

**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. And here's your host and author marketing veteran Johnny Andrews.

**Johnny Andrews:** What is up? Good day to you. I am that Johnny fella and today on Author Platform Rocket the podcast we're going to be talking about how to nurture your subscriber base so that they can turn into buyers. So we're going to talk about using automation to transform this ocean of humanity that you have had subscribed to your mailing list and how to figure out who's buying stuff and who's not. All right? This is going to be one of those shows that probably helps you out a lot so definitely buckle in, get your favorite drink, sit down and let's take some notes. So let us begin.

Mailing list, newsletter, subscribers, all of these things are literally the same thing and that is your platform it's the most important part of your platform. And I'll just touch on social media for a second, it's great, social media is absolutely fantastic, totally go grow it, it's awesome. Like our new APR ultimate program does all of that, but our main focus is on your subscriber base. Why is that? Well, the reason why is very simple. It is the most powerful part of any author, any business owners platform and it's also the most neglected.

Now, here's the thing, the vast majority of the author community has drank the Kool-Aid for years and I am one of them. The entire tea of all the leading industry people out there, people like myself have been saying go forth grow your newsletter, grow your newsletter, grow, grow, grow, grow, grow, because it's true the bigger your subscriber base and the more nurtured your subscriber base typically the more books you're going to sell.

Now, that's only half the conversation though. And if you've been listening to some of my other shows where I've been talking about selling through your own website that's now what I'm going to talk about today, but that is actually a big solve because the reason why a lot of authors are very frustrated with their newsletters, with the performance of their newsletters is because of the way that these things have been grown and how they have been sourced. And that authors are looking only at the cost per lead in terms of, can I get a cheap lead? Can I get the stuff ... like for example and I love Book Funnel, I love Instafreebie I think those are wonderful places and they definitely serve their purpose but at the same time think about the name of the company, Insta freaking freebie. Okay. Yeah, who do you think you're going to get on your newsletter? You're going to get a bunch of freebie seekers they're there because it's free. And here's another thing to keep in mind, everybody who subscribes to what you're doing is a freebie seeker until you turn them into a reader and a buyer.

And I'm going to talk today about how you do that because there is a process behind this. And this is a process that has been neglected by virtually the entirety of the author community, especially within the fiction world. And what everyone is focused on is only the front end of this piece, which is go get, get, get subscribers. Then I've talked to authors who have over a 100,000, they hit send and they sell 20 books.

Well, the reason is because number one the sourcing of the subscribers has been really bad. For example, and these are things that we've tested this stuff and so, I can talk from experience on this but for example like multi-author giveaways, the reason we don't do those anymore is because they don't work because they're a bad idea because they don't have the focus on the individual meaning you. It needs to be about you, about your book, not about 27 other people and that kind of thing. You want to make sure that it's just you. If you're going to do a giveaway, a giveaway's a brilliant idea that's why we have the new APR ultimate program where we set all that stuff up for you and run the entire thing with Facebook ads because it's an individualized author perpetual giveaway and it's a wonderful idea and a wonderful thing to do and you should be doing, I mean obviously we can do it for you or you can do it yourself either way as long as you're doing something 24/7 365 to build your platform. But that's just the first step, okay? That's just the first step.

Now here's the element that has been missing in the industry and it's something that exists out there and it exists in the world of sales and marketing and it's called prospecting. Before you probably heard the term sales funnel all right, well in the author community a sales funnel is going to be something where

you're going to have these new subscribers go through a sequence of events that warms them up and then gets them to buy stuff. And a lot of folks are saying, "Well I don't want a bunch of freebie seekers on my list. I don't know who's going to buy from me. Probably no one's blah, blah, blah, blah, blah," okay. Got it, totally get it. Here's the thing. I would say, and this is just me, but if you're going to do something like this I would set up an automated sequence where maybe two times a week or more it's up to you depending on what you want to do, you send them automated follow-up emails after they have joined. Now the reason to do this is number one, to stay in front of them. You don't just want to send them new release stuff you also want to feed them your back catalog. And if you have a series, great do it in a series.

Now here's what it gets cool. So, if you've been listening to my previous shows especially if you are one of those ultimate book selling master class students, and if you're not and you want to learn more about this watch the webinar. I don't care if you buy the thing at the end that's fine but the information that you're going to get from this webinar is going to change your life I promise you this. You can go to [authorplatformrocket.com/register](http://authorplatformrocket.com/register), that's going to be a free webinar, pick the time you want to see it, it'll open your eyes to the other side of this entire equation and if you're already there you already know what I'm talking about.

But here's the thing, if you are getting an email list and you're building it using whatever methods you're using, all these different websites or some sort of promotion you're going to be getting these people coming into the front end of your funnel but then this is where like I would say 100% almost of authors stop because not all of those people are going to be your fans. There is a process to building your fan base, and so what you're looking for now are people who are going to click on the links to your paid books. If you are in Amazon or if you are not, selling through your own website, I'm not going to get into too many details on that today because I've touched on this in a bunch of other shows, but if you're selling on Amazon the best you're going to be able to do at this point is if somebody clicks on that link that is an indication of buying intent, especially if you send them a standalone email.

And this is why it kills me that the concept behind a newsletter is actually not the thing that you want to be sending these people. You want to send them what's called a solo ad. And what that is is like, "Hey, here's the next book in the series. You can read it on Kindle Unlimited, you can do this, you can do that." And you go break it down for them what it is, maybe a cover and what the price is of the book, and then have a link to go into that. This is the kind of thing that you want to send in a follow-up sequence to people who are coming into your newsletter.

When you release new books or if you want to send them an actual newsletter that's fine but wait until they've gone through this sequence because here's what's going to now happen. Some of the people are going to engage with your messages. Some of them are going to unsubscribe and some of them are going

to literally do nothing. The ones who unsubscribe have taken care of themselves, that's cool, that's great, you're fine let them go don't worry about it. Now, the group that you're worried about now are the people who are not clicking your links or not opening your messages. These are people that you don't need them, you literally don't need them and you can set up inside of almost every single autoresponder, you can set up automation that says, "Hey, if somebody hasn't clicked a link ..." I'm not even worried about them opening, because that requires them to have like images enabled and things like that. The open count isn't always perfect. What's great are the people that are clicking, especially if you disclose what the book is about, you have the cover and you have how much it is or read free on kindle unlimited or whatever it is. If those people are clicking the links those are the people who have buying or reading intent, so those are going to be the people that you want to keep.

Now, this piece is up to you, and that is how many of these messages they get before those who are pretty much doing nothing are removed. Okay, because there's some people that are going to enter like, "Oh this is my special email that I use just to enter giveaways or just to get these freebies from authors," and things like that. That's fine, that's completely fine I mean I think we own the domain authorfreebies.com that's super funny, but that's the truth is like everybody is a freebie seeker until they start taking action in your sequence.

So, you have to expect one of those three things to happen. Let me repeat them. Number one, some of them are going to unsubscribe. Number two, some of them are going to do absolutely nothing. And number three, some of them are going to click your links. And what you want to do is start moving those people who click your links off of that list and onto a better list. This is going to be the list of people who are interested in your stuff. Here's what you're going to like about this, is when you send this list the people who have clicked on the links and showed buying intent, when they click on your next book you are going to sell so many more books from that specific list.

And then the other list are the people who aren't doing anything, delete it. You can completely delete it. I recommend at least six emails, maybe spread out over the course of say three weeks before you just ax murder their faces. Just do that. It's going to save you money, it's going to save you headaches, and if you have this in your mind it's not a volume game anymore.

At the beginning, at the front of this where you are just cramming humanity into this hole essentially going, "Hey, let me give you this free thing in exchange for your email." Obviously, disclose what you're doing and all that kind of stuff because you have to be upfront about things, that's great get as many humans in there as possible. That's a volume game.

Now, you also want to have these things like what we do in ours is we have our system set up to send that confirmation email. So, immediately we're going to weed out a percentage of them. It's somewhere normally between 25 and 30% are automatically weeded out just because they won't respond because either

they're fake or they can't or whatever it is, they won't respond, they won't confirm their entry. And then what happens is those who do confirm their entry they have just given you ... actually, the first sign of life is that they go through this they answer a question they enter their email address and they're sent to the next page. That's the first sign of life, but the second sign of life is the confirmation, they click on the link. That's a big, big one right there. Is that they click that link, that's great that is super, super cool. Now they've confirmed that they're a real person they're really interested, and now they're going to get that free copy of whatever you sent them.

Now, the next confirmation of life, and remember, probably 2/3 of whoever you get they're not who you want. This is just how life works. In business, you will never get a 100% newsletter group of people where everybody is like super excited to buy everything that you send them. That's just not how life works. And unfortunately, that's sort of this belief system is that "Well if I don't get this massive number of people to the tune of like 80, 90, 100% then it's not worth doing." That couldn't be further from the truth it is absolutely worth doing, it's the lifeblood of your business.

And I know that there's a lot been at this for a while you probably have neglected step two, which is what I just talked about, which is send them a sequence of messages. In my world, I would prefer it to be like six and if you have a backend product here's what's awesome. Is you're looking for buyers obviously your goal is to get buyers. And so, if you're using something like the Ultimate Book Selling Master Class or if you have a backend program or product or service that you're selling them, you're going to be able to take them off of this prospect list and put them onto a buyer list automatically because your shopping cart is probably going to do that for you, and you already set up the automations for that to happen. Back in the day, way back in the day, they would call this separating the wheat from the chaff and this is just the process. And the pain and suffering in the author community around platform development and this whole growing your subscriber base is that part two has been neglected. And so, all these authors have like thousands and thousands and thousands of people that they have sourced from every corner of the universe doing everything they possibly can from group giveaways to like the Instafreebie book funnel stuff, all of it's great if you are getting rid of the people that don't need to be there.

So, now that you've listened to this message please don't be disappointed when you hit send and you don't make money because you need to find the people who are going to make you money and get them off the prospect list. Now if you want to use the prospect list for other co-author promotions that's a reasonable thing to do, you can still make money with them. Some people sell ads in their author newsletter, that's great that's another way of monetizing. You can still get a pretty good response with these things. So, if you have a lot of people who are opening your newsletter still who are on the prospect list maybe you could sell some ad space in there and make a little bit extra money, that's fine for a couple bucks do whatever your pricing is however many you

have, that's another great way to create another revenue stream is sell ad space to authors in your genre and stuff like that.

So, I want to just really quickly recap. So, let's take a second and look at the pain and suffering of this. So, the pain that we're talking about today is the pain of trying to grow your newsletter and the bigger pain, the one that comes next is then once you have that newsletter not having that newsletter perform at the level that you want it to, a 100% normal for the vast majority of people because the missing link has been the link of prospecting. If you are not prospecting, if you're not using a prospecting system with automation that moves people with buying intent or if you have something like UB setup were they make a purchase moves them off of that list and onto a buyer list, that you've left out literally the back 50% of this.

It would very much be like baking a cake and actually forgetting to put it in the oven. And then trying to put your icing on it like, "Why is this thing still just a big thing of gooey liquid?" Well because you forgot to cook it, that's the problem right there is you forgot to cook it. And so, we've gotta cook it. You have to cook it absolutely, cook your list. And if you don't feel like maybe selling spots on the prospect list, that's fine. You can just delete them. Really get rid of them, it's totally not a big deal. It's absolutely not a big deal.

All of this can be setup using in autoresponder automation, events or tags. I don't know obviously who you use, a lot of people have Mailer Light, Mail Chimp, I'm a Webber, all these things have these kinds of automations that if somebody takes an action they can be put on a list and then unsubscribed from another list. Almost all these autoresponder companies have that so set some of that stuff up so that you're ready to go. All right, so there you have it. Please remember there's that second part to the whole platform development list building thing that has been sorely neglected.

And if you want us to do that whole front part for you we now have the APR Ultimate program, so we will set up a perpetual giveaway for you that encourages them not only to subscribe and double opts them in, because obviously we only send you the confirmed entries, but you get them instantaneously it's buttoned right into your autoresponder, your own personal autoresponder. We do all the Facebook ads, build the entire thing for you, run it, manage it, and literally after this thing is setup the only thing you do is send out your prizes like every 90 days. The rest of that is completely set it and forget it. So, if you want someone to do this stuff for you we can definitely help. So, shoot an email about this to [sponsorships@authorplatformrocket.com](mailto:sponsorships@authorplatformrocket.com)

And if you want to see what I'm talking about where if you're selling through your own website you can actually get this process to pull real buyers instead of hypothetical buyers, because even if people click the links you still don't know if they're buying, that just shows buyer intent. You can go to [authorplatformrocket.com/register](http://authorplatformrocket.com/register), please watch that webinar it's going to

show you stuff you probably never seen and can be using in your business very, very quickly.

All right, so there you go. Please remember always be building your platform it's a 24/7 365 endeavor very, very important to be doing that. And at the same time, it's very important to have the automation setup so that you could be moving people who are more engaged off of the prospect list and onto the ... I don't know if I'd call it the buyer list but maybe the higher engagement list. When you market your books to them you're going to see a much, much, much better response because those are the people who are into you. All right? Once again, I'm Johnny Andrews, this is Author Platform Rocket. Thank you so much for tuning in. I'll see you next week.

All right that does it for another round of Author Platform Rocket.com, remember we're here to help you with your business, marketing, and mindset 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](mailto:show@authorplatformrocket.com). 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](http://authorplatformrocket.com), always affordable, effective, done for you author marketing so you can get back to writing your books. I'm Johnny Andrews and that's it for today, I'll see you on the next show.

- <https://www.AuthorPlatformRocket.com>
- [Grow your platform with Social Giveaways](#)