

MODULE 2, SESSION 6



SELLING FOR AUTHORS

How to Spend Money on Building Your List

What You'll Learn:

- » Some ways to spend ongoing money to build your list
- » What you should consider when choosing one of these “accelerators”



Free Growth Is Possible

- » Once you've got the basics set up, networking will be effective
- » It'll be free, but it won't necessarily be fast
- » To grow faster, you'll need to spend money



As You Build, Money Talks

- » Those who've grown the fastest were willing to pay to grow
- » When you build your network and pay to build...
- » You'll accelerate the entire process
- » Remember, you don't have to do this if you can't afford it right now



How Much Is a Subscriber Worth?

- » How to calculate the lifetime value
- » 50 books with \$2 earning for the rest of your life = \$100
- » If 1% of your subscribers become lifetime fans, each subscriber is worth \$1
- » That means spending less than \$1 gets you a positive return



Services to Consider

- » InstaFreebie
- » Author Platform Rocket
- » GenreCrave



InstaFreebie

- » Service that promotes your freebie for you
- » They collect the readers and you can export or set up an automatic withdrawal
- » Free for 30 days, then \$20 or \$50
- » In my experience, 100+ subscribers per month at the \$50 plan



Author Platform Rocket

- » They use a rolling giveaway that repeats every 90 days
- » They tap into their large network and use Facebook ads to increase entries
- » Costs \$97 per month plus the cost of ads (\$3+ per day) and the cost of the giveaway (fixed cost every 90 days)
- » I've experienced around 10 subscribers per day
- » Can only export every 30 days



Genre Crave

- » A variety of list building services and promos
- » Some promos work in conjunction with InstaFreebie or Kindle Unlimited
- » Can get a discount in Rebecca Hamilton's Facebook Group (Marketing Tools for Authors)
- » I've had good results and gained hundreds of subscribers



Other Services

- » More and more services are being created
- » Always get at least five people to tell you their experience before you buy
- » Keep in mind that some genres will work better than others for certain promos



Service Considerations

- » What is the total cost for each subscriber?
- » How engaged are the subscribers from each promotional site?
- » I recommend splitting each promo site into a separate list to track which site is the most effective



Recap

- » Make sure the cost is worth it over the long-term
- » InstaFreebie, APR, and GenreCrave can help you build your list
- » Do your research and test to see which ones works best for you



Homework

- » Set up your email list using the steps in The Simple Next Steps session
- » Post a link to your landing page in the Selling for Authors community
- » Test someone else's landing page for them

