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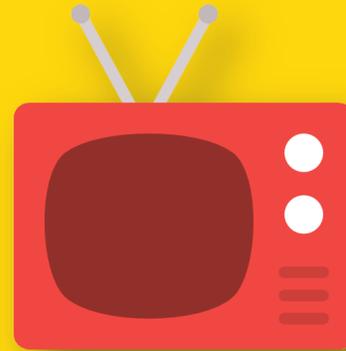
USA Today bestseller  
The Self Publishing Formula



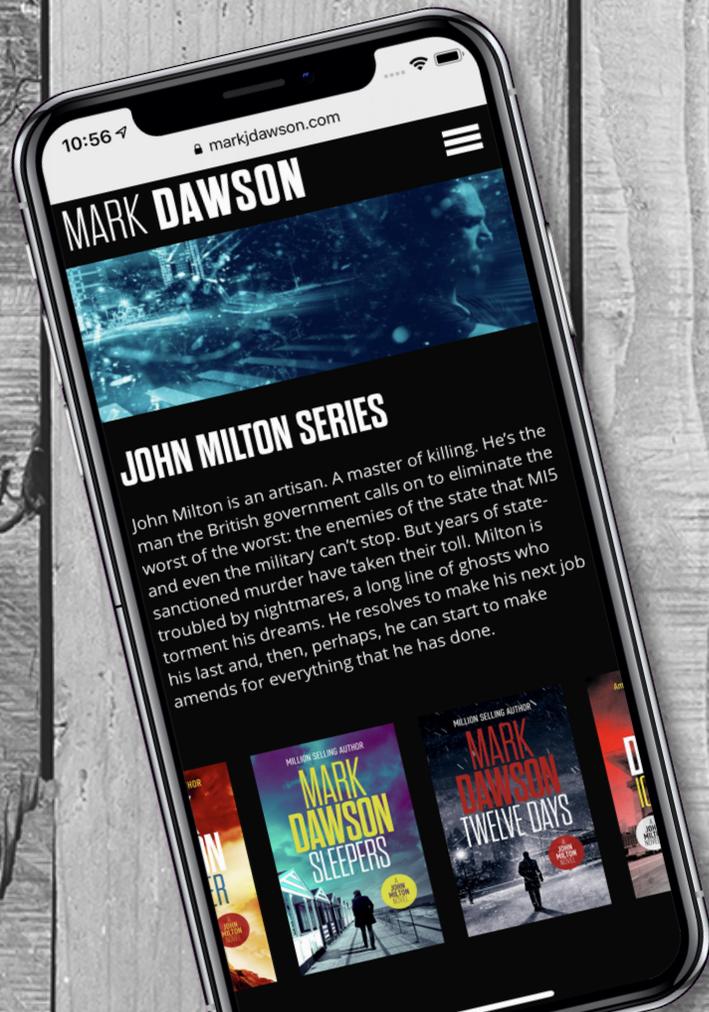
**ALESSANDRA TORRE**

NYT Bestseller  
Alessandra Torre INK

# KILL YOUR DISTRACTIONS!

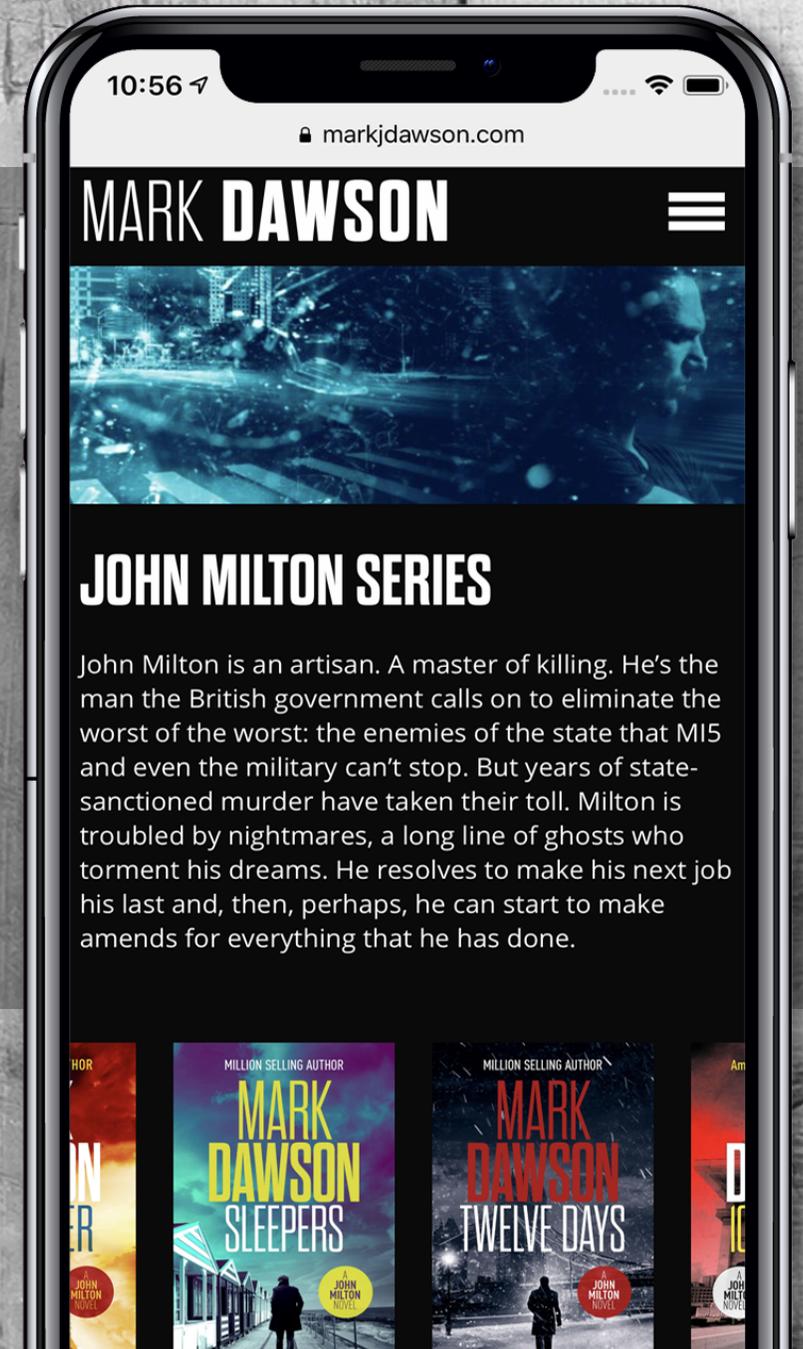


# Who am I?



# My fiction credentials

- ➔ Hybrid author
- ➔ USA Today Bestseller
- ➔ Audible Bestseller
- ➔ TV series under development in Hollywood

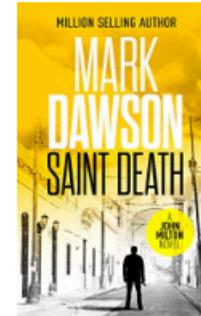
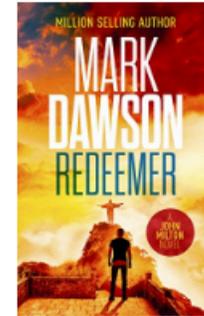


# \$1,111,772.99

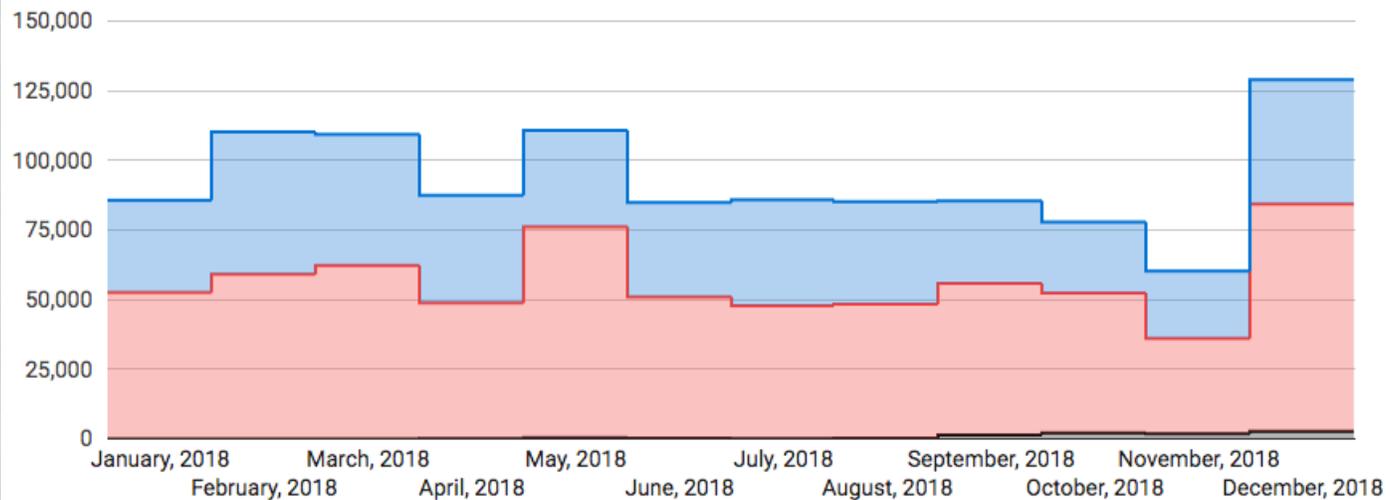
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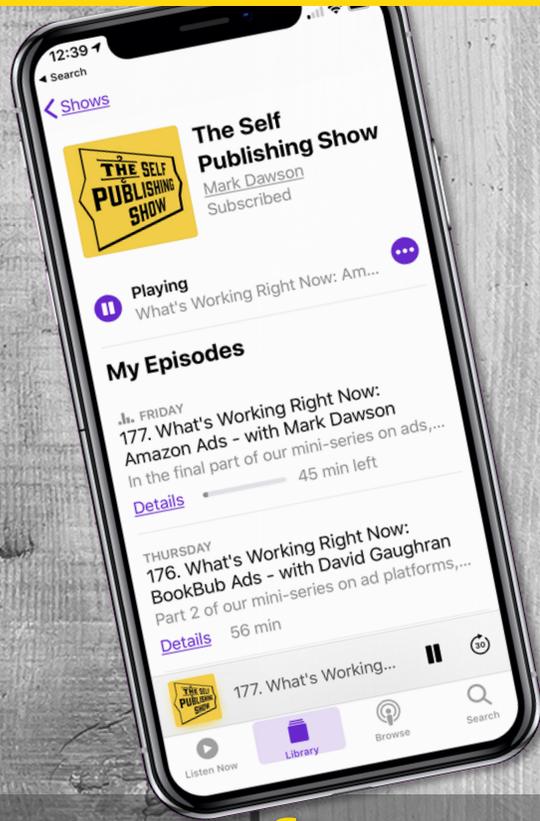
by those 69 books.

## Top Earners-



## Earnings- per Month





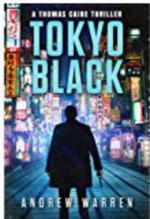
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- ➔ More than 9,000 authors taught in premium programs
- ➔ Popular weekly podcast
- ➔ Speak all around the world

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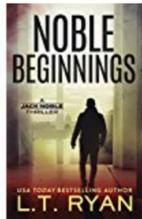
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Andrew Warren

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Kindle Edition  
\$0.99



Noble Beginnings: A Jack Noble Thriller (Jack Noble #1)  
L.T. Ryan

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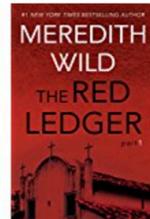
★★★★☆ 43  
Kindle Edition  
\$2.99



The Russian Assassin: A Max Austin Thriller, Book #1  
Jack Arbor

*"This is one of the best espionage thrillers I've read in several years." ~Amazon Review*

★★★★★ 632  
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The Red Ledger: 1  
Meredith Wild

*The Suspense Thriller Series everyone's talking about.*

★★★★★ 281

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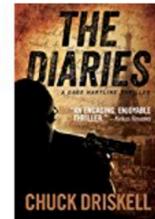


Drifted (David Wolf Book 12)  
Jeff Carson

*As the snow melts, a disturbing truth emerges. Colorado mountain detective David Wolf is brought to his knees in this harrowing mystery thriller.*

★★★★★ 211

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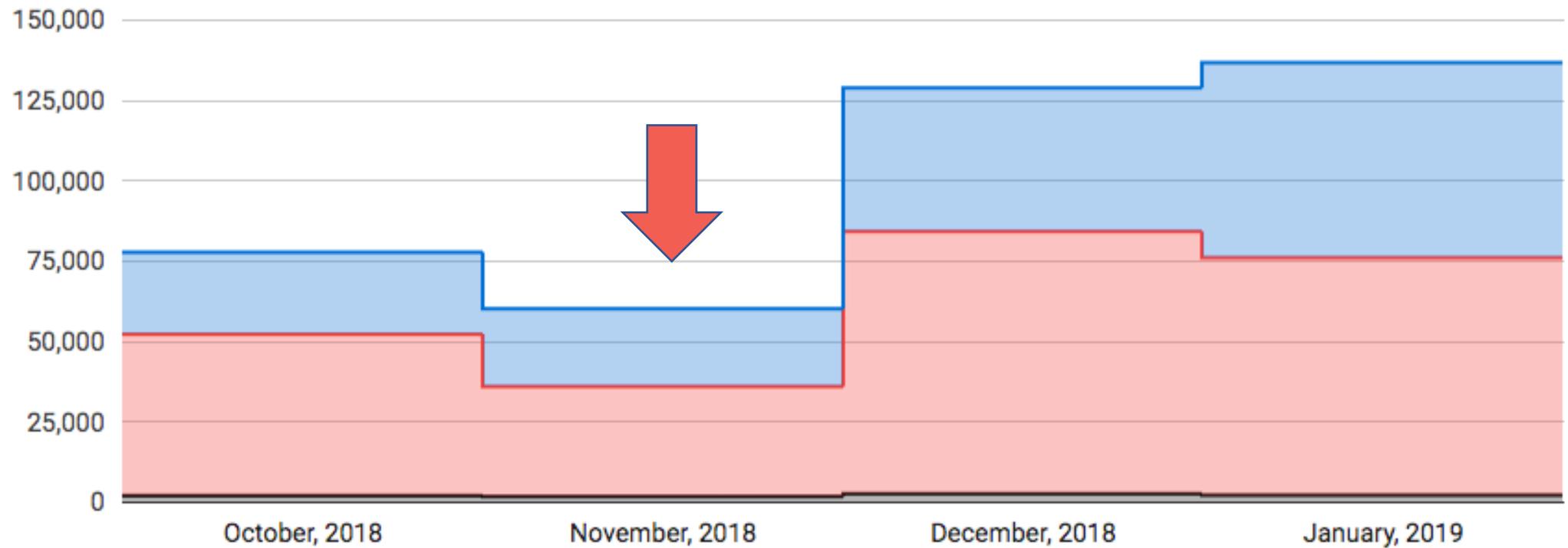
The Diaries - A Gage Hartline Thriller (#1)  
Chuck Driskell

*The award-winning first book in the series that introduced the world to Gage Hartline, a former Green Beret who simply cannot turn the other cheek.*

★★★★★ 332

Kindle Edition  
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## Earnings- per Month



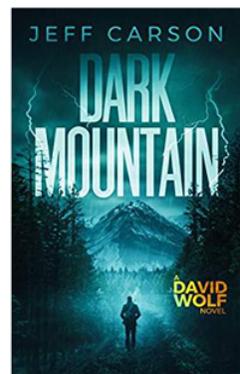
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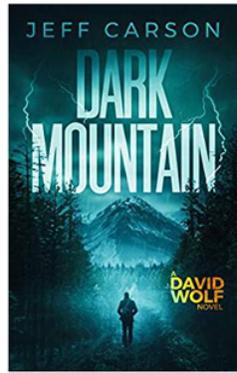
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➔ Two ways to access the platform

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Find a campaign

Filter by

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Spend

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Sales

£1,934.50 TOTAL

Impressions

3,475,760 TOTAL

Orders

732 TOTAL

Clicks

5,227 TOTAL



Columns

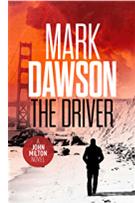
Export

<input type="checkbox"/>	Active	Campaigns	Status	Type	Targeting	Start date	Budget	Impressions	Spend	Sales	Clicks	ACoS	Actions	Orders	CPC
		Total: 63						3,475,760	£1,320.05	£1,934.50	5,227	68.24%		732	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CL-CHILD-EXACT-HIGH(SE	Delivering Details	SB	Manual	6/11/2018	£ 100.00 Daily	1,459	£0.37	-	1	-	Copy	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CL-CHILD-PHRASE-HIGH(S	Delivering Details	SB	Manual	6/11/2018	£ 100.00 Daily	1,664	£0.73	-	1	-	Copy	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CL-CHILD-BROAD-HIGH(S	Delivering Details	SB	Manual	6/11/2018	£ 100.00 Daily	5,680	£15.10	£4.98	31	303.21%	Copy	3	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CL-CHILD-EXACT-HIGH	Delivering Details	SP	Manual	6/11/2018	£ 100.00 Daily	1,870	£1.40	-	2	-	Copy	-	-
<input type="checkbox"/>	<input checked="" type="checkbox"/>	CL-CHILD-BROAD-HIGH	Delivering Details	SP	Manual	6/11/2018	£ 100.00 Daily	34,209	£8.56	£3.32	28	257.83%	Copy	2	

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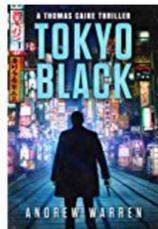
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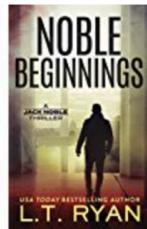
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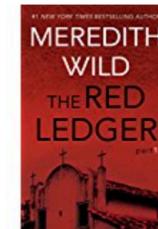
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Jack Arbor

*"This is one of the best espionage thrillers I've read in several years." -Amazon Review*

★★★★☆ 632  
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The Red Ledger: 1  
Meredith Wild

*The Suspense Thriller Series everyone's talking about.*

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★★★★☆ 211

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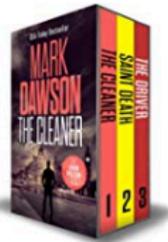
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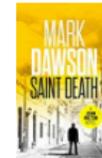
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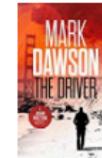
The Cleaner: an addictive thriller you won't be able to put down (John Milton Series Book 1)

★★★★☆ 1,058



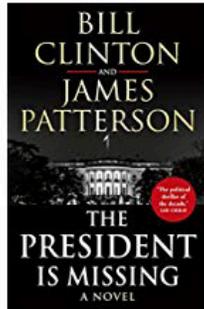
Saint Death - John Milton #2 (John Milton Series)

★★★★☆ 384



The Driver - John Milton #3 (John Milton Series)

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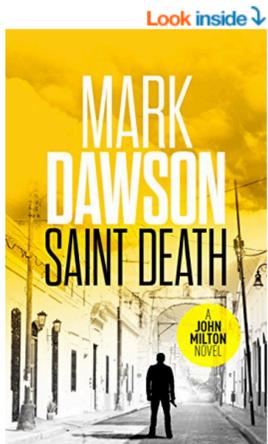
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Amazon's James Patterson Page

James Patterson is the world's bestselling author, best known for his many enduring fictional characters and series, including Alex Cross, the Women's Murder Club, Michael Bennett, Maximum Ride, Middle School, I Funny, and Jacky Ha-Ha. Patterson's writing [More about James Patterson](#)



## Saint Death - John Milton #2 (John Milton Series) Kindle Edition

by [Mark Dawson](#) (Author)

★★★★☆ 378 customer reviews

Book 2 of 12 in [John Milton Series \(12 Book Series\)](#)

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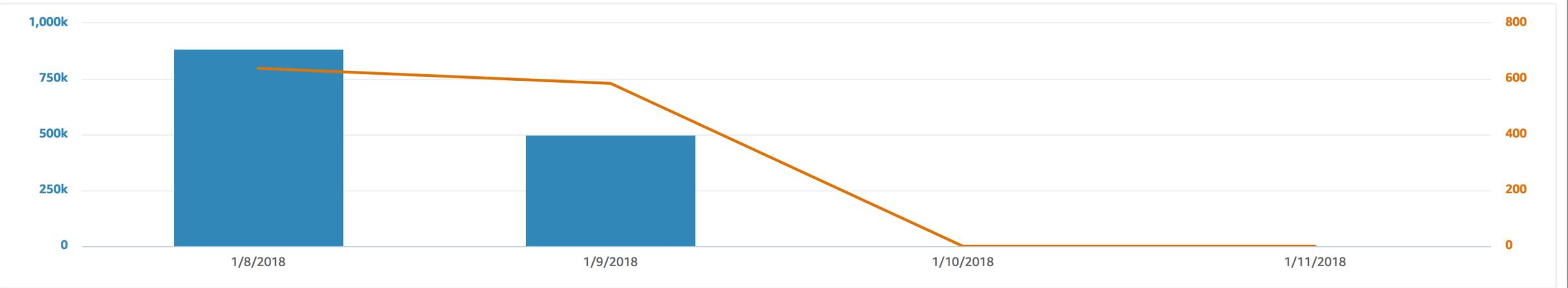
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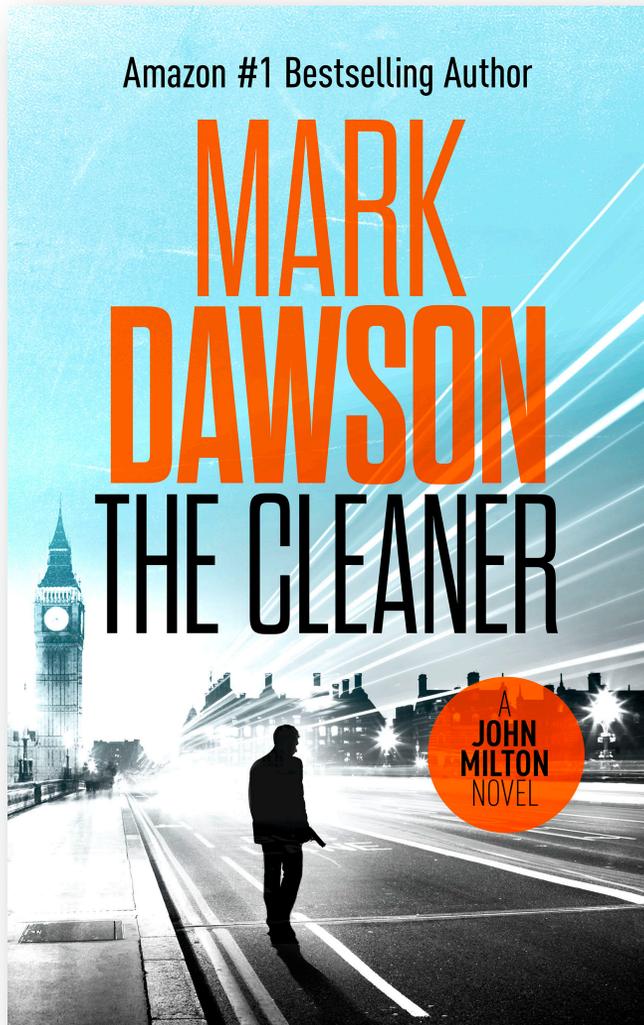
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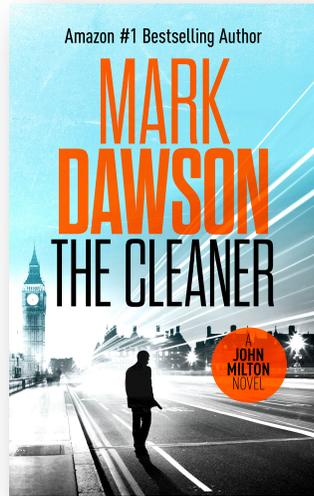
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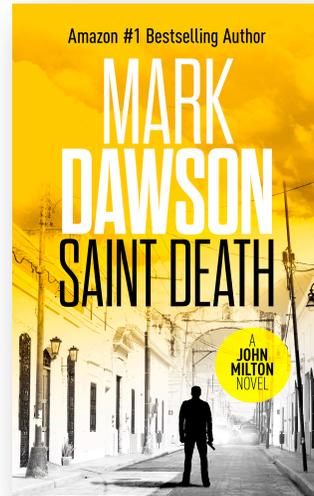
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- ➔ In Kindle Unlimited
- ➔ Part of a four book series

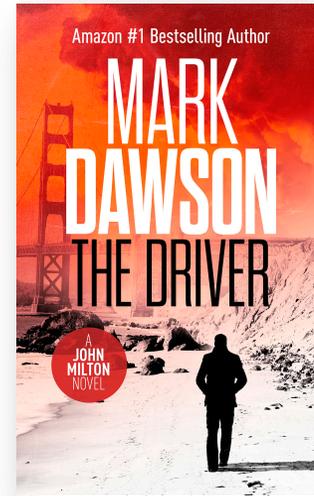
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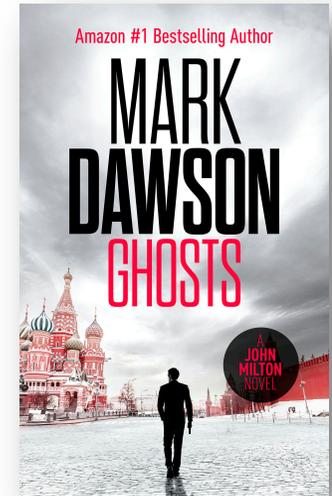
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70%



80%



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\$2.04

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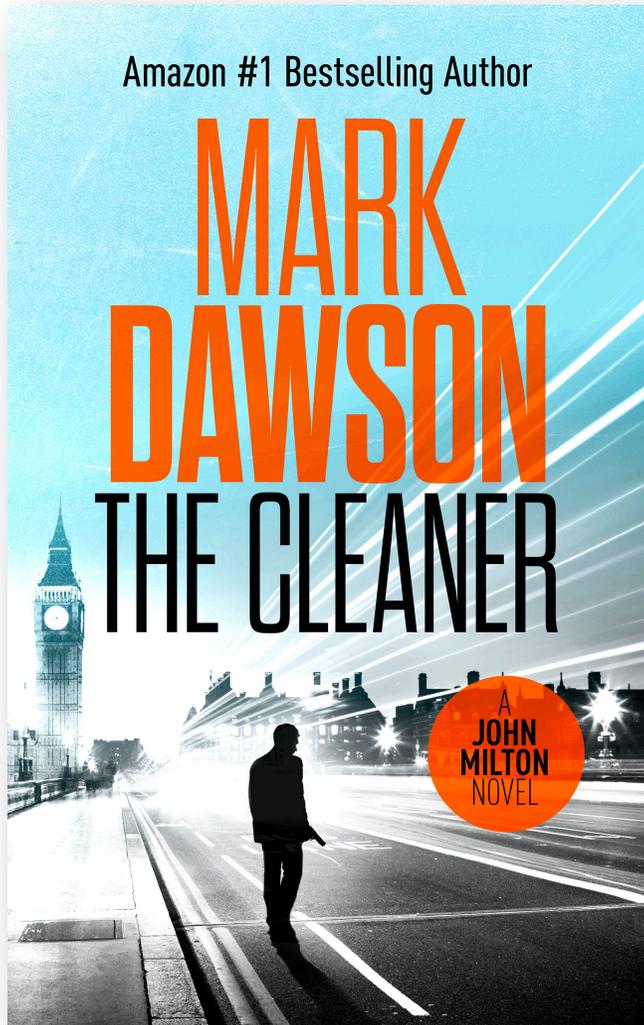
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\$2.74

\$0.55

\$2.74

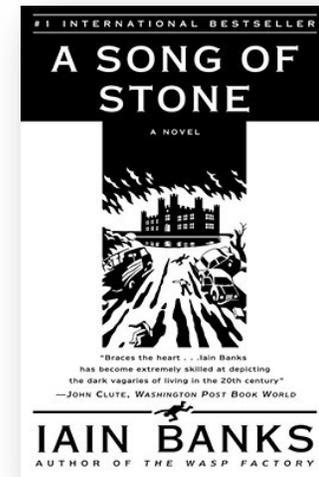
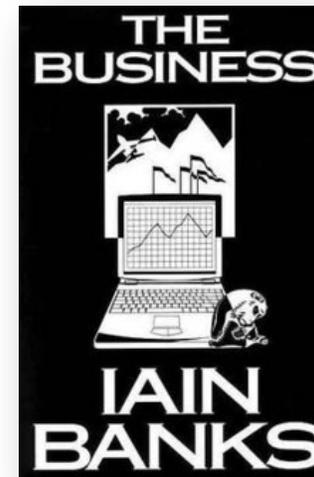
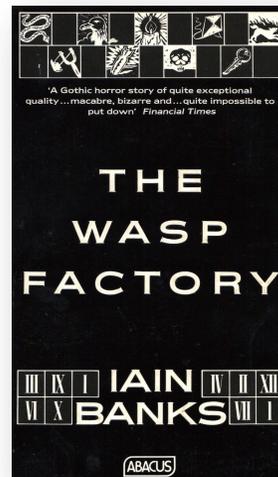
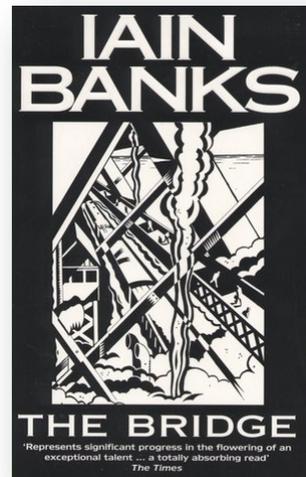
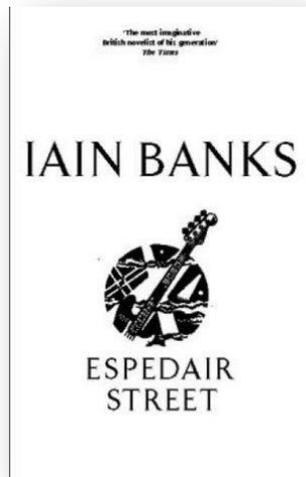
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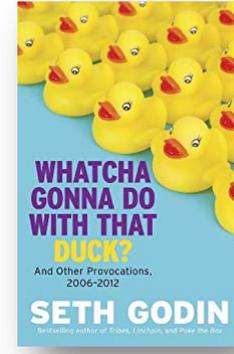
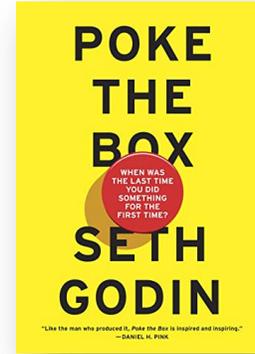
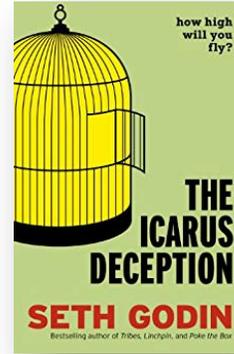
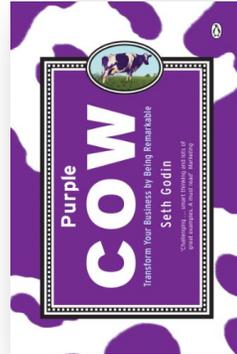
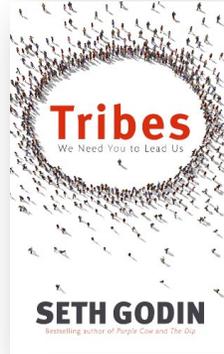
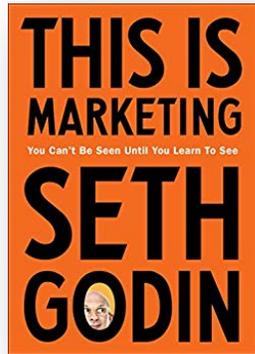
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- ➔ Retail Readthrough: \$4.31
- ➔ Kindle Unlimited: \$3.52
- ➔ Total: \$7.89

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# WORKS FOR NON-FICTION TOO...



**SIX STRATEGIES THAT  
ARE WORKING RIGHT NOW**

# **1. TARGET TRAFFIC**

## Targeting ⓘ

- Keyword targeting**  
Choose keywords to help your products appear in shopper searches. [Learn more](#)
- Product targeting** BETA  
Choose specific products, categories, brands, or other product features to target your ads. [Learn more](#)

Use this strategy when you know the search terms that customers use to search products similar to yours.

Use this strategy to help shoppers find your product when browsing detail pages and categories or searching products on Amazon.

## Product targeting ⓘ

Categories ⓘ **Individual Products ⓘ**

Suggested ⓘ **Search** Enter list

lee child



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### Black Jack: Hunting Lee Child's Jack Reacher (The Hunt For Jack Reacher Series Book 9)

Kindle Edition | (76) | \$6.99 | In stock  
ASIN: B07BF6WGN3

Target



## TARGETING: BOOKS WITH HEAVY TRAFFIC

- ➔ Where are your readers looking?
- ➔ Get your ads on those pages
- ➔ Use SK ads and Product targeting

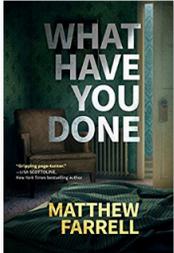
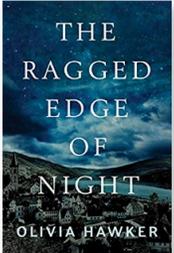
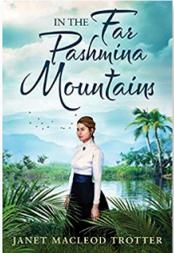
Kindle First is now **first reads**

EARLY ACCESS. EDITORS' PICKS. EXCLUSIVE PRICES. <sup>?</sup>

HOW IT WORKS

- Get early access to editors' picks
- Prime members choose one Kindle book for £0.00 each month
- Shop print editions from £3.99

THIS MONTH'S PICKS

Thriller	Historical Fiction	Historical Fiction
		
★★★★☆ (48)	★★★★☆ (22)	★★★★☆ (11)
SHOP KINDLE EDITION £0.00 (Save £3.99) <sup>prime</sup>	SHOP KINDLE EDITION £0.00 (Save £3.99) <sup>prime</sup>	SHOP KINDLE EDITION £0.00 (Save £3.99) <sup>prime</sup>
SHOP PAPERBACK EDITION £3.99 (Save £5.00) <sup>prime</sup>	SHOP PAPERBACK EDITION £3.99 (Save £5.00) <sup>prime</sup>	SHOP PAPERBACK EDITION £3.99 (Save £5.00) <sup>prime</sup>
See Editor Notes	See Editor Notes	See Editor Notes

# TARGETING: AMAZON PUBLISHING BOOKS

- ➔ Kindle First/First Reads titles have HUGE traffic
- ➔ Apub promotes regularly - get on those pages

# BookBub

## TARGETING: BOOKBUB TITLES

- ➔ Need to move quickly
- ➔ Subscribe to BookBub email in your genre
- ➔ Run ads as soon as the email is received

## **2. AUTOMATIC KEYWORDS**

# Create campaign

## Settings

### Campaign name ⓘ

### Start ⓘ

### End ⓘ

Choosing no end date means your campaign will run longer, and a longer timeframe can give you better insights on search terms and keyword performance to further optimize your campaign.

### Daily budget ⓘ

Most campaigns with a budget over \$5.00 run throughout the day.

### Targeting

Automatic targeting

Amazon will target keywords and products that are similar to the product in your ad. [Learn more](#)

Use this strategy when you are first getting started or want to launch a campaign quickly.

Manual targeting

Choose keywords or products to target shopper searches and set custom bids. [Learn more](#)

Use this strategy when you know which keywords deliver the most value for your business.



## **TARGETING: RUN AUTOMATIC KW CAMPAIGN**

➔ **Some of my best ads are automatic**



# TARGETING: HARVEST STRONG PERFORMING KWS

- ➔ Download the results
- ➔ Strip out restricted KWs

amazon advertising

## Mark's Account

Campaigns

Drafts

Advertising reports

Campaign Name	Keyword	Match Type	Customer Search Term	Impressions	Click	Click-Thru Rate (CTR)	Cost Per Click (CPC)	Spend	14 Day Total Sales (£)
ALL-AutoKW-31p	*	BROAD	mark dawson	71428	348	0.4872%	£ 0.15	£ 52.90	£ 376.89
ALL-AutoKW-37p	*	BROAD	mark dawson	34585	133	0.3846%	£ 0.11	£ 14.72	£ 144.46
ALL-AutoKW-31p	*	BROAD	mark dawson john milton series in order	3896	33	0.8470%	£ 0.14	£ 4.67	£ 127.39
ALL-AutoKW-31p(2)	*	BROAD	mark dawson	38582	78	0.2022%	£ 0.14	£ 10.57	£ 95.55
MILTON-AutoKW-31p	*	BROAD	0751572470	5	1	20.0000%	£ 0.20	£ 0.20	£ 62.94
MILTON-AutoKW-31p	*	BROAD	mark dawson	15653	55	0.3514%	£ 0.14	£ 7.49	£ 53.08
ALL-AutoKW-31p	*	BROAD	kindle books	28678	72	0.2511%	£ 0.18	£ 12.94	£ 47.30
ALL-AutoKW-31p	*	BROAD	free kindle books	371353	422	0.1136%	£ 0.18	£ 73.87	£ 46.08
ALL-AutoKW-31p	*	BROAD	by wilbur smith	126	1	0.7937%	£ 0.13	£ 0.13	£ 39.98
ALL-AutoKW-35p	*	BROAD	tom wood	1	1	100.0000%	£ 0.20	£ 0.20	£ 39.98
ALL-AutoKW-37p	*	BROAD	stephen leather	8562	26	0.3037%	£ 0.12	£ 3.00	£ 39.80
ALL-AutoKW-37p	*	BROAD	mark dawson john milton series in order	1971	11	0.5581%	£ 0.12	£ 1.28	£ 37.96
MILTON-AutoKW-31p	*	BROAD	wilbur smith	1134	7	0.6173%	£ 0.13	£ 0.93	£ 37.34
ALL-AutoKW-37p	*	BROAD	free kindle books	224334	179	0.0798%	£ 0.14	£ 24.17	£ 33.16
ALL-AutoKW-37p	*	BROAD	140914755x	10	1	10.0000%	£ 0.27	£ 0.27	£ 32.97
ALL-AutoKW-31p(2)	*	BROAD	free kindle books	42461	97	0.2284%	£ 0.12	£ 11.94	£ 32.02
ALL-AutoKW-30p	*	BROAD	nick stone	1	1	100.0000%	£ 0.11	£ 0.11	£ 29.97
MILTON-AutoKW-31p	*	BROAD	mark dawson john milton series in order	989	17	1.7189%	£ 0.13	£ 2.23	£ 28.20
ALL-AutoKW-31p(2)	*	BROAD	mark dawson john milton series in order	1156	12	1.0381%	£ 0.13	£ 1.55	£ 26.60
MILTON-AutoKW-31p	*	BROAD	martina cole	13391	34	0.2539%	£ 0.11	£ 3.89	£ 26.56
ALL-AutoKW-31p	*	BROAD	john milton	1452	17	1.1708%	£ 0.13	£ 2.25	£ 24.90
ALL-AutoKW-37p	*	BROAD	178576697x	3	1	33.3333%	£ 0.29	£ 0.29	£ 20.98
ALL-AutoKW-37p	*	BROAD	1416511237	6	1	16.6667%	£ 0.11	£ 0.11	£ 20.81
ALL-AutoKW-31p	*	BROAD	the john milton series	2	1	50.0000%	£ 0.16	£ 0.16	£ 19.99
ALL-AutoKW-37p	*	BROAD	0008193703	1	1	100.0000%	£ 0.35	£ 0.35	£ 19.99



## TARGETING: HARVEST STRONG PERFORMING KWS

- ➔ Compile list of 'star' keywords
- ➔ Run these in new campaign
- ➔ Rinse and repeat

# **3. TARGET YOURSELF**



## **TARGETING: TARGET YOURSELF**

- ➔ **Defensive advertising**
- ➔ **Will be your most profitable ads**
- ➔ **Amazon is favouring paid over organic for placement**

amazon.co.uk Kindle Store mark dawson

Deliver to Mark Salisbury SP5 4DX Shop by Department Mark's Amazon Today's Deals Gift Cards & Top Up Sell Help

[Kindle Store](#) [Buy A Kindle](#) [Kindle Books](#) [Kindle Unlimited](#) [Prime Reading](#) [Kindle Singles](#) [Kindle Daily Deals](#) [Free Reading Apps](#) [Newsstand](#) [Accessories](#) [Certified Refurbished](#) [Help Forum](#) [Content and devices](#) [Amazon Device Support](#)

1-16 of 300 results for **Kindle Store** : "mark dawson"

Show results for

< Any Category

**Kindle Store**

- Espionage Thrillers
- Action Thriller Fiction
- Assassination Thrillers
- Thrillers
- Literature & Fiction
- Terrorism Thrillers
- Crime Action Fiction
- War & Military
- Pulp Thrillers
- Crime Fiction
- Kindle eBooks
- Kindle Singles

Refine by

**Author**

- Mark Dawson
- Adrian Wills
- Michael Kelly
- Avid Reader
- Book List Guru
- Mark Rudd
- Seanan McGuire

[See more](#)

**New Releases**

- Last 30 days
- Last 90 days
- Coming Soon

**Avg. Customer Review**

- ★★★★★ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up
- ★★☆☆☆ & Up

SPONSORED BY BLOODHOUND BOOKS

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[Shop now >](#)

**The Red Cobra** (James Ryker Book 1)

★★★★☆ 398

**The Black Hornet** (James Ryker Book 2)

★★★★☆ 226

**The Silver Wolf** (James Ryker Book 3)

★★★★☆ 121

**Sleepers: The thirteenth unputdownable thriller in the million selling John Milton series (John Milton Thrillers Book 13)** 30 Sep 2018 | Kindle eBook

by Mark Dawson

**£3.99** Kindle Edition Sold by: Amazon Media EU S.à r.l.

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**The John Milton Series: Books 1-3 (The John Milton Series Boxset)** 12 Jan 2014 | Kindle eBook

by Mark Dawson

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by Mark Dawson

**£0.00** kindleunlimited ★★★★☆ 117

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1-16 of 296 results for Kindle Store : "mark dawson"

Sort by Relevance

Show results for

Any Category

Kindle Store

- Espionage Thrillers
- Action Thriller Fiction
- Assassination Thrillers
- Thrillers
- Literature & Fiction
- Terrorism Thrillers
- Crime Action Fiction
- War & Military
- Pulp Thrillers
- Crime Fiction
- Kindle eBooks
- Kindle Singles

Refine by

Author

- Mark Dawson
- Adrian Wills
- Michael Kelly
- Avid Reader
- Book List Guru
- Mark Rudd
- Seanan McGuire

See more

New Releases

- Last 30 days
- Last 90 days
- Coming Soon

Avg. Customer Review

- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★☆☆ & Up



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**A million downloads. Meet Milton today.**

Shop now >

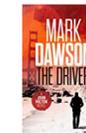
The Cleaner: an addictive thriller you won't be able to put down (John Milton Series Book 1)

★★★★☆ 772



Saint Death - John Milton #2 (John Milton Series)

★★★★☆ 241



The Driver - John Milton #3 (John Milton Series)

★★★★☆ 174



**Sleepers: The thirteenth unputdownable thriller in the million selling John Milton series (John Milton Thrillers Book 13)** 30 Sep 2018 | Kindle eBook  
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**Redeemer: The twelfth gripping thriller in the million selling John Milton series (John Milton Thrillers Book 12)** 1 May 2018 | Kindle eBook  
by Mark Dawson

1-16 of 34 results for Kindle Store : "james ryker"

Sort by Relevance

Show results for

- Any Category
- Kindle Store
  - Espionage Thrillers
  - Assassination Thrillers
  - Terrorism Thrillers
  - Action Thriller Fiction
  - Crime Thrillers
  - Crime Action Fiction
  - Literature & Fiction
  - War & Military
  - Psychological
  - Pulp Thrillers
  - Kindle eBooks

Refine by

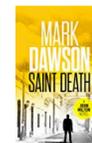
- Author
  - Rob Sinclair
- Word Wise
  - Word Wise Enabled
- Kindle Unlimited
  - Kindle Unlimited Eligible
- New Releases
  - Last 30 days
  - Last 90 days
- Avg. Customer Review
  - ★★★★★ & Up
  - ★★★★☆ & Up
  - ★★★☆☆ & Up
  - ★★☆☆☆ & Up



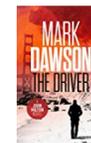
SPONSORED BY KILLER THRILLERS  
**A million sales. Meet Milton today.**  
[Shop now >](#)



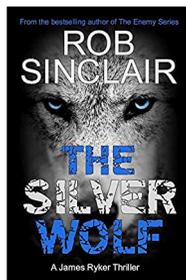
**The Cleaner: an addictive thriller you won't be able to put down (John Milton Series Book 1)**  
★★★★☆ 772



**Saint Death - John Milton #2 (John Milton Series)**  
★★★★☆ 241



**The Driver - John Milton #3 (John Milton Series)**  
★★★★☆ 174



**The Silver Wolf (James Ryker Book 3)** 17 Nov 2017 | Kindle eBook  
by Rob Sinclair

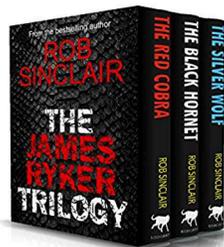
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Available for download now

★★★★★ 9

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All campaigns > Campaign: Milton Box - Mark Dawson (R)

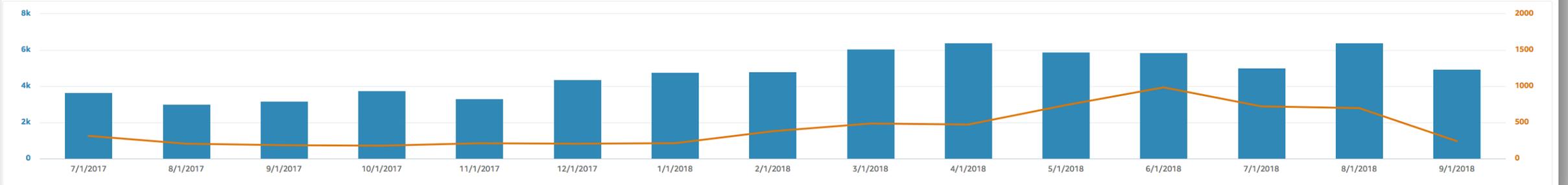
## Milton Box - Mark Dawson (R) HEADLINE SEARCH ADS

**Keywords** Creative preview Campaign settings Advertising reports

Add keywords  Filter by

Date range - Lifetime

Spend <small>ⓘ</small> <b>\$1,082.91</b> TOTAL	Sales <small>ⓘ</small> <b>\$6,242.79</b> TOTAL	Impressions <small>ⓘ</small> <b>71,578</b> TOTAL	ACoS <small>ⓘ</small> <b>17.35%</b> AVERAGE	Orders <b>1,592</b> TOTAL
---	---	---	--	------------------------------

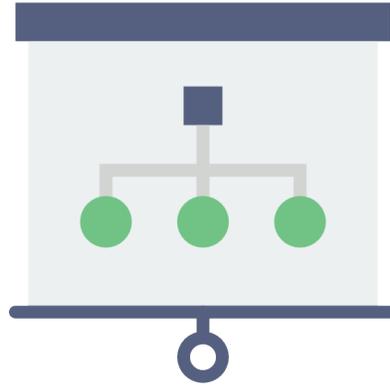


# **4. ADVERTISE PERMAFREE**



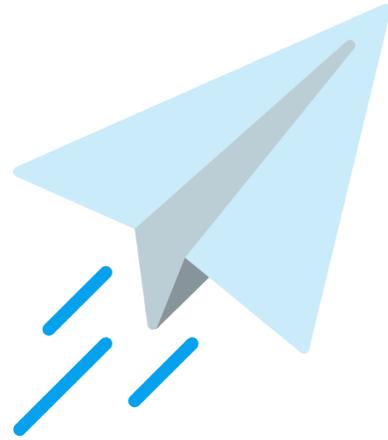
## CONSIDER ADS TO YOUR FIRST FREE IN SERIES

- ➔ Definite immediate negative ROI
- ➔ But consider other benefits
- ➔ Change your CTA depending on goal:



## GOAL 1: RT INTO REST OF SERIES

- ➔ Book 1 is free
- ➔ Optimise end matter for RT
- ➔ Profit from onward sales



## GOAL 2: MAILING LIST SIGN-UPS

- ➔ Optimise end matter for sign ups
- ➔ Offer lead magnet
- ➔ Upsell to new subscribers



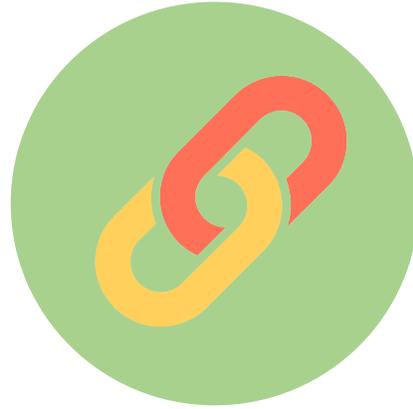
## GOAL 3: REVIEWS

- ➔ Optimise end matter for reviews
- ➔ Make it simple

**S. BE RELEVANT**

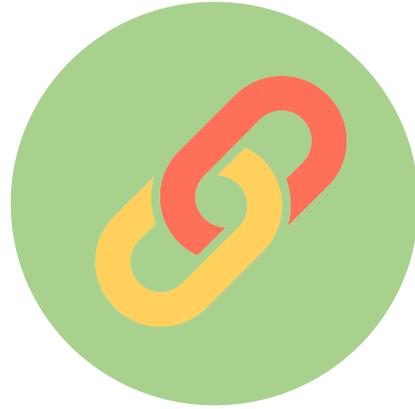
# RELEVANCE

*“to ensure a good customer experience, we try to show ads that are most relevant to customers’ search and browse activities.”*



## WHAT IS RELEVANCE?

- ➔ Click Thru Rate
- ➔ Conversion Rate
- ➔ Content of ASIN
- ➔ Ad copy
- ➔ Reviews
- ➔ Star ratings



## WHAT IS RELEVANCE?

- ➔ Compare these factors with your keywords
- ➔ Are they related?
- ➔ Are you selling what you are bidding for?
- ➔ Are your keywords also in your product page?

# **6. BID TO WIN**

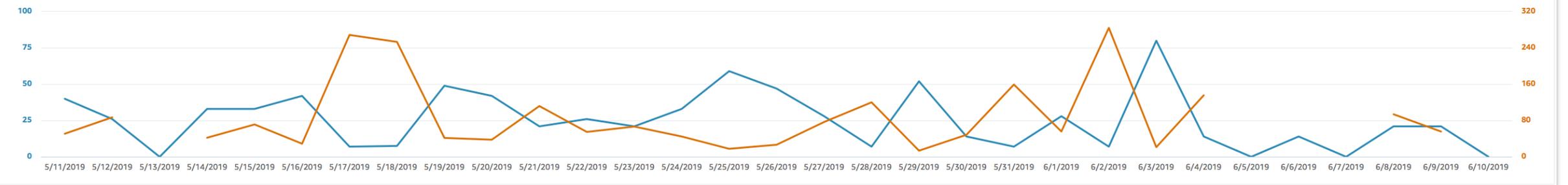


## BIDDING STRATEGY

- ➔ Sniping
- ➔ Brute Force

Campaign name	
Campaign ID	
Portfolio	MaDa
Type	Sponsored Products
Active / Paused	<input checked="" type="checkbox"/> Active <a href="#">Archive this campaign</a>
Status	Delivering
Schedule	1/2/2019 No end date
Default bid	\$ 0.65
Daily budget	\$ 1001.00
Campaign targeting	Automatic targeting
Campaign bidding strategy <span>BETA</span>	<p><input type="radio"/> Dynamic bids - down only We'll lower your bids in real time when your ad may be less likely to convert to a sale. Any campaigns created before January 2019 used this setting. <a href="#">Learn more</a></p> <p><input checked="" type="radio"/> Dynamic bids - up and down We'll raise your bids (by a maximum of 100%) in real time when your ad may be more likely to convert to a sale, and lower your bids when less likely to convert to a sale. <a href="#">Learn more</a></p> <p><input type="radio"/> Fixed bids We'll use your exact bid and any manual adjustments you set, and won't change your bids based on likelihood of a sale. <a href="#">Learn more</a></p>
Adjust bids by placement <span>(replaces Bid+)</span>	<p>In addition to your bidding strategy, you can increase bids by up to 900%. <a href="#">Learn more</a></p> <p>Top of search (first page) <input type="text" value="25"/> % Example: A \$1.00 bid will be \$1.25 for this placement. Dynamic bidding may increase it up to \$2.50.</p> <p>Product pages <input type="text" value="25"/> % Example: A \$1.00 bid will be \$1.25 for this placement. Dynamic bidding may increase it up to \$1.88.</p>

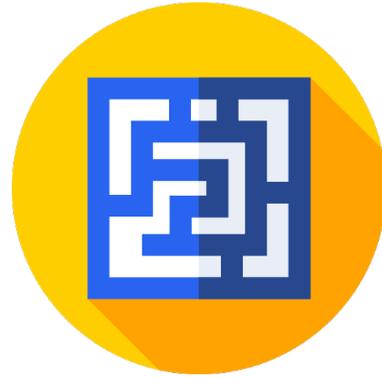
Spend <sup>ⓘ</sup> **\$469.94** TOTAL ×
Sales <sup>ⓘ</sup> **\$778.73** TOTAL ×
ACOS <sup>ⓘ</sup> **60.35%** AVERAGE ×
Impressions <sup>ⓘ</sup> **114,275** TOTAL ×
Orders <sup>ⓘ</sup> **77** TOTAL ×



Add products to advertise  Filter by Hide chart Columns Date range - Last 30 days Export

<input type="checkbox"/>	Active	Product	Status	SKU/ASIN	Spend <sup>ⓘ</sup>	Orders <sup>ⓘ</sup>	Sales <sup>ⓘ</sup>	ACOS <sup>ⓘ</sup>
<b>Total: 1</b>					\$469.94	77	\$778.73	60.35%
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 <a href="#">The John Milton Series: Books 1-3 (The John Milton Series Boxset Book 1)</a>	Delivering	<a href="#">B00HU4KESM</a>	\$469.94	77	\$778.73	60.35%

**DO ADS REALLY WORK?**



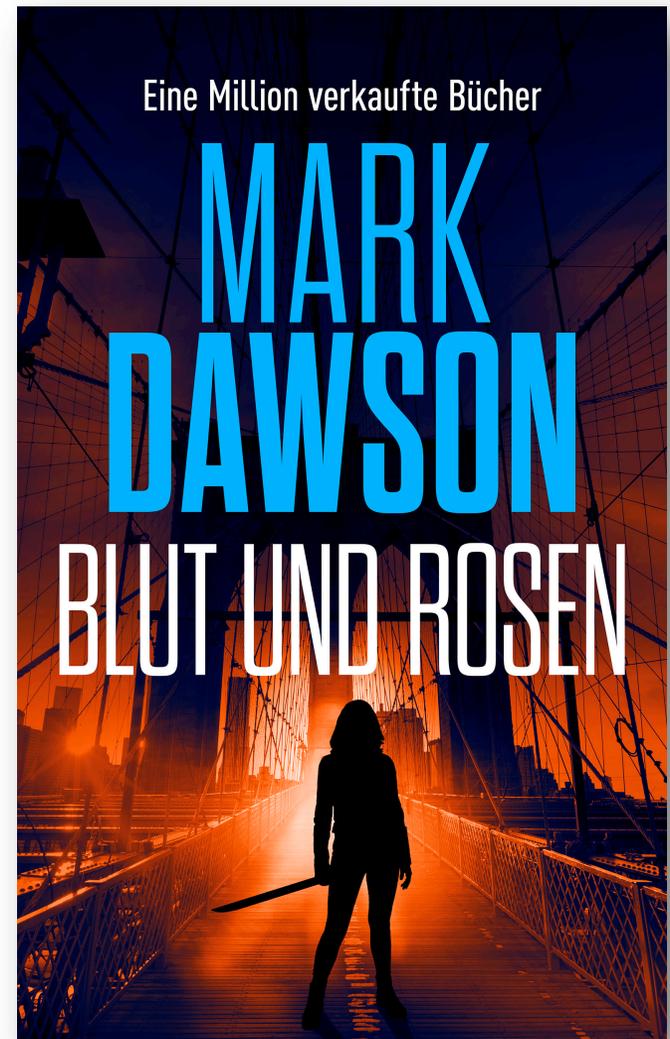
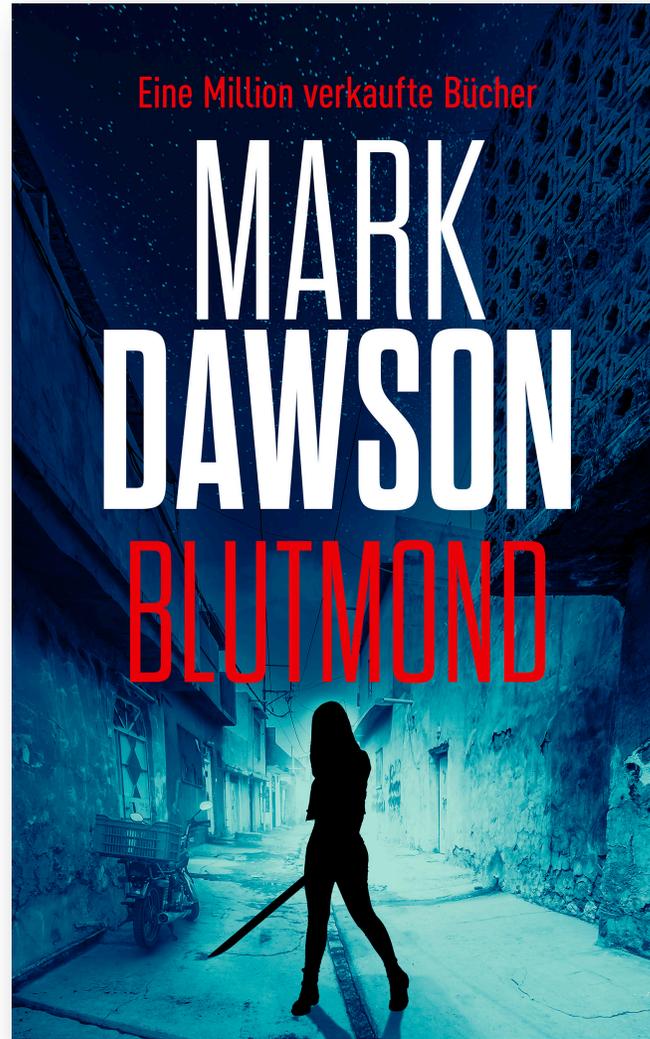
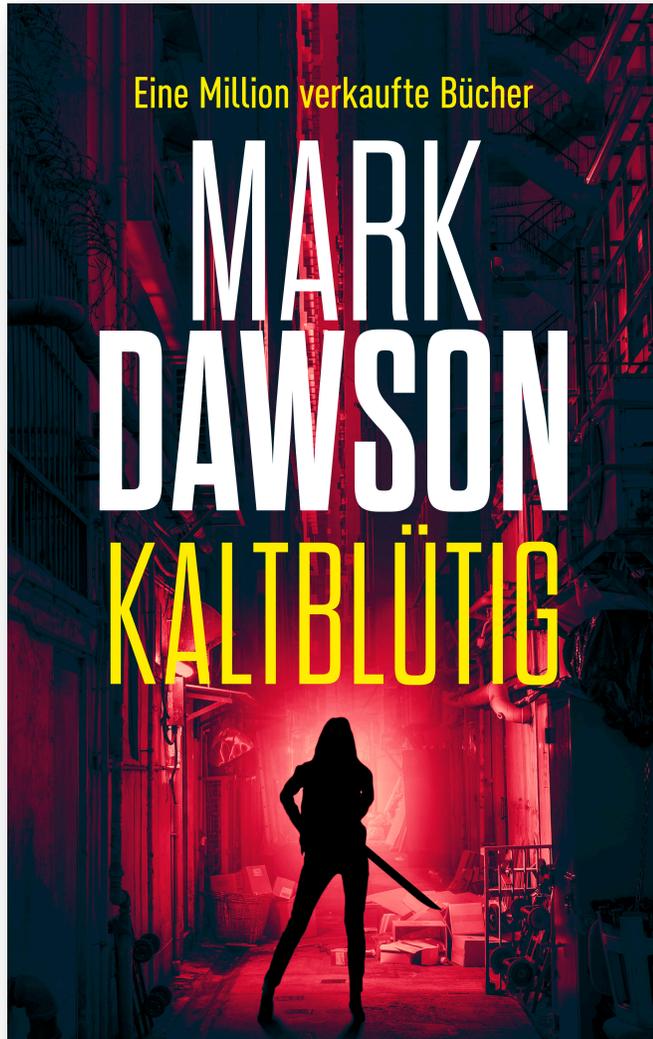
## HOW CAN I PROVE IT?

- ➔ I'm established in English
- ➔ Big newsletter
- ➔ Organic sales



## THE SOLUTION

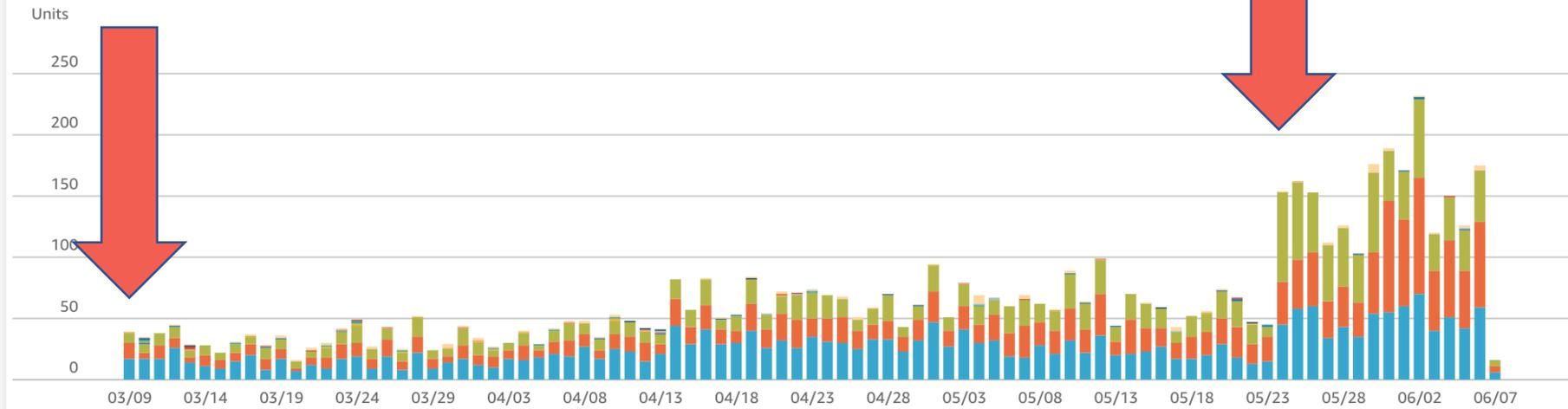
- ➔ German!
- ➔ No one knows me
- ➔ No mailing list
- ➔ No organic Amazon marketing
- ➔ I am effectively a noob



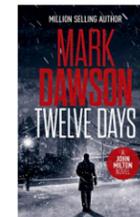
# 6,039

units for  
March 9 - June 7, 2019

CHART VIEW   |  Free  Paid



←

-   
All Books
-   
2,398  
Kaltblütig: Thrille...
-   
1,822  
Blutmond: Thrille...
-   
1,641  
Blut und Rosen: T...
-   
22  
The Cleaner
-   
20  
Twelve Days

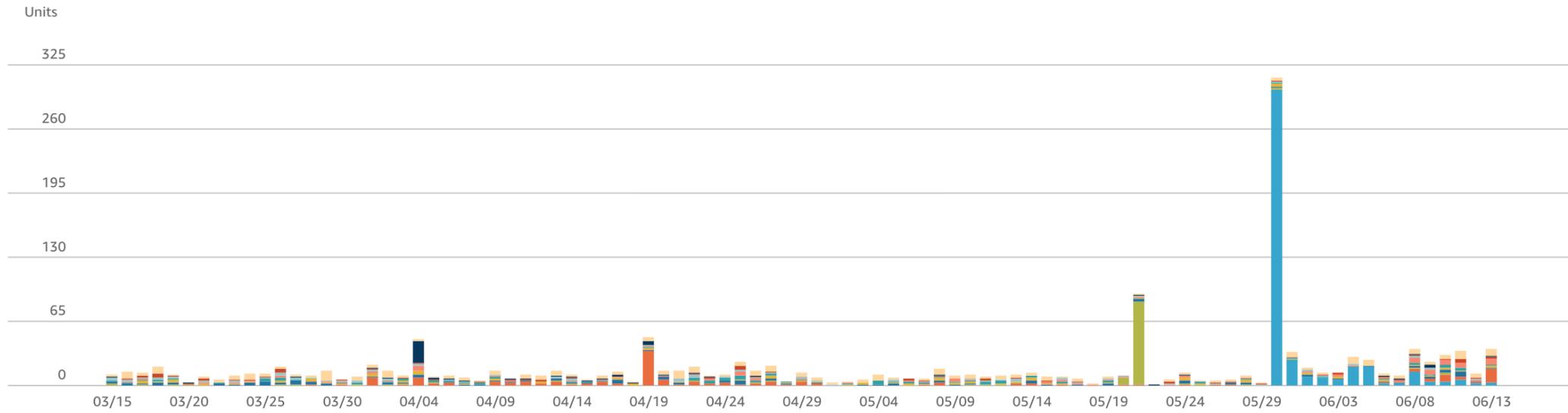
→

	FEB	MAR	APR	MAY	TOTAL
<b>INCOME</b>					
SALES	\$ 146.00	\$ 1,065.00	\$ 1,777.00	\$ 3,596.00	
KU	\$ 53.00	\$ 410.00	\$ 668.00	\$ 957.00	
	\$ 199.00	\$ 1,475.00	\$ 2,445.00	\$ 4,553.00	\$ 8,672.00
<b>COSTS</b>					
FB SPEND	\$ -	\$ 992.00	\$ 1,557.00	\$ 922.00	\$ 3,471.00
AMS SPEND	\$ -	\$ 47.00	\$ 848.00	\$ 917.00	\$ 1,812.00
	\$ -	\$ 1,039.00	\$ 2,405.00	\$ 1,839.00	\$ 5,283.00
<b>PROFIT</b>	\$ 199.00	\$ 436.00	\$ 40.00	\$ 2,714.00	\$ 3,389.00
<b>ROI</b>		42%	2%	148%	64%

# 1,579

units for  
March 15 - June 13, 2019

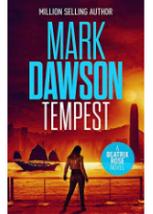
CHART VIEW   |  Free  Paid



←



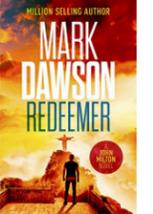
All Books



425  
Tempest: A Beatri...



163  
The Cleaner



118  
Redeemer: The tw...



114  
Twelve Days



94  
Sleepers

→



# How are you going to get there?



VS



**MARK** **SELF PUBLISHING**  
**DAWSON'S** **FORMULA**

**ADVERTISING FOR AUTHORS**

# Why are you still on the line?

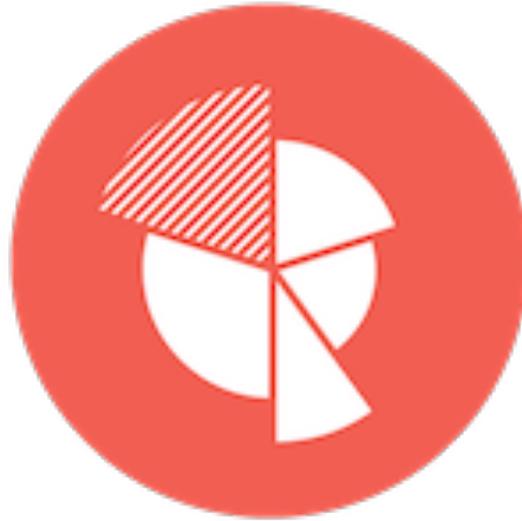
1. Frustrated your books won't sell.
2. You get reviews but no sales.
3. Your book is invisible.
4. You are starting out.
5. You want to get to the next level.



Let's deal with some fears about ads.

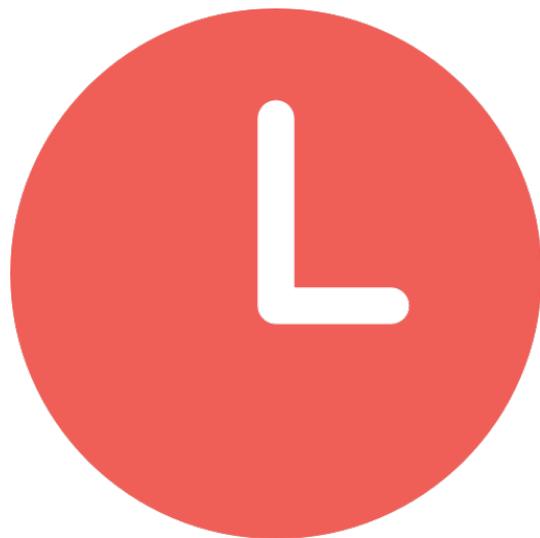


# Fear #1: You need to be technical.



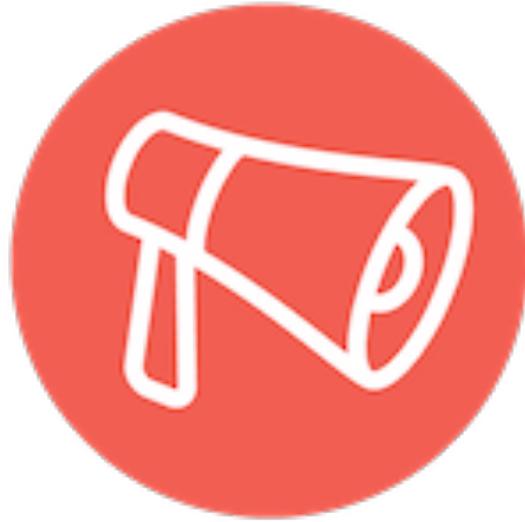
I will demystify the process  
and show you how easy it is.

**Fear #2: I'm a writer. No time for this.**



**I will show you how to manage your ads. It'll  
take just 10 minutes a day.**

# Fear #3: I'm a writer, not a marketer.



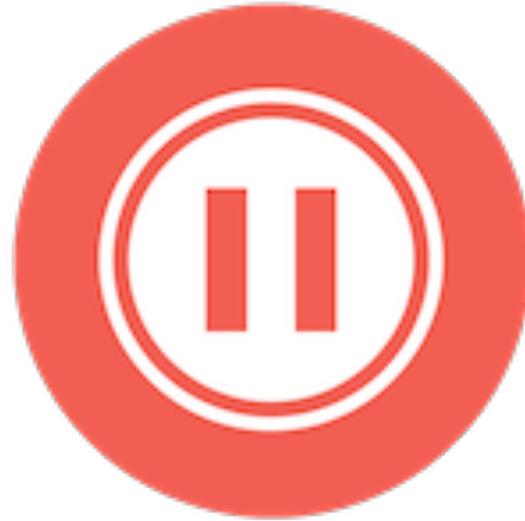
I will teach you how to build a rock-solid platform that will find new readers for you.

# Fear #4: Advertising is too expensive.



I'll show you how to run simple ads to sell books that start at \$5 day.

**Fear #5: I'm not ready for this.**



**Promise #5: If you're still here, you're ready for this!**

# If you remember just one thing...



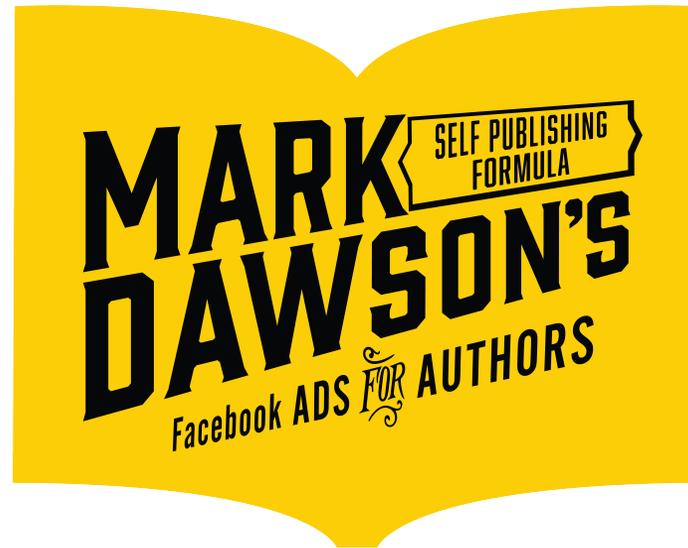
- ➔ I have found a system to boost my career.
- ➔ Advertising is no longer a luxury.
- ➔ The last five years have changed my life.
- ➔ It is a replicable system that you can follow.
- ➔ 9450 students have taken my premium courses.
- ➔ Our refund rate is VERY low.

# WHAT IS ADVERTISING FOR AUTHORS?



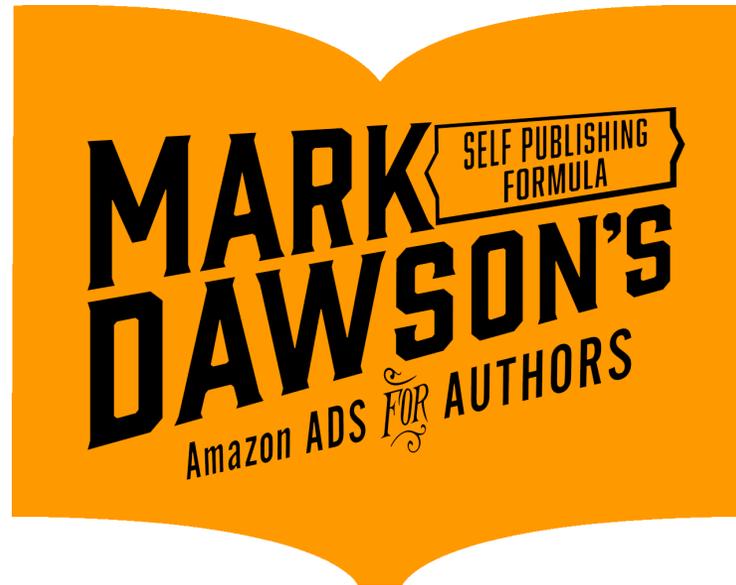
- ➔ Used to be just Facebook
- ➔ It now comprises SIX courses – and SPF University

# FACEBOOK ADS FOR AUTHORS



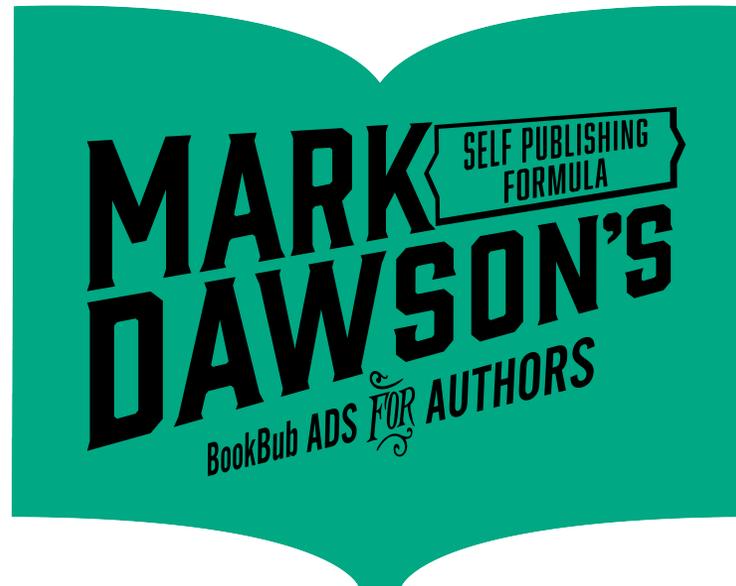
- ➔ Your complete FB Ads tutorial.
- ➔ Step-by-step: from beginner to advanced techniques.
- ➔ Learn how to use FB for subscriptions AND sales.

# AMAZON ADS FOR AUTHORS



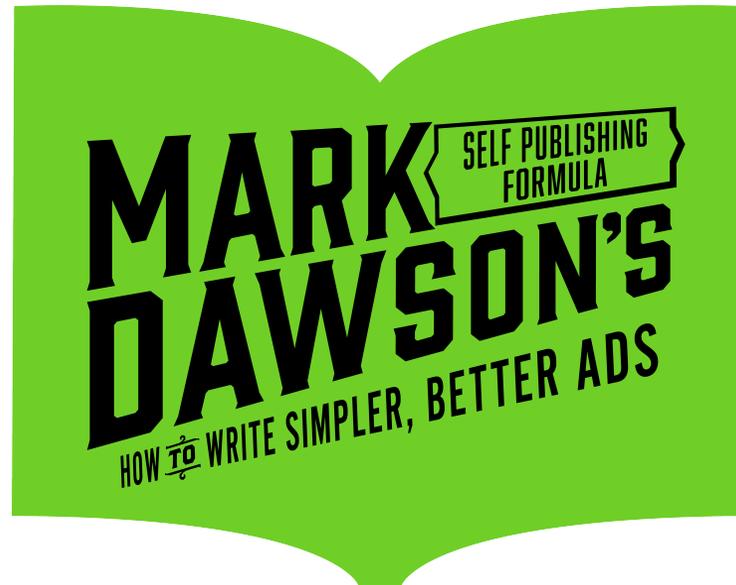
I'll take you through how to set up Lockscreen ads and Sponsored Keyword ads, and show you how to optimise and scale them so that you can sell books (print, digital, audio and Kindle Unlimited) and increase your rank.

# BOOKBUB ADS FOR AUTHORS



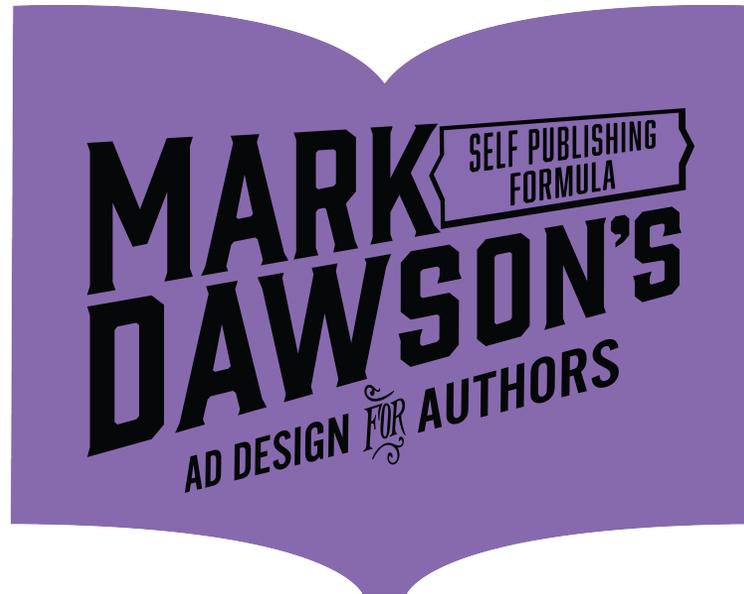
How to get started and perfect ads that will deliver a solid ROI.

# WRITE SIMPLER, BETTER ADS



Create hooks to draw in readers and master the art of crafting compelling ads for your books.

# AD DESIGN FOR AUTHORS



Pro cover designer Stuart Bache demonstrates how to design ads that will get your books noticed - and trigger conversions.

# MESSENGER BOTS



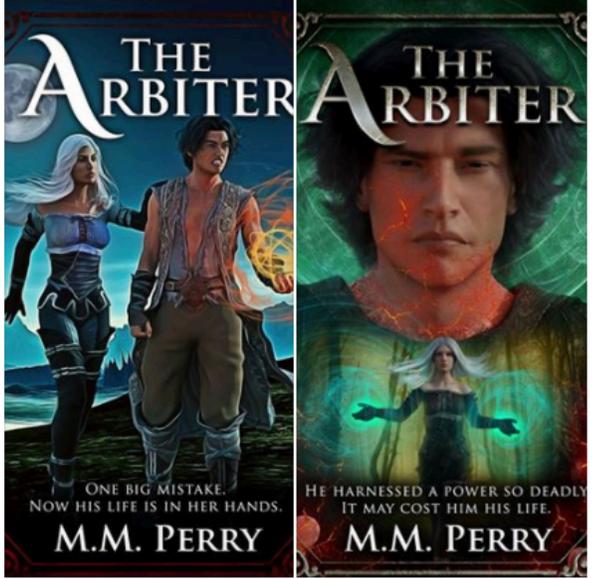
FB Messenger Bots offer automated, low impact ways to reach new readers. We'll show you how to use them in a way that isn't annoying...



Insightful webinars with lots of actionable tips on all things self-publishing - with fresh content added on a regular basis.

**Megan M Johnson**  
2 November at 22:51

Cover help. (again) Alright. Maybe third time's a charm. We'll see. Here are two covers. Which do you like better? Any special reason why? Or just a gut reaction? Thanks in advance. Everything else I have has been re-covered but this book is taking the longest for some reason.



1 Like 11 Comments

Like Comment

View 7 more comments

**Jane Thornley** On the right!  
Like · Reply · 1 · 3 November at 10:46

**Megan M Johnson** Thanks!  
Like · Reply · 3 November at 14:50

**Martina Sutter Dalton** The one on the right.  
Like · Reply · 1 · 4 November at 01:07

**Megan M Johnson** Thanks!  
Like · Reply · 1 · 4 November at 14:13

Write a reply...

**Eliza Green** Right hand cover. But if you say the Arbiter is her, then I don't think the male should be the dominating character. The Accused would suit better as a title, unless the female has equal POV in the story. Then, I think a title that covers both arbiter and accused is required. Or not. Sorry! In the end, your decision 😊  
Like · Reply · 1 · 4 November at 12:38 · Edited

# Student Support

## YOU WON'T BE ALONE!

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



**WHAT STUDENTS SAY...**



**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 eyeballs.



**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 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. - Deandra 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 valuable—combined, they are priceless.

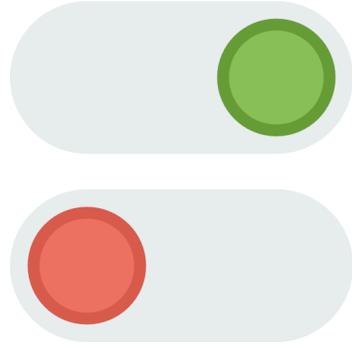


**Perry Wilson** The course changed my writing career. Now that I have Mark's wisdom, I know how to make changes to my ads and increase my mail list so that I can generate sustainable sales. The results came a little at a time so I could actually see the effect of my actions. I highly recommend the course,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

**The question is...**



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



## You have 3 options:

- Do nothing (leave it to luck).
- Do it slow, using trial and error.
- Do it quickly using Ads for Authors.



## What are your other alternatives?

- ➔ "Generalist" courses cost at least \$1000.
- ➔ Other courses? Check if they can sell.
- ➔ The knowledge in this course cost me \$1000s and 100s of hours to learn.

# Instant Access, Zero Risk

Get **INSTANT ACCESS**  
for 12 monthly payments of:  
(or pay in full and save \$150)



**\$75**

# 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

## Both Payment Plans

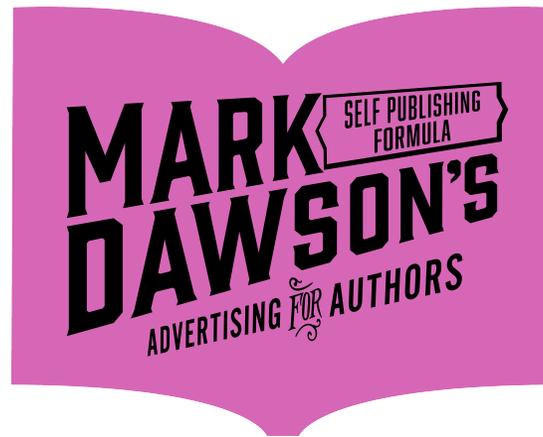
- ➔ Membership of the exclusive students-only SPF Facebook Groups, MASTERY
- ➔ Discount on the next launch (2019) of Self Publishing 101 (worth \$75)
- ➔ Discounted formatting with my preferred company, Polgarus Studios (25% OFF)
- ➔ Swipe Copy - Launch Recruitment copy (PDF)
- ➔ Discount on Free Book Ad at Booksends.com (worth \$10)
- ➔ AUTHOR WEBSITE OPTIONS at DEEPLY DISCOUNTED PRICES



## Your Exclusive Bonuses Both Payment Plans

- ➔ Lifetime discount at ReaderLinks.com (worth \$60/year)
- ➔ Discount on pre-made and custom designs by Books Covered (worth \$100)
- ➔ Discounted membership of BookFunnel, the ebook distribution service (worth \$50)
- ➔ Discount on the acclaimed Newsletter Ninja mailing list course (worth \$100)
- ➔ TWO FREE books from The Alliance of Independent Authors (worth \$25)
- ➔ A free month of access to ProlificWorks premium plan (worth \$20)
- ➔ Lifetime discount at BookBrush, the ace ad image tool (worth \$15 per year - for life)

**TO SUM UP**



- ➔ 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 \$75.
- ➔ And you have a no questions asked 30 day money back guarantee.
- ➔ You get dedicated support from me and my team.



## This is what you can do today:

- ➔ Learn how to build your platform.
- ➔ Implement it quickly
  - so you can add readers and make sales.
- ➔ Start to recoup your investment.

**YOU JUST  
NEED TO  
TAKE ACTION**



**NOW**

**MARK** **SELF PUBLISHING**  
**DAWSON'S** **FORMULA**  
**ADVERTISING FOR AUTHORS**

[www.selfpublishingformula.com/at](http://www.selfpublishingformula.com/at)





# PAYMENT OPTIONS

## 30 DAY MONEY BACK GUARANTEE



12 MONTHLY PAYMENTS  
OF \*\$75

ADD TO CART

ONE TIME PAYMENT OF  
\*\$749

ADD TO CART

PayPal

MasterCard

VISA

\* Sales tax may be applicable in some EU countries

[www.selfpublishingformula.com/at](http://www.selfpublishingformula.com/at)



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