

# How Unknown Authors With No Following, Are Becoming *'Celebrities' In Their Niche.*

## **5 Book Funnel Strategies**

*(to build your brand and your business)*

## Why Have A Book Funnel?

*Undeniably I'm a bit of a creative geek...I love the balance between Art and Science: for me, it's about the Ideas **AND** the Metrics!*

My aim is to show you how you can use your Book to build your brand and your business. And how you can develop your funnel into revenue-generating machine, that delivers new leads and sales every day, almost on auto-pilot.



*With 19 years experience as an online marketer, and six years running thousands of Facebook Campaigns, I know how to create successful lead generation and sales funnels.*

*My background is in branding and advertising, having spent 14 years as a Creative and Brand Strategy Director for an international award-winning advertising agency.*

Jonathan Howkins  
**funnelbuildexpert.com**

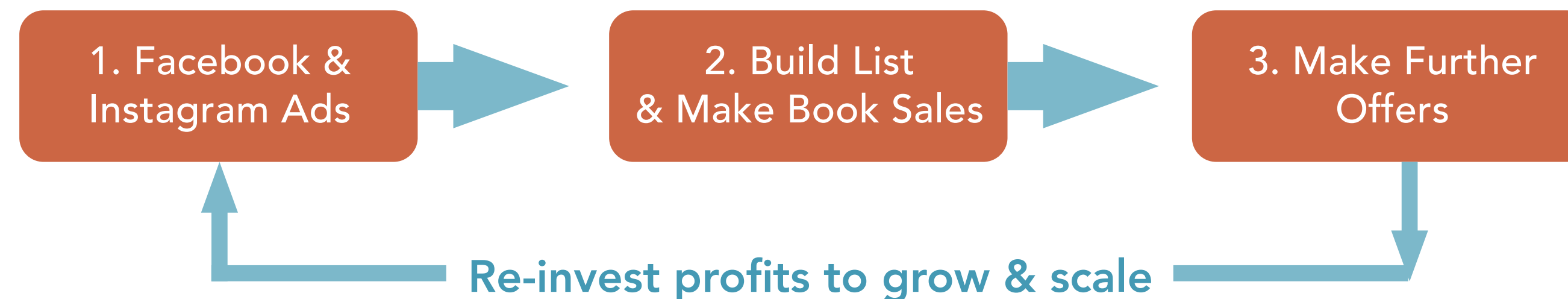
## The Funnel Concept

**The thinking behind a Book Funnel is simple.** *But it does rely on you having (or developing) other products, offerings or services to sell to your audience. This increases your ROI (Return On Investment) from your Advertising spend, giving you the funds to scale up your reach and sales.*

- 1:** Use targeted paid advertising to reach out to your ideal audience.
- 2:** Drive traffic to your book offer, build your email list and generate sales.
- 3:** Reach more people and scale your sales, by re-investing some of your profits back into more Ads.

**With a fully optimised, advertising-driven funnel you can achieve rapid growth.**

You can also build your personal brand and create a huge, dedicated fan-base who will not only purchase your book, but also your subsequent offerings too.



## The 3-Step Funnel Success

### To create a profitable and scalable Book Funnel you need:

- Engaging Ads that attract and engage your audience.
- Compelling offers that convert visitors into prospects and customers.
- A great follow-up system to maximise your sales and profits.

#### The Money's In The Metrics

The real power within this 3-Step System is the ability to measure and track all your key metrics.

Using data from each of these 3 Steps we can continually refine and optimise every aspect of your Funnel to drive greater profitability, so you can grow your business with confidence.

### 1 Meta Marketing

Using sponsored Posts on Facebook & Instagram we can identify and refine compelling messaging that drives consistent volumes of traffic to your Book Funnel.

Our highly structured approach to message testing, ensures we are creating a strong connection with your audience.

### 2 Funnel Strategy

Using data from our Message development, we can split-test your copy and offers to maximise Conversions.

Deploying different Funnel Strategies allows us to build deeper audience relationships and generate greater sales.

### 3 Email Marketing

The majority of sales and profits within a Funnel are generated through email follow-up.

Email Marketing still remains the most powerful and effective way of building strong customer relationships and delivering long term sales success.

Each Step is Monitored, Measured, Tested & Refined

## Why use Paid Traffic?

**Traffic is the lifeblood of your funnel.** So when it comes to reaching greater numbers of people, developing engaging messaging, and growing your fan-base; quickly, accurately and consistently, there is no substitute for paid advertising.

### **PBC Message Testing:**

*We use paid Advertising on Facebook and Instagram to identify the right messaging to engage and motivate your audiences - and also inform your Landing Page and Offer copy.*

*Using the PBC split-testing methodology (Pains, Benefits, Challenges) we use our Ad results and metrics to create highly effective campaigns.*

### Benefits Of Paid 'Social' Traffic

- **Fast:** Get leads and sales within days.
- **Controllable:** Manage your daily Ad Spend
- **Flexible:** Turn your campaigns On or Off any time.
- **Scalable:** Reach local, national or Global audiences.
- **Transparent:** Use Ad data and split-testing to guide your 'Messaging' and copy.
- **Quantifiable:** Measure and track your leads, sales and Return on Investment.
- **Optimisable:** Use your Metrics & Pixel to maximise Conversions

## 5 Simple Funnels

**Getting started...** There are literally hundreds of variants you can create within a lead generation or sales funnel for your book, depending on what stage you're at in terms of publishing, and your desired outcome.

### Start Simple

*Once you have a Funnel that's working and fully optimised, you can start to get more creative in terms of your offers and how you build a deeper and more engaged relationship with your audience.*



You can transition from one Funnel to the next as your offer and business evolves.

# 1 The Pre-Launch Funnel

## Why use this Funnel?

This is a great funnel to implement whilst you're still planning or writing your book.

The aim is to use advertising driven social Posts to reach out to your audience and understand what messages engage and resonate with

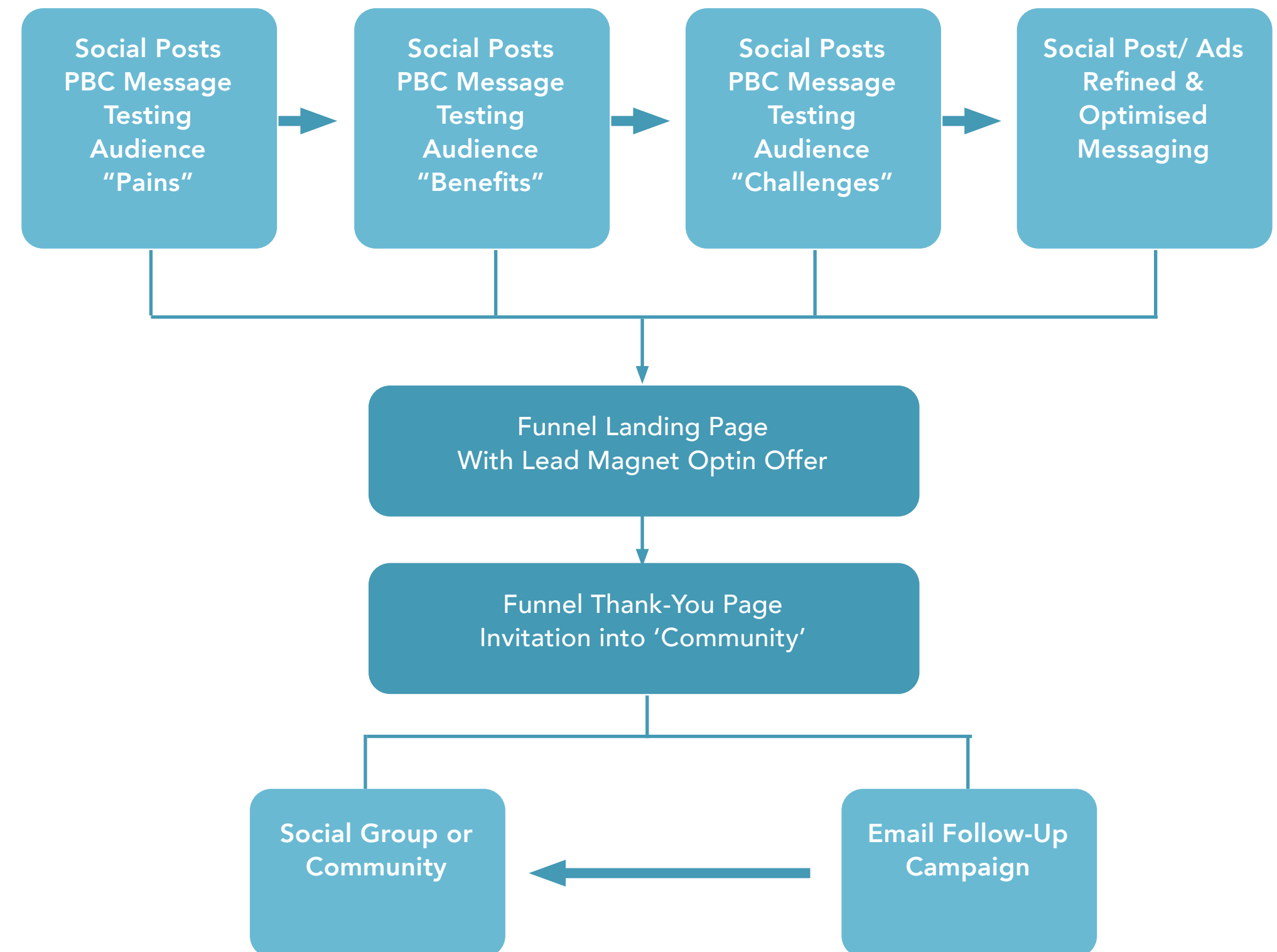
**Objective:** To build a large email list of fans, and grow a community, which you can then leverage to launch your book and propell it into the 'Best Seller' lists.

### Funnel Strategy

**Step 1:** Use sponsored Content Posts to analyse and identify the messages that resonate with your audience and 'actually' engage and motivate them to take action.

**Step 2:** Build a growing list of fans. Then engage further the value-add-ons such as offers or community engagement opportunities.

**Step 3:** Build more of a personal bond through direct email communication. Plus reiterate value, make offers to build a deeper level of engagement.



## 2 The 'Seed Launch' Funnel

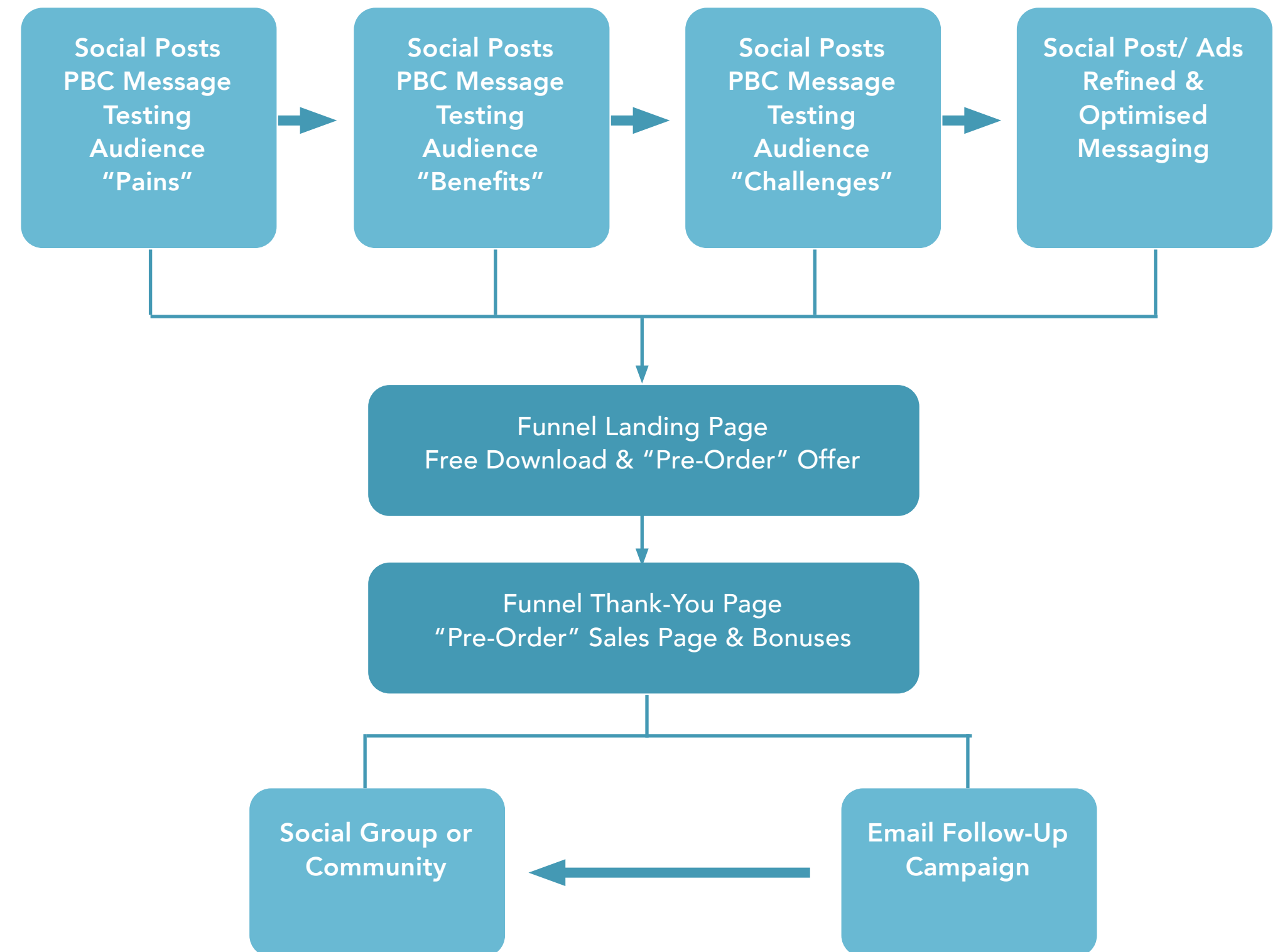
**Objective:** This funnel is ideal for 'seeding' your book ideas and content and building anticipation ahead of your book launch. It's also great for testing offer and getting 'Pre-Orders'.

### Funnel Strategy

**Step 1:** Use sponsored Content Posts to analyse and identify the messages that resonate with your audience and 'actually' engage and motivate them to take action.

**Step 2:** Incentivise optins with either a 'Free Chapter' or special 'Insider Previews', 'Author Interviews' etc

**Step 3:** Post optin Offers could include an incentivised offer to 'Pre-Order' and get access to special bonuses, including Groups, Webinars. Q&A sessions etc.



#### Why use this Funnel?

This is a great funnel to use when your book is nearing completion and you want to get pre-orders or build pre-launch awareness and anticipation.

### 3 The 'Bonus' Book Funnel

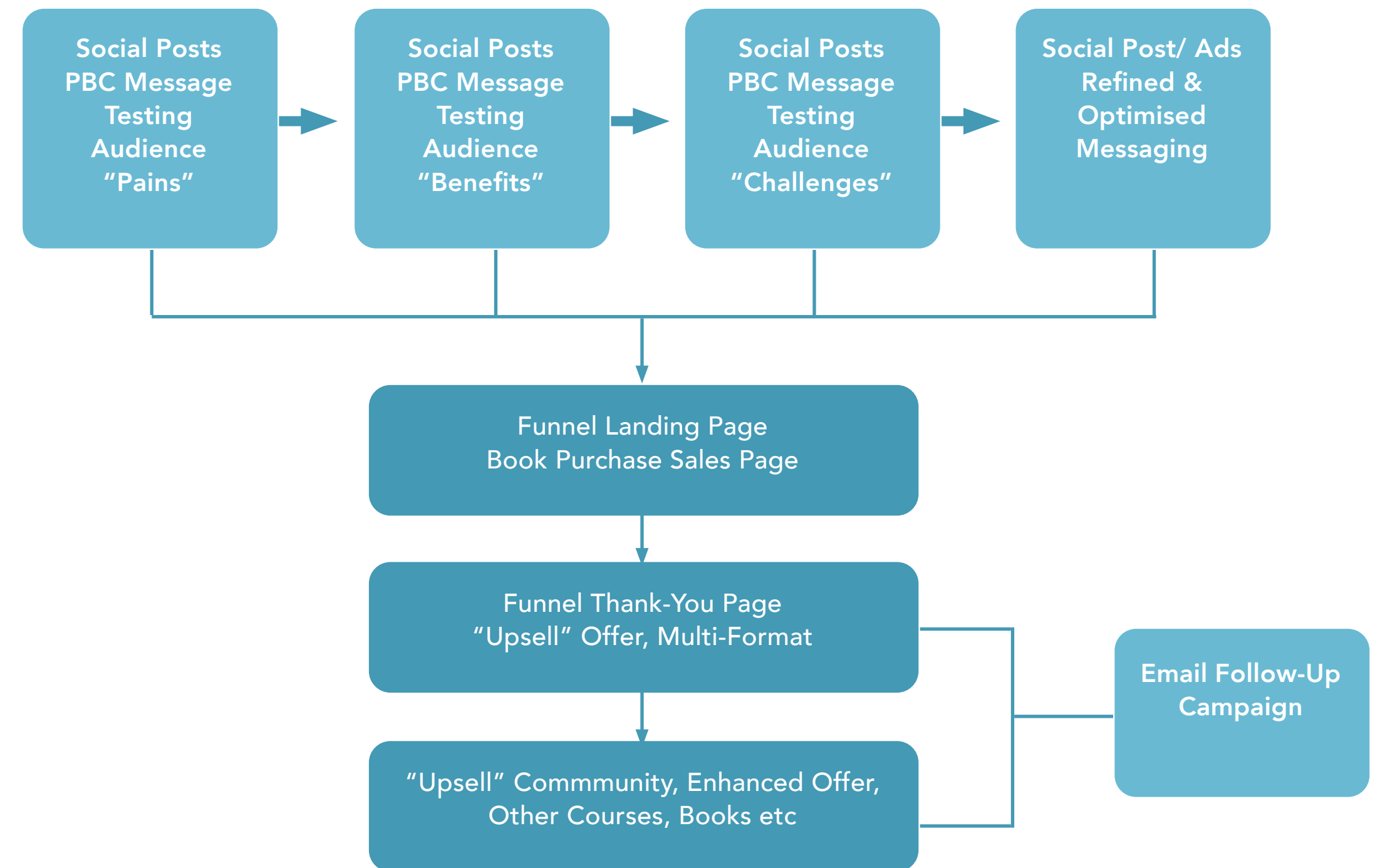
**Objective:** This funnel is great for when you have your book published and you want to build your fan base, drive sales and start to scale.

#### Funnel Strategy

**Step 1:** Use sponsored Content Posts to analyse and identify the messages that resonate with your audience and 'actually' engage and motivate them to take action.

**Step 2:** Send traffic to your Book sales page with either an 'Order Bump' or 'Upsell' to the book in multi-formats - ie Digital Download, and Audio Book.

**Step 3:** Upsell complimentary offers including 'advanced' training, communities, courses or books etc. to maximise revenue.



#### Why use this Funnel?

If you've got your book ready and want to start to scale your sales, this could be a great option.

This is all about driving traffic and sales through paid advertising and generating a positive ROI (Return on Investment).

# 4 The FREE Book Funnel

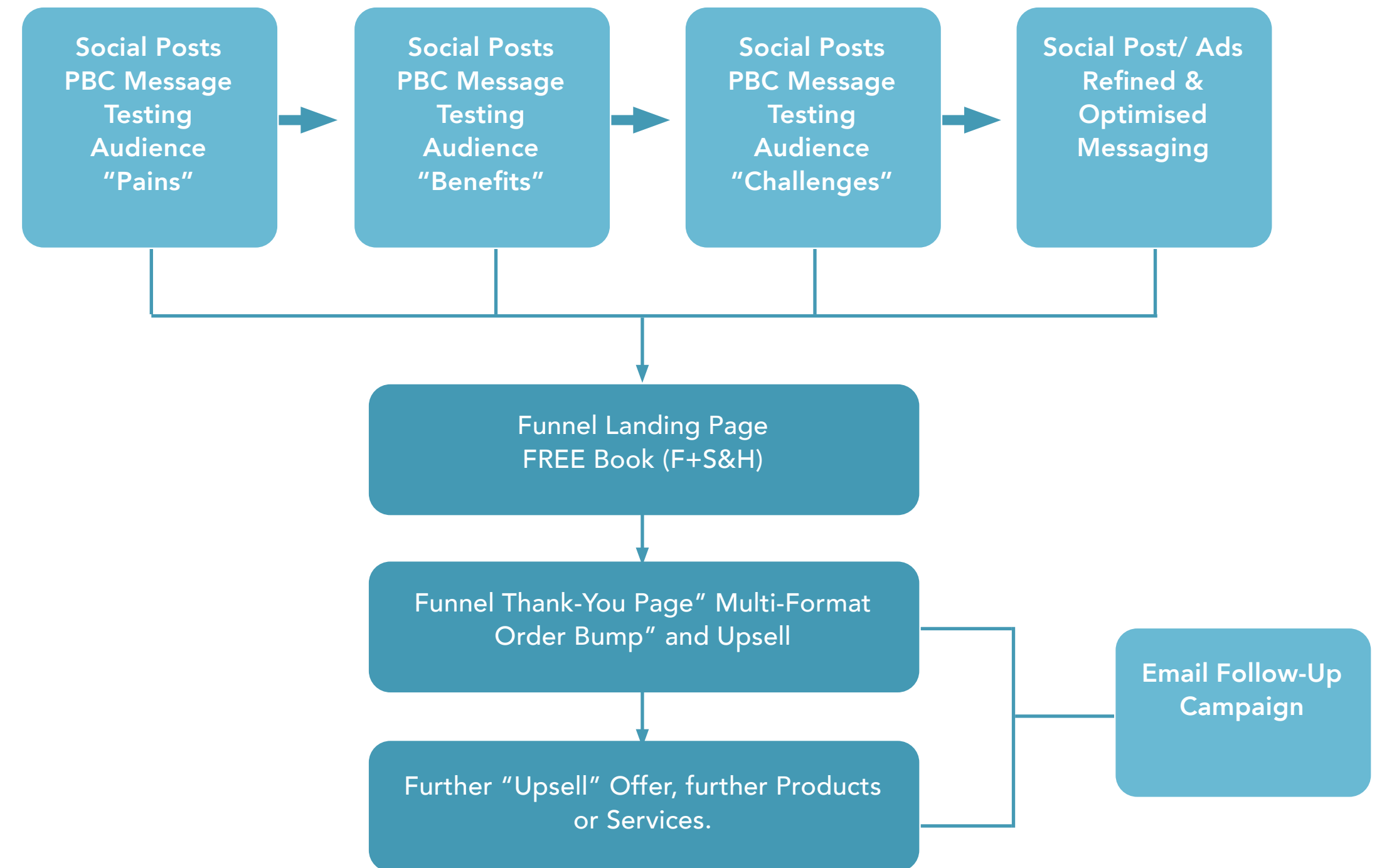
**Objective:** This funnel is ideal if you already have additional complimentary courses, products or services you can offer your audience. As it say's, you'll be giving your book away free!

## Funnel Strategy

**Step 1:** Use sponsored Content Posts to analyse and identify the messages that resonate with your audience and 'actually' engage and motivate them to take action.

**Step 2:** Send traffic to direct to Free Book offer (Free + Shipping & Handling) sales page. Offer has 'Order Bump' to the book in multi-formats - ie Digital Download, and Audio Book or small upsell.

**Step 3:** Thank you page has further upsell to complimenary offers including 'advanced' training, communities, courses or books etc.



### Why use this Funnel?

If you've got your book ready and want to start to scale your sales, this could be a great option.

This is all about driving traffic and sales through paid advertising and generating a positive ROI (Return on Investment).

## 5 The 'Book Bundle' Funnel

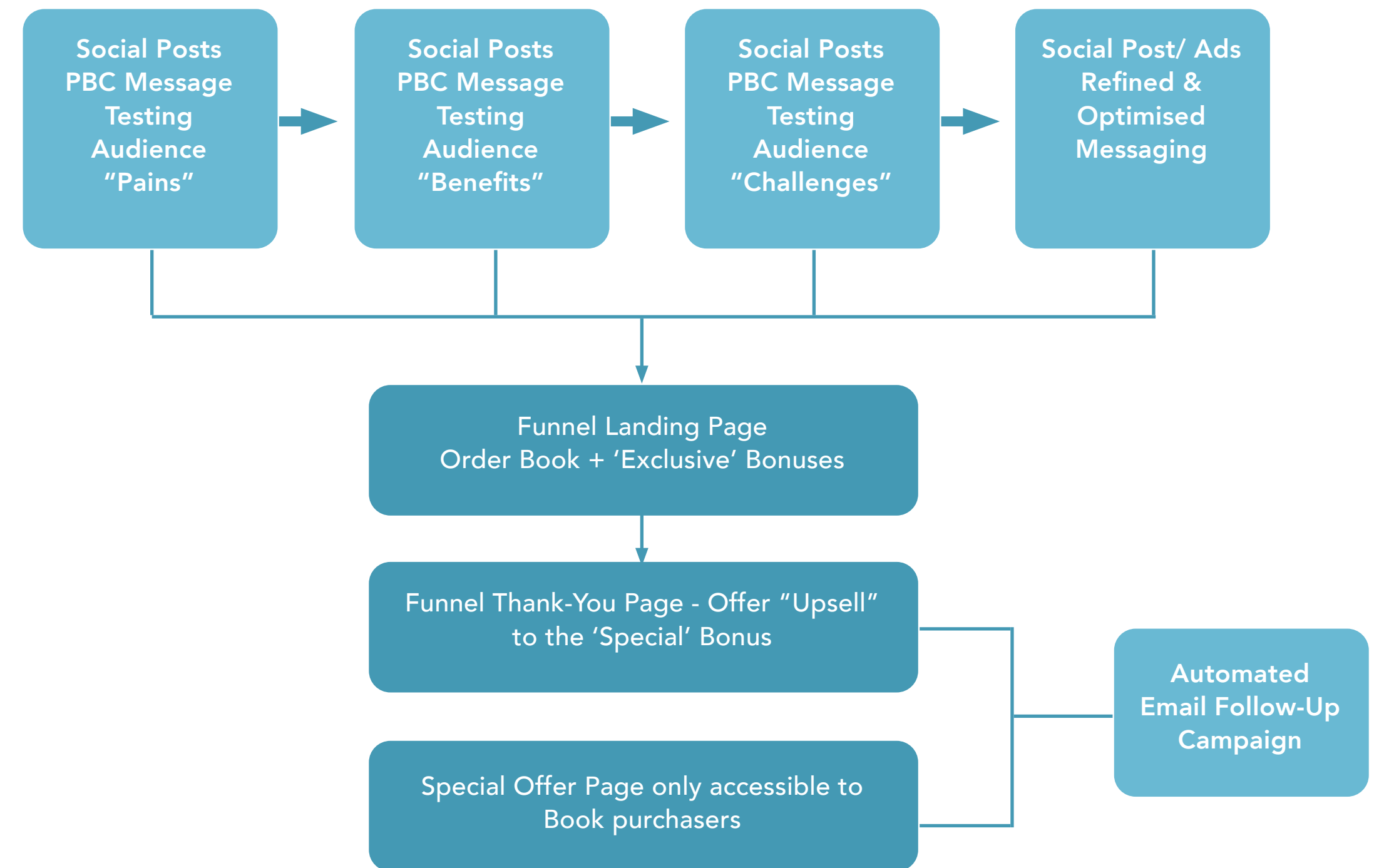
**Objective:** This funnel can be really effective in helping your audience transition to having a deeper relationship with yourself and your brand, beyond just reading your book.

### Funnel Strategy

**Step 1:** Use sponsored Content Posts to analyse and identify the messages that resonate with your audience and 'actually' engage and motivate them to take action.

**Step 2:** Send traffic to Book offer, including Exclusive Bonus, enhancing the book 'experience' and giving some level of access to you/your brand - ie Webinar etc.

**Step 3:** Thank you page has an upsell to further enhance the Exclusive Bonus, possibly offering personalised coaching or Live Calls etc. (which could provide upsell opportunities)



#### Why use this Funnel?

If you want to use your book to build relationship and offer more advanced or personalised coaching or training, this is a great funnel.

This also works well for building more passionate fans, so that you can get more great reviews and referrals.

## Your Book Funnel Creation Checklist

**Your Funnel is your online sales machine:** Your funnel is a complete stand-alone system, designed to be fully automated so you can grow your brand, leads and sales, almost on autopilot. Here's our step-by-step checklist for building your funnel.

*Each step is vital in order to deliver a successful Funnel.*

*Having the ability to monitor and measure every step of your customer's journey will remove the guesswork from how to optimise their experience, and your sales.*

### Facebook Marketing

**Actions Checklist:**

- Domain setup
- Domain Pointing
- FB Domain Verification
- Pixel Setup
- Pixel Installation
- Custom Event Setup
- iOS Event Prioritisation
- FB Page Creation
- FB Ads Account setup
- Implement & Testing
- Campaign Structuring
- Messaging Development
- PBC Ads Split-Testing; 1,2 & 3

### Funnel Build

**Actions Checklist:**

- Funnel Strategy session
- Proposition and copywriting
- Asset creation
- Landing Page build
- Thank You Page build
- Offer Page build
- Privacy Page build
- Cookies Page build
- Terms Page build
- Contact Page build
- Optin Form setup
- Lead Magnet setup
- Implementation & Testing

### Email Marketing

**Actions Checklist:**

- Lead Integration
- Lead Tagging
- Email integration
- Automation creation
- Email Tags & Triggers
- Email sequence setup
- Writing follow-up email 1
- Writing follow-up email 2
- Writing follow-up email 3
- Implementation & Testing

## Would you like me to build your Book Funnel?

*Let's talk about your book and see if we might be a good fit. Get in touch and we'll set up a call.*

You can email me directly at: **consult@jonathanhowkins.com**.

Or send a message via the website: **<https://www.funnelbuildexpert.com/contact>**



*With 19 years experience as an online marketer, and six years running thousands of Facebook Campaigns, I know how to create successful lead generation and sales funnels.*

*My background is in branding and advertising, having spent 14 years as a Creative and Brand Strategy Director for an international award-winning advertising agency.*

Jonathan Howkins  
**funnelbuildexpert.com**