

Day 7: Ads

Before you buy ads

- Get clear on your goals
- Know what numbers you'll need to support those goals

Example 1: Re-launching a book

Goal: get as many _____ as possible to get attention and bestseller ranking

Action: Drop price to _____, do everything you can to get attention, blast advertising, realize this won't be _____ on the front end

Example 2: Series Sales

Goal: Get _____ for the later books in your series

Action: Make the _____ free or 99 cents, base your ad budget on the typical royalties per reader as people buy the later books

Example 3: Long-term sales of one book

Goal: Sell books at a _____

Action: Find the pricing sweet spot, keep your ad budget to less than your _____ per sale

Example 4: Book as fancy business card

Goal: Getting _____

Action: Find the pricing sweet spot, set up systems to nurture relationships, set your ad budget based on _____

Choosing Platforms

I've had the best results with BookBub ads (not the same thing as being a BookBub Feature). Here are the platforms I use:

- [BookBub ads](#)—good for launch and long-term (sign up for an author account, then apply for an advertising account)
- Amazon ads—good for launch and long-term, generally inexpensive and profitable, but hard to scale (you'll find these from your KDP dashboard)
- [BuckBooks](#)—good for launch week
- [BookSends](#)—good for launch week
- [BKnight](#)s—good for launch week

How to set up your ads

- For the launch week ones, you'll fill out a form with the information they request. Ideally, do it at least _____ days before your launch date.
- For Amazon, you'll target by _____. They offer the option to let Amazon choose for you. I recommend doing one ad that way and one with _____ you choose yourself. Here's a [free course on how to use Amazon ads](#).
- For BookBub, you'll need to design an ad and target other _____ whose readers are likely to like your book. Include your _____ in the graphic. You'll also want to include a phrase or a quote from a review that captures the book's _____. If you're discounting the book, also include the price. This doesn't have to be complicated. Here's one of mine.



Troubleshooting

- **Are your ads getting _____?** If not, your bid is probably too low. Or, on Amazon, the system may not see your book as relevant to the keywords you're targeting.
- **Are your ads getting _____ but few or no _____?** That means your ad isn't resonating with the people who see it. Work on improving the ad itself or the targeting.
- **Are your ads getting _____ but not making _____?** Remember that the average conversion rate for the internet as a whole is 1%. If you've had several hundred visitors but no sales, the problem is probably on your Amazon page. Look at your cover, sales copy, and reviews.

What's Next

I hope you've enjoyed the Zombie Book Launch! The videos will still be up until tomorrow morning, so you can watch them if you missed any. All the links are on the [agenda page](#).

It's hard to do everything in one week, but you don't have to! You can buy the recordings and use them to launch or re-launch as many books as you want, any time! Here's what you'll get:

- The complete 6-week video course, to guide you step by step to re-launch your book (\$497 value)
- Downloadable audio recordings of each lesson, so you can listen on the go (\$47 value)
- Summaries and worksheets in PDF (like this one but with all the blanks filled in), so you can remember what you've learned and apply it to launching your book (\$27 value)

...all yours to keep, so you can go at your own pace and launch as many books as you want!

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