



with
Mark Dawson
& Carlyn Robertson

TOP TIPS FOR **BOOKBUB ADS SUCCESS**

CELEBRATE (LIVE)

WHO AM I?



MY FICTION CREDENTIALS

- ➔ 4 million books sold
- ➔ In translation around the world
- ➔ TV series under development in Hollywood



MY NON-FICTION CREDENTIALS

- ➔ More than 10000 authors taught in premium programs
- ➔ Popular weekly podcast
- ➔ Regular speaker all around the world
- ➔ Partnering with Amazon for SPS Live - Europe's biggest indie author conference



WHAT WE WILL BE COVERING



1

The
importance
of advertising

2

BookBub
The platform
How to use ads
The new course

3

Introduction to
Ads for Authors

4

Q & A



COMPETITION ALERT!

MARK **SELF PUBLISHING
FORMULA**
DAWSON'S
HOW TO WRITE A BEST SELLER

HOW CAN I PROVE ADS WORK?

I'm established
in English

Big
newsletter

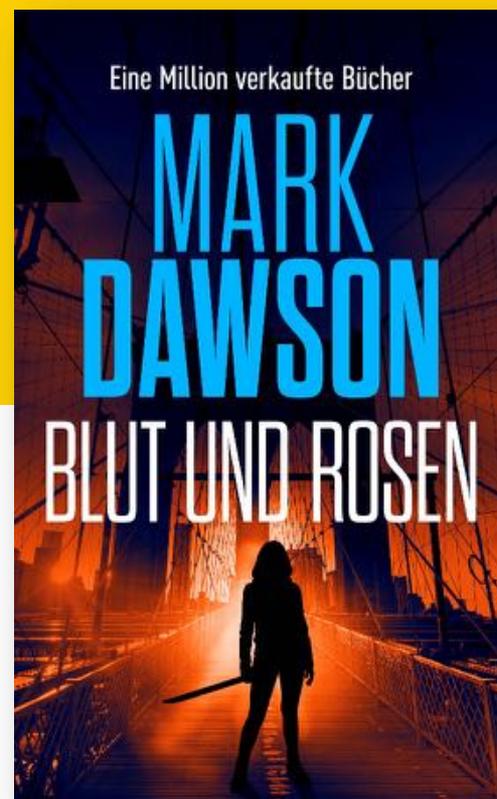
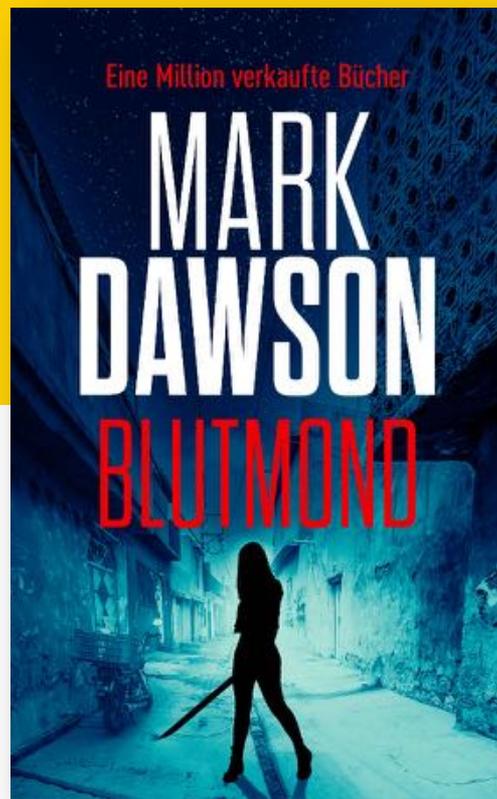
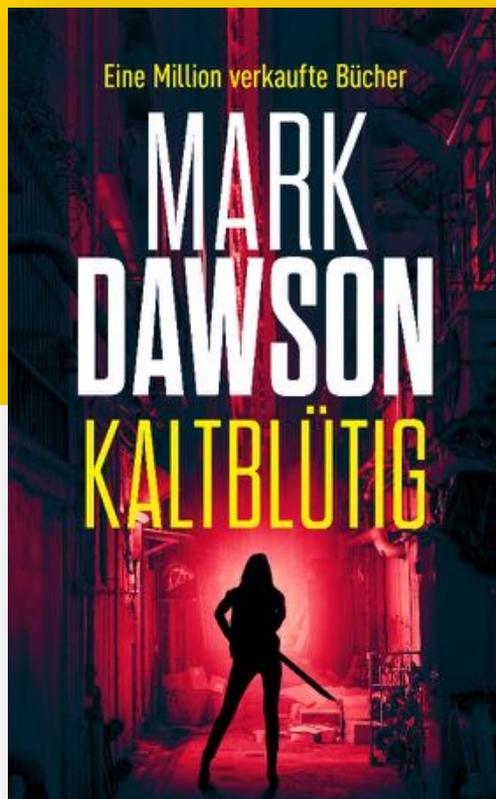
Organic
sales





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



BookBub Ads For Authors

What we'll cover today

- 1 Overview of BookBub Ads platform
- 2 Who your ads can reach
- 3 Examples of successful campaigns
- 4 What you'll learn in the new course
- 5 Questions

How do BookBub Ads work?

What is BookBub?

Book discovery service
with 20+ million members
that helps readers find new
books and authors

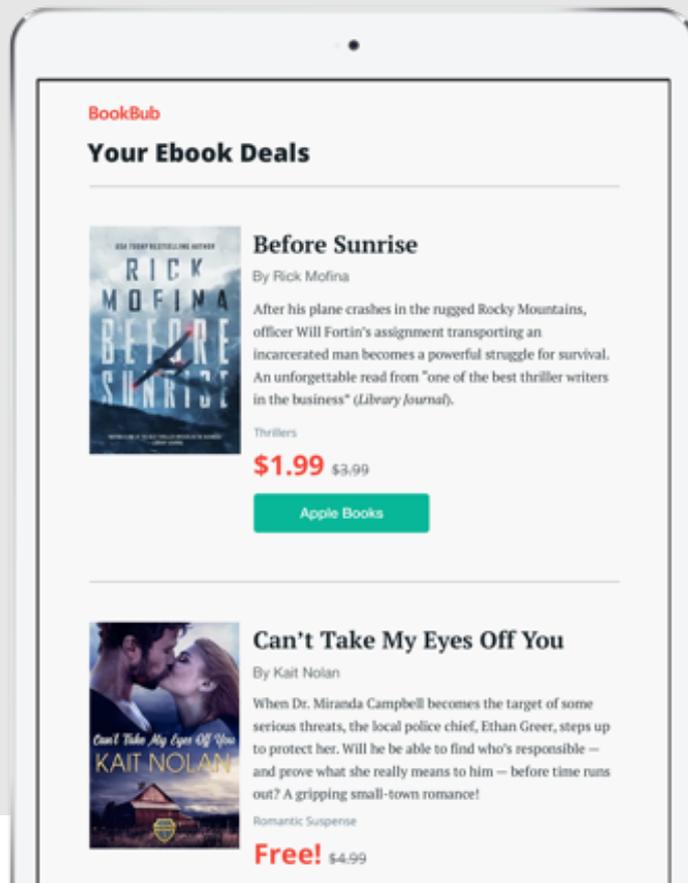
Marketing platform
for authors and publishers
with a suite of tools that
boost sales and visibility

The screenshot shows the BookBub website interface. At the top, there's a navigation bar with 'Home', 'Browse', a search bar, and a user profile for 'Carlyn Robertson'. The main heading is 'Ebook Deals'. Below this is a 'Categories' sidebar with a list of genres including 'Recommended For You', 'Latest Deals', 'Action and Adventure', 'Advice and How-To', 'African American Interest', 'American Historical Romance', 'Bestsellers', 'Biographies and Memoirs', 'Business', 'Chick Lit', 'Children's', 'Christian Fiction', 'Christian Nonfiction', 'Contemporary Romance', 'Cooking', 'Cozy Mysteries', 'Crime Fiction', 'Dark Romance & Erotica', 'Erotic Romance', 'Fantasy', 'General Nonfiction', 'Historical Fiction', 'Historical Mysteries', 'Historical Romance', 'History', 'Horror', 'Humor', 'LGBT', 'Literary Fiction', 'Middle Grade', 'New Adult Romance', 'Paranormal Romance', and 'Parenting'. The main content area is titled 'Free and Discounted Ebooks and Novels Recommended For You'. It features three book deals:

- Something Blue** by Emily Giffin: A "page-turning, heartbreakingly honest" New York Times bestseller. Price: \$1.99 (was \$9.99). Available for a limited time. Retailers: Amazon, B & N, Apple, Google, Kobo.
- The Next Widow** by CJ Lyons: From a New York Times bestselling author: After a bloody murder in rural Pennsylvania, Detective Luka Jericho races to unmask the killer. Price: \$0.99 (was \$2.99). Available for a limited time. Retailers: Amazon, Google, Kobo.
- The Smuggler's Daughter** by Claire Matturo: Librarian Kate, the fiancée of a Florida detective, finds herself in the middle of murder mystery when an attorney she once helped winds up dead. Price: \$0.99 (was \$2.99). Available for a limited time. Retailers: Amazon, Google, Kobo.

BookBub Featured Deals

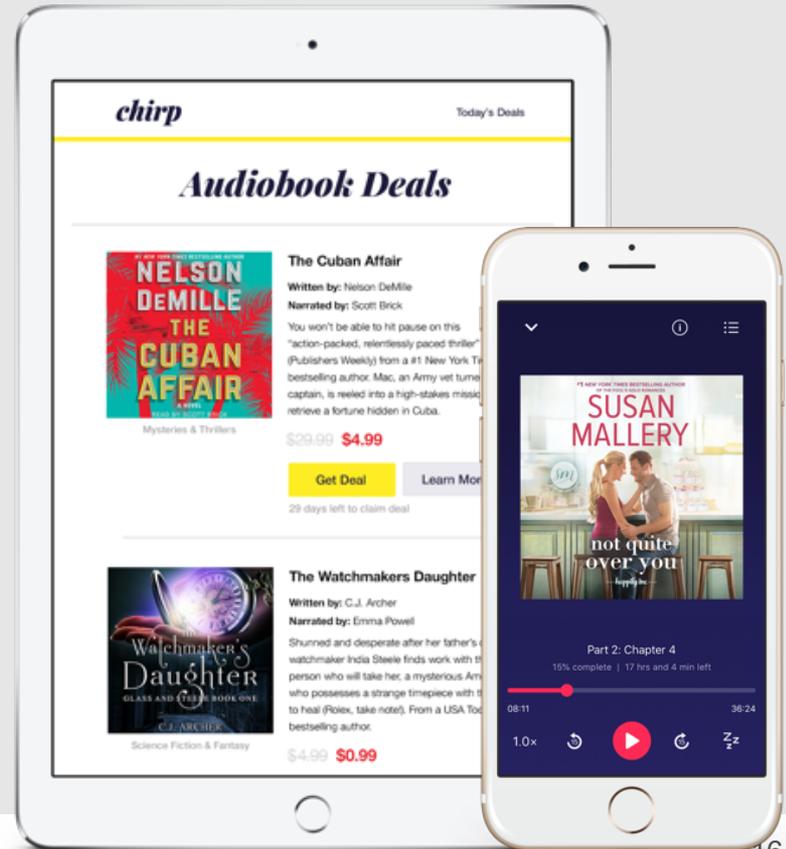
- ✓ Daily email with links to discounted ebooks in readers' favorite genres
- ✓ Our editorial team hand-selects the deals to feature
- ✓ Drive thousands of sales or tens of thousands of free downloads



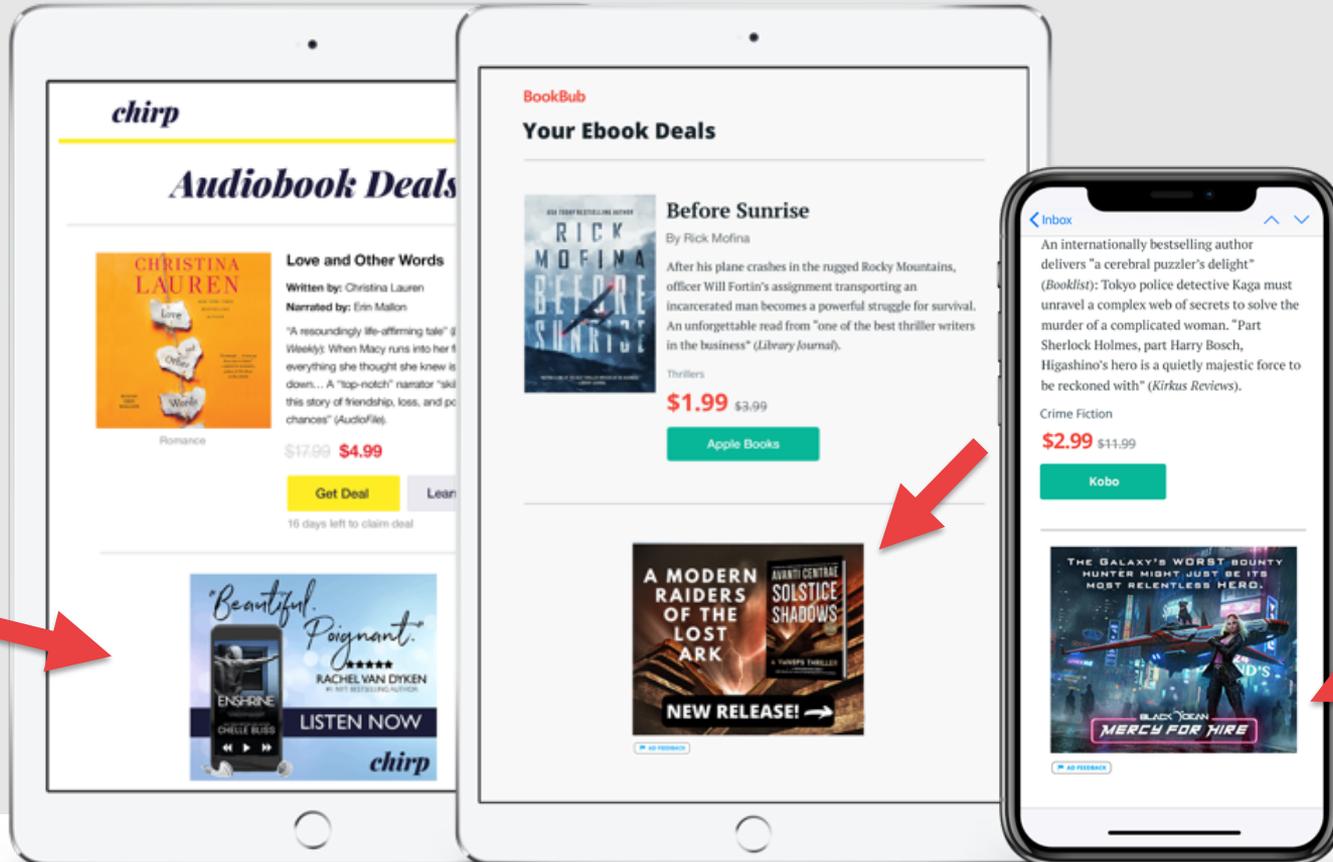
Our audiobook retailer, Chirp

Audiobook retailer
focused on surfacing
limited-time deals

Marketing platform
where authors and publishers
can promote audiobooks for
members to purchase a la carte

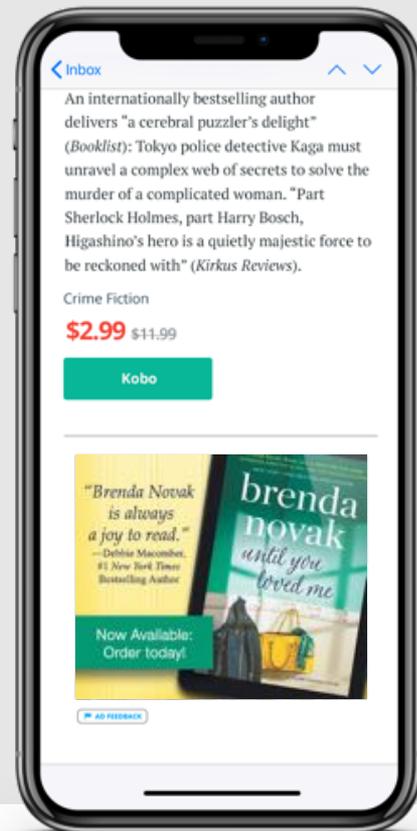


We send millions of emails every day



BookBub Ads platform

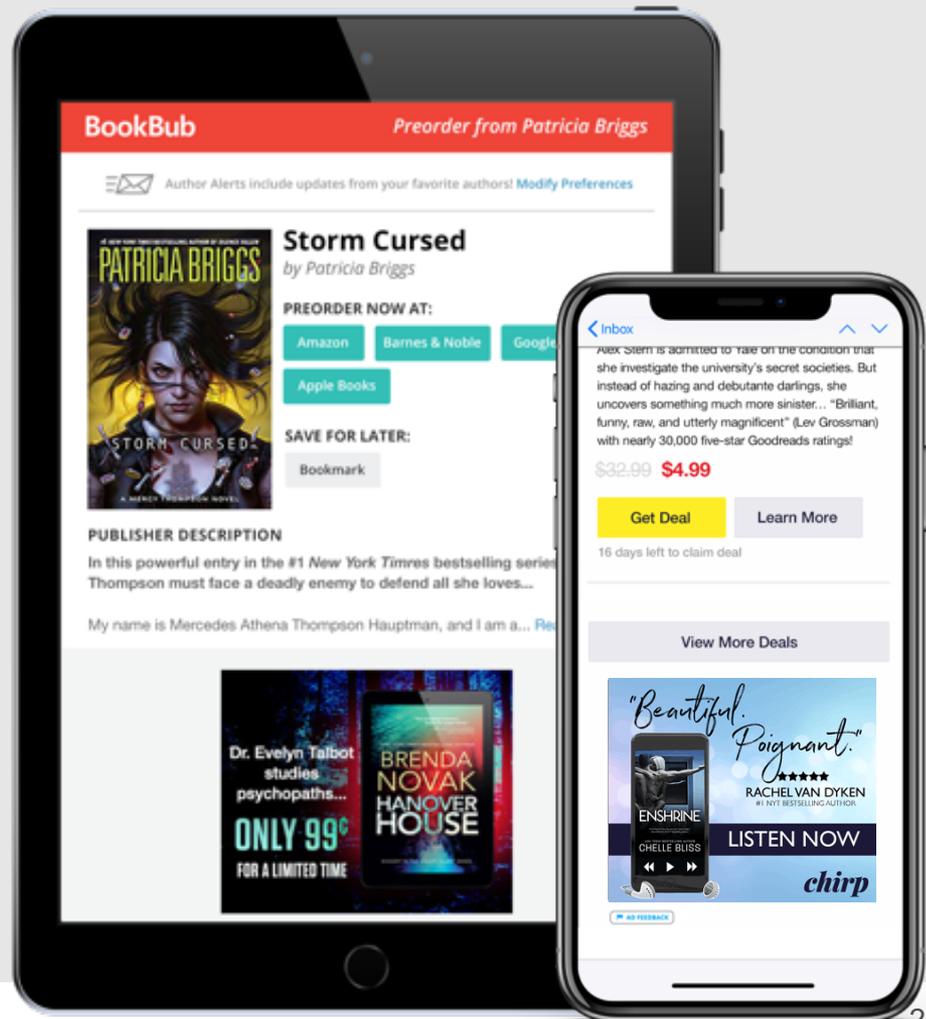
- ✓ Self-serve auction ad platform
- ✓ No submission & selection process
- ✓ Target BookBub or Chirp members based on genre, author, retailer, and region preferences
- ✓ Completely customizable for any budget or goal



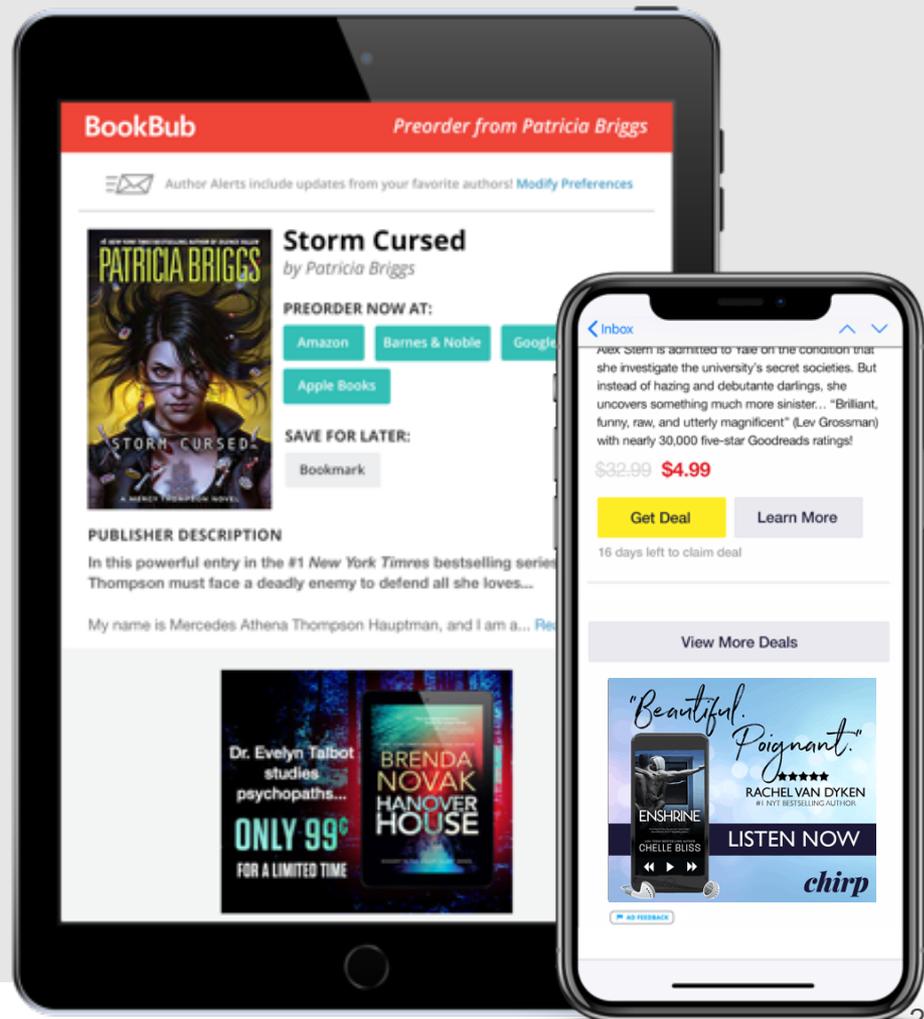
Six campaign elements

1. **Ad creative:** what your ad looks like
2. **Click-through links:** where readers end up after clicking on your ad
3. **Audience:** who you want your ad to reach
4. **Schedule:** defines when and for how long your ad will be live
5. **Budget:** the total maximum amount you want to spend on an ad campaign
6. **Bid:** the maximum rate you want to pay to reach readers in your audience

Ads compete in a live auction to win impressions



One impression
= one reader's eyes on
your ad



The BookBub Ads auction

- ✓ You compete with other advertisers who are targeting the same **audience** to win impressions among that audience
- ✓ The auction runs each time a reader opens an email
- ✓ The ad with the highest **bid** wins the impression
- ✓ Ads continue competing in the auction until they run out of **budget** or reach the end of their **schedule**

**Why run
BookBub Ads?**

It was designed for book marketers

- ✓ You can only promote books
- ✓ Ad creation is simple and straightforward
- ✓ You can run ads with any budget

BookBub readers are...

- ✓ Actively looking for books
- ✓ Buying books across all major retailers
- ✓ Power readers
- ✓ Price sensitive
- ✓ Loyal fans

They use deals to discover new authors

95%

have purchased a book
from **an unknown**
author because of a
discount



They become loyal fans

63%

have purchased other books by an author they discovered as part of a price promotion



Book price impacts engagement

- ✓ Your existing fans are most likely to purchase higher-priced books
- ✓ Readers who are new to you are more likely to take a chance on a low-priced book

Most common types of campaigns

- ✓ Promote ebook or audiobook deals
- ✓ Promote low-priced first-in-series books
- ✓ Drive exposure and sales for new releases

**Who can you reach
with BookBub Ads?**

Target narrow audiences of readers

- ✓ Reading format preference
- ✓ Region
- ✓ Retailer preference
- ✓ Category interest
- ✓ Author interest

Category interest

Select Categories for Targeting

Cancel & Close

MYSTERIES, THRILLERS, ACTION

Supernatural Suspense + Psychological Thrillers +

Action and Adventure + Cozy Mysteries + Crime Fiction +

Thrillers + Historical Mysteries +

ROMANCE

American Historical Romance + Erotic Romance +

Romantic Suspense + Dark Romance & Erotica +

Paranormal Romance + Contemporary Romance +

Historical Romance + Time Travel Romance +

New Adult Romance +

FICTION

SELECTED CATEGORIES

You don't have any categories selected for targeting.

Add Categories to Targeting

Author interest

Select Authors for Targeting

Cancel & Close

Search by author name

Previously Used Authors

 Susan May Wa...  30,151 Readers 0.58% CTR	+	 Roxanne St. CL...  48,880 Readers 0.49% CTR	+
 Sherryl Woods  183,285 Readers 0.31% CTR	+	 J. Kenner  91,843 Readers 0.27% CTR	+
 Brenda Jackson  68,970 Readers 1.06% CTR	+	 Carolyn Brown  89,285 Readers 0.71% CTR	+
 Victorine E. Li... 		 Sarah Morgan 	

SELECTED AUTHORS

You don't have any authors selected for targeting.

Add Authors to Targeting

Combine authors & categories

Audience Targeting

[VIEW HELP & TIPS](#)

Select authors and/or book categories to refine your audience and reach the most relevant and engaged readers. Including both authors and categories will only target readers who have expressed interest in at least one of the authors and at least one of the categories you've chosen. [Learn more](#)

Naomi Novik ✕

Katherine Arden ✕

Madeline Miller ✕

Laini Taylor ✕

Leigh Bardugo ✕

Julie C. Dao ✕

S. A. Chakraborty ✕

Sarah J. Maas ✕

Readers must match at least one author and category to be targeted.

Fantasy ✕

[+ Add Authors](#)

[+ Add Categories](#)



Audience: Fairly Broad

Max Daily Reach: 50k to 100k impressions

Broad targeting enables you to reach more readers, but could lead to lower engagement. If ROI is your primary goal, try including options like author and retailer targeting to narrow your audience.

“ I’m not just looking for clicks on the ad but sales. So I want to make sure I’m sending the right people to the book page. If I chose too broad a target I might get thousands of readers clicking but none buying. I want people predisposed to want to buy the book. ”

— *M. J. Rose, Founder of AuthorBuzz*

Author targeting = higher engagement



New Adult
Romance

0.14% CTR



New Adult
Romance

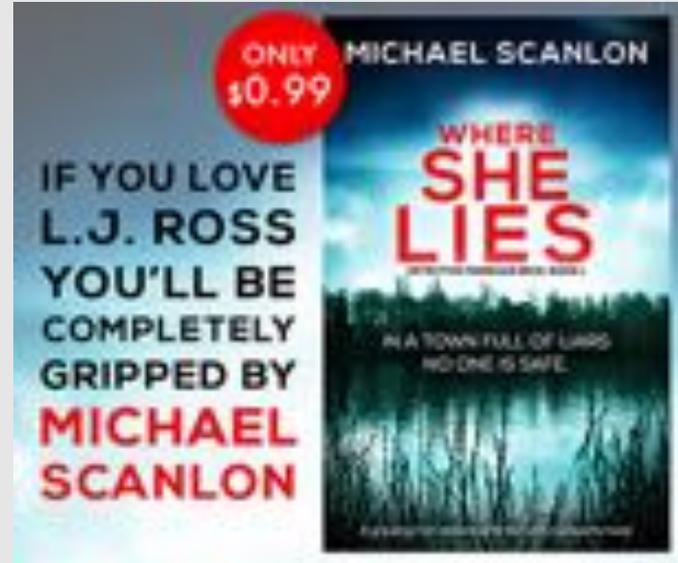
+ 8 similar authors

1.67% CTR

Target your own fans



Target fans of similar authors



**How do ads
appear to readers?**

unravel a complex web of secrets to solve the murder of a complicated woman. "Part Sherlock Holmes, part Harry Bosch, Higashino's hero is a quietly majestic force to be reckoned with" (*Kirkus Reviews*).

Crime Fiction

\$2.99 ~~\$11.99~~

Kobo



A Nantucket inn family drama!
Perfect feel good beach read!

READ NOW

AD FEEDBACK

unravel a complex web of secrets to solve the murder of a complicated woman. "Part Sherlock Holmes, part Harry Bosch, Higashino's hero is a quietly majestic force to be reckoned with" (*Kirkus Reviews*).

Crime Fiction

\$2.99 ~~\$11.99~~

Kobo

"The Mandalorian meets The Expanse"

Download Now! ↓



FREE This Week Only

AD FEEDBACK

unravel a complex web of secrets to solve the murder of a complicated woman. "Part Sherlock Holmes, part Harry Bosch, Higashino's hero is a quietly majestic force to be reckoned with" (*Kirkus Reviews*).

Crime Fiction

\$2.99 ~~\$11.99~~

Kobo

ON SALE NOW
one week only



99¢

AD FEEDBACK

Clearly signal the genre and mood



Write a strong hook

- ✓ Deal price
- ✓ Trope that will appeal to your ideal fan base
- ✓ Quote from another author or a review
- ✓ Comparisons to books, movies, or tv shows

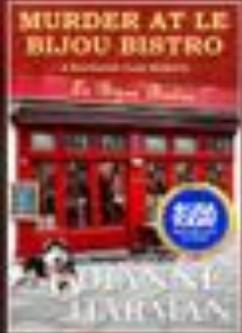




A DEAD COLD MYSTERY
AN ACE AND A PAIR
BLAKE BANNER

IF YOU LIKE STUART WOODS YOU'LL LOVE BLAKE BANNER

FREE DOWNLOAD



MURDER AT LE BIJOU BISTRO
A BOUTIQUE COZY MYSTERY
By Jovynne Lahaan

A Cozy Mystery For Readers Who Like Dogs, Food & Recipes

FREE W/KU

10-MINUTE MINDFULNESS
71 Simple Habits for Living in the Present Moment



S.J. SCOTT & BARRIE DAVENPORT

71 Simple Habits for Living in the Present Moment

\$0.99 FOR 5 DAYS ONLY



99 CENTS

THE ROYAL ARRANGEMENT
JEANA E. MANN

DIUET COMPLETE!



\$2.99

THE REBEL QUEEN
JEANA E. MANN

LIMITED OFFER!

★★★★★

THIS STORY WILL GIVE YOU MILD WHIPLASH WITH ALL THE TWISTS AND TURNS.

"As a fan of space opera, science fiction, fantasy, and mythology this book had it all."



SING OF ANGELS 1

READ ON APPLE

A NEW SWOON WORTHY FAE FANTASY NOVEL



King of Ruin
MAY SAGE

READ NOW

**Run tests to
find what works**

Test ad images



Test ad images



brenda novak
one perfect summer

One of the best beach reads of 2020!

[READ NOW](#)



brenda novak
one perfect summer

A DNA test changed everything. Three sisters. One Secret.

[READ NOW](#)

Test author targets

Q	STATUS	All	Live	Draft	Scheduled	Completed	Paused	STATS BY DATE	All Time	STATS BY FORMAT	All Formats
Name	Status	Date Range	Effective CPM	Effective CPC	Remaining Budget	Budget Spent	Impressions Served	Total Clicks	GTR	Actions	
 Name: [blurred] Ebook	Paused	05/20/20 - ongoing	\$19.98	\$2.63	\$5.00 (Today)	\$20.04	1,000	32	3.19%	Select Action	
 Name: [blurred] Ebook	Paused	05/20/20 - ongoing	\$17.46	\$2.51	\$5.00 (Today)	\$20.05	1,148	8	0.70%	Select Action	
 Name: [blurred] Ebook	Paused	05/20/20 - ongoing	\$17.47	\$1.82	\$5.00 (Today)	\$20.03	1,147	11	0.96%	Select Action	

Embrace the learning curve

- ✓ Testing is a critical part of advertising
- ✓ Each ad that doesn't hit the mark is a learning opportunity
- ✓ Know that it may take some time to hit the right combination of image, audience, and cost

Examples of successful ad campaigns

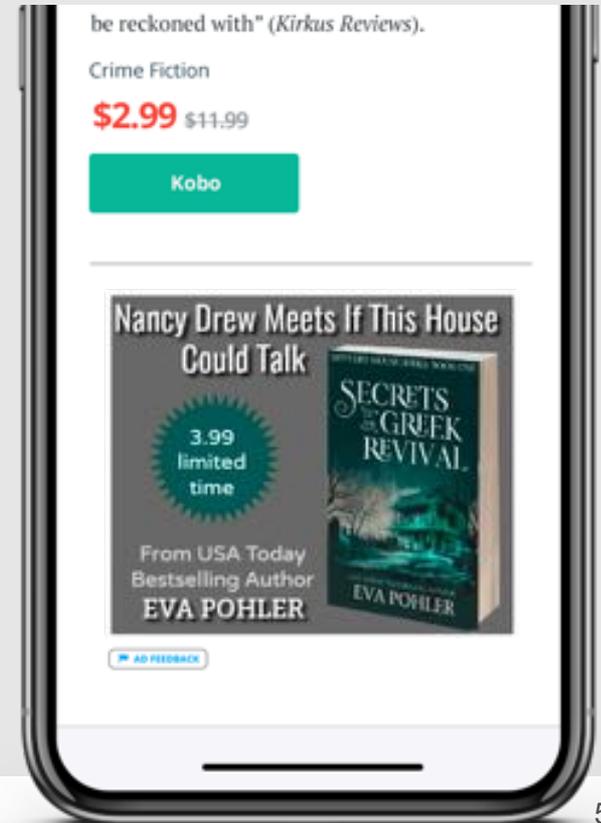
Eva Pohler, *Secrets of the Greek Revival*

- ✓ Ran ads for book #1 in the lead-up to the release of book #3
- ✓ Goal was to increase sales of the whole series



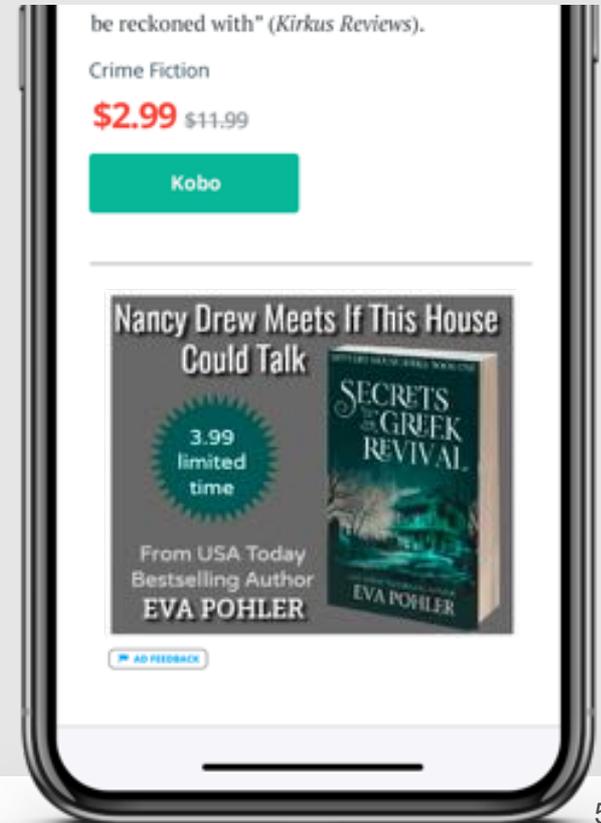
Eva Pohler, *Secrets of the Greek Revival*

- ✓ 650 clicks at 0.6% click-through-rate over 1 month
- ✓ \$0.65 cost per click
- ✓ Campaigns were ROI-positive
- ✓ Doubled first-in-series sales



Eva Pohler, *Secrets of the Greek Revival*

“ BookBub Ads increased the sales of *Secrets of The Greek Revival* from two or three a day to five or six a day (sometimes more). Although the CTR is important, I'm mostly concerned with this: how much am I spending per day versus how much am I making per day. ”



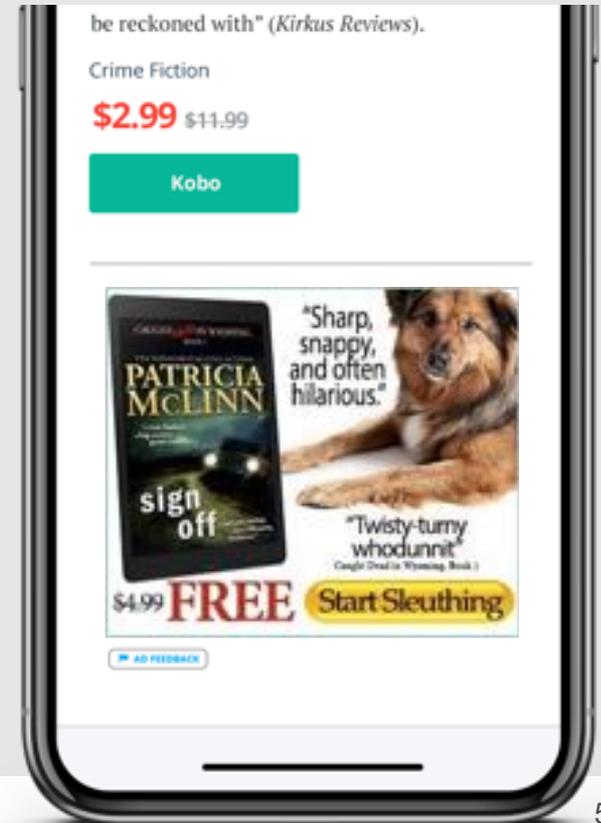
Patricia McLinn, *Sign Off*

- ✓ Permafrost first-in-series
- ✓ Aims to build sales gradually over time
- ✓ Wants to run sustainable, low-cost ad campaigns



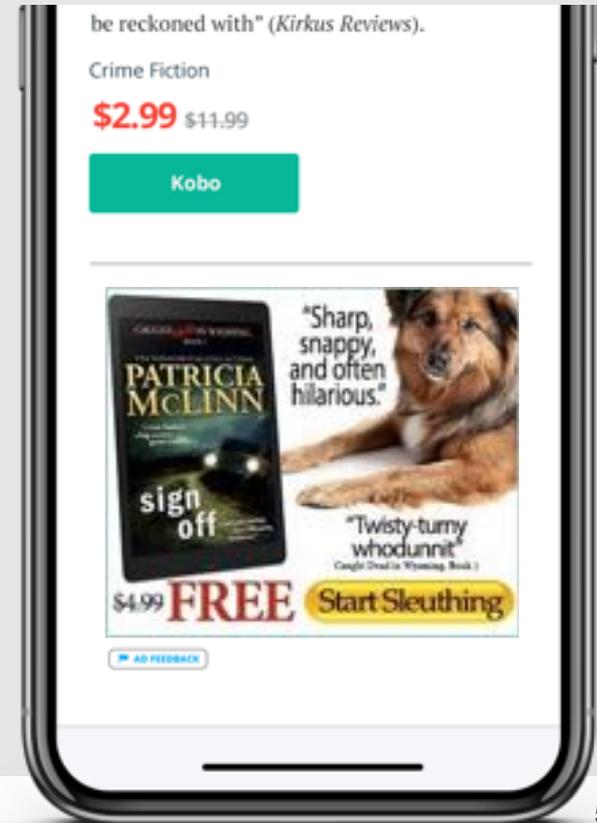
Patricia McLinn, *Sign Off*

- ✓ Methodically tests different author targets over time
- ✓ Tens of thousands of clicks on campaigns for *Sign Off* since 2017
- ✓ Year-over-year income has increased by nearly 9% since the campaigns began



Patricia McLinn, *Sign Off*

“ My big takeaway is that the most vital aspect of dealing with ads is to find a process that is *sustainable for you* — what you’re comfortable with financially and what accommodates your weaknesses and strengths as an advertiser to make it long-lasting. ”



The new BookBub Ads course

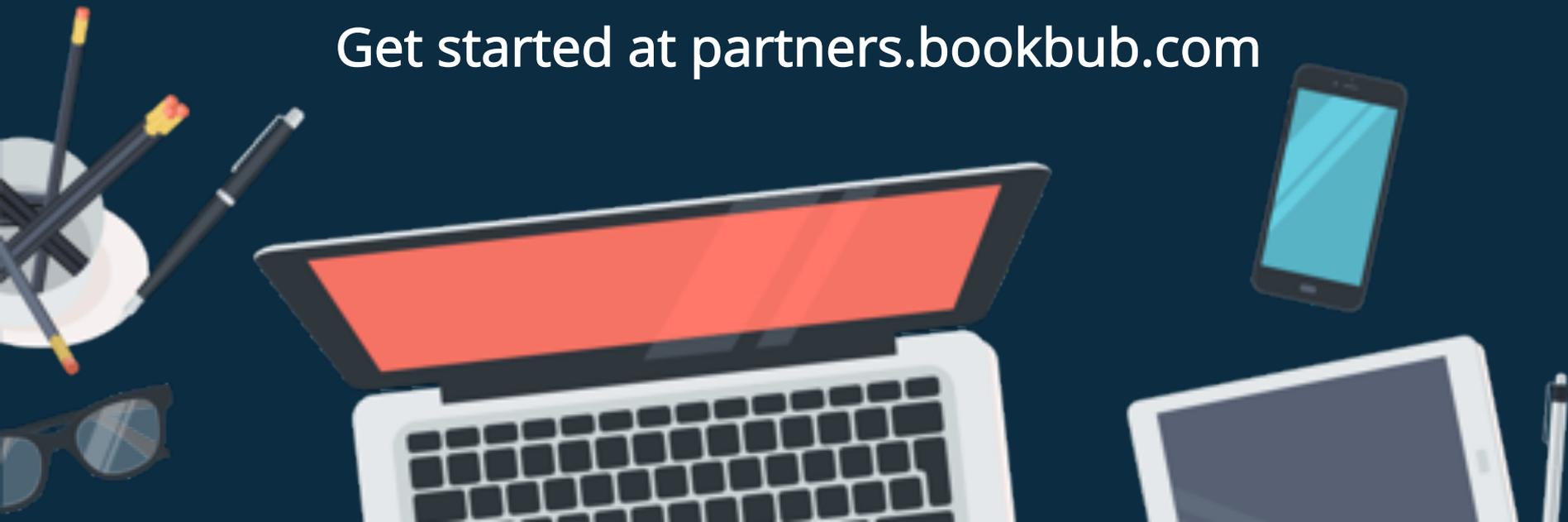
What you will get from the course

- ✓ Understanding the most effective ways to use this tool
- ✓ Detailed tips and guidance for every campaign element
- ✓ How to avoid common mistakes and pitfalls
- ✓ How to run tests to improve your ads
- ✓ How to assess whether your ads are successful
- ✓ Case studies and examples of successful campaigns

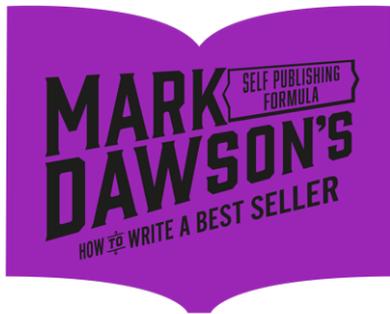
Questions?

Email partners@bookbub.com

Get started at partners.bookbub.com



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



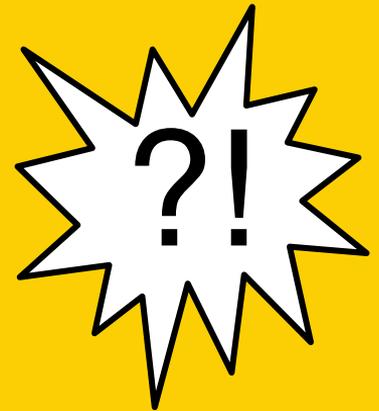
COMPETITION TIME!

NAME THE MOVIES!



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'll teach you how to build a rock-solid platform that will find new reader for you.

FEAR #4: ADVERTISING IS TOO EXPENSIVE.



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

FEAR #5: I'M NOT READY FOR THIS.

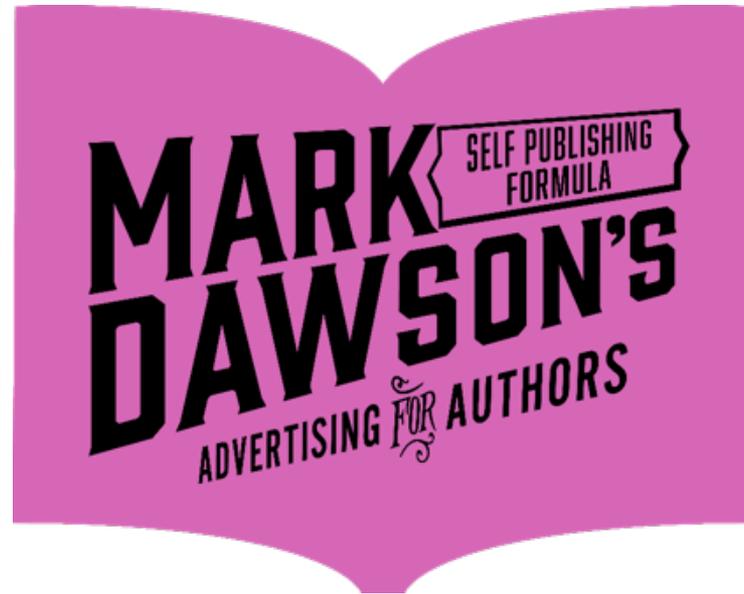


If you're still here, you're ready for this!

IF YOU REMEMBER JUST ONE THING..

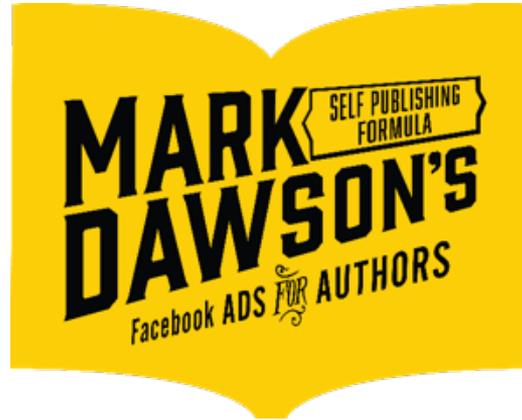
- ➔ I have found a system to boost my career.
- ➔ Advertising is no longer a luxury.
- ➔ The last five years have changed my life.
- ➔ It is a replicable system that you can follow.
- ➔ 10,000 students have taken my premium courses.
- ➔ Our refund rate is VERY low.

WHAT IS ADVERTISING FOR AUTHORS?



- ➔ Used to be just Facebook
- ➔ It now comprises EIGHT 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



Updates coming for 2021! Revised by Amazon Ads expert Janet Margot and covering ad types, ad strategies for your books, reaching international audiences and a host of pro tips to make Amazon ads work like gangbusters for your brand.

BOOKBUB ADS FOR AUTHORS



Created in partnership with BookBub!
How to get started and perfect ads that
will deliver a solid ROI.

ADVANCED FACEBOOK ADS FOR AUTHORS



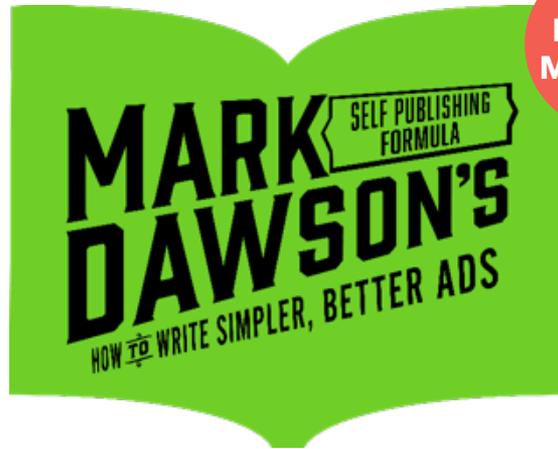
Taking the management of Facebook ads
to the next level...

ADS AUTOMATION FOR AUTHORS - BY PRESTOZON



A custom course for SPF students from the makers of the best Amazon ads management software out there.

WRITE SIMPLER, BETTER ADS



BONUS
MODULE

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.

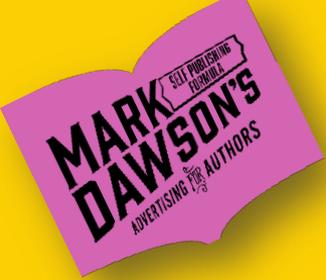
MESSENGER BOTS



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.**



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 SOME ADS
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.



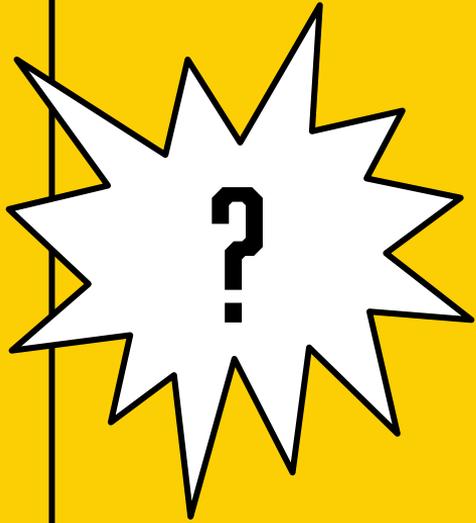
Pam Callow Mark is an excellent teacher. He provides concise, clear modules and I found the accompanying transcripts very useful. The community Mark has created extends the initial value of the course. Mark himself is generous with his experience and advice. As a traditional author who became an indie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



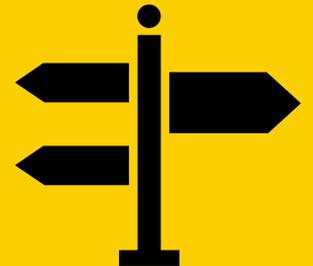
THE OBVIOUS QUESTION IS...

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

You have three choices...

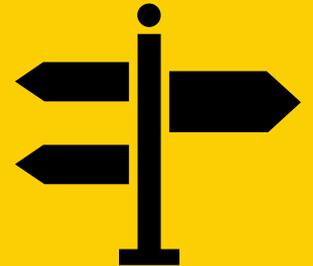
YOU NOW HAVE 3 OPTIONS:

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



WHAT ARE YOUR OTHER ALTERNATIVES?

- ➔ "Generalist" courses usually more than \$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 to

ADS FOR AUTHORS

for 12 monthly payments of \$75
- or 24 monthly payments of \$45



COST PER DAY



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.

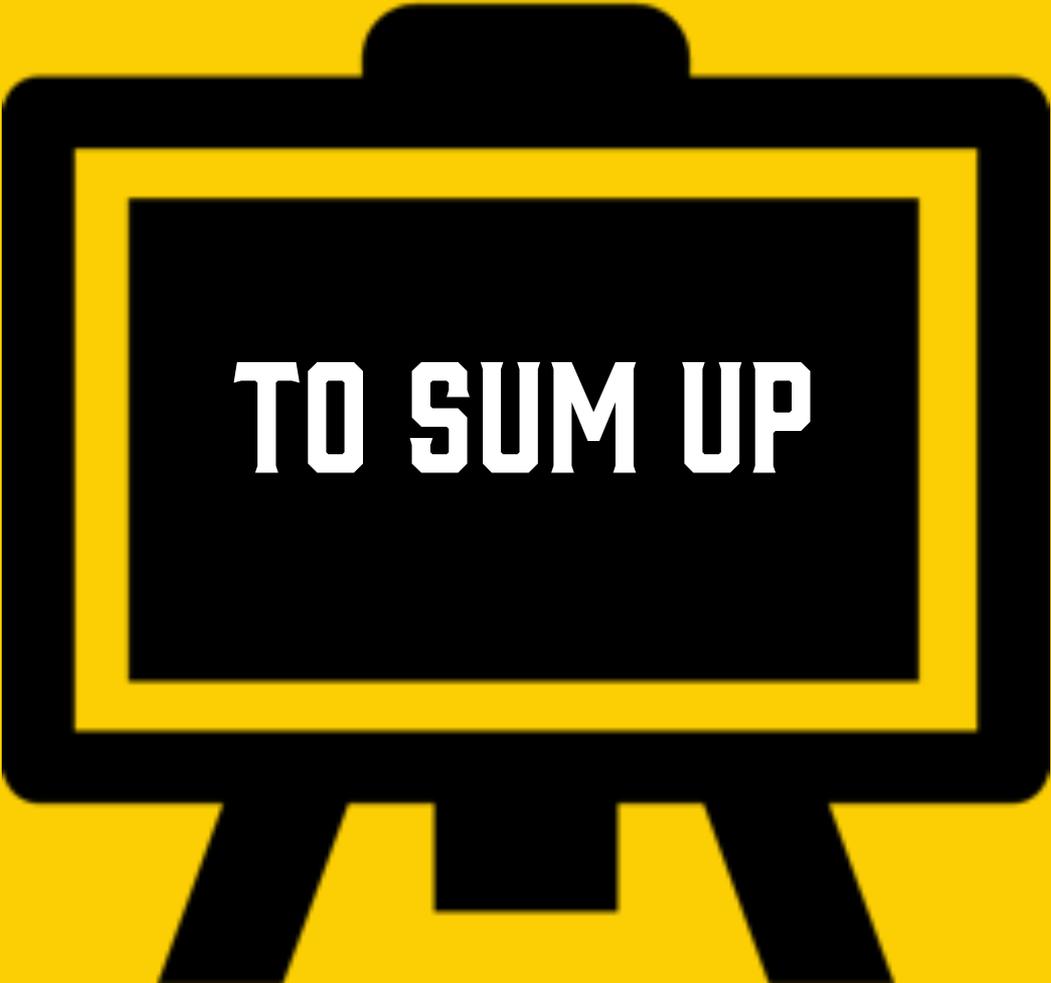


PLUS

EXCLUSIVE BONUSES WORTH \$100'S

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A stylized black and white icon of a presentation board or screen. The board is rectangular with a thick black border and a smaller black rectangle inside. The text "TO SUM UP" is written in white, bold, uppercase letters on the inner black rectangle. The board is supported by a black stand with three legs. The entire icon is set against a solid yellow background.

TO SUM UP



- ➔ If you want to kickstart your writing career, there is no better system.
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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.

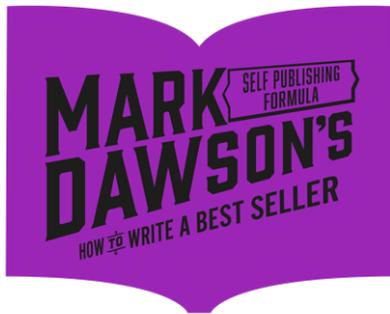


Tim Heath What I've so valued about being a part of this special community, is the tools it puts into your hands. As authors, we write—but then what? That's where the SPF community have been so amazing. From the hours of detailed videos, which guide you through the process step-by-step so that even a 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.

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