Author Platform Rocket
-Podcast Transcription-

[**Grow your platform with Social Giveaways**](#)

Voiceover:	Welcome to Author Platform Rocket, the highly acclaimed source for actionable business, marketing, and mindset strategy for authors, delivered in 20 minutes or less, most of the time. In other words, this is how you sell more books while building a bigger fan base the right way. Here's your host and author, marketing veteran, Jonny Andrews.
Jonny Andrews:	What is up? Welcome to Author Platform Rocket, and like I promised in the previous episode, I am going to hurl at you test results from things that we are doing right this very second, meaning these are not a bunch of made-up things. These are things that have actually happened, and I am beyond impressed. What we have been talking about, in and out, for the past few weeks ... actually probably past few months, if you ... Okay, if I was going to be completely honest, I've been sort of on a rip about this, is that the next evolution in publishing, the vital evolution in publishing, the reason some people will survive and some people will not is because those who survive will be selling on their own websites.
	Let me give you a quick recap from this. If you have not heard the previous episodes, the problem is a problem that most authors aren't even aware is a problem. That is, Amazon and iBooks and Nook and Kobo and all those

places don't give you your buyer data. They don't let you see what happens after you send somebody to the page from an ad. In every other industry in the world, when you send people to your website to buy, you can see where they come from, what they're doing, and all of that kind of stuff, and it gives you insights into how to make your business better, how to make your business work. The most insidious piece is that you're not getting your buyer email, name email, and all that other information. What that does is that prevents you from growing and then scaling your business.

And so, in the patented Jonny Andrews practice what he preaches format, I went ahead and did this, and I took the ... This was a fiction, because this is a much bigger ... actually, it is the biggest problem in fiction right now. Why are you listening to this? Why is this important to you? Well, let's put it this way. If you are struggling to get some traction and become successful, it is because of this. It is because if you're spending money on ads and you're not getting the results that you want ... like, so, lots of people are appointing Facebook Ads at books and are able to get some really nice cost-clicks. The problem is that doesn't mean anything. It literally is the most meaningless metric 'cause clicks don't equal sales. And so, when you put this thing on your website and you sell it through your own cart and you collect all that data, you get all that information, this amazing thing happens, and what that thing is is you get to see what works.

It's amazing because you'll very rapidly find out that there is no correlation between your cost-per-click and your cost-per-sale because what we're looking for here is cost-per-acquisition, how much does it cost you to get a customer, because ... And the reason this is important, and it always has been important, but it is more so now than ever, because if you have not been paying attention to what's happening in the world of advertising, especially in Facebook, which is one of the best platforms next to Google to advertise in ... Google maybe not for fiction authors, but definitely Facebook, is that Facebook is jacking up the prices big time because they are ramping down on the amount of available ad space. It's just something you have to kind of contend with. This is called "life". When you're in business, these things happen. You have to learn how to move with them, and this is how you're going to move with them.

So, here we go. What I'm looking at right now ... I'm just gonna tell you what these numbers are, and then hopefully I'll be able to get a fast screenshot up here. This is a very fast test, and I'll tell you the equipment that we're using on it. We are using leadpages.net. It's the middle option that I have mentioned many times before, so that we can split test various things. But on this one I didn't split test. I set up one sales page, and then I went to ... It was basically just a 75% off deal where the book is normally priced at $3.99, and it's a very well reviewed book. It has 91 reviews. The vast majority of them are all 4 and 5 stars, so I think it's rated at 4.4, 4.5

stars or something like that across the board. The whole series is rated extremely well. People absolutely love it. It's a paranormal vampire romance, but this works in every single genre out there, and this is what we're now doing with a lot of our agency clients.

So, what I did first was I made sure that all the books were out of KU so that I wasn't violating any of the "Amazonian terms of service". Don't want to do that. Don't want to do that. So, there is a way that you can do this stuff while they're in KU, but it's very specific and ... it is very specific, and I don't have time to talk about it today. But what we're gonna do is go through the numbers. The biggest concern that authors have is, "Well, people won't buy from me because they're so conditioned to buying on Amazon, because there's so much trust with Amazon and all of that jazz." You know what? You're right. There are a lot of people who are going to look at what you offer and then go to Amazon and buy it. Unfortunately, authors only have themselves to blame for that because you've been sending your customers to Amazon for so long that you've trained them.

Now, a good conversion rate, meaning how many people see your page versus how many buy, is typically ... especially with first time buyers. I mean, the author that we did this with is absolutely by no means ... Actually, they're my books. I'll just tell you. They're my books, but they're under a pen name with my wife's face because she's just way better looking than me, and I just figured that would just move more units. But a normal conversion rate when you're going from ... when you're just in this kind of situation is about anywhere between 1% to 5% ... would be like, "Okay, cool. We have a little bit of traction. Let's work on increasing that." Our front-end ... So, we took it, like I said, from $3.99 down to 99¢. That's a 75% discount, so we wanted to ... And then across the board we're using a book funneling to deliver the product, and I'm making very sure that I'm saying, "Buy now. Save 75%. Read on any device, including Kindle and Kindle reading apps."

You have to be very, very specific with that, so that they know they don't have to break their pattern of reading, 'cause if people are reading on Kindle, they're gonna want to continue to read on Kindle. Our front-end conversion was 23%. So, we sent 415 ... This is probably over about a eight to nine day period of time, so it was not a megalithic test. I didn't dump a Herculean sum of money into any of this, but I did want to get some results. And so, we did ... 415 people came to the website. Of those, we had 51 sales. That's a 23% conversion rate. That is insane. Okay. That is so far beyond what I was expecting that it literally just kind of blows my mind. Then what happens is we did an upsell, meaning, "Would you like fries with that?" And so, this was book one in the series. Like I said, very well rated. Everybody seems to really enjoy it. It has very targeted traffic.

Then the next page was, "Thank you so much. Check your email in just a minute for your private link, so you that you can download it and read it

on your Kindle," blah, blah, blah. And it said, "By the way, would you like to save 69% on the entire series?" And so, I gave them the box set of all six books at a 69% discount. Now, what I'm doing ... This is called a one-click upsell. I use ThriveCart. That is a shopping cart that I believe has only now just gone live. I could be wrong about that, but we will see. But of the upsells, I was expecting maybe 10%, 15% at max. The upsell converted at 32%. 32%. It was insane. It was a $10 box set. So, we went from 99¢ to a $10 box set, and it converted at 32%. What this tells us right now is that readers are absolutely 100% willing to purchase books from an author's website. There is zero doubt about that.

I used Leadpages that floated to ThriveCart. The payment options ... The reason I used ThriveCart was 'cause I wanted to stack the deck in my favor. ThriveCart has an awesome integration with payment gateways, meaning you can use Stripe. Stripe gives you the ability to take credit cards directly right there. I mean, obviously they don't give you the credit card information. That would be insane. They store that. But you get the buyer data, which is gonna be like who they are, their address. You don't need to ask for the phone number, but you can. It also accepts Apple Pay, meaning if someone's on an iPhone they just ... It's kind of cool. You look at an iPhone 10 and go click, click, and you just do it right there, like, boom. And then Stripe deposits that money four days later into your bank account. It also take PayPal. So, there were three payment options on that page. Do you want to do a credit card? Do you want to do Apple Pay, or do you want to do PayPal?

And, as you would imagine ... And I need to analyze this a little bit better. I have not really gone into and looked at who bought what where. But I'm pretty willing to bet that 70% chose PayPal, and that's fine. Now, the other cool piece about this is that this thing has an affiliate program. The cart has an affiliate program built into it. And so, what I was able to do was recruit a couple of paranormal romance authors and say, "Hey, folks. Do you want to make some money?" And this is all ... I'm actually putting out a course here called Ultimate Book Selling Master Class where I'm teaching exactly how to go through this. In fact, if you missed the early bird version of this, it was me literally taking a small group of authors personally by the hand in a Facebook group, and every week I put in new videos, I was there to help them with this, and we just went through the entire thing. All of that content is going to be in this course that is coming out.

But if you would like to check it out, I highly recommend it. There's gonna be a video there showing you what we're doing and how you can implement this in your own business. The link to go to is authorplatformrocket.com/ubm, all right? Just "ubm". Capital, lowercase, it doesn't matter. And that's gonna take you to the video showing you this and kind of breaking down what's inside the course, so that you can grab your copy and whatnot. I highly recommend it. You need to learn how to

do this. This is literally the most important thing you could do. So, of the front-end, it looks like gross revenue that we captured here ... and keep in mind this was eight days or something like that and a 99¢ book and a $10 upsell. We did $263 in sales without lifting a finger. It took me probably, I don't know, maybe an hour or two to set up this entire process. I cannot stress to you how important this is. Right now what I'm doing is I'm, first of all, retargeting all of the people that did that purchase, which is super important. You always want to do that.

And so, what I'm doing is following them around the internet like a lost little puppy, and I just fired those up yesterday. In fact, let me give you the ... So, this is what's cool about this. For literally $1 a day ... $1 a day, that's all it costs. Retargeting is super cheap because what you're doing is you're following people around who have already clicked through your ad and said, "Yeah. I'm down with this." The click-through rate on this ... Overall, I'm only running two ads. We have one that the click-through rate is 11.76%, another one is 16.67%, meaning these things are ridiculously effective. What I'm doing right now is I am bidding for sales. That's what I'm gonna do. I'm optimizing for sales conversions at this particular moment, and that's what's important for you to realize is you can tell the ads, "Hey, go get me sales." Now, you have to ... In the course, I'll break this down a little bit more because we'll have more than 20 mins obviously, but this is awesome.

This has made money, number one. Number two, it's gotten me buyer data that I could use. If we expand this author's portfolio, I now have a group of people that I know beyond a shadow of a doubt are willing to spend money with me, number one. Number two, are willing to buy a box set, but they're willing to buy it off my website. This is the kind of power that Amazon has, except they have billions of users. This is the kind of power that readers need to create for themselves because it literally transforms your life when you do this. This is how I built my original businesses back when I was getting started in like 2004, 2005, 2006, 2007, 2008, 2009 and 2010 when I was just doing a ton of internet marketing before I got into the Kindle thing as hardcore as I have now. But, as you can see, I'm segueing back into that because this is where the market needs to go.

But using a shopping cart is amazing, but you don't need a shopping cart if you want to keep it kind of light and fluffy, and I teach you how to do that inside the course. So, I highly recommend that you check out this video. I kept the video as short as humanly possible just so that you could understand, like, what is this, what's in it for you, what you'll get, and what to do next? Just following that normal format of how you can implement this stuff. So, if you're ready to start thinking differently than the vast majority of other authors out there, and what I mean by that is thinking in a way that is hyper, hyper effective instead of waiting for Amazon to bestow you with gifts ... So, if you're struggling to make this

work, and you have good books and they're well reviewed ... If you don't have good books and they're not well reviewed and the covers are crappy, nothing's gonna save you. You need to get a good editor, get a good cover designer.

But if you're working with good editors and good cover designers, and people are like, "Wow. These are awesome books. Why aren't they working?" It's because you can't target your ads correctly. It's because the ads that you're driving to these Amazon sales pages, or even if you're [inaudible 00:12:51] any of those pages, they're just ineffective because you can't see what's happening afterwards. All right? That's what's happening right now. That's what we're fixing. We've proven now that this works to the tune of, at least in our care, 23%. Like I said, the result's not typical. Let's just be clear about that. I know what I'm doing when it comes to selling stuff, and I think it's time that you learned how to do it. It's very, very important.

Part of the course is one of those things where I'm gonna show you how to get people to promote you 'cause that's warm traffic, that's called "endorsed traffic" because it is a little bit harder. I'm not gonna lie to you it's gonna be a little bit harder to get paid ads to convert with this. But there is a model that works really well, and that's the free book into an upsell. It's like, "Hey, would you like fries with that?" It's like, "Hey, here's your free prequel," or first in series or something like that, and then upsell them into the rest of the series. That is also very, very possible. So, I am very excited to see you inside this class. Go to authorplatformrocket.com/ubm, that's Ultimate Book Selling Master Class, and I'll take you through all of this, all of this, 'cause it's amazing. This thing is actually generating cash, and it's working like a super champ.

Really excited ... Honestly, I'm just kind of blown away by how effective this was 'cause like I said I was expecting a 1%-5% conversion on the front-end for the first book and maybe a 10%-15%, and instead we got a 23% ... 23% of the people that saw this bought sight unseen, meaning the first time they saw it they're like, "Oh, yeah. Give me that book. I'll totally do that," and then 32% of the people were like, "Yeah, I'll totally take the box set." So, I take you through the entire machine. You get to see all of this stuff. I'm super excited. Authorplatformrocket.com/ubm. I highly recommend that you do this. This is where publishing is heading because very soon if you're not selling on your own site, if you're not collecting that data, if you're not building that customer database, that customer's newsletter, you are going to be in a world of hurt, so please, please, please, please learn how to do this. If you don't learn it from me, go learn it from somebody else. But whatever you do, learn how to do this and implement immediately.

There's not that much time because these changes that are rolling out in the ad networks have already taken place, and so months maybe ...

months. That's what you're looking at, all right? So, this stuff works. It's producing money. It takes ... I want to be very transparent here. If you're just getting started, it's gonna take you a minute to learn this stuff, but it's worth it. It's worth embracing the learning curve to execute, to get these things done. It's absolutely worth every inch of it because the longevity it can give your business, the profitability. Oh, I forgot to mention. I can't believe I forgot to. You get to keep 95% of your money, and you get paid either instantly or within four days. Think about that. I can't believe I left that out to the end. That's insane. Yeah, and the only reason I say 95% instead of 100% is because there's processing fees.

PayPal, for example, it's like 30¢ plus ... What is it? 3.2% or something? I don't know. And Stripe's the same thing. It's so frickin' cool. There is zero downside to this whatsoever. All right? And like I said, I'll show you inside the course, I'm gonna show you where you can get people to promote this to help speed up the process, and it just works like a super champ. All right? Super excited to see you inside. I would love to hear your comments on this one. Authorplatformrocket.com/ubm. I will see you soon. Take care.

All right, that does it for another round of authorplatformrocket.com. Remember, we're here to help you with your business, marketing, and mind set. So, if you have a question, want us to cover a topic, or interview a special guest, just shoot over an email to show@authorplatformrocket.com. And, as always, we need your reviews and support. If you like what you're hearing, please leave us a glowing review on iTunes and forward the show to an author friend who might need the love and assistance. But most importantly, if you're an author who needs help with marketing, why not let us do it for you? Check us out at authorplatformrocket.com. Always affordable, effective, done-for-you author marketing, so you can get back to writing your books. I'm Jonny Andrews, and that's it for today. I'll see you on the next show.

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