (word of mouth/social currency)
- Paid marketing (Facebook ads, Freebooksy, etc.)

10,000

- Everything on a regular schedule while putting out more high-quality books.

**Early benchmarks**  
to build encouragement and  
show you're on the right path

**1<sup>st</sup> Major Target**  
Majority of authors who hit  
this target make £2000+/mo  
with their books

**Ultimate Target**  
Virtually all authors with 10k  
e-mail list and 6+ books earn  
£2000+/mo with books

**\*\*Nick Stephenson, survey**



# Ways to grow your e-mail list

## Live Events

- Bring sign-up sheets
- Mention list at end of presentation

## Online

- Sign-up on Homepage of website
- Sign-up at bottom of each blog post

## General

- Discuss what they get in newsletter (latest book release, short stories? Other?)
- Mention frequency
- Enticement for signing up?

## Books

- Back (and front) matter notice, including enticement

## Other

# Your Newsletter: How to Use Your E-mail List

Provide fun, useful, relevant content related to you and your books

Generally, don't write about the craft of writing  
(but interesting insights are okay). Unless intentional for marketing.

## Regular Newsletter

- Monthly, friendly
- Pick a day of week that suits you
- Tweak as you become more experienced or get feedback from subscribers

## Irregular

- Beta Readers wanted
- ARC availability
- Book Launches
  - 6-12 week plan
- Superfan events and bonuses

## Other Ideas



# Deep Dive: Mailerlite

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How Does this Thing Work, Anyway?



# Actionables

If you haven't already



- Sign-up to everyone's lists (at least for duration of this course)

## Royalty Goals

- Fill in the Royalty form for your own situation

## E-mail list/manager

- Explore Mailerlite
  - Create one e-mail
  - ~~Create a 3 e-mail welcome automation~~

## Newsletter

- Grow e-mail list to at least 10 people.
- Ask friends and family if they'd like to join
- If you're just starting to send a newsletter:
  - at 10+ subs send first newsletter



# Thank You!

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Next Week: Chapter 3 - Marketing Funnels + Social Media Use