MARK DAWSON

THE SELF PUBLISHING FORMULA

JAMES BLATCH
SPF PODCAST HOST

HOW TO GET YOUR
FIRST (OR NEXT) TEN REVIEWS



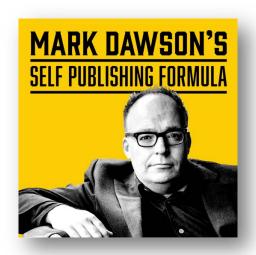


My Fiction Credentials

- → Hybrid author
- **→**USA Today Bestseller
- → Multiple Amazon, Kobo, Apple and Nook Category Bestseller
- →In translation around the world
- → Audible Bestseller
- →TV series under development in Hollywood







My Non-Fiction Credentials

- → More than 7000 authors taught in premium programs
- → Popular weekly podcast
- → Partnering with Amazon for Young Storyteller project

HOW TO GET YOUR FIRST - OR NEXT — TEN REVIEWS

WHAT YOU'LL LEARN TODAY



- 1. How to get reviews (ethically)
- 2. What not to do
- 3. Why do we need them?

(WHAT NOT TO DO)

WHAT AMAZON SAYS amazon

You may provide free or discounted copies of your books to readers.

However, you may not demand a review in exchange or attempt to influence the review.

Offering anything other than a free or discounted copy of the book - including gift cards - will invalidate a review, and we'll have to remove it.



We don't allow <u>any form of compensation</u> for a Customer Review other than a free copy of the book provided upfront. <u>If you offer a free advanced copy, it must be clear that you welcome all feedback, both positive and negative</u>. If we detect that a customer was paid to write a review, we'll remove it.

Offering payment <u>or any other incentive</u> for a Customer Review is considered compensation. This includes giving someone money or a gift certificate to purchase your book. We consider incentives to be any type of reward that is given in return for a Customer Review, including but not limited to bonus content, entry to a contest or sweepstakes, discounts on future purchases, and other gifts.

WHY REVIEWS?

WHY DO WE NEED REVIEWS?



- Social proof
- ➤ Reviews show on AMS ads
- Promotional site requirements

MINDSET

THE PROBLEM



Indies are too shy.

THE SOLUTION



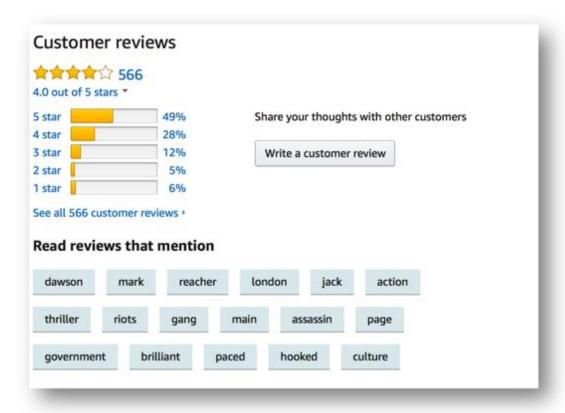
- ➤ Just ask!
- Explain why it's helpful
- ➤ Show the effect it can have on your career

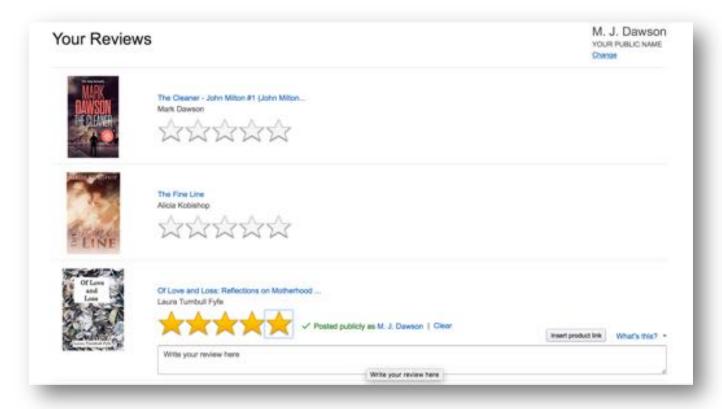
(BUT HOW?)

(TEN WAYS)



- First thing a reader sees should be a CTA
 - mailing list; or
 - > review
- ➤ Place immediately after THE END
- ➤ Include link to the review box







Ratios to expect:

- ➤ One review every 100 sales
- ➤ One review every 1000 downloads

2. MAILING LIST

MAILING LIST



➤ How? Give book for free in exchange for email

AMPLIFY THE EFFECT



Build your list!

- ➤ Low level advertising
- ➤ NL swaps
- **➤** Instafreebie

AND THEN ASK!



- ➤ Ask via Automation email
- Explain why you are asking
- ➤ Make it easy to follow up

3. YOUR ADVANCE TEAM



WHAT IS AN ADVANCE TEAM?

ADVANCE TEAM



- ➤ Recruit team via automation
- Offer them a free book and ask for a review
- **►** Launches
 - ➤ Monitor response? (or not)

4. SOCIAL POSTING

SOCIAL POSTING



Weekly ask to my FB Page and on Twitter.

SOCIAL POSTING



(S. GOODREADS GROUPS)

GOODREADS GROUPS

goodreads

- ➤ Find Goodreads groups that are relevant to your genre
- ➤ Check group rules
- **▶** DO NOT SPAM
- ➤ Ask if appropriate



GOODREADS GROUPS

(6. FREE GIVEAWAYS)

FREE GIVEAWAYS



- ➤ Use a KDP Free Day to give away your book
- ➤ Juice with promotion (Freebooksy etc.)
- ➤ Ensure your CTA asks for reviews
- ➤ Remember: 1 per 1000

(7. BOOK BLOGGERS)

BOOK BLOGGERS



- **▶** Be consistent
- ➤ Small batches
- **▶** Personalise your email requests

BOOK BLOGGERS



➤ PROS: Free

➤ CONS: Takes time

(8. TRAWL AMAZON)

TRAWL AMAZON amazon

- Some Amazon reviews will list their email address
- Send polite email to those reviewing books in your genre
- ➤ Hack: AMC reviewer grabber

TRAWL AMAZON amazon

- ➤ PROS: Free
- ➤ CONS: Takes time, might be being phased out

(9. ASK IN AD COMMENTS)

ASK IN AD COMMENTS

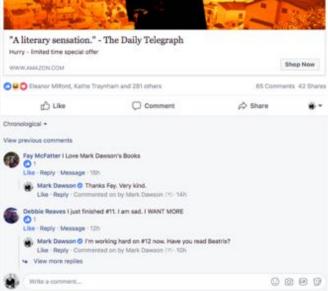


- ➤ I respond to all comments on ads
- ➤ You can offer them sign up to your list
- ➤ Or ask for reviews



You might be wondering why we would offer the first book in a 1m-selling series for just 99c. it's a fair question. It's not because the book isn't thrilling. The series has 1000s of five star reviews. No - it's because there are ten books after this one, and because we know that once you start, you won't be able to stop...





ASK IN AD COMMENTS



"I advertised the book on Facebook and then asked everyone who left a comment about having enjoyed the book to leave a review.

They all did and I hit 50 pretty quickly."

(10. PAY A SERVICE)

PAY A SERVICE



DEALS BLOG REVIEWER FAQ AUTHOR SERVICES

The Hidden Gems ARC Program

All Genres, All You Can Read, For Free!

How Does it Work?



RECEIVE

Members are sent details of books in their selected genres and sign up for the ones that interest them.



READ

Free digital copies of the books are emailed to members selected to read that book!



REVIEW

After reading, leave your review and fill out our reader form. Then start all over again—as often as you want!



How are you going to get there?



VS



MARK SELF PUBLISHING FORMULA SOLVES ON'S DAYS ON'S

WHAT IS SELF-PUBLISHING 101?

- ➤ Self-Publishing 101 is a detailed, comprehensive masterclass written and presented by a bestselling author (me!) for other authors.
- ➤ It distills years of trial and error into a system that is easy to follow and guaranteed to get results.
- ➤ It will teach you how to build a solid platform from which to begin your career as an independently published author.

LET'S DEAL WITH SOME MISCONCEPTIONS.

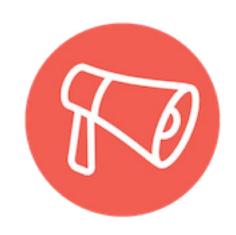


IT'S TOO COMPLICATED.



Promise #1: I will demystify the process and show you how easy it is.

I'M A WRITER, NOT A MARKETER.



Promise #2: I will teach you how to build a rock-solid platform that will find new readers for you.

I'M NOT READY FOR THIS.



Promise #3: If you're still here, you're ready for this!

PUBLISHING IS TOO EXPENSIVE.



Promise #4: I'll teach you my methods, and I'll show you the ethical and fully vetted services you can turn to for help, should you need it.



MODULE 1: BUILD YOUR PLATFORM

The essentials: website, mailing list, social media and how to communicate with readers.



MODULE 2: PRE-PUBLICATION

Front and back matter, Formatting, Covers, Blurbs, Metadata, Amazon Author Page, Mailing List, Landing Pages, Automation.



MODULE 3: AMAZON - OR EVERYWHERE?

The pros and cons of exclusivity.



MODULE 4: AMAZON EXCLUSIVE

The Amazon author toolset and optimisation.



MODULE 5: GOING WIDE

Multi-book strategies and Merchandising Opportunities.



MODULE 6: GENERATING TRAFFIC

Strategies for turning readers into buyers and subscribers,
Traffic-driving tactics,
Bookbub.



MODULE 7: READY TO LAUNCH?

Timings, email copy and how to use Superfans.



MODULE 8: GETTING REVIEWS

How to start getting reviews that count - even with just one book.





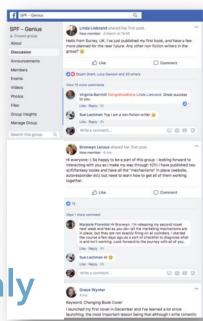
TECH LIBRARY: TRUSTED GUIDES

Up close and personal walk throughs of tech and marketing tools from website creation to sessions on BookFunnel and instaFreebie.



STUDENT SUPPORT

- Lifetime access to the students-only private 'Genius' Facebook Group and 100s of other supportive authors
- I'm in the group EVERY DAY
- Ongoing Technical Support





WHAT SOME 101 STUDENTS SAY...



Alexandra Vasiliu This course is really PRICELESS and also UNDERPRICED for the volume of information, tips and tricks provided. I had no idea how to browse for the right categories or about the tools that can increase your writer's visibility. Thanks for sharing these strategies, Mark. I am very excited to implement all your tips.



Stuart Grant The SPF 101 course totally rocks. The course is fascinating, full of insights, tips, tricks and roadmaps to success. Mark and all the presenters are authentic, and give HUGE value. The list of "extras" is ridiculous, and the value for money is amazing. Basically I feel pumped, and I am confident that SPF 101 is going to change my writing LIFE!



Clare Sager I am *relieved*. I've been thinking about all the possibilities for self-publishing, launching, and my business and it's been so overwhelming. Do I go wide? Do I go KDP Select? Do I do Select, *then* go wide? So many choices to make and it can feel like there's a lot riding on them. Now I've got someone with experience and success giving me information, advice, and recommendations, as well as asking me the right questions to help me make those decisions.

Phew!

Thank you, Mark and the whole SPF team!





Francesca Gianaris Mark Dawson SPF 101 is absolutely THE BEST course for new or nearly near authors. Everything you need for launching a successful author platform, as well as your books, is in one tidy easy to use package all tied up with a nice pink bow.



Gary M H Sherwin The course is well mapped out for anyone beginning their journey as a writer and for those who have struggled to gain visibility for existing books. It's a clear formula that you can follow at your own pace and reach out to the community for advice.



Ron Sayer I'm just in the midst of finishing my first book so still very busy with rewrites etc. I thought I'd sit and watch the first few last night. I have to say even the first three video lessons have given me enough food for thought, advice, encouragement and tech help to make me completely convinced I did the right thing taking the course. The positive, clear and encouraging way in which Mark puts the info forward is really important for someone like me who is just starting out on this road and has a lot of basic questions. Actually don't take this course, I want all this incredibly useful knowledge for myself ha!





Ken Ward Mark Dawson I was completely in over my head, but your course has changed everything. I'm trying to realize my dream of making a living as a writer and now I believe that I will! This was more than worth the money! Thank you to you and your team!



Karen Richardson As much as I want to rush through the course I am forcing myself to take my time and let each module soak in before moving on to the next. For years I've been reading and following all the advice I can find on indie publishing and trying things willy-nilly. Mark explains everything clearly and it's so great to have all this information in one package. For the first time I feel like I have a plan and direction. I have learned something new in each lesson, even after doing this for five years. Can't wait to see what the next year brings after I implement everything I've learned!



Imogen Clark I know WHAT I am supposed to be doing to get my books to sell but I didn't know HOW to do it. That's the gap that Mark's course is plugging for me.



Houston Loo The instafreebie group and video plus the blurb video is already worth the course. Too much value, thanks Mark!

THE OBVIOUS QUESTION IS...



How can you build your author career quickly, smartly and cost-effectively?

You have three choices....

YOU NOW HAVE 3 OPTIONS:



- □ Do nothing (leave it to luck).
- Do it slow, using trial and error.
- Do it quickly using Self-Publishing 101.



- If you are an author with books on the market or about to go onto the market, and you are looking to grow your sales, reviews and mailing list subscribers, this course is for you.
- This is an INVESTMENT in yourself and your career. I want you to recoup that investment fast.
- You are not investing in information. You are investing in an EDUCATION.

HOW MUCH WILL THIS COST TO LEARN?



- ➤ My consultancy rate is \$300 per hour.
- ➤ The knowledge in this course cost me \$1000s and 100s of hours to learn.

IT WILL COST YOU A FRACTION OF THAT

Get INSTANT ACCESS to Self Publishing 101 for 12 monthly payments of:



BUY WITH CONFIDENCE



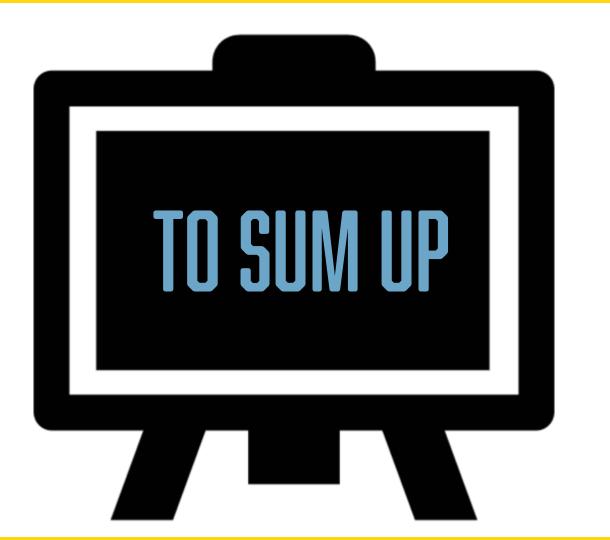
- ➤ I know this course is good.
- ➤ If it's not for you, you have a full 30 day money back guarantee.
- ➤ My team and I are personally invested in your success.
- ➤ You get FULL ACCESS with the first payment
 - try it for 30 days at no risk.





YOUR EXCLUSIVE BONUSES

- Membership of the exclusive students-only SPF Facebook Group, GENIUS
- Discounts on our acclaimed flagship course, Advertising for Authors and the new Cover Design for Authors course
- ➤ Discounted membership of Book Funnel, the popular ebook distribution service (worth \$50)
- ➤ An additional month of access to instaFreebie's premium plan (worth \$20)
- Discounted (25%) formatting with my preferred company, Polgarus Studios (average discount \$25)
- ➤ Discount on pre-made and custom designs by Books Covered (worth \$100)
- ➤ BookSends discount on a Free Book of the Day ad (worth \$10)
- ▶ Discount code for Reader Links, the author tracking and management tool (worth \$5 per month)
- ► AUTHOR WEBSITE OPTIONS at a DEEPLY DISCOUNTED PRICES





- ✓ If you want to kickstart your writing career, there is no better system.
- ✓ This is EXACTLY what I needed when I started. It would have saved me money and time.
- ✓ View all the modules either on or offline.



And!

- ✓ You can start for only \$49.
- ✓ And you have a no questions asked 30 day money back guarantee.
- ✓ You get dedicated support from me and my team.

YOU JUST NEED TO TAKE ACTION





HERE'S WHAT TO DO NOW:



- 12 instalments of \$49
- Or SAVE OVER 15% and pay in FULL
- 100% access to all material with your first payment

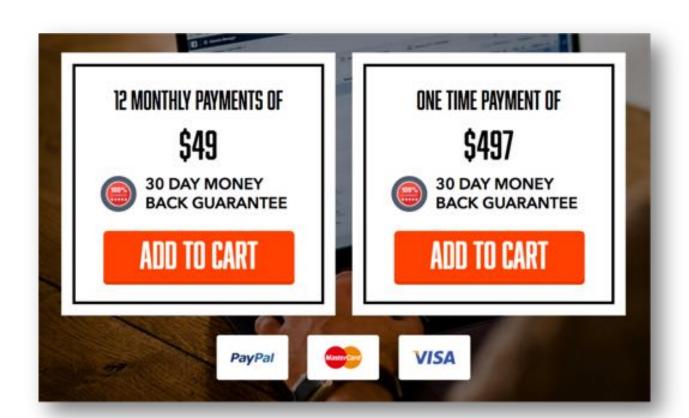












RECAP: YOUR 3 OPTIONS:



- □ Do nothing (leave it to luck).
- Do it slow, using trial and error.
- Do it quickly using Self-Publishing 101.



THOSE DETAILS AGAIN:

- 12 instalments of \$49
- Or SAVE OVER 15% and pay in FULL
- 100% access to all material with your first payment













LIVE Q & A

- 12 instalments of \$49
- Or SAVE OVER 15% and pay in FULL
- 100% access to all material with your first payment













Maggie McVay Lynch I've taken a lot of video courses in my author career. This one BY FAR has been the most useful. Every video was packed with necessary information. Even though I'd been doing FB ads on my own prior to the class, there was still a lot to learn. Best part is Mark and team takes the time to update when things change, and to add new material when new opportunities arise. It has been worth every penny. My email list has increased from 400 to over 12K in less than a year, and my sales have doubled. For the first time advertising is being paid by sales instead of me hoping only for reader eveballs.



Octavia Randolph I had never even been on Facebook before taking Mark Dawson's course, so the learning curve for advertising my historical fiction there was steep - and extremely successful. On February 20 I began using Mark's techniques. I had 720 names on my mailing list, and my total book sales for February was 252 books, which was \$880 in revenue. Today, November 23, there are 24,056 names on my mailing list. I am now earning a minimum of \$750 to \$850 per day; my best month so far was September, with 6,622 books sold and revenue of \$34,040. (This was without a new release.) Mark's techniques work, and the community he's built around them is both inspiring and helpful.



Jean Brashear I had my best year yet last year, primarily due to my successes X with Facebook ads, and I credit the generosity of Mark Dawson and the SPF gang with invaluable information and insights that helped me craft more effective ads than I'd done before.



Drue Hoffman This course is life altering, my profits have increased 300%. I think any author, at any stage can benefit from Mark's course. - Deanndra Hall



William Patching Gaining access to the community of professional, motivated authors who have all invested in Mark's course was worth the fee in itself. The level of mutual support is simply superb.



Pam Callow Mark is an excellent teacher. He provides concise, clear modules and I found the accompanying transcripts very useful. The community Mark has created extends the initial value of the course. Mark himself is generous with his experience and advice. As a traditional author who became an indie author only last spring. Mark's course helped me get to market very quickly.



Tim Heath What I've so valued about being a part of this special community, is the tools it puts into your hands. As authors, we write—but then what? That's where the SPF community have been so amazing. From the hours of detailed videos, which guide you through the process step-by-step so that even a novice can understand, to the closed groups on Facebook full of advice, help and encouragement. On their own these parts of valuablecombined, they are priceless.



Perry Wilson The course changed my writing career. Now that I have Mark's wisdom, I know how to make changes to my ads and increase my mail list so that I can generate sustainable sales. The results came a little at a time so I could actually see the effect of my actions. I highly recommend the course, and the bonus of the Facebook group where you get fabulous support.

