

MODULE 2, SESSION 5



SELLING FOR AUTHORS

How to Use Facebook Ads to Grow Your List

What You'll Learn:

- » The two ways Facebook Ads can strengthen your author career
- » How to set up your ads for success
- » The importance of testing to make sure your ad is effective for the long haul



Ads Are Complicated

- » There is a steep learning curve with ads
- » I've seen multiple full courses devoted to getting these figured out
- » Ads are very helpful for continual growth



Make It Part of Your Arsenal, But...

- » If you aren't set up properly, you'll lose money
- » I recommend skipping this session and saving it for the end
- » Without strong copy, networking, and a funnel set up...
- » Facebook Ads could be a waste of time and money
- » You've been warned!



Two Ad Goals

- » Sending new readers to your email list
- » Sending new readers to a sales page



List Building Ads

- » Hook casual readers who like similar books
- » Get them to go to your landing page (or fill out a form)
- » You tempt them with the freebie offer



Direct Sales Ads

- » Send casual readers who like similar books directly to your page
- » More immediate sales, but it's tougher to accurately track
- » I recommend testing the right targets with email list ads first



Campaign Choices

- » Lead Generation
- » Clicks to Website
- » Optimize Conversions



Choose Your Targets

- » In the Ad Set, you pick who will see your Ad
- » Go to Interest Targeting, Other Interests
- » Type in authors similar to you
- » Facebook will have its own suggestions too



Finding Also-Boughts

- » Look on your Amazon author page under your picture
- » Look in the same place on author pages of the top names in your genre
- » Keep clicking and writing until you have at least 30 names
- » Start plugging them into Interest Targeting



Other Targeting Considerations

- » Keep the spend as low as possible to start
- » Once you do your testing, you can increase incrementally
- » Turn off Audience Network and Instagram
- » Monitor things very closely



What You Need For Your Ad

- » A high-contrast 1200 X 628 image
- » A short, sweet under 300 character copy
- » An additional Headline
- » An additional Call to Action
- » A link to send it to



Image Conscious

- » Hire this out
- » High-contrast will help it stand out
- » Nothing too negative or sexy



Ad Copy

- » A hook, some adjectives, and a CTA
- » An additional hook and one more CTA
- » We'll deep dive into this in Module 5



Ad Copy Examples

- » When supernatural war strikes, a nerdy teen will rise. If you like action, romance, and superpowers, then you'll love The Dark Souls. Tap the link and register to get a free novella.
- » Headline: Good thing this nerd has superpowers
- » Subheadline: Get the free book today!



Where's It Going?

- » List building ads will go to your Mailerlite landing page
- » Direct sales ads will have an affiliate link to your page



Test, Test, Test

- » Make sure it fits how you want in mobile and desktop
- » Once you create your ad, make sure the links are right
- » Let it ride for the first 48-72 hours before making changes
- » Then you can kill the ads that aren't as effective



Recap

- » Ads are tough, get everything else right first
- » Send to your list first when testing
- » Test lots of different targets
- » Get your image, copy, and link in good shape

