

Book Marketing PRIMER

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

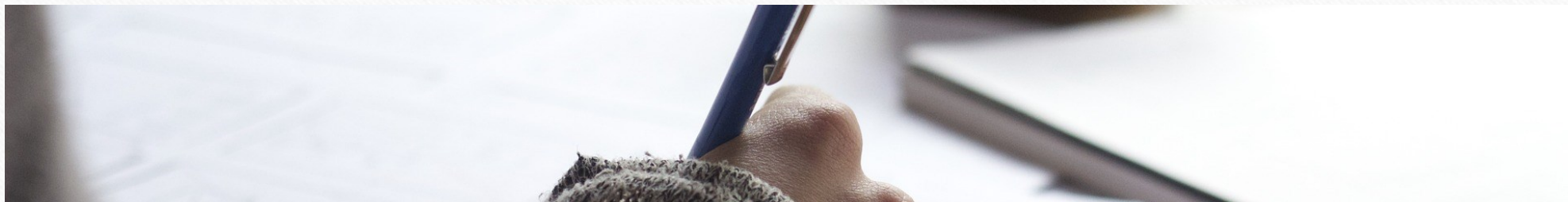


QUANTUM DOT PRESS
— HELPING BRING YOUR BOOK TO THE WORLD —



Chapter 3: Fans and Funnels





Today's Topics

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

- Sun Yat-Sen

- What is a Marketing Funnel?
 - What is 'conversion'?
 - Social Media → Next Week
 - Reader Magnets
 - Enticements
- Let's Create a Reader Magnet (tech walkthrough)
- Actionables for next week

What is a Marketing Funnel?

Why do you need one?

And how do you use it?

The Importance of an e-mail List

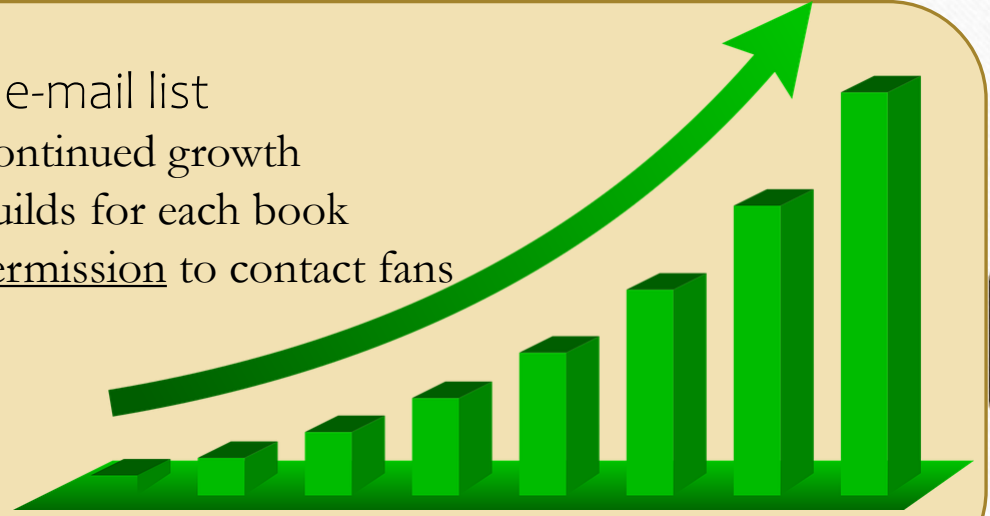
Without e-mail list

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



With e-mail list

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



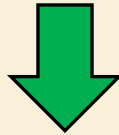
Build a system where you have permission to connect in a meaningful way with your audience

Understanding 'Conversion'

What do we mean when we say 'Conversion'?



The process or system of having fans from social media / real world join our e-mail list.



So that we have their permission and e-mail to provide them with content they're interested in, including details about our future books.



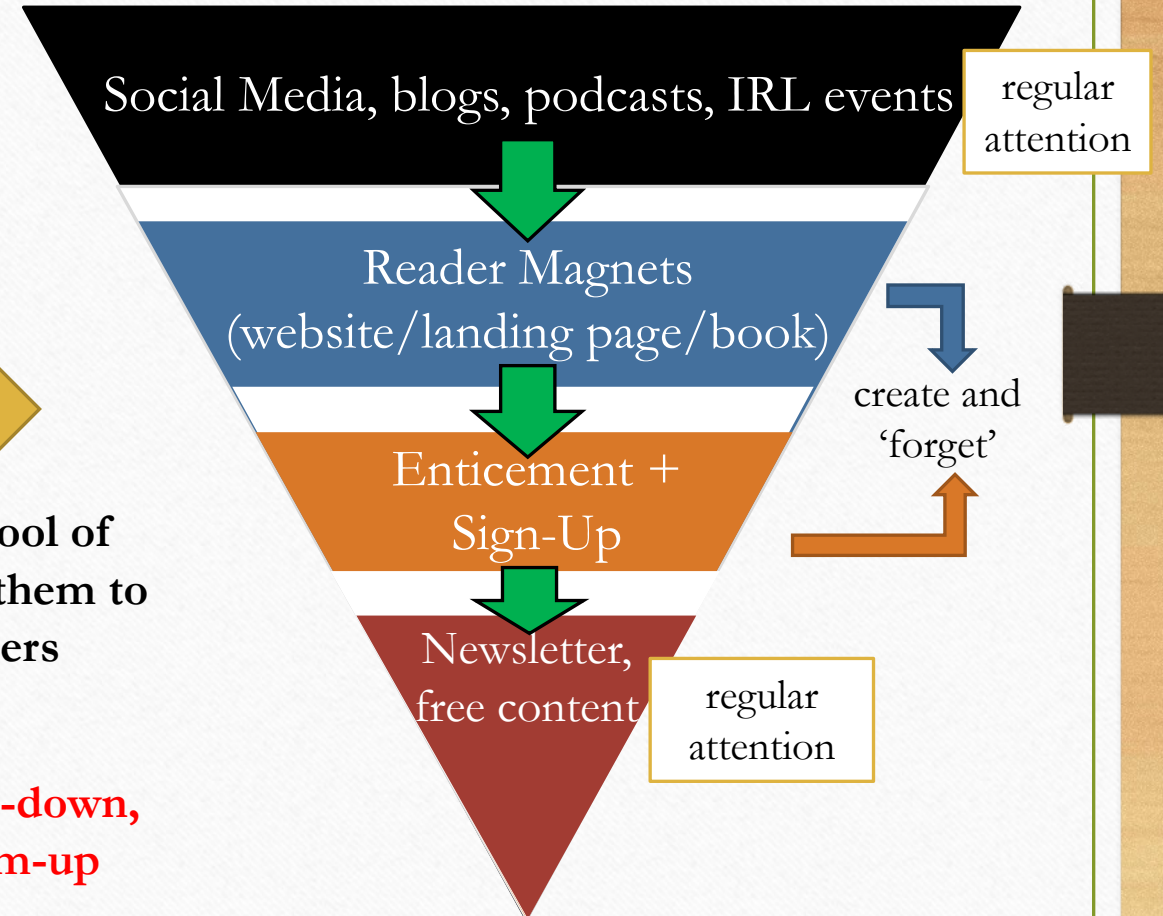
Use a Marketing Funnel (a concept rather than a specific 'thing')

What is a Marketing Funnel?

In General (Sales funnel)



Book Marketing Funnel

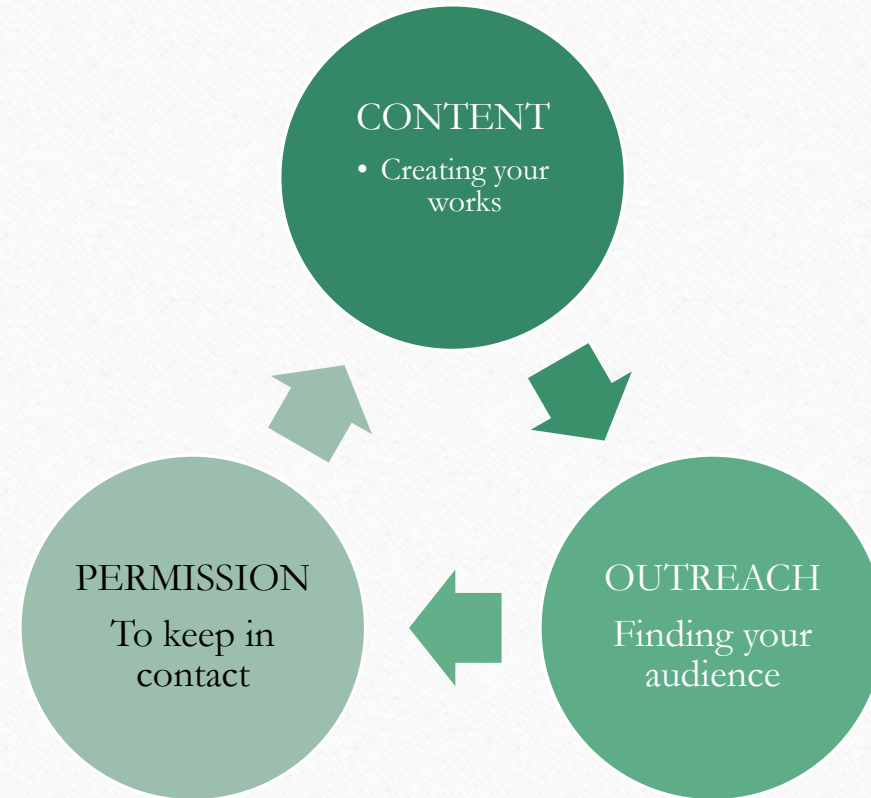
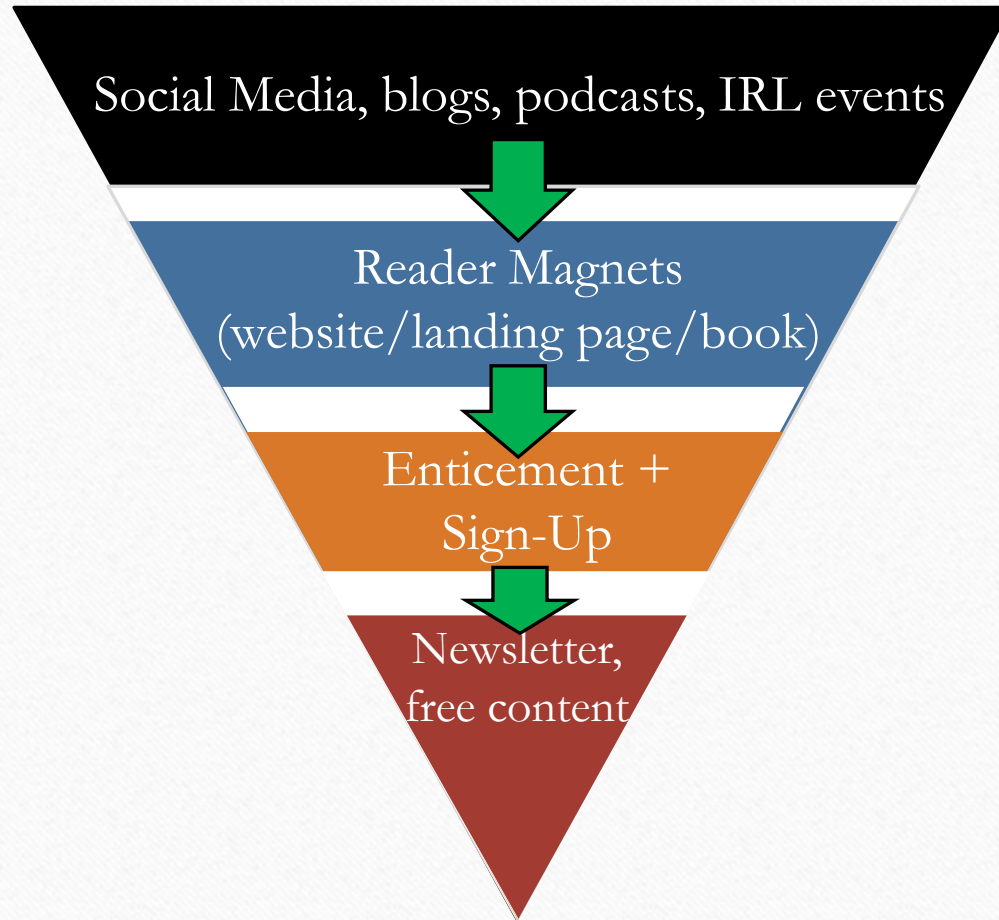


It takes a large pool of people and filters them to find your readers

Implemented top-down,
but build bottom-up

What is a Marketing Funnel?

Book Marketing Funnel

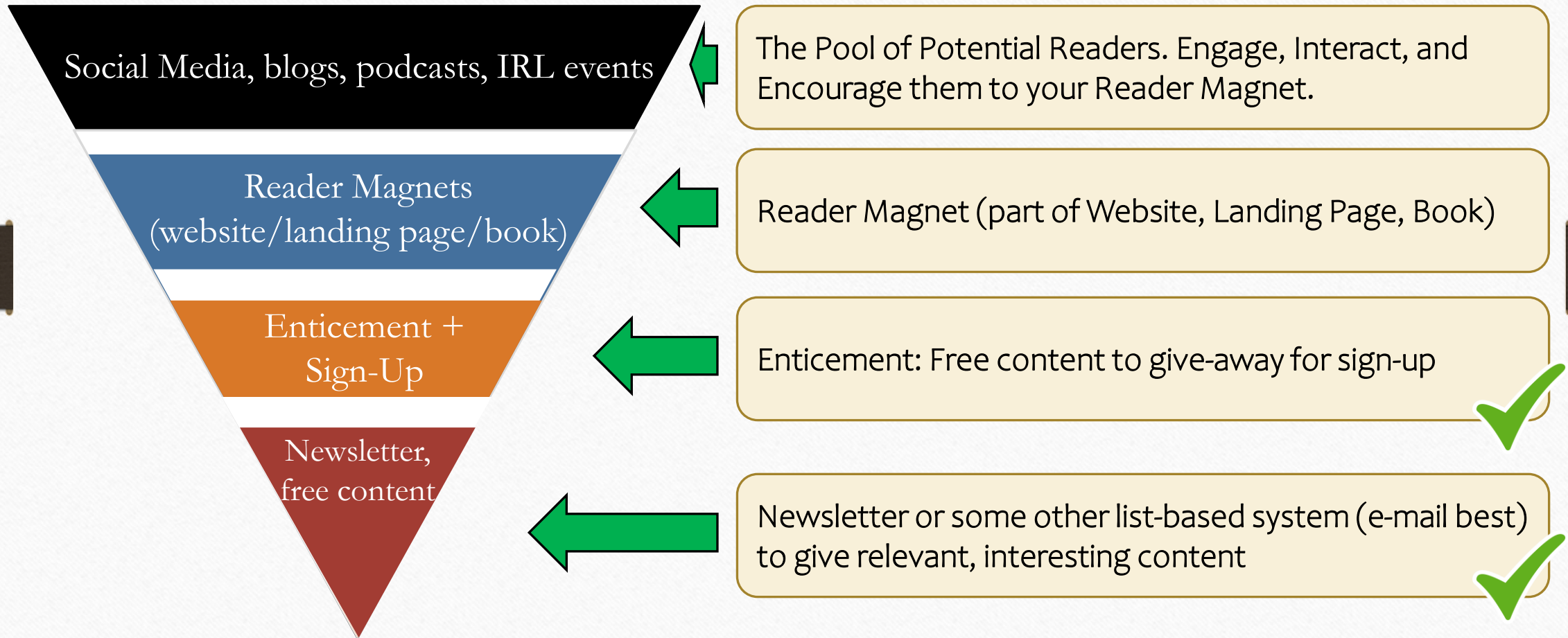


Building Your Marketing Funnel

→ From the Bottom-Up

Building Your Marketing Funnel

Book Marketing Funnel



Your Marketing Funnel: Enticement

ENGAGING, RELEVANT, and REPRESENTATIVE

The Instant Promise: Download for Sign-up

Free offers ideas:

- Free novel (to lead into series)
- Short Story / Novella / Prequel
- Audio of beginning

How to Deliver

- Link in 'Thank You' Page
- Link in first e-mail after sign-up
- Delivered as PDF
- Delivered as multiple formats from service (e.g. BookFunnel)

The Long-Term Promise: Monthly? Content

Free offers ideas:

- Prologues / Epilogues
- Deleted Scenes
- Cheat Sheets
- Short Stories
- Interesting Research
- Multi-author collections
- Character bio / backstory / stand-alone story
- Audio
- Chapters of new novels

Your Marketing Funnel: Reader Magnet

INTERESTING, EYE-CATCHING, and RELEVANT

**** Need to ensure sign-up is setup and working ****

Reader Magnet...

- Enticing Blurb
- Attractive Image
- Free offer

Put link or image 'everywhere'

- Website
- Blog posts
- Front / back matter of books
- Social media (Header image/posts)

Ideally...

- It should be a landing page
- Also on your webpage

Has enticement and only 1 choice:

- Join or don't join
- 1 clickable
- Get enticement

Your Marketing Funnel: Reader Magnet

WEBSITE HOMEPAGE

www.alternatefutures.co.uk

(made in Wordpress / Wix)



About Edwin H Rydberg

For the first time in space men don't lose the original Star Wars in the cinema as an impossible right now. For a while, I thought I might like to build giant robots, or travel into outer space, or around the corners of the Sun. But I've found that writing science fiction about men to do all these things is a lot easier than I thought.



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My Books



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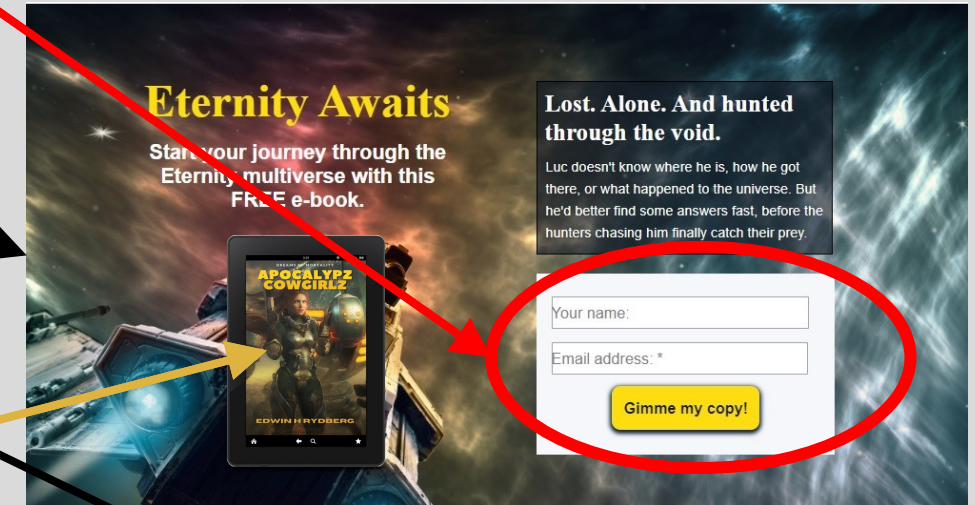
READER MAGNETS

Enticement

HIGH-CONVERTING LANDING PAGE

freedownload.alternatefutures.co.uk

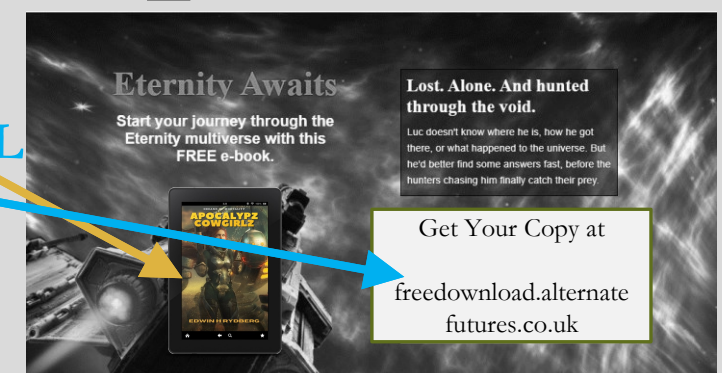
(made in Wordpress / Wix / Mail Chimp / MailerLite...)



For Newsletters / soc-med

SHARING IMAGES

For book front/back matter



Link/URL

Your Marketing Funnel: Reader Magnet

Reader Magnet – High-Converting Landing Page

No Menu

Page has only 1 choice:
accept offer or leave

Eternity Awaits

Start your journey through the
Eternity multiverses with this
FREE e-book

Lost. Alone. And hunted
through the void.

Luc doesn't know where he is, how he got
there, or what happened to the universe. But
he needs to find some answers fast, before the
hunters chasing him finally catch their prey.

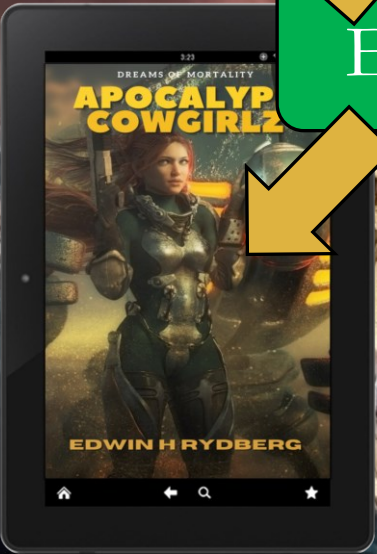
Enticement

Your name:

Email address: *

Gimme my copy!

Sign-up box

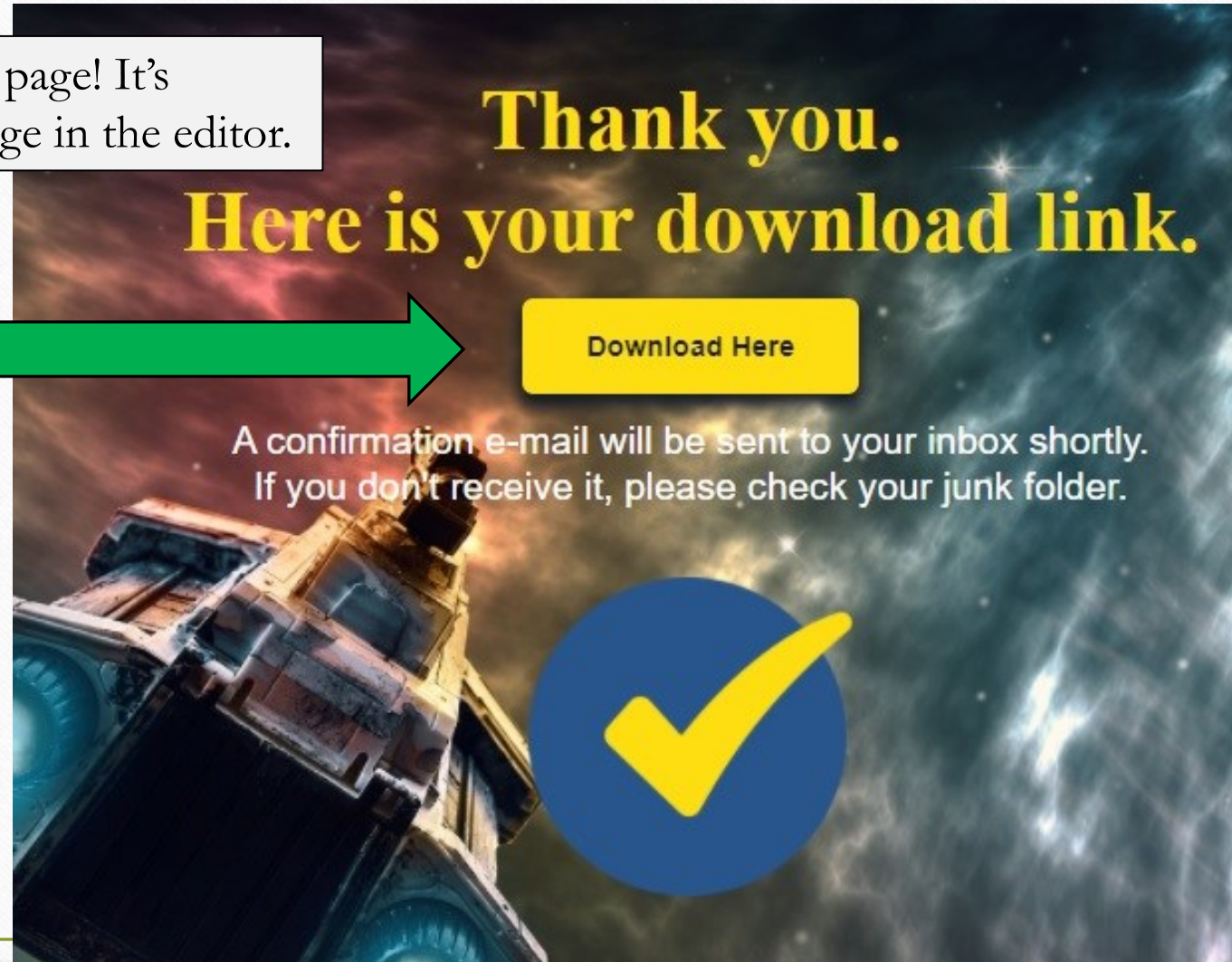


Your Marketing Funnel: Reader Magnet

Reader Magnet – example Thank You Page

Remember to set your thank-you page! It's usually attached to the landing page in the editor.

Download link (may be on the first page, depending on e-mail manager)



Your Marketing Funnel: Reader Magnet

Reader Magnet – Sharing Image

Similar in appearance to
Landing Page

With download info - link
the image, where possible.

Eternity Awaits

Start your journey through the
Eternity multiverses with this
FREE e-book

**Lost. Alone. And hunted
through the void.**

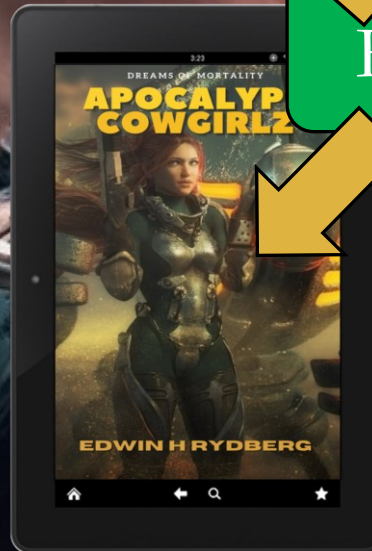
Luc doesn't know where he is, how he got
there or what happened to the universe. But
he must find some answers fast, before the
hunters chasing him finally catch their prey.

Enticement

Get Your Free copy at...

Freedownload.alternatefutures.co.uk

Link to Visit



Let's Create a Reader Magnet!

Next Week: Chapter 4 – Effective Social Media Use

Resources for Image Creation

Useful Websites for Creating Images (FREE!)

[Canva.com](https://canva.com) (easy graphics editor)

[Pixabay.com](https://pixabay.com) (free stock images)

diybookcovers.com/3Dmockups/ (easy 3D cover images)

[CoverVault](https://covervault.com) (more advanced, templates for use)

PowerPoint! (save individual slide as .png)

Google Slides

Useful Websites for Creating Images (PAID)

[BookBrush.com](https://bookbrush.com) (cover design + 3D mockup)

[Placeit.net](https://placeit.net) (cover design + 3D mockups)

Advanced Software

GIMP (free)

Photoshop (paid)

Let's Make an Image for Sharing

Don't need
professional design
for enticement image

COVER IMAGE CREATION
[Canva.com](https://www.canva.com)

Can upload images free
from [Pixabay.com](https://www.pixabay.com)



3D Cover Mockup
diybookcovers.com/3Dmockups/

Save as 'PNG' to get transparent
background

Use e-reader/tablet image in this
case, for accuracy



Background Stock
image if needed
[Canva.com](https://www.canva.com)
[Pixabay.com](https://www.pixabay.com)

SHARING IMAGE CREATION
[Canva.com](https://www.canva.com)

Put it all together with some
enticing text

Actionables

If you haven't already



- Sign-up to everyone's lists (at least for duration of this course)
- Use the Royalty Goal form for your situation
- Explore your e-mail manager and use it to write a letter to your list

Enticement

- Create or select an enticement if you don't have one.

Reader Magnet

- Create one or more possible reader magnet sharing images
- Share on Facebook group for feedback

Thank You!

Next Week:

Chapter 4 – Social Media and Driving Traffic to Your Funnel