

Disruptive Publishing

**Write and Publish
Short
Non-Fiction
KINDLE
EBooks**

Module 6

Build Your Author Platform





SO FAR YOU HAVE:

- Written your book
- Sought feedback/testimonials from 3 people in your target market
- Created your cover
- Implemented appropriate feedback
- Had your book professionally edited
- Converted your book into epub format
- Uploaded it to Amazon KDP

SO WHAT HAPPENS NOW?





NOW YOU HAVE TO MARKET YOUR BOOK

Marketing
is just another term
for
relationship building
with a
targeted audience.



HOW DO YOU BUILD RELATIONSHIPS WITH YOUR TARGET AUDIENCE?

- Build an author platform
- Adopt an infinite mindset
- Create a targeted marketing system
- Learn to set up a mailing list
- Learn to set up a lead page
- Create a nurture series
- Learn to use your book to turn leads into prospects



BUILD YOUR AUTHOR PLATFORM

- Who is your ideal reader?
- Where are they?
- What is the best way to reach them?
- When is the best time to connect with them?
- What do they most want from you?
- What do you want them to do?
- What will you do for them in return?
- How will you sustain your relationship?



ADOPT AN INFINITE MINDSET

- Forget short term goals
- Think long term
- Books last forever now
- Every book is unique
- Books sell better over time because they rely on WOM for sales



CREATE A TARGETED MARKETING SYSTEM

- Plan to do 2 things every week. (1-2 hours per week = 104 ways to promote your book)
- Identify Influencers in your target market (Think groups not individuals)
- Give them a reason to share you and/or your book with their followers
- Direct everyone to your platform to join your mailing list where they can buy your book or download your freebies.



SET UP YOUR MAILING LIST

- Find a platform that will work for you and your budget
- Consider what information you want to collect
- Set up a popup form for your website as well as a contact form on the contact page
- Decide what lead magnet you will use
- Set up a thank you/download page for your lead magnet



SET UP A LEAD PAGE

- Create a lead page to use in your advertising/promotional activities
- Keep it simple
- Make sure it is set up to deliver what you promise
- Start putting it in front of people through your marketing



CREATE AN EMAIL NURTURE SERIES

- Set up an automatic series of emails to go to your new subscriber
- Decide what type and what frequency of emails would work best to build your relationship
- Keep your emails simple but give lots of value
- Talk to your new subscriber as if they were a friend. Make it personal. Ask questions
- Deliver what you promise and think about how you can help them more



USE YOUR BOOK TO ENGAGE POTENTIAL PROSPECTS

Constantly tell people you are the author of...

INSERT NAME OF YOUR BOOK HERE!

