Short Book Posts

How to Send Unlimited Book Buying Traffic to Any Book, And Have It Sell!
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How Sarah Started From Scratch...and Why

Sarah lost almost half her income from KU overnight when Amazon started to “crack down” on fake page reads.

It’s something Amazon has been doing to a number of authors and you can read more about it here.

Regardless, as you might have remembered from some of my previous products, Sarah is beginning to “go wide” - putting her books on multiple platforms instead of signing exclusively with Amazon. (But still putting her books on Amazon)

This means no KU, and while KU wasn’t a large majority of her income, it was enough that having it cut in half hurt.

She realized that in order to make more money (especially after the lost of the KU income) she would need to expand, not only where she is putting her books but where she is getting her traffic.

Thus, she started to conduct a series of experiments, many of them flops, but a few were successful.
The experiment highlighted in this guide is one such example of a successful one.

Inside I’m going to show you exactly how she sold a brand new book in a brand new genre, under a new pen name.

We’ll cover the experiment, the resources used, the strategy and some examples so you can duplicate her results for your own book.

Let’s dive in!
The Experiment Parameters

Sarah set a number of parameters for the experiment. The idea being if she could succeed with these parameters, she could add or repeat the strategy with other books.

It was a way for her to filter out unsuccessful strategies.

1. A brand new genre - she was looking to expand her writing.

2. A new pen name. Along with a new genre, she didn’t want to rely on her old, established name.

3. A new traffic source. She wanted to discover new methods of promotion.

4. No using her old, established email list. She knew she could get books to sell just by using her established name and email list...what she needed was to start over, to prove she could do this in another genre.
With that, she tried several different strategies. This one involves using paid ads with BookBub, getting massive book reading traffic to her website...

On her website, she captures the traffic by offering a free ebook in exchange for just an email...in which she follows up with an automated sequence for 7 days, promoting her new PAID book.

She then sends the location of a permafree book for download (in epub or kindle).

Note that the free ebook ties into the PAID book. The short, free ebook contains major cliffhangers which are resolved in the paid ebook.

Once they buy the new book, they are then taken (via links) to another email opt-in form in which only buyers are allowed in.

So, to put it in graphic form:

Traffic -> Opt-in Page -> Free Book -> Purchasable ebook followups -> Buyer’s list
So far, this is the most winning strategy thus far. She pulled off over 60 sales and added 8 new HOT readers to her “purchased” email list.

Then she does what she usually does...emails and chats with them, turning them into a cult following which then purchase every book she releases.

The key success points of her strategy:

1. Using paid ads at BookBub
2. Bribing this audience with free books
3. Hitting them hard for 7 to 14 days of follow up.
4. Getting them to sign up to the buyers “only” email list for future follow ups

We are going to cover each one of these points in detail below so you can easily duplicate.
BookBub Ads

BookBub ads is probably the most valuable part of this strategy because it can be used for ANY other strategy, not just Sarah’s follow up strategy:

1. Directly to a book
2. Directly to the BookBub (or any other) author book profile (to follow for automated new-release emails)
3. Social media (such as twitter)
4. Blog or website

Regardless of where the traffic is going, it all depends on a solid ad strategy that will produce targeted traffic without hassle, while dramatically increasing your chances of success with whatever strategy you’re using.

So let’s dive in to what makes up a BookBub ad and how you build a successful one.

Image Ads

BookBub ads are IMAGE ads. That is, they have image and texts.
These can easily be made using www.canva.com for free.

Let’s look at an example:

![BookBub ad example]

This is what a BookBub ad looks like.

Generally, it’s an image of the book (3d ecover) with text on the left side.

Most of the successful book ads follow this format.
A Successful Ad

A successful ad does 2 things:

1. Calls attention against the background of the email - usually white or blue.

2. The text copy is the MOST important after calling attention - it sells THE CLICK.

More on this in a minute.

Let’s look at each one.

The Image as a Whole

If you scroll up, you’ll notice that the image as whole is a purplish, red and orange. This looks really harsh against the white background of the email...and for a lot of people, against the blue/white/silver colors of their email browser.

Most authors and people who advertise on BookBub do not use these colors for their ad!

Their ad doesn’t stand out and doesn’t call attention to itself.
Every single successful ad has strong colors.

Take a look at this one:

![Ad Image]

Romance readers won't want to miss the scintillating new novel from NYT bestselling author Sawyer Bennett!

“Sawyer Bennett never fails to deliver”

— NYT bestselling author Violet Duke

HAWKE

Sawyer Bennett

New York Times bestselling author

READ NOW

Again, red colors...but look at that yellow button that says READ NOW.

Hell yeah. That whole ad just grabs the eyes and begs you to click.
Here is another:

This one looks like an old, nasty Monopoly “get out of jail” card!

But...against the standard design of the BookBub email...it totally stands out.

Those are some of the most successful designs and not all of them have a book cover on it! It’s not always needed.
The Copy:

The copy (the written part of the ad) is the most important part of the ad - it does the selling for you.

And what you want to sell is THE CLICK.

You are wanting the people who are most targeted to the ad to click on the ad and go to...wherever you want them to go.
(HINT: Amish romance is HUGE and hot selling...) 

This ad gets so much right...

First the color is as usual - calling out to the ad. The cover is important because it conveys it’s an Amish romance novel...

But the most important part?

Look at that copy:
“Torn between two suitors, Sadie will have to choose between her Amish community and her heart.”

After that, an editorial review (a concise version)...

And then a call to action button...which isn’t that boring “Read Now”...no, it’s

GET INSPIRED

Now THAT is a powerful ad.

It calls to the emotions of the reader - who is being targeted by the person running the ad...who loves amish romance.

And amish romance is all about being inspired by love.

Ad Copy Should Do These Things:

1. Relate emotionally to the reader. In the example above, the whole fact that she (the girl in the cover, presumably) needs to choose between love and family...that’s strong in few words.
2. Convey that it’s “worth the value” - that is easiest achieved by a noteworthy review, “bestseller” title, or something that provides some context.

3. A strong call to action - telling the reader to go do something.

With these three things in place, the reader will click and be likely to follow through on whatever is next.

Let’s look at a few more examples:
While the ad is in blue, it’s red call to action stands out.

It also uses some strong “emotional” copy - a family you will never forget. That’s strong and concise. Don’t forget about the social proof in the review.

Good colors, a lot of copy...BUT the copy contains highlighting - hot new series...new york times bestseller.
Your book is a lot like other books in your genre...

You should try to find the closest “popular” book in your genre that is like yours...

I haven’t covered this yet - but you can target famous authors and book platforms inside BookBub...

So with this ad? You’re targeting people who are fans of The Book Thief, saying they’d love The Girl from Titan...
As you can see, that’s powerful - especially when combined with proper ad targeting. You’ll quickly get clicks as people want to check out your book!
Setting Up The Ad

Sarah targeted ONLY people interested in Amish romance - as that’s the book she wrote - and people who loved other famous Amish romance authors/books.

Bid Suggestions

**Always** go with CPM and 3 to 5 dollar daily budget. BookBub will suggest higher, but you don’t need it super high.

Of course, she opted in to the BookBub emails in the Amish Romance/Other romance category FIRST, paying attention to the various ads that would be running all the time.

She figured, and rightly so, that if she saw the same ads for a while, she knew they experienced some success, at least.

So she found out what they were, and copied it, modifying carefully...targeting other authors who wrote popular Amish romance novels.

It wasn’t terribly complicated - she used Canva and paid for a few cheap pictures (and used her cover).

She then uploaded and watched.
She cut the keywords and authors that didn’t produce and put more money into the ads that were successful.

In the end, she hit about 3.20 in total costs, selling over 60 copies.

But she used more than a great ad, she did a few other things correctly.
After They Clicked the Ad

She was giving away her book for free, so it said so in the ad. All they had to do was give her their email address and she would send them the book.

She used the www.mailchimp.com free version to get her opt-in codes.

From there, she built an opt-in page in wordpress using plugins and themes such as:

https://wordpress.org/plugins/wp-lead-plus-free-squeeze-pages-creator/

She ended up paying 19 for a single site version, but it was enough to get her going. She integrated it with MailChimp and was off to the races.

Her free “magnet” was a short ebook that left a HUGE cliffhanger that could only be resolved by reading the next book in the series.

She mailed her list for 10 days, twice a day. In total, she sold close to 60 copies and landed with a list of about 300 and paid list of 8.

Not bad for an experiment.
The Key to SUPER LOW Ad Costs...For Any Ad Platform.

What I’m about to show you works for any ad platform - BookBub, Facebook, AMS, Google...it doesn’t matter.

When you implement it, you’ll quickly cut the loser and focus your budget on the winners.

That key is **Split Testing**.

No one really bothers with split testing and I don’t know why.

BookBub makes it super easy to split test - you just go to “copy ad” in the dropdown menu, then upload a slightly different image.

Select the same audiences and target the same authors, then run them both. Keep the obvious winner, repeat.

It might take a few days to get it up and running, but doing so makes a world of difference.

A 3 dollar a day budget can go down to a dollar or less! Just by split testing!
You can read more about BookBub’s split testing tools here.

Using these split testing tools, you can (and Sarah did) get her cost per click down to a penny or less.

But there is a way to get the costs down even further... I explain below:
The Keys to a Successful Campaign - No You DON’T Need an Email List

The most important key is gathering these people on a platform to send them messages...or at least show them messages.

No, you don’t need an email list to do this.

You DO need a location to place your audience.

Twitter, Facebook groups or pages, an email list...your blog.

Someplace.

It can be free, it can be cheap, **it just has to happen**.

This is where people royally screw up a paid campaign - they don’t capture these potential readers in a way that they can be communicated with.

An email list, blog or social media profile can make that happen.

Sarah chose an email list - she bribed them with a free short book, and they signed up.
This drops your cost per click in a completely different way...

How?

Most people don’t think about this in this way...but it’s true...

If you don’t capture these people, you get ONE chance to communicate with them - they see your ad, click on it and then, most leave, never to see or hear from you again.

If you gather them on an email list or facebook group...you can communicate with them again and again and again...

If you paid, say 10 cents on average to get 1 email sign up and you then email them (and they open and read) 20 times...that’s ½ a cent “per click” - you drop the cost of acquiring them each time they view your email or message...

But it goes beyond lowering cost...you are actually raising ROI - because some of those people who join your list will buy your book.

And when they buy your book, you produce an income vs your expense!
The more you hit them up...especially in a funnel of other books (this is why email lists and places like Kobo are important) - the further costs reduce and the higher value they become.

**This Is The Most Important, Key Advice I Can Give To You As An AUTHOR...**

**BUILD AN AUDIENCE!**

**COMMUNICATE WITH THAT AUDIENCE!**

The more you do that, the more money you make and the less cost you incur to make those sales!
Hear More from Sarah!

Want to hear more about Sarah’s experiment, plus a shocking new action by Amazon that is destroying author’s income immediately?

Click here.

Inside I do a third interview with Sarah in which we talk about how she’s lost close to half her KU income, why she’s going wide, more about this ad experiment and how she’s starting over.

It’s a great interview and perhaps one of the best so far. I know you’ll get a lot out of it!

Grab it here.

Thanks for reading and I’ll see you all later!