

MARKET YOUR WAY TO READERS AND ROYALTIES

Online Book Marketing Course for Authors

*Offered by Crippled Beagle Publishing School for Authors™, the Teaching Division
of Crippled Beagle Publishing™*

Taught by Jody Dyer, owner of Crippled Beagle Publishing



Does this describe you?

Your book is LIVE and available to the whole world to purchase. (By the way, congratulations!!!) You are excited to share your achievement, but you may be disappointed in book sales. You may be accomplished in your writing but overwhelmed and confused when it comes to the book marketing process. You don't know what you don't know, worry you can't afford the necessary steps and tools, rely too heavily on social media (or completely avoid it), or don't know where to even begin. Maybe you work full time and have a family or multiple obligations. You don't have hours per day to focus on marketing tasks. You have appropriately invested hard-earned money in editing and book design and now want to at least break even. You value step by step guidance at your pace but don't know where to find it.

My promise:

Step by step, with guidance and support, you will learn the foundational elements for book marketing success. Go from confused and overwhelmed to prepared and confident with an affordable and realistic plan in place! I will walk you through crucial foundations that authors should create, and I will explain how to save money at every step. With encouragement, examples, and resources, I will help you begin and plan all of the marketing pieces you will *enjoy* using. Follow my guidance to build your momentum as a published author and create a strong online presence that can increase your following and your book revenue.—Jody

Course Structure:

- 6 training modules over 6 weeks
- 24 lessons
- 2 additional weeks of support
- Printable resources that complement modules and lesson
- Lifetime access to the course
- Lifetime access to all students' questions and Crippled Beagle Publishing Clinic's responses via an ever-expanding Google Sheet
- Weekly email and/or phone office hours with Jody
- Free Crippled Beagle Publishing Weekly E-Newsletter (Jody's simple, helpful weekly correspondence)
- Discounts on future products and services, especially Book Boosters (a monthly marketing support membership)
- Bonus materials and coaching
- At least 1 hour of individual, one-on-one coaching

MODULES

Secure credibility in the marketplace.

Module 1: Author Brand Kit Creation

Module 2: The Who, What, When, Where, Why, and How of Book Reviews

Help readers find you.

Module 3: Build Your Landing Page and/or Website

Module 4: Social Media Essentials that Work for Your Book and Your Readers

Find and personally engage with your readers.

Module 5: Locate Your Readers Across Physical and Digital Landscapes

Module 6: Secure Continuous Access to Readers Via Email

Bonuses:

- Weekly office hours with me for the entirety of the course. Valued at \$800.
- Graduation Gift Bonus: 1 hour of one-on-one mentorship and Q&A with me. Valued at \$300.
- Discounts on all Crippled Beagle Publishing and CBP School for Authors products and services.
- Make a suggestion!

MODULES CONTAIN

- Checklists/cheat sheets/worksheets/exercises for decisions, comparison charts, resource guides as applicable.
- Examples for your swipe files
- Scheduling recommendations
- Budget-friendly ideas

PRICING:

Market Your Way to Readers and Royalties: Online Course

Sign up January 3-7: \$387 first founding members or 4 payments of \$107/month

Next launch (2023): \$587 or 4 payments of \$157/month

Course Schedule – These are the dates that each new module and its lessons will be made available to you, but you can complete them at your pace on your schedule:

February 1	Welcome Module and starter kit
February 21	Module 1
February 28	Module 2
March 7	Module 3
March 14	Module 4
March 21	Module 5
March 28	Module 6
April 4	Graduation Celebration 1 st week of additional course support (of 2) Graduation Bonus – Schedule your appointment!
April 11	2 nd week of additional course support (of 2) Graduation Bonus – Schedule your appointment!

By the end of this program, you will have:

- ✓ **Created and packed an author brand marketing kit** that you can “take on the road” (digitally or literally) to share with readers, spheres of influence, book reviewers, publishers, retailers, librarians, schools, businesses, and organizations.
- ✓ **Compiled a list of reviewers**, revved up your review procedures, and revved up methods to collect and grant reviews, all of which will help you earn respect in the marketplace and sell more books.
- ✓ **Chosen a website provider or alternate landing page**, drafted content for your site, and written a to-do list to get the site up and running. Every author needs somewhere for readers to land, and you need to OWN that property.
- ✓ **Decided what essential social media platform(s) will work** for you, written 12-24 or more posts you can use many times throughout the year, and drafted a plan for using social media to engage readers and grow book sales. In this course, you will decide and begin social media work that will go the distance for you.

- ✓ **Located where your readers are already gathered** across digital and physical landscapes, identified speaking opportunities, and brainstormed event plans.
- ✓ **Started a list of email subscribers** who care what you have to say now and will follow you into the future. THIS is how you gain continuous access to loyal readers. THIS is the most profitable way to spend your marketing time. Let's ease into this essential tool together on your budget and your schedule.

MODULE 1: AUTHOR MARKETING BRAND KIT

- People likely ask you, "What do you write?" "What's your book about?" Do you have an succinct, powerful answer that encourages them to keep talking? How do you usually respond?
- If a retailer, librarian, school administrator, non-profit, or other organization representative asked for information about your book, what do you have to share with him/her?
- How confident are you with the materials you've created thus far?
- Do you know what all authors should have in their brand kits?
- Are you focused on a book and maybe limiting yourself because you aren't thinking bigger?

In this course, you will learn what goes into a solid author brand kit that will compel a variety of individuals and groups to take interest in your work.

You will select materials you need to create, collect everything in one easy-to-access place, and schedule time to finish the kit. You will also decide if, when, and where to spend money. Sometimes, you can do everything with the investment of only time.

You will no longer be caught off guard. Instead, you'll be prepared and confident to share information about your book and YOU.

MODULE 2: REV UP REVIEWS: Who, What, When, Where, How, and Why

Don't put that pen down. Answer these questions:

- Whom can you ask?
- What can you do with them?
- When is it appropriate to ask for reviews?
- Where are reviews powerful?
- *How* do you ask?
- Why are they so important to readers (and authors)?

Most authors have no idea how to get reviews. Take a look at Amazon listings. I bet you've read at least one great book recently that has very few reviews. That author is missing out on royalties! Reviews sell books. In Module 2, you learn answers to all the questions above and more. You draft a list of potential reviewers, write reviews, and craft a plan for how to capitalize on what other people say about your book.

By the end of Module 2, you will have a fantastic plan of action to help you garner and create reviews that will build your online credibility and sell more books for you.

MODULE 3: BUILD YOUR LANDING PAGE WEBSITE

Put your pen down. Consider this a rest stop, so rest. Now, think. What happens when you hear about a business, look for it online, and find NO website? Are you more or less likely to spend money with the business? Right! While website creation may not be your favorite topic, it can be a doable task. Websites don't have to be elaborate, but they do need to, well, BE.

In Module 5, you will learn why a website is important. You will evaluate which website providers could work for you. You will decide when (or if—we'll talk about alternatives) you want to actually create one (or have it created). You will rough draft content for the site, as in a list of what goes where. This will not be hard because you are a writer! Also, throughout the course, I will explain different ways you can save a significant amount of money. Never panic. Do keep trucking!

Every author needs somewhere for readers to land, and you need to OWN that property.

MODULE 4: SOCIAL MEDIA ESSENTIALS THAT TRAVEL

- What social media platforms do you have in place right now?
- How confident are you with the quality and quantity of your posts?
- Is engagement where you'd like for it to be?
- What do you like about social media? Dislike?
- What questions do you have about how social media can steer people to your buying pages?

In this course, you will learn which social media platforms are appropriate for your genre(s) and which are completely unnecessary. You will write (with my help) 12-30 posts you can use many times throughout the year. You will draft a simple plan for using social media to engage readers and grow book sales and schedule your efforts in batches to avoid being overwhelmed. Heck, you may even *LIKE* this work. Get it?

You will no longer be intimidated by social media and “all it should be.” Instead, you'll have a core understanding, a solid start, and a pathway to successful posting.

MODULE 5: LOCATE YOUR READERS ACROSS THE PHYSICAL AND DIGITAL LANDSCAPE

Is your hand tired? Hmmmm, maybe Crippled Beagle Publishing Clinic really can help you! Answer these questions:

- Where are your readers already spending time together in groups?
- How can you “get in” to those groups and sell more books?
- What have you done well thus far?
- How confident are you in reaching out to organizations?
- Are you ready for a book event? Do you even need to do them?

In Module 5, you will learn how to find your target audience. You will identify several groups (online and in person), and write a simple plan that will help you reach out them, and know what to do if you book an event. Note: Introverts are welcomed in Module 5. You don't have to

be an extrovert to sell books. You just have to be a good communicator, which, obviously, you already are!

When you complete this module, you will have a defined target audience and be excited to share your work with them in whatever way fits your comfort level, budget, and schedule.

MODULE 6: SECURE continuous ACCESS TO READERS VIA EMAIL

Okay, pick that pen up again. Answer these questions:

- If social media goes down, how will you contact the followers you have now?
- How often would you like to communicate with readers/potential readers?
- How will people know you've released a book?
- How many people are interested in what you have to say? If you don't know, you need an email list!

I really goofed up, but you don't have to! Many years ago, I had a successful blog and thousands of readers. Great, right? Well, I did NOT have a way for blog readers to subscribe. By now, I could have thousands of subscribers queued and ready to buy from me. I learned the lesson of "get people on your turf" the hard way, but you don't have to. In this module, you will start and begin to grow an email list. We curate the list so that people who follow you actually want to hear from you. Social media is not your real estate. It's rented property. You own the email list, and you start it for FREE. This is how you build a bridge that connects you to readers indefinitely and can significantly increase your book sales.

If you would like to join the founding members group for 2022 (limited participation, so do not wait), please email me at dyer.cbpublishing@gmail.com or call 865-414-4017 to reserve your spot. The last day to enroll is February 18, 2022. I am building this course with feedback and lots of conversation with the first group of students, so I will offer more one-on-one with this first class than I ever will again, but the course will repeat in late 2022 or early 2023.



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For a FREE download of my annual book marketing planner, click [HERE](#).

To book a free, 30-minute consultation about any phase of the writing, editing, publishing, or marketing processes, contact dyer.cbpublishing@gmail.com.