

# MODULE 2, SESSION 2



## SELLING FOR AUTHORS

How to Create Long-Term Goals for Your Email List

# What You'll Learn:

- » The purpose behind having an email list
- » How email lists work to build your career
- » Where the subscribers come from



# It's Not All About the Numbers

- » Scenario #1: 10,000 subscribers, 1 automatic email, 3 emails a year during launches
- » Scenario #2: 2,500 subscribers, 5 automatic emails (over 2 months), 1-2 emails per month
- » Scenario #2 will win every time (despite fewer people)
- » More emails (written well) let readers get to know you better



# We All Want Sales

- » An email list will lead to sales, but not immediately
- » At first, you want to gather more subscribers and get more reviews
- » You also want to start figuring out your true fans



# Indirect and Direct

- » Some direct sales will come in (once your funnel isn't spilling)
- » The indirect sales may be more important in the long-term



# The Stranger Cycle

- » A reader enters your list and reads your lead magnet
- » She likes your stuff enough to join your Street Team (email #5)
- » She gets your next book free and reviews it on launch day
- » A stranger sees your reader's review, buys your book, and joins your email list
- » The stranger joins your Street Team, and leaves a review, which sells two books and brings in two new strangers



# Be Ready for Company

- » Your #1 goal should be preparedness
- » The funnel needs to be set up for new strangers to keep coming in
- » The lead magnet lures them in, but the emails warm them up and make them productive fans



# Step-by-Step

- » Don't propose marriage right away
- » Slowly, but surely, you transform from some random author into someone they like





# The Purpose of Each Email

- » Email #1: Deliver the Freebie and Introduce Yourself
- » Email #2: Check-In About the Freebie and Share Another Personal Story
- » Email #3: Connect on Social Media and Tell Your Best Personal Story
- » Email #4: Pitch Your Next Logical Book and Share Where It Came From
- » Email #5: Thank Your Readers and Invite Them to Your Street Team
- » Email #6: Pitch Your Other Books and Explain Why They Matter to You
- » Email #7: Learn More About Your Readers



# Get Readers Productively Excited

- » Personal stories forge a connection
- » Having a purpose for each email pushes things in the right direction
- » You get a relationship and a potential advocate all at the same time



# Beef Up Your Launch

- » In Email #5, readers join your Street Team
- » This encourages them to leave reviews on launch day
- » The more subscribers you get, the more reviews, and the more the Stranger Cycle takes shape



# Traffic Sources

- » Where are all these magical readers supposed to come from?
- » The Networking in Module #1 (have you started your homework yet?)
- » Advertising on Facebook, Twitter, YouTube
- » Paid services that run ads for you



# The All-Important First Step

- » Before you worry about where people are coming from
- » Let's give them a reason to take action when they get there
- » It's time to write your reader magnet



# Recap

- » You want more subscribers and it's up to you to make them more productive
- » Every email you write needs a purpose
- » The Stranger Cycle turns readers into reviewers who bring in more readers
- » Writing your lead magnet is the first step

