

# JV PROMOTION CHEAT SHEET



First of all, thank you for being a part of this JV launch! We are here to make the process as straightforward as possible for you, so you can overdeliver to your audience and make some sales!

This JV Cheatsheet will take you through all the key points you need to know: who this course is for (and who it's not for), our key dates for promoting, availability for webinars, and, of course, the market research that went into developing our own sales funnel (which converts at a little over 10%).

**Let's go...**

## Who is this Course For?

Your First 10,000 Readers is aimed squarely at two types of people:

- (1) Authors or aspiring authors who want to grow their audience, sell more books, and feel great doing it, and
- (2) Bloggers, course creators, coaches, consultants and other online entrepreneurs who want to grow their audience, build authority, and sell more products and services – but who don't necessarily want to make a living selling books themselves

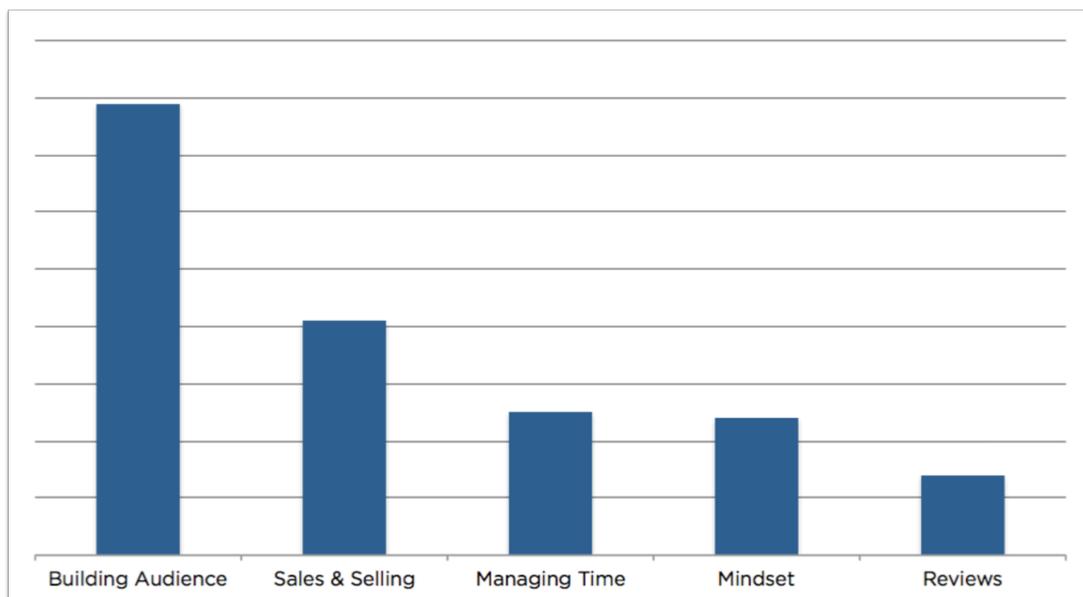
This course is all about using books and publishing to grow an engaged audience, and then how to effectively sell to that audience (without being sleazy or scammy).

This course is NOT suitable for people looking for a “quick win” or a “magic bullet”. The principles and action steps will take time to implement, and the focus is helping students deliver value to their growing audience, NOT making a quick buck.

We've included 12+ hours of premium video content, plus cheat sheets, swipe copy, Q&A sessions, and a private Facebook group to help customers achieve these goals.

## What Problems will this Course Solve?

A survey of my audience (authors, bloggers, online entrepreneurs) revealed 5 core struggles people have with their business:



**(1) Building an Audience:** the course will show students how to grow their email list (on autopilot) using Kindle eBooks, Giveaways, Team-ups, and Facebook ads. This is the exact same process I used to grow my audience to 25,000 readers within a year, hit #1 on Amazon, Barnes & Noble, iBooks, and Kobo in several high-competition categories, and launch my first online course (which brought in over \$800k in its first year).

We also take students through how to set up all the technology, and the best-practices that should be used to ensure traffic is converted into email addresses as effectively as possible.

**(2) Sales and Learning how to Sell:** many struggle with the ideal of selling - fear of coming across as “scammy” often holds people back from asking for the sale. For others, not knowing where to start is the biggest roadblock.

Inside the course, we take students through how to engage with their audience, the specific reasons why customers don't buy (and how to overcome them), and how to get customers to take action.

We also teach students how to teach their readers to expect the sale, and provide a blueprint for launching new books and products that have been proven to boost sales by over 100%.

**(3) Managing Time Effectively:** we have dedicated an entire bonus module (8 sessions) to the technology required to make the most out of the course. We show students how to set up their marketing funnels on autopilot, leaving them free to working on other (more fun) stuff.

We show free solutions, as well as premium products and services. So students can decide which path to take.

For those who struggle to find the time for marketing and promotion, this course will help them create an evergreen system that, once set up, will build their audience and drive sales in the background.

**(4) Getting into the right Mindset:** we hear the words “overwhelm”, “daunting”, “confused”, “don't know who to listen to”, “feel like giving up” a lot when we hear back from our prospects (before they take the course).

Our pre-launch video training, webinars, ebooks, and cheat sheets are designed specifically with this in mind. We will show prospects what is possible with the right approach, and give them a framework to see just what they can achieve with the right approach – and, of course, we make it as simple as possible for people to follow along.

We have found that, by breaking everything down into manageable and actionable steps, many prospects find “overwhelm” and other mental blocks a thing of the past.

**(5) Reviews and Recognition:** it goes without saying that authors want to get reviews for their books. Inside the course, we take students through a step-by-step process I and my previous students have used that can add 100+

genuine and ethical five-star reviews in just 48 hours. I've even provided a video showing the results coming in live 😊

## How is the Course Presented?

Your First 10,000 Readers is 100% digital and online, so students can go at their own pace and get support where needed. For a video walkthrough of the course, just click the link below:



Click here: <https://nick-stephenson.wistia.com/medias/h3e6iobx39>

## Key Dates

This launch will kick off on February 1<sup>st</sup> where our pre-launch training material will be available. The cart will open on February 9<sup>th</sup> and will close on February 16<sup>th</sup> at 23:59 Pacific (US) Time. Here are the key promotion dates:

**February 1<sup>st</sup>: Ebook** “Reader Magnets” will be released. This short (37 page) ebook will show students how to create a traffic funnel using Kindle ebooks.



You can check it out here: <http://www.yourfirst10kreaders.com/reader-magnets/>

**February 3<sup>rd</sup>: Video 1 is released.** This video training session will show prospects how to overcome The Top 5 Struggles using a super-specific three-step formula - **TRAFFIC + CONVERSIONS + ENGAGEMENT = SALES**

**February 5<sup>th</sup>: Video 2 is released.** This video training session will focus on how to generate traffic using books, and how to convert that traffic into email addresses

**February 7<sup>th</sup>: Video 3 is released.** This video training session will focus on how to engage with your audience and drive more sales of books or any other products. This video will also preview the premium course.

**February 9<sup>th</sup>: Webinars & Cart Open.** We will be hosting at least one public webinar (more if required) that will drive prospects to our sales page and cart

**February 11<sup>th</sup>: Sales Video is Released.** For those who missed the webinar, or who want a little extra information, our sales video will take prospects through everything they'll learn when they enroll in the full course

**February 12<sup>th</sup> - 15<sup>th</sup>:** We will be running some surprise sessions! More information coming your way soon.

**February 16<sup>th</sup>:** The cart will close at 23:59 Pacific (US) Time.

## What's Next?

First up, make sure the key dates above are noted in your Calendar!

You will have access to everything you need (swipe copy, banners, links, leaderboards, and other juicy goodies) inside your JV portal at <http://affiliates.yourfirst10kreaders.com>

You will receive your login details in advance of the first piece of Pre-Launch Content being released, so you can collect your affiliate links and swipe copy.

If you have any questions, please contact Matt McWilliams (JV Manager) at [matt@mattmcwilliams.com](mailto:matt@mattmcwilliams.com)