



MARK
DAWSON'S
SELF PUBLISHING
FORMULA

with
Mark Dawson
& Rachel McLean

HOW TO USE ADS TO
TURBO-CHARGE ORGANIC BOOK SALES

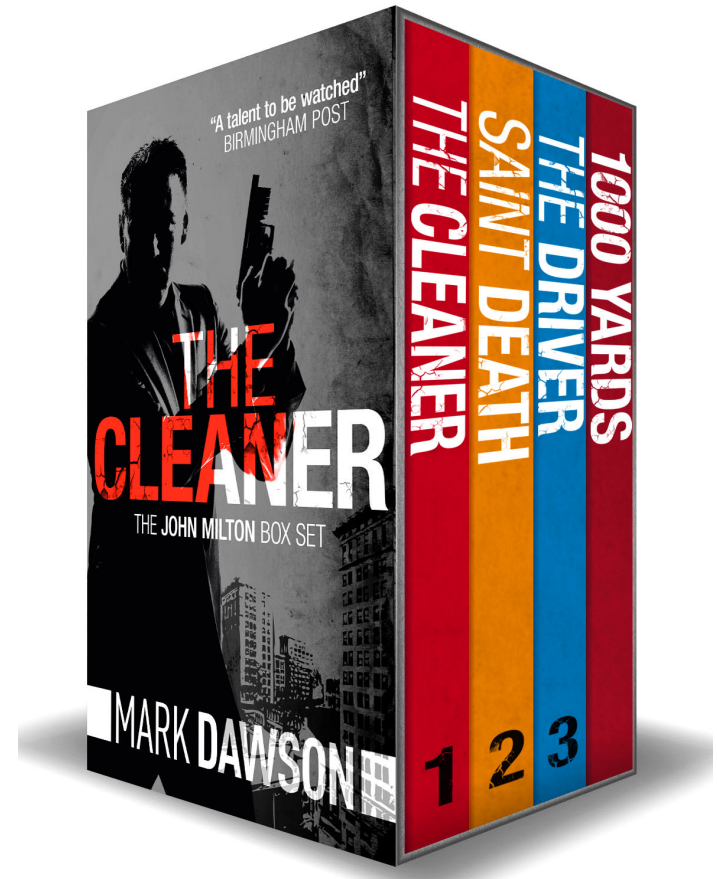
CELEBRATE

WHO AM I?



MY FICTION CREDENTIALS

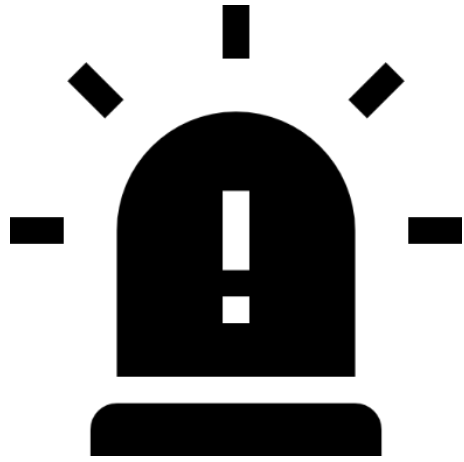
- ➔ Hybrid author
- ➔ 5 million books sold
- ➔ In translation around the world
- ➔ TV series under development in Hollywood



MY NON-FICTION CREDENTIALS

- ➔ More than 14000 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





COMPETITION ALERT!

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

WHO AM I?



ABOUT ME

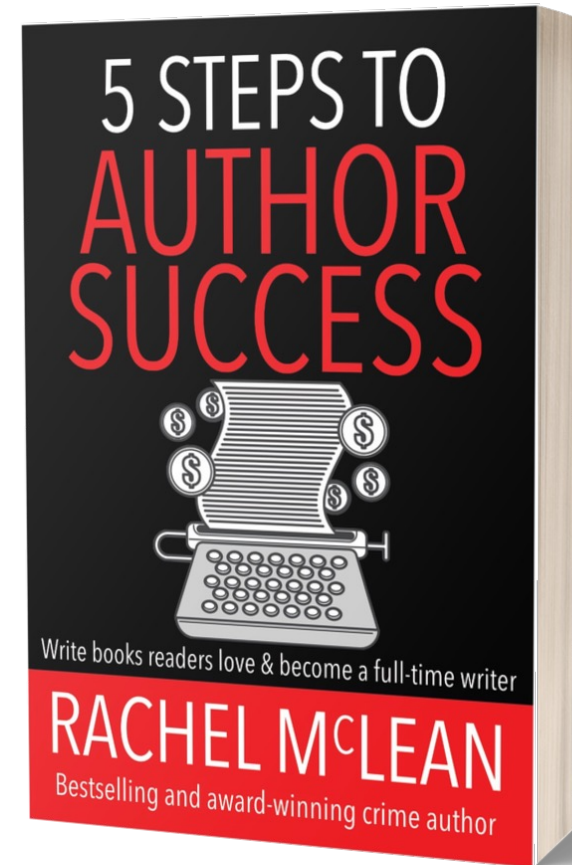
- ➔ Rachel McLean, crime author
- ➔ Switched from genre-hopping to police procedurals in early 2020
- ➔ Winner of Kindle Storyteller Award 2021
- ➔ Over a million books sold

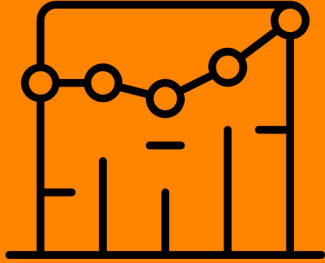


MY 5 STEP PROCESS

1. Mindset
2. Research
3. Craft
4. Launch
5. Maintenance

selfpublishingshow.com/5steps





ADS CAN DRIVE ORGANIC SALES

- ➔ Ads don't just drive directly attributable sales
- ➔ When done the right way, they will:
 - teach Amazon who to recommend your book to
 - tell Amazon that your book page converts
 - drive at least 10x as many organic sales as direct sales

MY SALES

MY SALES

December 2019:

Overall sales 439 across 8 books, none attributable to ads

MY SALES

December 2019:

Overall sales 439 across 8 books, none attributable to ads

December 2020:

Total sales 8,477 across 13 books

(1 main series)

215 sales of book 1 via Facebook ads

518 sales of book 1 via Amazon ads

Total ROI 168%

MY SALES

December 2019:

Overall sales 439 across 8 books, none attributable to ads

December 2020:

Total sales 8,477 across 13 books

(1 main series)

215 sales of book 1 via Facebook ads

518 sales of book 1 via Amazon ads

Total ROI 168%

December 2022:

Total sales 47,354 across 23 books

(3 main series)

515 sales of book 1 via Facebook ads

877 sales of book 1 via Amazon ads

Total ROI 795%

SO HOW DO YOU DO IT?





**BEFORE YOU
START**

- **Great book**
- **Professional editing**
- **On-genre cover**
- **Effective blurb**
- **Maximize read-through**

Your genre:

- **Reader expectations**
- **What's hot, what's dropping**
- **Where readers hang out**

Your comps:

- **Indies (for Bookbub)**
- **Digital first (for Bookbub and possibly FB)**
- **Traditional (for FB)**
- **Their advertising**



**BEFORE ADVERTISING:
DO YOUR RESEARCH**

MONITOR COMPS' FACEBOOK ADS

Rachel McLean
828 views · 7 weeks ago

Upcoming events [See all](#)

SAT, 15 JAN AT 13:00 UTC
Book talk and drinks in the Duke of Wellington
The Duke of Wellington Literature · 21 guests

Page transparency [See all](#)
Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created – 11 October 2012

Continue the Zoe Finch series
99p each for a limited time

United Kingdom (2)

Ads from this Page

This Page is currently running ads.

This Page has run ads about social issues, elections or politics.

[Go to Ad Library](#)

Deadly Origins
A DETECTIVE ZOE FINCH PREQUEL
[READ FOR FREE](#)

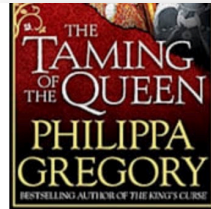
Page transparency
Page created 11 Oct 2012
Page name changed 4 times
Primary country/region location for people who manage this Page includes: United Kingdom (2)

Ads from Rachel McLean
~18 results

Launched in September 2021

Active
Started running on 18 Sep 2021

SUBSCRIBE TO YOUR BOOKBUB CATEGORY



An "absorbing" read (*Publishers Weekly*) from the #1 *New York Times* bestselling author of *The Other Boleyn Girl*: The final bride of King Henry VIII, Kateryn Parr survives court politics and her murderous husband to forge a fate different from her predecessors.

Bestsellers, Historical Fiction

£0.99 ~~£5.99~~

Amazon

Apple Books

Google

Kobo



[AD FEEDBACK](#)

Invite Your Friends

Do your friends love to read? Invite them to join BookBub today!

Send Invitations

TRACK YOUR CATEGORY CHARTS

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.

- Any Department
- Kindle Store
- Books
- Crime, Thriller & Mystery
- Crime Fiction
- British & Irish
 - English
 - Irish
 - Northern Irish
 - Scottish
 - Welsh

Best Sellers in British & Irish Crime

Top 100 Paid | Top 100 Free

#1	 <p>The Locked Room: the thrilling Sunday Times... > Ely Griffiths ★★★★★ 10,115 Kindle Edition £0.99</p>	#2	 <p>The Sleeping and the Dead: A Stunning... > Ann Cleeves ★★★★★ 3,765 Kindle Edition £0.99</p>	#3	 <p>KILLER ON THE MOORS a gripping crime thriller... PRISCILLA MASTERS ★★★★★ 4,811 Kindle Edition £0.99</p>	#4	 <p>GRAVES ON THE FENS a gripping crime thriller f... JOY ELLIS ★★★★★ 6,444 Kindle Edition £2.99</p>	#5	 <p>Damaged: the new Martina Cole bestseller... > Martina Cole ★★★★★ 4,137 Kindle Edition £0.99</p>
#6	 <p>SEVEN DAYS TO DIE an absolutely gripping crim... MICHELLE KIDD ★★★★★ 96 Kindle Edition</p>	#7	 <p>The Riverside Murder: A Dorset Crime Story > Rachel McLean ★★★★★ 670 Kindle Edition</p>	#8	 <p>DEVIL'S CHIMNEY an absolutely gripping crime... > Adam Lyndon ★★★★★ 2,212 Kindle Edition</p>	#9	 <p>The Corfe Castle Murders (Dorset Crime Book 1) > Rachel McLean ★★★★★ 17,465 Kindle Edition</p>	#10	 <p>The Bonnie Dead: A Scottish Detective Mystery... > Andrew Raymond ★★★★★ 2,190 Kindle Edition</p>



THE GOALS OF STRATEGIC ADVERTISING

- ➔ **Nail down your also-boughts
(even if you can't see them)**
- ➔ **Demonstrate that your book converts**
- ➔ **...and make sales too!**

ALSO-BOUGHTS ON PRODUCT PAGES

Customers who read this book also read

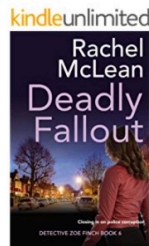
Page 1 of 6



The Clifftop Murders
(Dorset Crime Book 2)
> Rachel McLean
★★★★☆ 5,345
Kindle Edition
£1.99



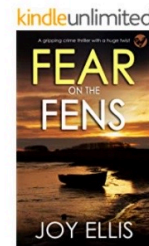
The Island Murders
(Dorset Crime Book 3)
> Rachel McLean
★★★★☆ 4,634
Kindle Edition
£1.99



Deadly Fallout (Detective
Zoe Finch Book 6)
> Rachel McLean
★★★★☆ 3,481
Kindle Edition
£1.99



Deadly Reprisal
(Detective Zoe Finch
Book 5)
> Rachel McLean
★★★★☆ 2,148
Kindle Edition
£1.99



FEAR ON THE FENS a
gripping crime thriller
with a huge twist (DI
Nikki Galena Series...)
> Joy Ellis
★★★★☆ 6,155
Kindle Edition
£0.99



To Die For: A chilling
British detective crime
thriller (The Hidden...)
> J M Dalgliesh
★★★★☆ 4,788
Kindle Edition
#1 Best Seller in Financial
Thrillers
£2.99



Detective Zoe Finch
Books 4-6 (Detective Zoe
Finch box sets Book 2)
> Rachel McLean
★★★★☆ 572
Kindle Edition
£3.99

ALSO-BOUGHTS ON AUTHOR PAGES

recommendations.

About Rachel McLean

My name's Rachel McLean and I write thrillers that make you think.

What does that mean? In short, I want my stories to make your pulse race and your brain tick.

Do you often get through a thriller at breakneck pace but are left with little sense of what the book was

[Read more](#)

Author Updates



Books By Rachel McLean

All Formats

Kindle Books

Audiobooks

Paperback

Customers Also Bought Items By



Simon McCleave



Joy Ellis



J M Dalgliesh



JD Kirk

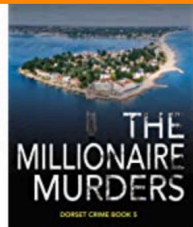


Helen H Durrant



Matt Broly

[Read more](#)



£1.99

An anonymous murder victim and a

DCI Lesley Clarke has too many suspicious murders in a Sandbanks mansion

[Read more](#)

Other Formats: Paperback

#1 Best Seller



The Monument Murders (Dorset Crime Books)

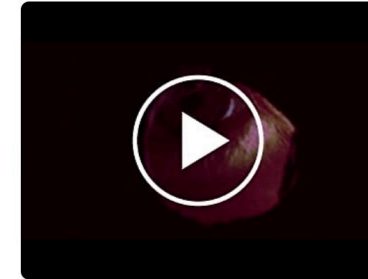
by Rachel McLean

★★★★★ (3,491)

£1.99 ~~£7.99~~

When a body is found draped over a

Author Updates



About Simon McCleave

Simon is a best-selling crime novelist. His first book, 'The Snowdonia Killings', was released in January 2020 and soon became an Amazon Bestseller, reaching No 1 in the Amazon UK Chart and selling over 150,000 copies. His seven subsequent novels in the DI Ruth Hunter Crime Thriller Series have all

[Read more](#)

Books By Simon McCleave

All Formats

Kindle Books

Audiobooks

Customers Also Bought Items By



Rachel McLean



J M Dalgliesh



Joy Ellis



JD Kirk



David J. Gatward



David Blake

[Read more](#)



The Snowdonia Killings

2020

by Simon McCleave

★★★★★

£1.99 ~~£12.99~~

Starting a new

Detective Inspector Ruth Hunter is a veteran police officer

[Read more](#)

Other Formats: Paperback

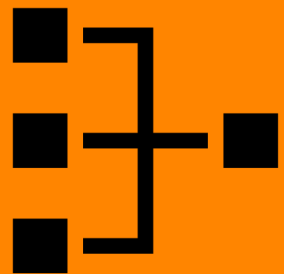


London, Scotland

by Simon McCleave

★★★★★

£3.99 ~~£7.99~~



THE ROLE OF EACH AD PLATFORM

- ➔ **Facebook Ads:** Kicking sales off, tickling the algorithm, finding fans and page likes. Targets: genres and big (usually trad) authors.
- ➔ **Bookbub Ads:** Specific author targeting, manipulating author also-boughts. Targeting: individual authors, esp. indie and digital.
- ➔ **Amazon Ads:** Scaling once sales are established, super-specific author/book/series targeting. Targets: ASINS, authors, categories.

FACEBOOK ADS: KICK OFF SALES



- **Facebook can sell an unknown author/book**
- **Testing is crucial to keep down costs**
- **Start small (\$5 a day)**
- **Limit to effective budget (\$60 a day for me)**
- **Targeting largely driven by FB**
- **Follow the Ads for Authors FB module!**

BOOKBUB: MANIPULATE ALSO-BOUGHTS

The BookBub logo consists of the word "BookBub" in a white, sans-serif font, centered within a red rectangular box with a white border.

- **Subscribe to your genre, see who's advertising**
- **Identify indie and digital/small trad comps**
- **Test, test, test**
- **Keep budget low and monitor spend**
- **Monitor your also-boughts**
- **Hard to make a profit (but profit isn't the goal)**
- **RESOURCES: *BookBub Ads* by David Gaughran, *Ads for Authors***

AMAZON ADS: MICRO-TARGET AND SCALE



- **Amazon ads won't serve unless your book is already converting**
- **Product targeting - ASINs (avoid paperbacks)**
- **Only target products with high rank**
- **Start with fixed bids at 50% over what you're prepared to pay, and reduce**
- **Calculate ROI based on RT, NOT on the dashboard**
- **Track, tweak and scale**
- **Resources: Ads for Authors Amazon module, *Amazon Ads Unleashed* by Robert J Ryan**



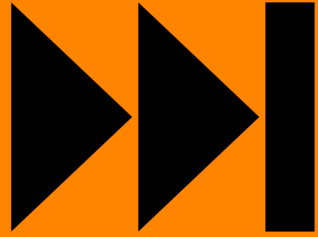
MEASURING SUCCESS

- **Also-boughts - book**
- **Also-boughts - author**
- **Recommendation emails**
- **ROI increasing**



CONTINUE AND SCALE

- ➔ **Long-term, Amazon ads are the best for scaling**
- ➔ **Getting Amazon ads to serve:**
 - ➔ **Bid as high as you can**
 - ➔ **Experiment with bidding types - top of search etc.**
 - ➔ **Match your bids to your budget**
 - ➔ **Try category targeting**
 - ➔ **Ensure ads don't compete with each other**
 - ➔ **Don't throw spaghetti at the wall!**



SUMMARY

- ➔ **Get your package right first - book, cover, blurb**
- ➔ **Research genre and comps - indie and trad**
- ➔ **Kick sales off with FB ads**
- ➔ **Target comps and manipulate also-boughts with Bookbub Ads**
- ➔ **Micro-target and scale with Amazon ads**
- ➔ **Rinse and repeat (new releases, promos)**

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

MARK DAWSON'S SELF PUBLISHING FORMULA
ADVERTISING FOR AUTHORS

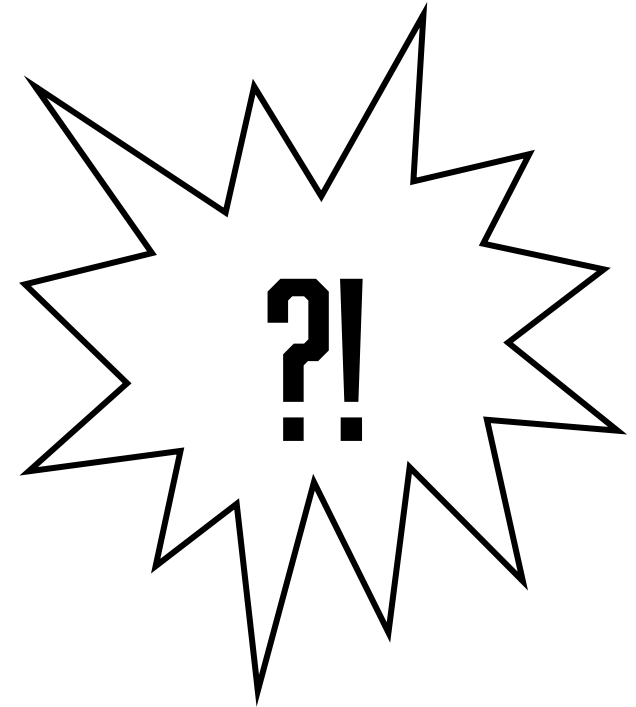
COMPETITION TIME!

NAME THE FILMS BASED ON BESTSELLERS!



WHY ARE YOU STILL ON THE LINE?

- ➔ Frustrated your books won't sell
- ➔ You get reviews but no sales.
- ➔ Your book is invisible.
- ➔ You are starting out.
- ➔ 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.



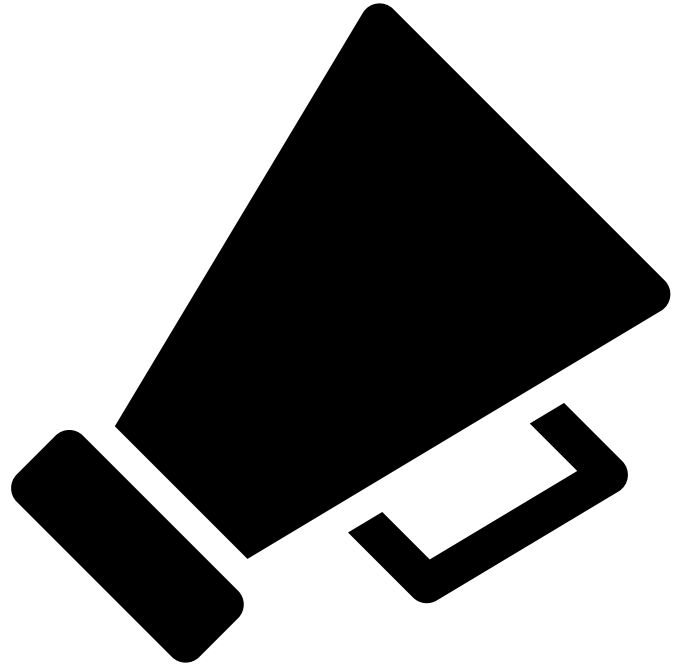
FEAR #2: I'M A WRITER. NO TIME FOR THIS.

I'll 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 readers for you.



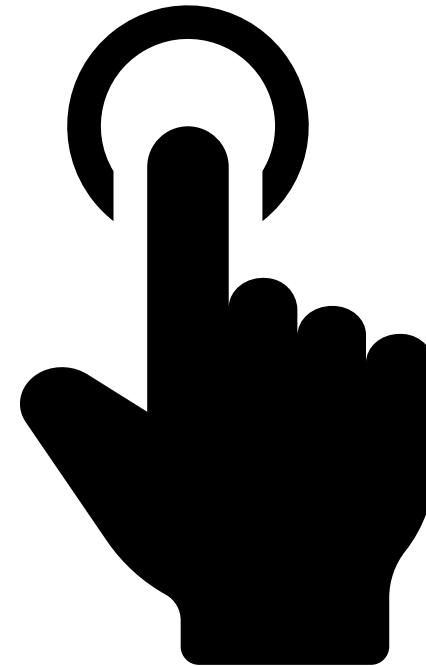
FEAR #4: ADVERTISING IS TOO EXPENSIVE.

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 seven years have changed my life.
- ➔ It is a replicable system that you can follow.
- ➔ 14,000 students have taken my premium courses.
- ➔ Our refund rate is VERY low.

WHAT IS ADVERTISING FOR AUTHORS?



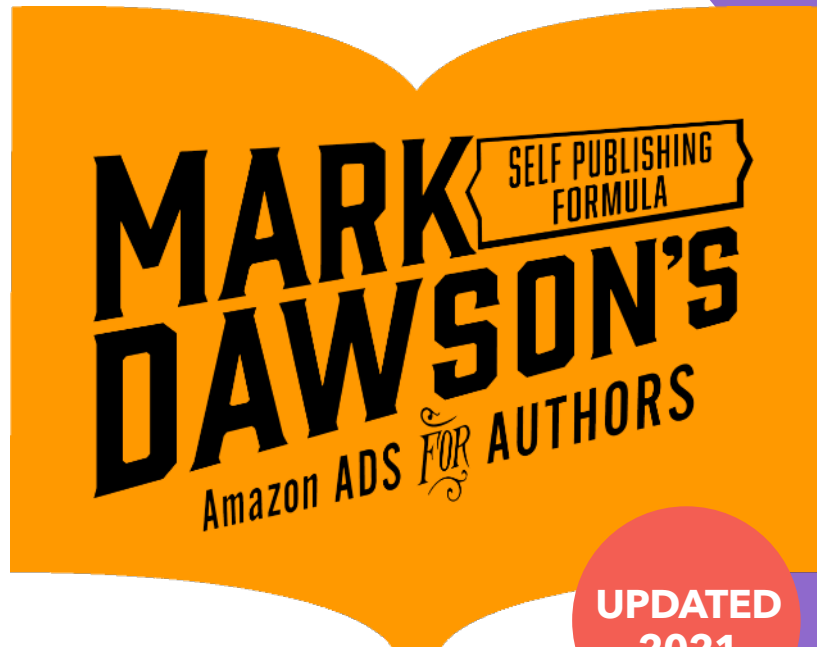
- ➔ Used to be just Facebook
- ➔ It now comprises EIGHT courses – and SPF University

FACEBOOK ADS FOR AUTHORS



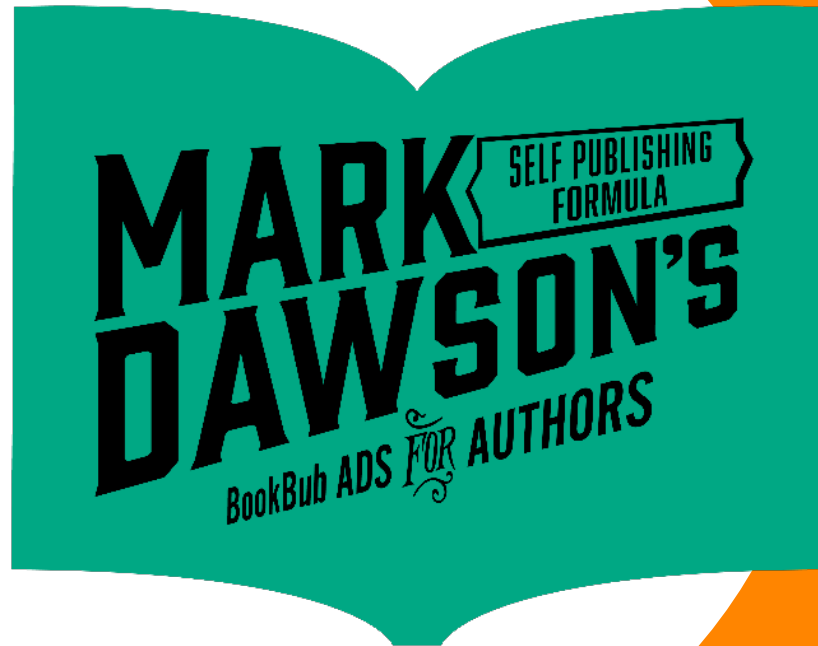
- ➔ Your complete FB Ads tutorial.
- ➔ Step-by-step: from beginner to advanced techniques.
- ➔ Learn how to use FB for subscriptions AND sales.

AMAZON ADS FOR AUTHORS



- ➔ First 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.

TIKTOK FOR AUTHORS



BONUS
MODULE

- ➔ Released 2022
- ➔ Put together with bestselling authors & **#BookTok** experts Jayne Rylon & Lila Dubois

ADVANCED FACEBOOK ADS FOR AUTHORS



**BONUS
MODULE**

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

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.

MARK DAWSON'S
SELF PUBLISHING
FORMULA
ADVERTISING FOR AUTHORS

STUDENT SUPPORT

YOU WON'T BE ALONE!

- ➔ Lifetime access to the students-only private 'Mastery' Facebook Group - and 1000's 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. ✕



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. ✕



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.



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



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.



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.



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.



?

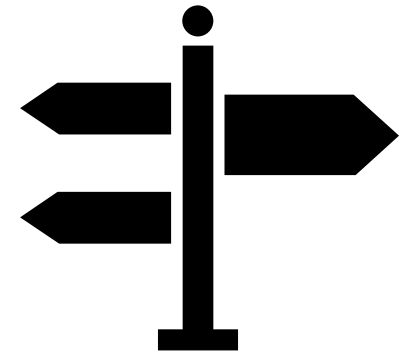
THE OBVIOUS QUESTION IS...

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

YOU HAVE THREE CHOICES...

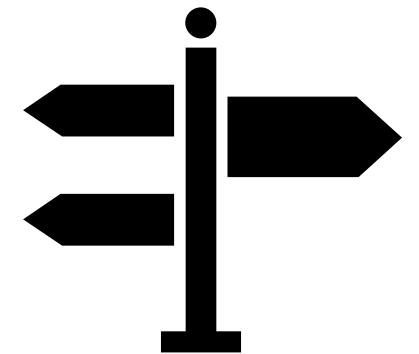
YOU NOW HAVE 3 OPTIONS:

- 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



\$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

HIGHLIGHTS INCLUDE:

- ➔ Membership of the exclusive students-only **SPF Facebook Group, MASTERY**
- ➔ Discounts on our acclaimed foundation course, **Self Publishing Launchpad**, 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**
- ➔ Discount on the ace story planning app, **Plottr**
- ➔ Discount on pre-made and custom designs by **Books Covered**
- ➔ 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.



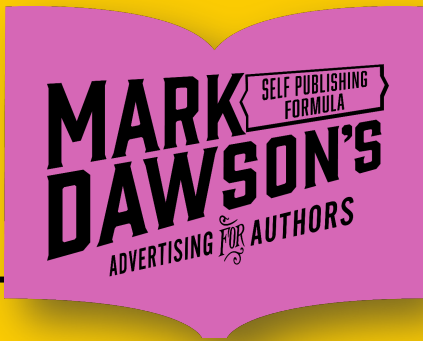
And!...

- ➔ 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 (USD)
- ➔ 24 instalments of \$45 (USD)
- ➔ Or SAVE UP TO 20% and pay in FULL
- ➔ 100% access to all material with your first payment



www.selfpublishingformula.com/adsforauthors






PAYMENT OPTIONS

30 DAY MONEY BACK GUARANTEE






**12 MONTHLY PAYMENTS
OF *\$75**




BUY NOW

**24 MONTHLY PAYMENTS
OF *\$45**

BUY NOW

**ONE TIME PAYMENT OF
*\$849**

BUY NOW

* Sales tax may be applicable in some EU countries



www.selfpublishingformula.com/adsforauthors

MARK DAWSON'S
SELF PUBLISHING
FORMULA
ADVERTISING FOR AUTHORS

LIVE Q&A



- ➔ 12 instalments of \$75 (USD)
- ➔ 24 instalments of \$45 (USD)
- ➔ Or SAVE UP TO 20% and pay in FULL
- ➔ 100% access to all material with your first payment



www.selfpublishingformula.com/adsforauthors



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. ✕



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. ✕



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.



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



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.



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.



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.

**MARK
DAWSON'S**
ADVERTISING *FOR* AUTHORS

SELF PUBLISHING
FORMULA

COMPETITION TIME! ANSWERS & WINNER

