

A LINEAR LOOK AT 5-star book **TECH**

START BOOK MARKETING WITH A SURVEY

CREATE YOUR SURVEY

Use **Google Forms** to create a survey to share everywhere. It can take a few tries to get it right. Test with friends.

SEND SURVEY TO WORLD

Share everywhere in email, socials, groups, forums, feeds, etc. (Count as reader touchpoint 1.)

IMPORT SURVEY EMAILS

Add survey participant emails to your EMAIL SERVICE. Tag "survey 1."

CRAFT YOUR FREEBIE

Craft freebie to meet needs of survey participants. Use **Canva** ebook cover template to create. Back page is website, bio, other. Download as PDF.

CREATE BF LANDING PAGE

In **BF** create landing page to deliver that freebie.

EMAIL AR TOUCHPOINT 3

3-5 days later, send followup email, ask for feedback, invite questions, conversation.

RECRUIT AND RESPOND TO BETA READERS

EMAIL AR TOUCHPOINT 5

In next general email, mention you are looking for beta readers for your (describe) book and invite them to fill out the beta reader application.

BETA READER AR 1+

Keep in touch with beta readers in separate AR series - drive/reward to continue beta reading feedback loop. Option to set up Facebook Group to discuss, later to be marketing street team group.

YOUR BOOK LANDING PAGE

CREATE A LANDING PAGE

Create a landing page for your to link to in all correspondence and the socials.

KEY

Landing Page = Lead Page
Lead Magnet = Freebie, Giveaway
BF = BookFunnel
Email Service = MailerLite and etc
GF = Google Forms API = secret code
AR = AutoResponder

THE VERY FIRST STEP

1 SET UP YOUR EMAIL SERVICE

Use MailerLite or another **EMAIL SERVICE**. Add SUBSCRIBERS to your SUBSCRIBER LIST. Now TAG (group) them "friends" or "readers" or "family," for example.

3 CREATE SURVEY MESSAGING

Craft different messages for different audiences: email list, social groups, feeds, forums. Add incentive (promise) and survey link, and request to share.

5 CLOSE SURVEY, EVAL RESULTS

Close survey (or not) and evaluate results. (Useful: take screen shots of resulting graphs and charts.)

BEGIN EMAIL / AUTO-RESPONDER (AR) SERIES

7 EMAIL AR TOUCHPOINT 1

Send thank you email with survey results and let them know you'll send a "what-it-is" *based on results* in a few days, "as promised."

9 UPLOAD FREEBIE TO BF

Purchase the \$100/yr **BookFunnel (BF)** plan and upload your freebie. Connect BF to your **EMAIL SERVICE** w/API.

11 EMAIL AR TOUCHPOINT 4

5-7 days later, remind them of freebie, say *I am enjoying the feedback so far*, invite to hit REPLY if they haven't, and let them know you are writing a book and ask to join you on the **SOCIALS**.

13 CREATE BETA READER SURVEY

Use Google Forms to screen beta readers for your book. (Sample form is in *Critique Partners & Beta Readers* course.)

15 SET UP BETA READER SYSTEM

Consider **BetaBooks.co** for beta readers. Google Docs also works.

DELIVER ARCS TO REVIEWERS AND OTHERS

17 SET UP ARC DELIVERY SYSTEM

Use **BookFunnel** to deliver and track ARCS to reviewers, rewards to beta readers, to the media, and gifts for anyone who has helped. Replace with final doc and keep it going forever.

www.SelfPubBootCamp.com

Make it a Five-Star Book Launch

