



Write Your Expert Book Online Course

How to Write & Launch a Best-Selling Book... and Show Off Your Expertise to the World

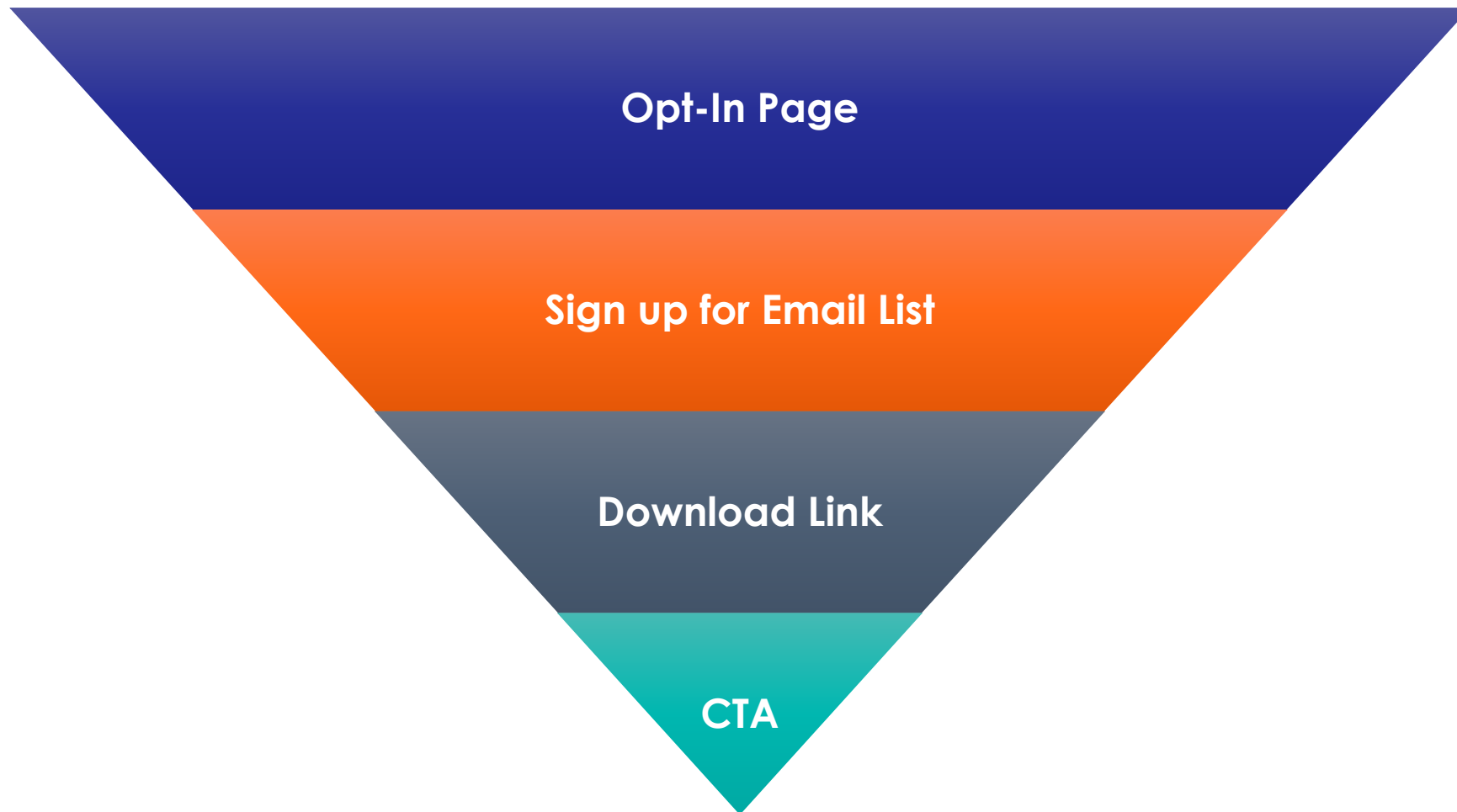
Module 4 - Create Your Profitable Book Funnel



- Your sales funnel is a key part of your strategy for ongoing sales
- Set it up before you launch and promote



Plan Your Book Funnel to Turn Your Leads into Buyers



Use an autoresponder to send emails with helpful content



Sections of your book

A case study from your book

Data from your book

Templates

Cheat sheets

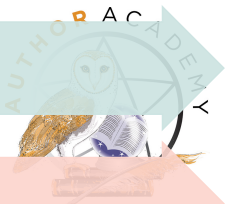
Blueprints

How-to Reports

Videos

Quizzes

Webinars



Demonstrate your knowledge and expertise in your follow-up emails



Email 1 Talk about you, your background and experience

Email 2

Email 3

Email 4

Email 5



Email 1

Talk about you, your background and experience

Email 2

Engage with your readers by asking them about a problem related to your book

Email 3

Email 4

Email 5



Email 1 Talk about you, your background and experience

Email 2 Engage with your readers by asking them about a problem related to your book

Email 3 Tell them the story behind the book

Email 4

Email 5



Email 1 Talk about you, your background and experience

Email 2 Engage with your readers by asking them about a problem related to your book

Email 3 Tell them the story behind the book

Email 4 Talk about content relevant to your book topic

Email 5



Email 1

Talk about you, your background and experience

Email 2

Engage with your readers by asking them about a problem related to your book

Email 3

Tell them the story behind the book

Email 4

Talk about content relevant to your book topic

Email 5

Recap on emails, with a link to buy the book



Tools for Creating Your Sales Funnel

Email marketing software includes ActiveCampaign, Aweber, Constant Contact, GetResponse and MailChimp



Webinar Software includes GoToWebinar, Webinar Jam, Webinar Ignition, and Easy Webinar



Sales page tools include ClickFunnel, LeadPages, OptimizePress, and Thrive Themes



Getting Traffic to Your Funnel

You'll need to attract visitors to your sales funnel



Advertising

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graph TD; A[Advertising] --> B[Content Marketing]; B --> C[Social Media]; C --> D[Search Engine Optimisation];
```

Content Marketing

Social Media

Search Engine Optimisation

- Advertising requires some investment
- Keep costs down by sending people to interesting content you've created



- Share all of your content on social media, groups and forums
- Use keywords on landing pages for organic traffic and monitor analytics



Action Step:

1. Plan the different elements of your book sales funnel – including your lead magnet and your email series content, with calls to action for whatever you want to promote.





What's Next?

Module 5

Marketing Your Book