

MODULE 2, SESSION 1



SELLING FOR AUTHORS

Intro to List Building

What You'll Learn:

- » Why an email list will change your career trajectory
- » How to keep readers invested beyond the first email you send
- » What you'll discover in this email module



Being a Control Freak

- » What does 10,000 MySpace followers get you?
- » The best way to control your promotion is email
- » Even a breakout success sales-wise will be short term without a list



Email vs. Social Media

- » Facebook Groups, Facebook Live, Instagram, and Snapchat are hot...
- » But so was MySpace
- » Under 10% of people see your posts unless you pay
- » 80% of your social media promo should go back to your email list



The Long-Term Value of Email

- » A true fan will buy all of your books forever
- » Staying in contact allows you to message your true fans for every release
- » Email lists also let you collect casual readers
- » Over time (with the right emails) some of these readers become true fans
- » More true fans = more reviews, better sales, and additional casual readers



Avoiding the Cookie Cutter

- » Rehashed templates lead to subpar results
- » In SFA, you'll learn how to personalize your emails and be yourself to get more sales
- » When you stand out, your fans will beg for more of your work



Email Expectations

- » You won't get sales on day one
- » You won't have 1,000 subscribers on day one
- » But you will start to see incremental growth
- » And if you keep doing the work...
- » You'll earn significantly more money



The Ethical Bribe

- » People won't join your list for nothing
- » You can't go back in time to fix this...
- » But you can halt everything to get your lead magnet in place
- » Spending 1-5 days on something now will move mountains later on



Setting Up the Funnel

- » There are few things you have to get precisely right
- » Setting up your funnel correctly is one of them
- » A poor landing page or a weird email that makes no sense will spill subscribers



The Apple Juice Problem



The Accelerator

- » You need to spend either time or money to build your list
- » The time is the Networking from Module 1
- » The money is ads or paid services
- » I'll explain which scenarios may work best for your author business



Recap

- » Email lists get you more true fans
- » Better emails help you stand out
- » The lead magnet is more important than your books
- » A poor funnel is like a kid pouring apple juice

