



with
Mark Dawson
& Janet Margot

THE SECRETS TO AMAZON ADS SUCCESS: DEEP DIVE TACTICS

CELEBRATE (LIVE)

WHO AM I?



MY FICTION CREDENTIALS

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

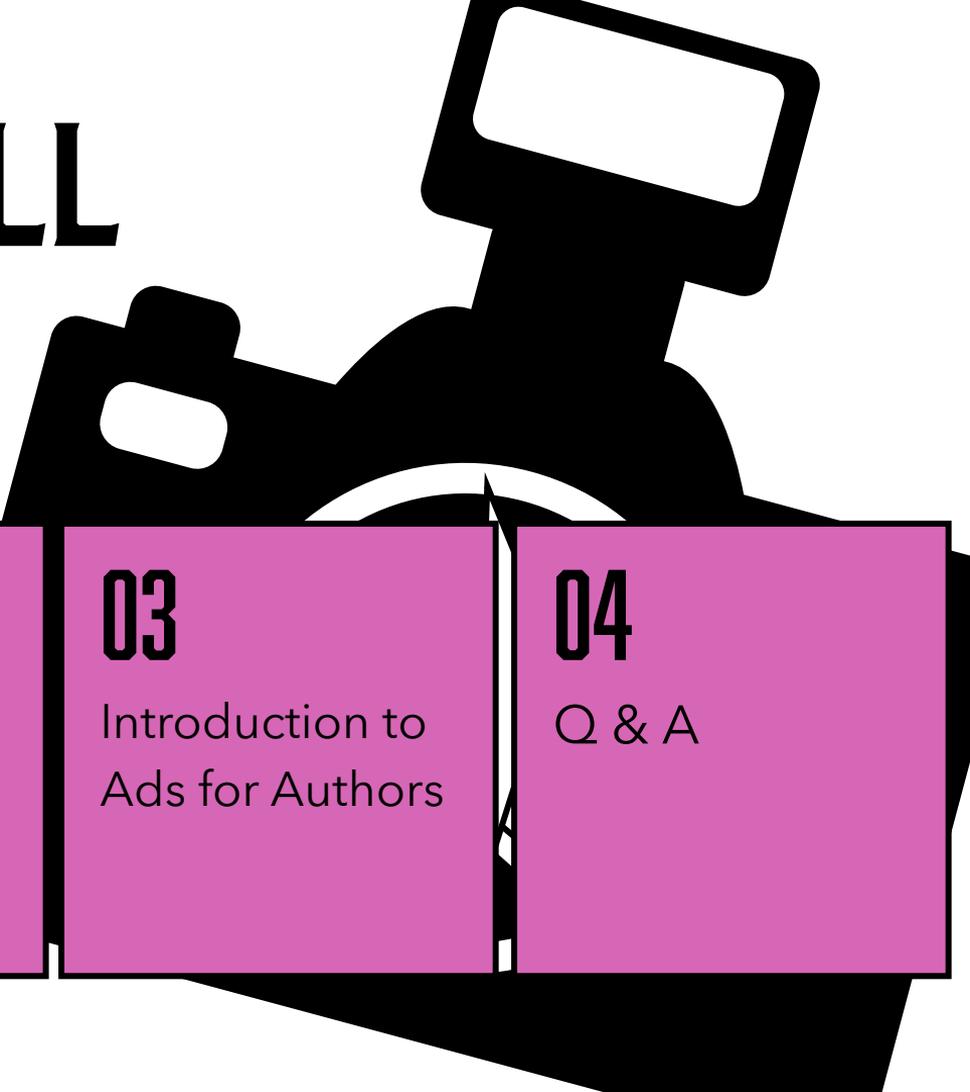


MY NON-FICTION CREDENTIALS

- ➔ 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



01

Amazon Ads
overview

02

Deep dive
into 3 sets of
key tactics

03

Introduction to
Ads for Authors

04

Q & A



COMPETITION ALERT!

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

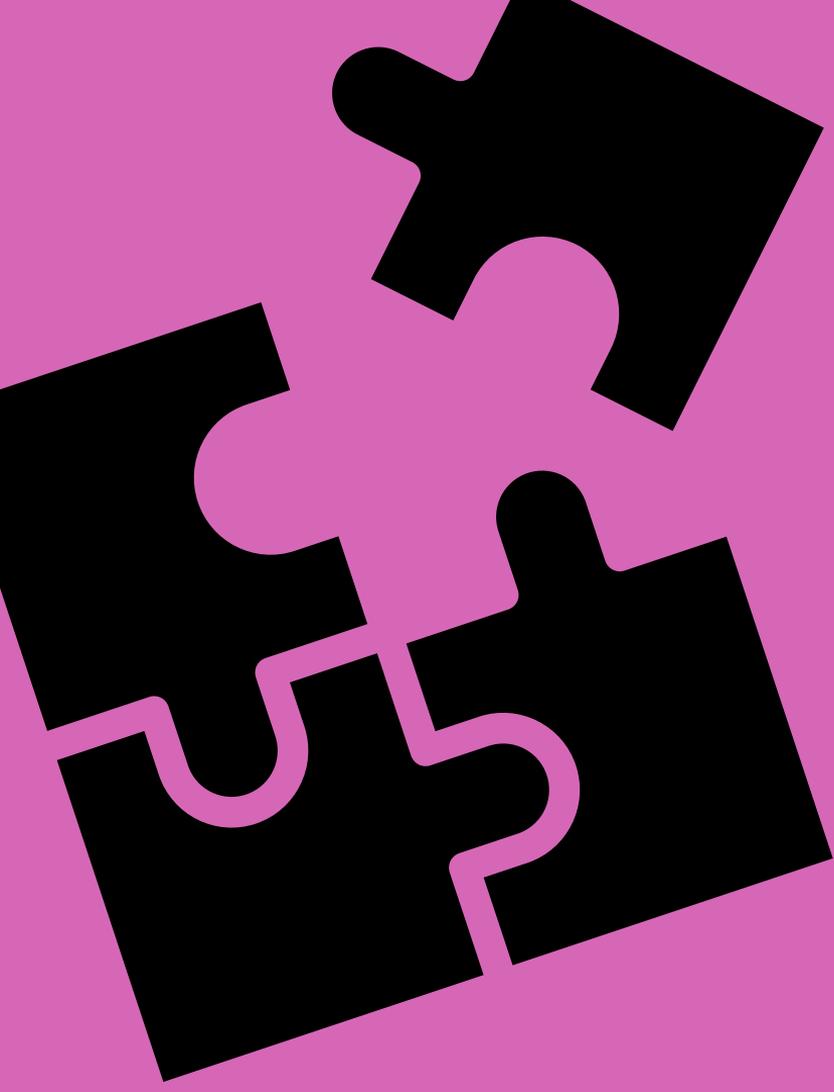
HOW CAN I PROVE ADS WORK?

I'm
established
in English

Big
newsletter

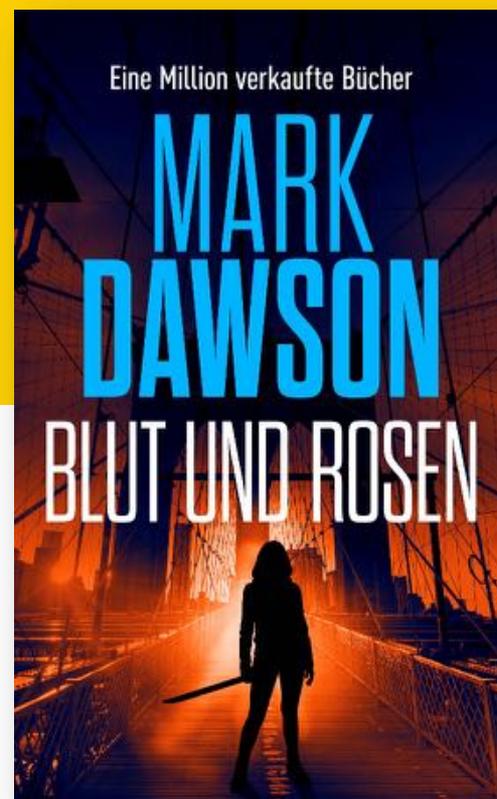
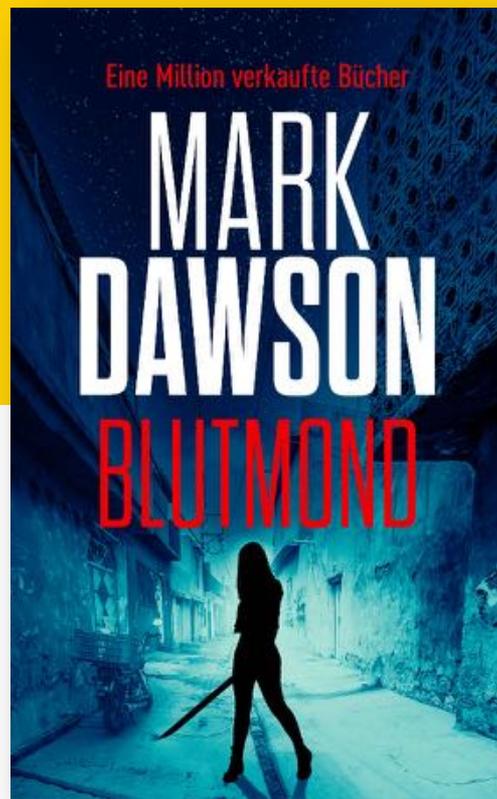
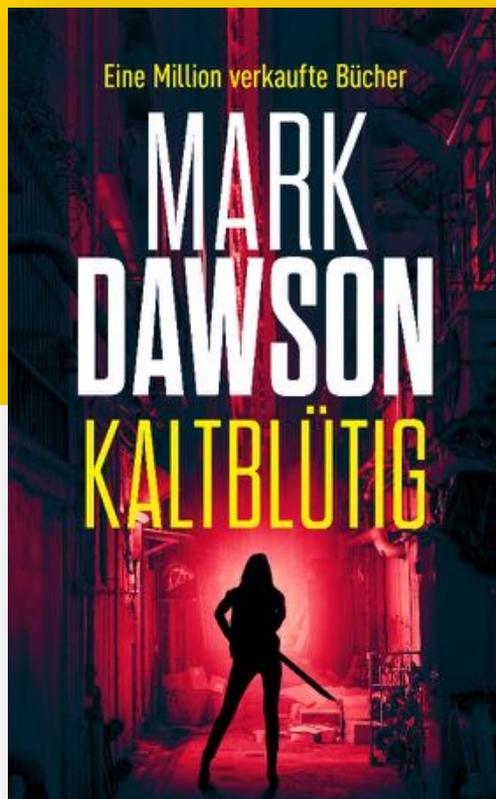
Organic
sales





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



**WHO
AM I?**



MY BACKGROUND

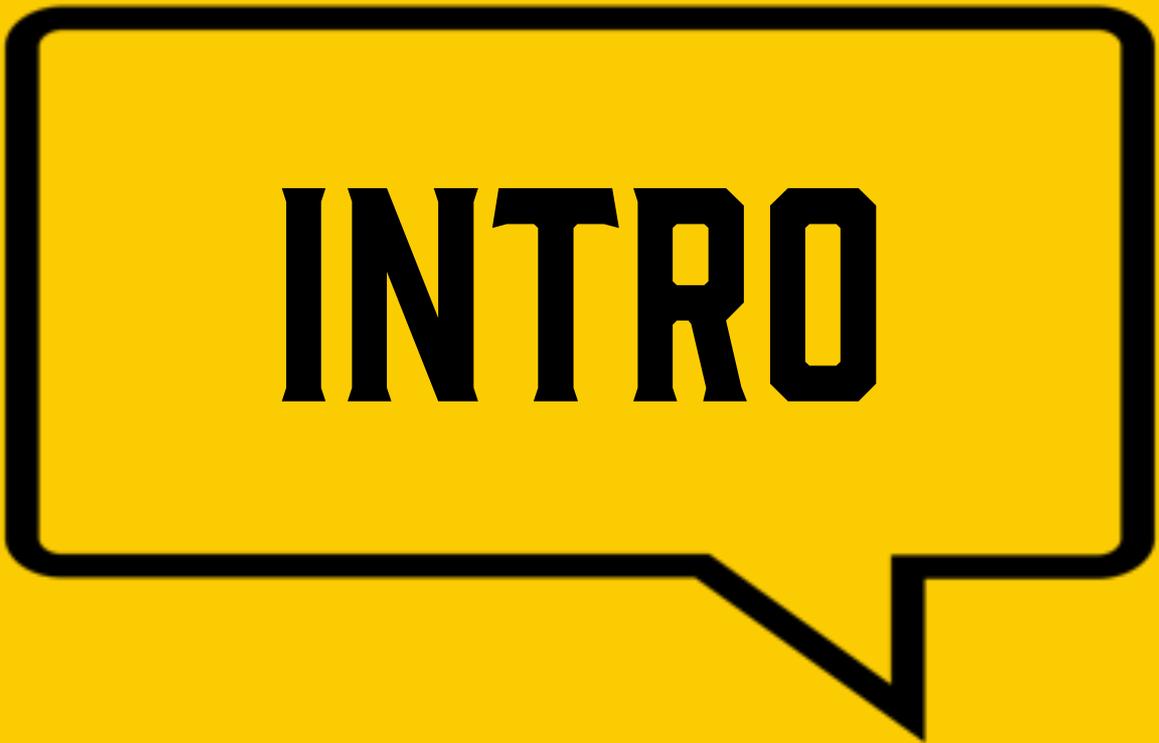
- ➔ Ex-Amazon Ads (8+ years)
- ➔ Built out Amazon's Book Ads program
- ➔ Founder, Book Geeks Marketing
- ➔ Host of SPF Amazon Ads for Authors
- ➔ Former Trade Marketing Manager, Lonely Planet Publications



DISCLAIMER



This webinar represents my own personal point of view and I am not here to represent Amazon Advertising.



INTRO

AMAZON ADS OVERVIEW

**Amazon ads for authors
are Sponsored Ads**

(formerly known as "AMS")



WHAT ARE AMAZON ADS?

- ➔ Self-service
- ➔ Cost-per-click
- ➔ Low minimum budget required
- ➔ Impressions are not guaranteed



WHY USE SPONSORED ADS [AMS]

- ➔ Boost visibility within search and browsing experience
- ➔ Performance driven
- ➔ Control
- ➔ Spend
- ➔ Targeting
- ➔ Easy access from KDP portal
- ➔ Compete directly with big publishers for reader attention

WHERE ARE AMAZON ADS?

Marketplace Availability

- ➔ United States
- ➔ Canada
- ➔ Australia
- ➔ United Kingdom
- ➔ Germany
- ➔ France
- ➔ Italy
- ➔ Spain



WHAT CAN BE ADVERTISED?

TITLE ELIGIBILITY

- ➔ Format: Print or ebooks
- ➔ Published through KDP
- ➔ Available for sale in the target marketplace
- ➔ No Erotica
- ➔ Meet guidelines in Book Ads Creative Acceptance Policy

WHAT ARE THE AD TYPES FOR KDP AUTHORS?

- ➔ Sponsored Products
- ➔ Lockscreen Ads
- ➔ Sponsored Brands



SPONSORED PRODUCTS

- ➔ Designed to increase search visibility
- ➔ Single product featured
- ➔ Placements in search results and on book detail pages
- ➔ Keyword, product or category targeting options



LOCKSCREEN ADS

- ➔ For ebooks only
- ➔ Amazon Kindle devices
- ➔ Focus is on digital readers
- ➔ Target by reader interest (genre)
- ➔ Exclusive ad product for book advertiser*



SPONSORED BRANDS

- ➔ Increase search visibility
- ➔ Brand boost: built for collections
- ➔ Placements very top of search
- ➔ Targeting: keyword, product or category



**QUESTIONS
ON THE BASICS?**





DEEP DIVE: TIPS ON TACTICS

DEEP DIVE #1

CUSTOM TEXT



THE PROS AND CONS

- ➔ Is it good for beginning advertisers?
- ➔ Is it good for an unknown author?
- ➔ Is it better for a seasoned author?
- ➔ Does it help drive impressions?
- ➔ Does it help drive conversions?
- ➔ So-and-so says 'they make ads work better'; is this true?

WHAT IS CUSTOM TEXT?

➔ Custom text = ad copy = blurb

Ad Format

Custom text ad
Add custom text to your ad to give customers a glimpse of the book.

Standard ad
Choose this option to advertise your products without custom text.



WHAT IS CUSTOM TEXT?

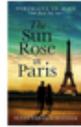
- ➔ Custom text = ad copy = blurb
 - Only accessible to book advertisers
 - Feature within Sponsored Products
 - Only available in the US
 - **New in 2020: supports multiple formats**



Products related to this item

Page 1 of 57

Sponsored



The Sun Rose in Paris: A sweeping and emotional journey into the 1930s art-world be...
Penny Fields-Schneider
Will Jack relinquish a life of security and comfort to follow the uncertain calling of life as an artist?
★★★★☆ 423
Kindle Edition
\$3.99



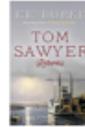
The Healing Rose of Savannah: inspired by a true story
Jenny Elaine
★★★★★ 51
Paperback
\$14.99 ,prime



The Old Bridge: a European-US spy conspiracy thriller (A Joe Johnson Thriller, Book 2)
Andrew Turpin
Dark trails uncovered: a modern espionage thriller series with sharp twists from the past. Meet ex-CIA undercover criminal investigator Joe Johnson.
★★★★★ 285
Kindle Edition
\$4.99



Shanghai Story: A WWII Drama Trilogy Book One
Alexa Kang
★★★★☆ 210
Kindle Edition
\$4.99



Tom Sawyer Returns: The New Adventures
E.E. Burke
Tom Sawyer broke Becky's heart. Now he wants her to treat him with her life. Historical thriller blended seamlessly with romance in a New Adventure.
★★★★★ 6
Paperback
\$11.99 ,prime



The Hotel Penn: A Novel
L.L. Abbott
Set amidst the backdrop of NYC, 1919, The Hotel Penn is an instant feel-good classic of a standalone literary fiction novel.
★★★★☆ 5
Paperback
\$11.99 ,prime

CUSTOM TEXT: PROS

1. Tease customers about the content of your book
2. Entice reader to click on ad
3. Pre-qualify a reader
4. Spend more efficiently (ideally)



CUSTOM TEXT: CONS

1. Risk of ad rejection
2. It takes work to get it right
3. It's purely a superficial decoration
4. Drives unnecessarily large campaign volume



"TESTING" ADS WITH CUSTOM TEXT

- ➔ Impossible to truly test (no A/B testing)
- ➔ Custom Text impact on performance?
 - No way to really know 



IS IT GOOD FOR...

... a new author?

Maybe.

If you truly believe that the recommendations on a detail page need to be only from known authors, then custom text will allow you to introduce your book

(Risk driving clicks that don't convert)



WAIT, IS IT GOOD FOR...

... a beginning advertiser?

NO.

It clouds the waters before you have a chance to see how the real mechanics of your ads are doing.



SO IS IT GOOD FOR...

... a more seasoned author?

Maybe.

This depends on their advertising experience and knowledge of what works for their catalog.



WELL, THEN DOES IT...

... help drive ad impressions?

Absolutely not!

You need to your ad to be sourced, evaluated for relevance and pulled into auction. Remember, the ads algorithm does not take custom text into consideration during this process.



ARE YOU SURE IT CAN'T...

... help me drive conversions?

Maybe!

If you're getting lots impressions but no one is clicking, solid custom text can lure a click. However, your landing page needs to align with the custom text and meet that customer's expectation to get the sale.



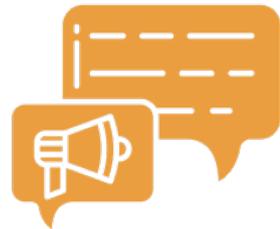
COME ON, SO-AND-SO SAYS...

...custom text 'makes ads work better'

Is this true?

Sometimes.

This holds true for every single ads feature.
It's not a magic bullet.



WHEN TO CONSIDER IT?

- ➔ Run campaigns
- ➔ Nail your relevant targets
- ➔ Get impressions based on the primary mechanics of ads



THEN CONSIDER SECONDARY FEATURES...

- ➔ Assess what's working and what's not.
- ➔ Are you getting high impressions and no clicks?
 - Try an ad with custom text.
- ➔ Are your ads doing great and you want to scale?
 - Use what you know works and try an ad with custom text to see if it leads to more conversions.



BOTTOM LINE



**INVEST YOUR TIME IN FIRST
LEARNING AD MECHANICS
BEFORE YOU DABBLE IN
DECORATIONS.**



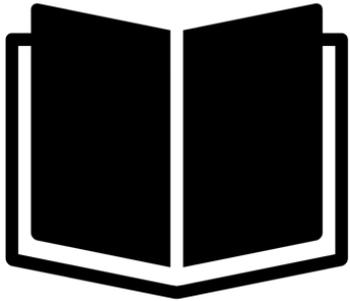
DEEP DIVE #2

NEGATIVE TARGETING



AD TARGETING OVERVIEW

Your Book



TARGETING



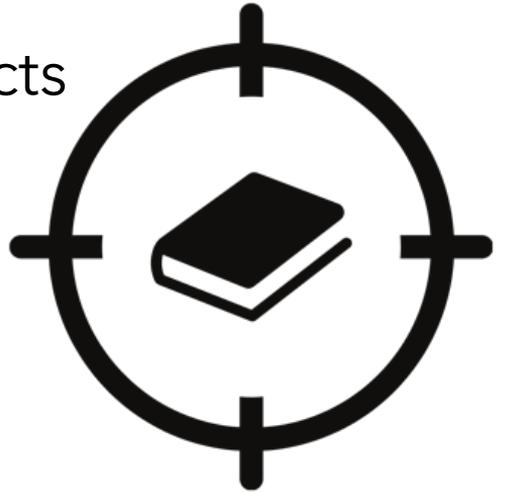
Potential Reader



AD TARGETING OVERVIEW

Targeting = the mechanism that connects your books to potential readers.

Keywords, phrases, ASINs, categories



MANUAL TARGETING: MATCH TYPES

➔ Manual targeting match types

- Broad
- Phrase
- Exact



AUTOTARGETING MATCH TYPES

➔ Automatic targeting match types

- Close match
- Loose match
- Substitute
- Complements



DAMAGE CONTROL: NEGATIVE TARGETING

Use Case #1: Campaign building

Keyword targeting

Suggested ⓘ **Enter list** Upload file

Bid ⓘ Suggested bid ▾

Match type ⓘ Broad Phrase Exact

- romance novels
- romance novels paperback
- romance novels
- teen romance novels
- steamy romance novels
- romance novels paperback best sellers
- romance novels kindle
- romance novels best sellers
- romance novels for young adults
- romance
- historical romance

^ Negative keyword targeting ⓘ optional

Match type ⓘ Negative exact Negative phrase

- free books
- free kindle ebooks mystery and suspense
- free kindle romance
- free kindle cozy mysteries
- free kindle historical romance
- free kindle classics
- free kindle cookbooks
- free kindle paranormal romance
- free kindle unlimited
- free kindle book series
- top 100 free kindle ebooks



TURNING A NEGATIVE INTO A POSITIVE

Use Case #2 - Optimization

You've run your campaign and you are seeing ad spend for clicks that are not converting into either a sale or a page read.

Review your reporting or dashboard, identify those terms that are not converting and move them to negative.





Scenario:

I've written a horse book for middle schoolers. I'm reviewing my campaign that has about 76% ACOS. My titles are mostly print so with royalty share I'm about breaking even. I see some success but I also see that there is room for improvement. I want to drive spend efficiency.

1. Identify non-converting search terms that are matching to your keywords

Targeting		Find a search term	Filter by	Match type	Impressions	Clicks	CTR	Spend	CPC	Orders	Sales	ACOS
Negative targeting												
Search terms												
Creative												
Campaign settings												
History												
		Total: 143			2,907	195	7.70%	\$86.53	\$0.44	12	\$115.00	76.40%
		horse books for girls 9-12	horse books	Phrase	330	11	3.33%	\$4.67	\$0.42	-	-	-
		horse books	horse book	Exact	295	7	2.39%	\$2.91	\$0.42	-	-	-
		horse book	horse book	Exact	797	6	0.80%	\$2.31	\$0.39	-	-	-
		books about horses	horse book	Broad	140	6	4.29%	\$2.26	\$0.58	-	-	-
		award-winning books for kids age 9-12	books kids 9-12	Broad	37	4	10.81%	\$2.00	\$0.50	-	-	-
		western novels	western novels	Exact	34	3	8.82%	\$1.50	\$0.50	-	-	-



Scenario:

I've written a horse book for middle schoolers. I'm reviewing my campaign that has about 76% ACOS. My titles are mostly print so with royalty share I'm about breaking even. I see some success but I also see that there is room for improvement. I want to drive spend efficiency.

2. Copy under-performing search terms into negative keywords



(note: For long lists of keywords, you can export the dashboard and do a big copy/paste)

EMBRACE THE NEGATIVE

- ➔ Protect your brand
- ➔ Allocate spend to what's working
- ➔ Drive spend efficiency



DEEP DIVE #3

BRAND DEFENSE



WHAT IS BRAND DEFENSE?



BRAND DEFENSE MARKETING =

Protect your market share, positioning and mind share against a competitor.

Often times this is a market leader protecting against a competitor.

EXAMPLE



- ➔ New Author targets Bestselling Author.
 - ➔ bestseller author runs ads targeting themselves
 - ➔ closes gap for new author to grab customers

HOW IS IT DONE?



Use Branded Search Terms

A branded keyword or search term is your own author name, series or title.

This is primarily used if you are a well-known author or if you have a popular series.

Because of this, competing authors in your genre may bid on search queries with your brand terms with the hopes of attracting browsers to their page and getting a sale.

AM I COMPETING WITH MYSELF?



NO, YOU ARE PROTECTING YOUR BRAND!

WHY PAY FOR CLICKS THAT WOULD COME TO ME ORGANICALLY?

While it may seem wasteful to bid on your own terms, people are very easily distracted.

An ad by a competitor could steal the sale and shopper. This may be worth protecting.

BLOCK THE STEAL!



SO YOU WANNA TRY TO DEFEND YOUR CATALOG...

List all

- ➔ variations of your author name
- ➔ book titles
 - ASINs
- ➔ Series name(s)



NOW WHAT?

- ➔ Determine where you want to defend
 - Search?
 - Detail page?
- ➔ Determine your bid strategy



WHAT TO EXPECT

- ➔ Expect ads to do well because your relevance should be high
- ➔ This may also bring down your CPC.



NOPE, I DON'T WANNA DO IT

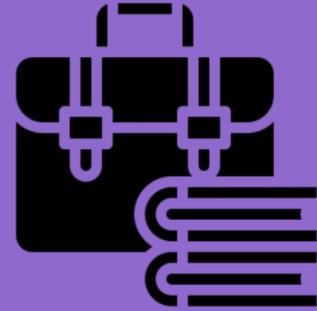
- ➔ Use your list and include them as negative targets in all of your campaigns



BRAND DEFENSE IN BOOKS

- ➔ Different than non-books
- ➔ Personal choice

TODAY'S TAKEAWAYS



- ➔ Use tactics wisely
- ➔ Take feature adoption in phases
- ➔ Have patience throughout your learning process

WHAT'S COMING....

- ➔ New modules in the coming weeks
- ➔ Sponsored Brands for KDP
 - ➔ campaign creation (added)
 - ➔ Reporting
 - ➔ Optimization
- ➔ Optimization Case Studies
- ➔ Advanced Topics

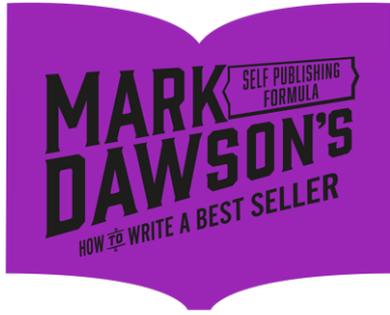
Amazon Ads Office Hours

with Amazon Expert Janet Margot



- ➔ Monthly 1:1 for SPF Ads for Authors Students
- ➔ 15minutes
- ➔ Limited space!
- ➔ More info to come

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



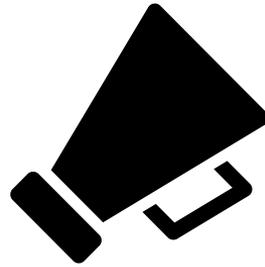
I will demystify the process
and show you how easy it is.

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.

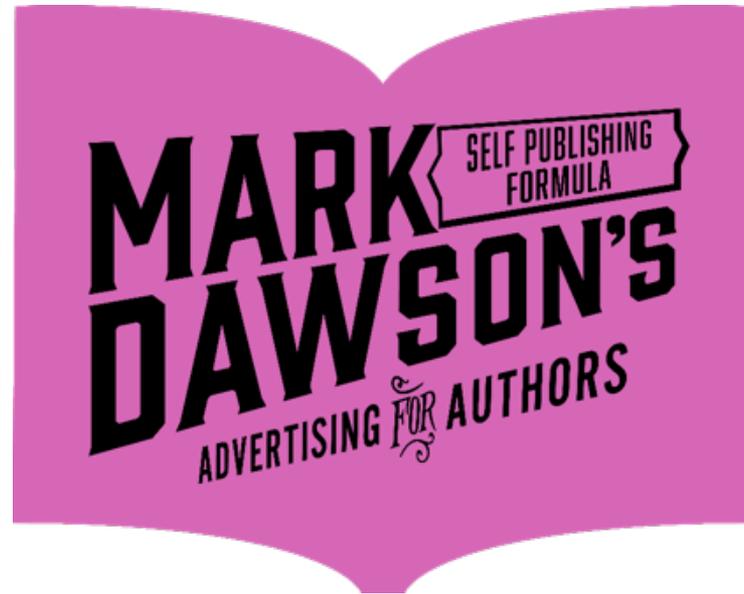


If you're still here, you're ready for this!

IF YOU REMEMBER JUST ONE THING..

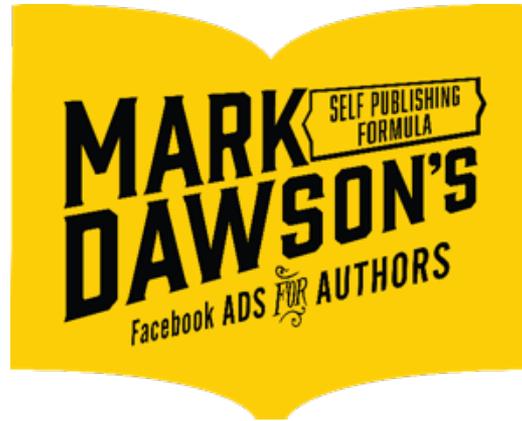
- ➔ I have found a system to boost my career.
- ➔ Advertising is no longer a luxury.
- ➔ The last five years have changed my life.
- ➔ It is a replicable system that you can follow.
- ➔ 10,000 students have taken my premium courses.
- ➔ Our refund rate is VERY low.

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



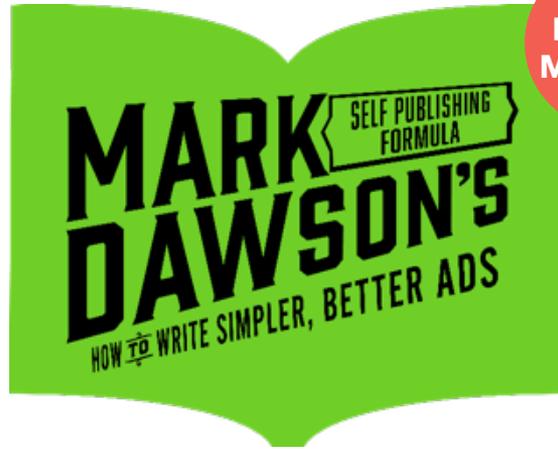
Taking the management of Facebook ads
to the next level...

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

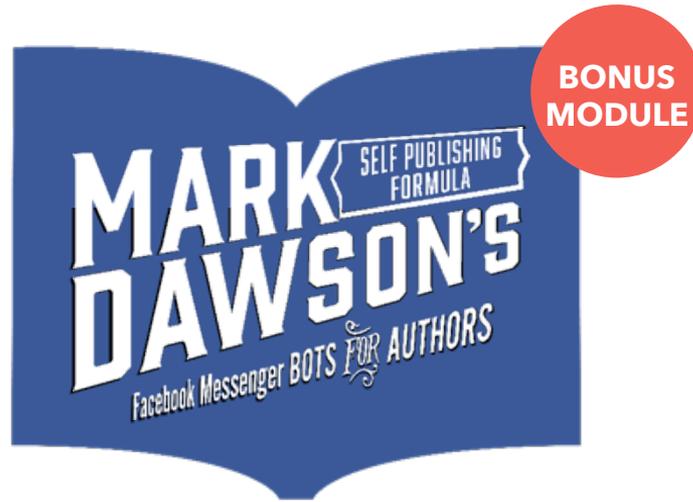
Create hooks to draw in readers and master the art of crafting compelling ads for your books.

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.



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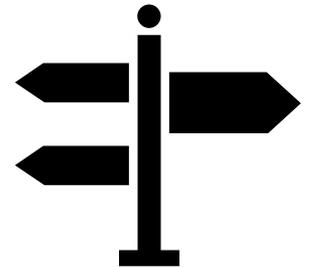
THE OBVIOUS QUESTION IS...

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

You have three choices...

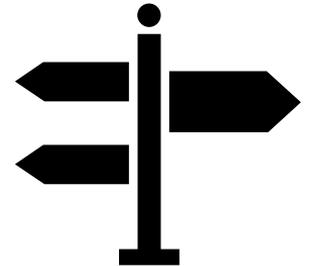
YOU NOW HAVE 3 OPTIONS:

- 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



\$1.45

BUY WITH CONFIDENCE



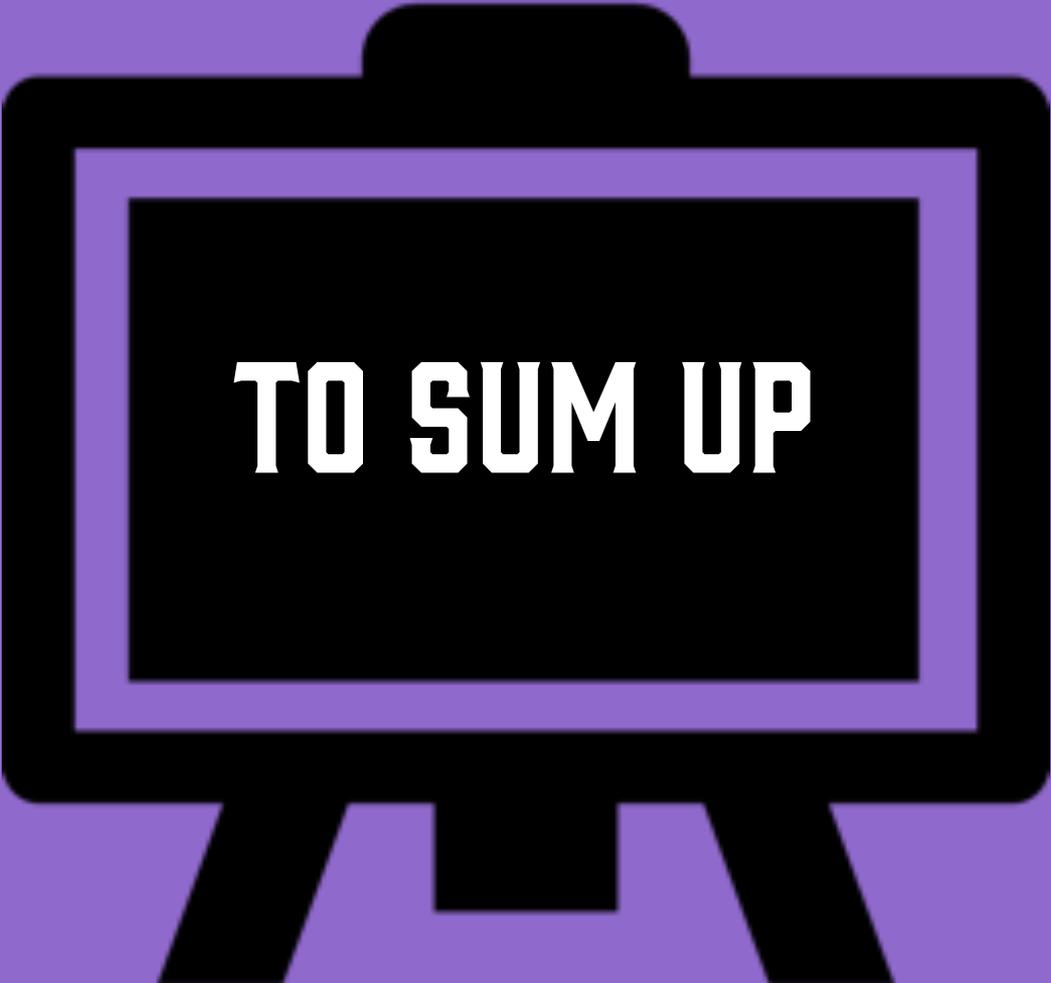
- ➔ I know this course is good.
- ➔ If it's not for you, you have a full 30 day money back guarantee.
- ➔ My team and I are personally invested in your success.
- ➔ You get **FULL ACCESS** with the first payment
- try it for 30 days at no risk.



PLUS

EXCLUSIVE BONUSES WORTH \$100'S

- ➔ Membership of the exclusive students-only **SPF Facebook Group, MASTERY**
- ➔ Discounts on our acclaimed foundation course, **Self Publishing 101**, and the **Cover Design for Authors, How to Write a Bestseller** and **How to Revise Your Book** courses
- ➔ Discounted membership of **Book Funnel**, the popular ebook distribution service
- ➔ An additional month of access to **Prolific Work's** premium plan
- ➔ Discount on annual & lifetime plan for **ProWritingAid**
- ➔ Discounted formatting with my preferred company, **Polgarus Studios**
- ➔ Discount on pre-made and custom designs by **Books Covered**
- ➔ Discount code for **Reader Links**, the author tracking and management tool
- ➔ Discount code for ad image creation tool **BookBrush**
- ➔ **AUTHOR WEBSITE OPTIONS** at DEEPLY DISCOUNTED PRICES....and many more!



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 \$45.
- ➔ 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**



NOW

HERE'S WHAT TO DO NOW:

- ➔ 12 instalments of \$75
- ➔ 24 instalments of \$45
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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.

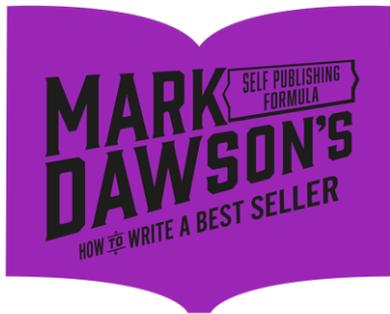


Tim Heath What I've so valued about being a part of this special community, is the tools it puts into your hands. As authors, we write—but then what? That's where the SPF community have been so amazing. From the hours of detailed videos, which guide you through the process step-by-step so that even a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