

ALL SYSTEMS GO...

YOUR FOUNDATION TO AUTOMATED BOOK MARKETING

CARLA KING
5-STAR BOOK LAUNCH
MASTERCLASS

Set it up, fine tune it, and put the tech to work for you



**CREATE YOUR
LEAD
MAGNET**

What do your
readers
REALLY want?

**LEAD
THEM
ON**

Inspiration?
A how-to?
A sample?

**BUILD YOUR
LEAD PAGE**

You don't even
need a
website yet!

**SIGN
THEM
UP**

Email
Social media
Ads

**DESIGN YOUR
EMAIL AUTO-
RESPONDER**

Use tags to
track and
respond.

**TALK
TO
THEM**

Subscribed
Downloaded
Read & replied

**DELIVER YOUR
MANUSCRIPT**

Choose a service
to automate and
track.

**DELIVER
&
ASK**

Beta manuscript delivery
ARC for reviewers
Direct sales fulfillment

SMALL GROUP WORKSHOP JANUARY-MARCH 2021

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CREATE YOUR LEAD MAGNET

Here's the thing about lead magnets. You have to figure out what your readers really truly want.

And the hard truth is this. The first chapter of your book probably isn't what is going to thrill them right now. Sorry!

BUILD YOUR LEAD PAGE

So first, make your freebie all about your reader. Get inside their head. Or just ask!

Here's an example. In my current workshop, Elena Hiatt Houlihan is working on her memoir, a story of trading her home in Pennsylvania for a beachfront life in Puerto Vallarta where she makes a living with her writing and photography.

DESIGN YOUR EMAIL AUTO- RESPONDER

What do Elena's readers want? Well, they're probably attracted to the idea of doing exactly what she did. But how? Elena's lead magnet might answer that question, delivering a short and enticing guide along the lines of "9 Ways to Live on a Tropical Beach and Still Make a Living."

DELIVER YOUR MANUSCRIPT

It's a mindset shift, right? Do you see how it's not about the book? It's not about the author? It's all about what the reader is looking for in their life right now.

A lead magnet is easy to create and format. You can design one beautifully in Canva using a template, insert photos, and deliver it as a PDF. You're looking at one, now!

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The purpose of a lead page is to provide a distraction-free area where visitors can do only one thing: sign up for your email list in exchange for your giveaway.

Sure, you can create a lead page on your website or with an expensive add-on, but I prefer using the lead page templates that come with my email marketing service.

**BUILD YOUR
LEAD PAGE**

Services like MailChimp, MailerLite, and ConvertKit provide beautiful lead page templates that are fully and easily customized. Even the older services like ConstantContact and AWeber now offer lead page builders.

DESIGN YOUR
EMAIL AUTO-
RESPONDER

It takes just minutes to design a lead page and, voila! you have a URL to share on social media, forums, even on your business card and other printed materials. You don't need a website to start collecting email addresses. No. More. Procrastinating!

DELIVER YOUR
MANUSCRIPT

Got a WordPress website? Embed the lead page you created by installing the email services plug-in, creating a web page, and selecting your subscriber list. That beautiful lead page you designed will magically show up as your page content.

Create it, share it, and start collecting email addresses today!

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CREATE YOUR
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You've created your lead magnet, you've designed and published your lead page, and you've got some subscribers. So now what?

BUILD YOUR
LEAD PAGE

Marketing is all about staying in touch with your reader. So imagine the journey you want to share with them and write a few emails that deliver that journey. Schedule each email to be delivered one day, five days, 14 days after the previous email; it's all customizable.

**DESIGN YOUR
EMAIL AUTO-
RESPONDER**

In the first email, send a thank you for downloading the freebie and ask them to "just hit reply" to give you feedback on it. For example, Elena might ask, "Which of my "9 Ways to Live on a Tropical Beach and Still Make a Living" resonated with you most?" With that knowledge, she can design three, five, a dozen emails with thoughts, tips, links to blog posts, and finally, an invitation to become a beta reader for her book. Note that you can go back and edit your emails at any time as you learn more and more about your subscribers and what excites them.

DELIVER YOUR
MANUSCRIPT

In Elena's second email she may share links to favorite blog posts in various categories: Mexico, Art, Travel, Writing, or Spirituality. She can create simple tags using those words and then customize various series of email autoresponders for those interest groups.

It's can be as easy or as complex and targeted as you need it to be. It's a learning process. Baby steps!

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By this time in the process you've delivered a freebie (lead magnet) that subscribers want, you've sent them some emails on topics they are interested in, and perhaps some of them have even hit REPLY and given you feedback.

If you haven't invited them to become a beta reader for your book, now's the time!

BUILD YOUR
LEAD PAGE

Don't be shy. Yes, you're going to share a draft manuscript, and it's going to have mistakes. What you're asking for is feedback on the content or the story. Psychologically what you're doing is asking them to participate in your writing journey, and that's special!

DESIGN YOUR
EMAIL AUTO-
RESPONDER

Don't worry about a fancy design. If you're using Word, you can inexpensively create a simple PDF, a MOBI for Kindle, and an EPUB so readers get your manuscript in the format they like. Some writing tools (like Scrivener) export each of these formats automatically. You can create a quick cover in Canva if don't already have one.

To handle automatic delivery use a tool like BookFunnel, ProlificWorks, or BookSprout, to name a few. They all collect email addresses and track downloads. They can even remind invitees to download, if they seem to have forgotten.

**DELIVER YOUR
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Since these services talk to your email service, you can even set up an autoresponder for your beta reader group.

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DELIVER
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ASK

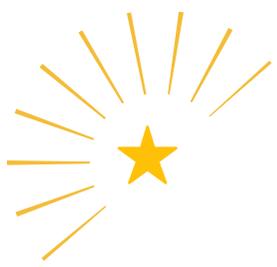
Setting up the technology to handle book marketing is a huge challenge for authors and often keeps them from marketing their books soon enough or even at all.

I don't want that to happen to you! In this 5-Star Book Launch Masterclass, a small group workshop starting in January, we'll tackle this task first.

From this foundation you can activate the fun part of marketing where you'll find your readers, communicate with them, and ask for their feedback. This process will give you the confidence you need to launch because you already know you'll get five-star reviews.

I'll be there every step of the way with online instruction, group workshops, accountability, inspiration, and spot-check reviews of your materials.

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Get down with your geeky self
and let's make this fun...
together! I'll be with you every
step of the way.

Carla King



**5-Star Book Launch
Masterclass...**

This is a new program for a new year. Join it in beta where a maximum of 10 members will enjoy extra special attention at an extra special price. Contact me to set up a call to see if it's right for you.