

Get your First 1,000 Readers

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Step 7: How to Use Bookfunnel

Remember, the goal is for everyone to end up having a finished product, published on Amazon, with edited content, a high-quality cover, and a growing collection of reviews. Then we will go through the process of putting your reader magnet to work for you as an author!

We've already talked extensively about *what* a Reader Magnet is and why it's a good idea to have one, how to *plan* your Reader Magnet, how to get it *written*, how to *edit* it, how to choose a high-quality *cover*, how to write a *tagline* and *book description*, and how to *format your book!* (see the previous handouts for Steps 1-6—on the WoW website Resources page:

<https://writersofwsbg.weebly.com/resources.html>).

Now it's time to start putting your Reader Magnet (or other book) to work for you. After all, every book or story you write needs to earn its keep, right? We don't want our books to be slackers!

Let's take a look at how **Bookfunnel** can help you build your reading audience.

What is Bookfunnel?

Bookfunnel is an online site that provides several essential services. Primarily, it gives you a controlled way to distribute your book(s) to readers. There are several other services that do these things, but (in my opinion) Bookfunnel is the best. You can...

1. Make your book available in multi-author giveaways (to build your email subscriber list)
2. Make your book available in multi-author sales promotions (to promote sales and Kindle Unlimited page reads)
3. Distribute your book to your Advance Reader team (ARC team).
4. Make your books available on your website (as Reader Magnet freebies, or for sale)

The best thing about Bookfunnel is that they provide all the **technical support** for your readers! I cannot over-emphasize this. When you get to the point where you are distributing your book(s) to hundreds or even thousands of readers, you DO NOT want to be involved in helping those who can't figure out how to get the books onto their ebook reading devices or into their ebook reading apps. You want to spend your time writing, not helping with technical issues!

How Much Does Bookfunnel Cost?

I want to point out that Bookfunnel is an **ESSENTIAL TOOL** (as essential as your website and your email newsletter service). If you are serious about building your reading audience, Bookfunnel is worth far, far more than the small amount they charge for it.

First Time Author plan (\$20/year). This plan allows you to get started. You can create "landing pages" to distribute books and participate in multi-author sales.

Mid List Author plan (\$100/year). The most important feature of this plan is that it allows you to collect email addresses in return for a copy of your book. These email addresses are the foundation

of your book marketing efforts. This is how you get your first 1,000 readers! At less than \$10 per month, it is one of the best investments in your writing career you can make.

Bestseller plan (\$250/year). There are some advantages to this plan, but so far I consider them non-essential. No reason to move to this plan until you are REALLY ready for it.

Sign up at: <https://bookfunnel.com>

Once you pick a plan and sign up, it's time to get started!

First Things First – Uploading a Book to Bookfunnel

In order to use Bookfunnel, you have to upload your formatted book files and your book cover. Then you can start creating “landing pages” and participating in group promotions.



Here is the menu you will see on the left side of your screen

Add New ▾

Home

Books

Other Media

Certified Mail

Gift a Book

Promotions

Integrations

Sales

Print Codes

Bundles

Invite a Friend

Pen Names

Settings

There are many things you can do in Bookfunnel, but first you need to add your book.

← To get started, click here.

Then click *Add New Book*

+ Add New Book

This will open the ***Book Details*** screen (see next page)

Adding your Book Details

Book Details

Book Label ?
FUSED - Training Day

***Book Type**
Novella

***Book Title** ?
Fused: Training Day

***Author Name** ?
Stan C. Smith

Series ? **Volume** **Amazon ASIN** ?
Fused

Book Tagline ?
Having a body made of alien nanoparticles has its advantages. Figuring out how to use it is the problem.

Book Description ?

Paragraph **B** *I* ~~S~~ *Ix*

A year ago, the world was almost destroyed by an alien artifact. Then the artifact went missing. It lies hidden somewhere, a ticking bomb of potential destruction. Bobby Truex knows exactly where it is.

Bobby is only sixteen, but he has seen more tragedy than most people will ever see. Now he just wants to be Bobby Truex. He wants to read books, explore the forest and river near his new home, maybe have a girlfriend. Most of all, he doesn't want to hurt anyone.

But how can you live a normal life if your body is the most dangerous thing on Earth? Bobby realizes

Words: 189

Fill in the requested information, as I have done above for **FUSED: TRAINING DAY**.

NOTE: The **Amazon ASIN** is optional. That is Amazon's ID number for your book, so you will not be able to enter that number unless you have already put your book on Amazon.

Adding your Book Files

Below the book details, click on *Book Files* to expand the box, which will then look like this:

Book Files

Filename	Type	Size	Uploaded
FUSED-Kindle.jpg	COVER	1.7 MB	2020-06-27 09:14am
FUSED-Generic.epub	EPUB	407.8 KB	2020-06-30 09:14am
FUSED-Kindle.mobi	MOBI	1.7 MB	2020-06-30 09:14am
FUSED-Print.pdf	PDF	1.2 MB	2020-06-30 09:14am

[+ Add Your Files](#)
Drag and drop anywhere or click here to add new files
(any .jpg, .jpeg, .epub, .mobi, .pdf, or .kpub)

Include the KF8 MOBI format (this will double your file size) ?

Notice that I have already uploaded my **cover** (the JPEG ebook image from my cover designer). I have also uploaded the EPUB file (for most ereaders other than Kindle), and my MOBI file (for Kindle), and my PDF file (for people who don't have any ereader device or app)

Once your book files are uploaded, click *Save and Close*.

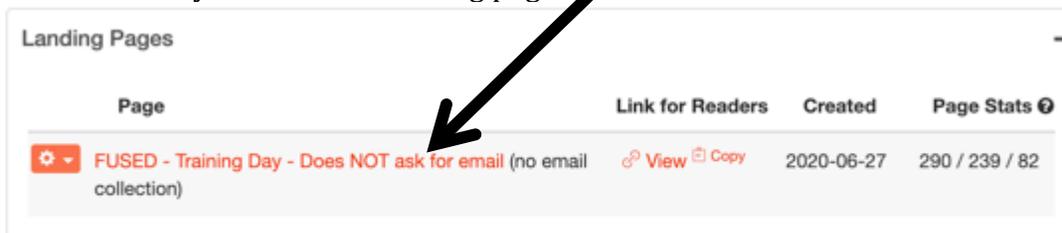
[Save Book](#) [Save and Close](#) [Close](#)

Creating a Landing Page

After you click *Save and Close*, you will see the book's detail page.

At the bottom of the detail page, you have options for creating **LANDING PAGES**.

Notice that I have already created one landing page.



Page	Link for Readers	Created	Page Stats
FUSED - Training Day - Does NOT ask for email (no email collection)	View Copy	2020-06-27	290 / 239 / 82

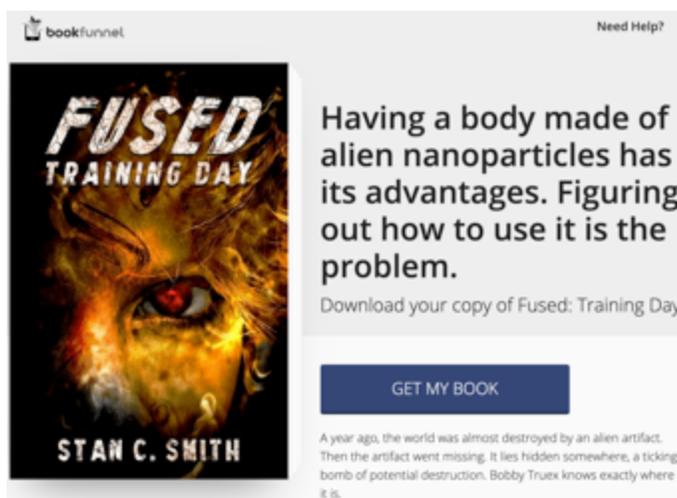
How do you want to share Fused: Training Day?

- I want to send a link to my readers.
- I want to create a landing page.
- I want to send review copies to my ARC team.
- I want to send this book to just one person.
- I want to join group promos and find new readers.
- I want to join a sales promo.
- I want to deliver ebook sales.
- I want to distribute printed materials with download codes printed on them.

Look at the list of choices for landing pages. Cool, huh? Just click the choice you are interested in and work your way through the settings. Don't worry, it's easy.

What Exactly is a Landing Page?

A Landing Page is a web page where readers download your book (either in exchange for their email address or with no obligation at all). Here's my landing page for FUSED: TRAINING DAY:



Why are Landing Pages so Awesome?

First, because Bookfunnel takes care of all the technical support for you! They have nice, detailed instructions available to the readers, so even those readers who are not tech savvy at all can get your book into their ebook reader device or app. You don't have to spend valuable time helping people!

Here's what readers will see when they click *Get My Book*:

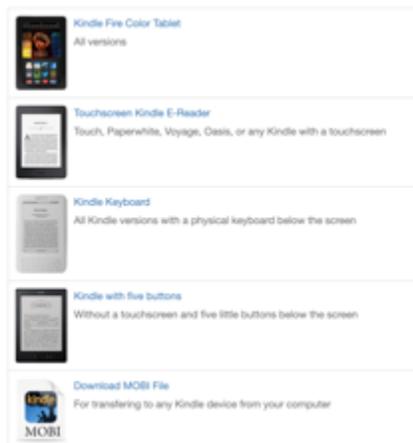
They click the choice for how they want to read the book, and then Bookfunnel provides further instructions as they download the book.

What do you like to read on?



For example, if they select *Kindle Tablet or E-Reader*, here is what they see next:

Which Kindle do you have?



Couldn't be any easier, right?

This is one reason Bookfunnel is so useful.

IMPORTANT: The Landing Page above does *not* require the reader to give their email address. That's because it is a Landing Page I made so that I could give the book as a thank-you freebie to the readers who are *already subscribed* to my email newsletter.

So, if you want to use your book as a Reader Magnet to get new subscribers, you set up another Landing Page that requires readers to type in their email address.

For **INFINITY** I have *three* Landing Pages:

Page	Link for Readers	Created	Page Stats
INFINITY - Back Matter Download Page (no email required) (no email collection)	View Copy	2020-03-12	62 / 39 / 62
Infinity Permafree Sales Landing Page (sales landing page)	View Copy	2019-10-07	
INFINITY - Reader Magnet - will collect emails (opt-in required)	View Copy	2019-06-27	8828 / 3999 / 45

Notice that beside each Landing Page on the list, you can copy the link to the landing page. This is the link you can put on your web site and in your emails.

Notice that the bottom one is the *Reader Magnet Landing Page*. And... notice the book has been traded for 3,999 reader email addresses! That book is earning its keep. It has given me almost 4,000 new readers! Many of those readers have gone on to purchase my other books. That's what Reader Magnets and Bookfunnel can do for you!

When readers click *Get My Book* on a Reader Magnet Landing Page, here is what they see:

Notice that they are giving you their *email address* in return for your book. This is a fair trade. And it is essential to your marketing efforts.

Let's stay in touch!

Enter your email address to join my newsletter. You'll receive exclusive deals and special offers, and be the first to know about new releases. You will also receive a copy of INFINITY: A Bridger's Origin as a welcome gift! You can unsubscribe at any time.

First Name

Last Name

Email Address

I understand that I'm signing up for Stan C. Smith's email newsletter, and I'm free to unsubscribe at any time.

Send My Book



Add New

Home

Books

Other Media

Certified Mail

Gift a Book

Promotions

Integrations

Sales

Print Codes

Bundles

Invite a Friend

Pen Names

Settings

There are many other things you can do with Bookfunnel.

Perhaps the most important is joining **Promotions**.

These are **multi-author promotions**, in which authors combine their efforts to help each other get new email newsletter subscribers.

These promotions are free to join, and you can get several hundred downloads of your book in one promotion. This means several hundred new subscribers to your email newsletter. This means several hundred new readers!

The key is to join promotions with authors who most closely match the genre of your writing. That way, you are getting readers who already like books similar to yours.

To make this easier, Bookfunnel divides their promotions into specific genres.

Below is what part of a **Multi-Author Promotion** page looks like. Each author includes the link to the promotion in one of their newsletters, so that their readers can click the link to get some of the books. If 20 authors are participating in the promotion, and each of those authors has 2,000 subscribers, then you potentially have 40,000 readers looking at this page. Those who like the look of your cover will click the cover to read more about your book on your Landing Page. If they like the book description on your Landing Page, they will click *Get My Book*, and they will subscribe to your email list in return for the book.

This is the easiest, most effective way to build your audience! Of course, you must keep them subscribed by sending out engaging email newsletters.

Fantasy and Science Fiction
Book Giveaway

Searching for your next favorite story?

Look no further! These bestselling authors have teamed up to offer a delightful selection of new books. Available for free for a limited time.

ANIMA
01: CRASH
CHAPTER ONE
READER PREVIEW

ASSASSIN HUNTER
DREW BRINEY

AWAKENING
A KIP & SHADOW ADVENTURE
DAVID PIETRANDREA

TAME
THE NIGHT
INGRID SEYMOUR

INFINITY
A BRIDGER'S ORIGIN
STAN C. SMITH

PEACE KEEPER
GREG PRADO

EMERGENCE
BOOK ONE OF THE DARK TIER TRILOGY
DAYNE EDMONDSON

LUCKY SHOT
JOSHUA JAMES

THE PORTAL
THE ISLAND

DAWNING CHAOS
T.L. CALLAHAN