

MARKETING CHEAT SHEET

SCRIBE 2019

MARKETING FOR AUTHORS FACEBOOK GROUP

For high-value content such as:

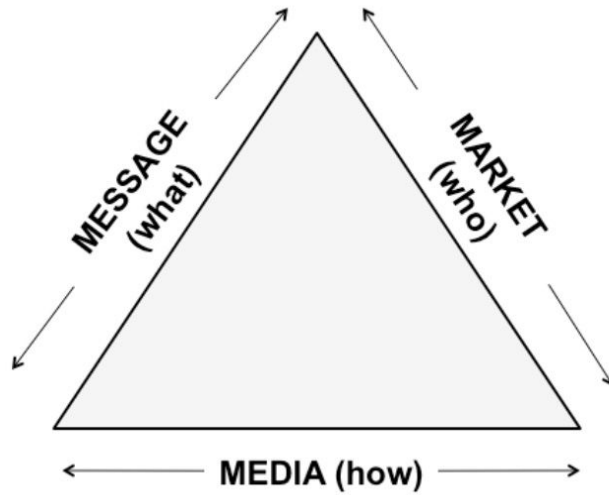
- How-to's
- Tutorials
- Marketing Tips & Tricks
- Productivity Hacks
- And more

You should join the “Marketing for Authors” Facebook Group. There are over 13,000 authors/aspiring authors alike ready to help each other get to the next level:

JOIN HERE:

<https://www.facebook.com/groups/marketingforauthors/>

MARKETING TRIANGLE



1. What's your message?
2. Who are you trying to reach?
3. What platforms should be utilized to reach them?

IDEAL READER CHEAT SHEET

Who are you writing to? Get REALLY SPECIFIC!

DEMOGRAPHICS

NAME:

GENDER:

AGE:

LOCATION:

INCOME:

MARITAL STATUS:

PSYCHOGRAPHICS

SOCIAL MEDIA GROUPS:

PUBLICATIONS:

ASSOCIATIONS:

BRANDS:

EXPERTS:

TOOLS:

ACTIVITIES:

OPINIONS, BEHAVIORS, EVENTS:

PAINS & FRUSTRATIONS	GOALS & DESIRES
FEARS & IMPLICATIONS	DREAMS & ASPIRATIONS

WHAT'S IN IT FOR THEM?

ONE-SENTENCE SOLUTION

NON-FICTION: I help (specific audience) achieve/do (specific result), so that they can (specific desire) without (specific hinderance).

Example: I help new authors create their very first Facebook ads so that they can make more money selling their books without tech overwhelm.

I help _____ achieve/do _____, so that they can _____ without _____.

FICTION: I write (specific kind of novel) for (specific audience) so that they can (have specific experience).

Example: I write espionage thrillers for travelling businessman so that they can escape from the mundane of their work life.

I write _____ for _____ so that they can _____.

ORGANIC MARKETING STRATEGIES

NON-FICTION:

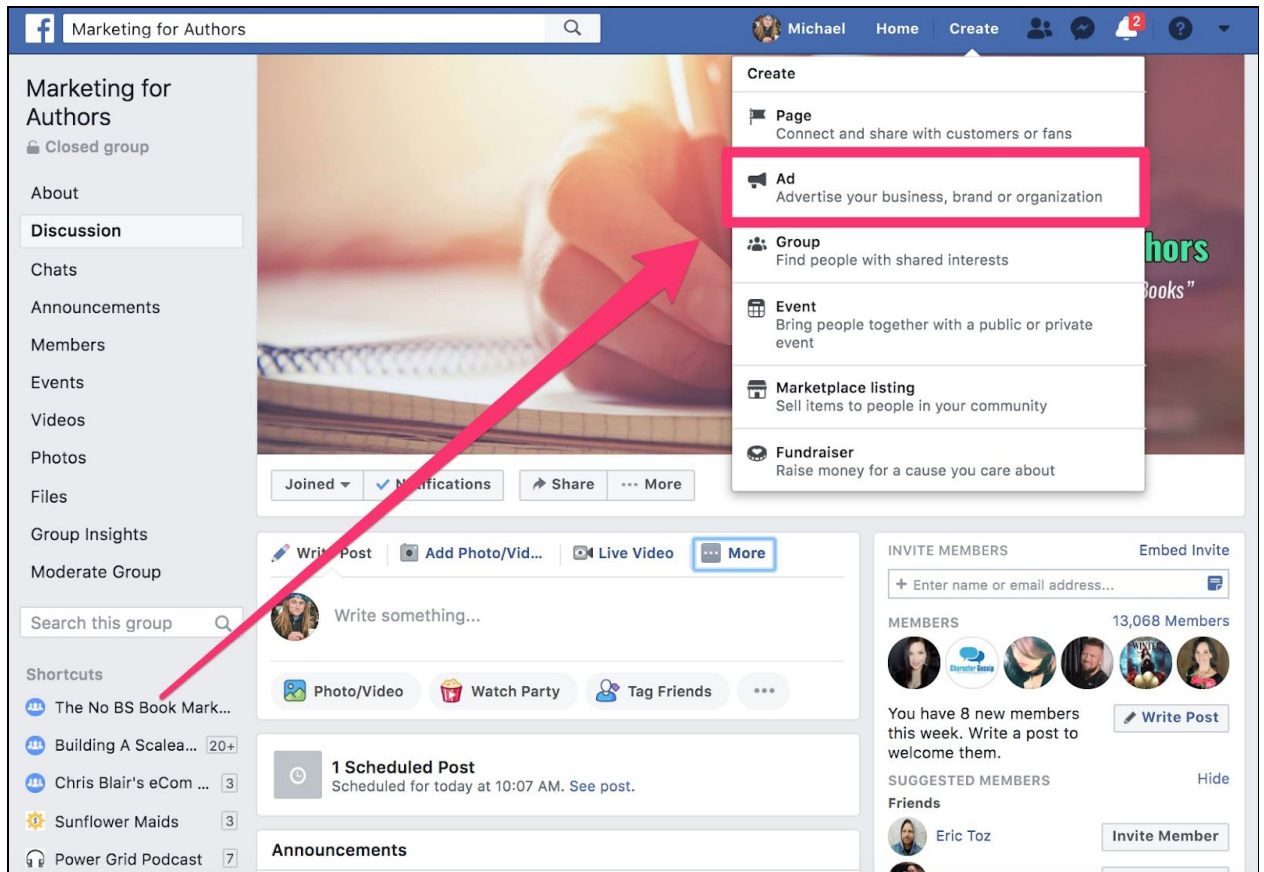
- Blogging - Check out the Buzz course
- Quora - Answer questions related to your niche and then link back to your blog in your signature/footer. Answer must be HELPFUL. Don't just spam with links to your blog.
- Facebook Group - Build a VERY HELPFUL Facebook group with high-value content. The group should be around your topic, not necessarily around your book
- Post LinkedIn articles related to your topic
- Start a Podcast - Effectiveness depends on the niche. Watch Frank as he is considering putting out a course/training on this

FICTION:

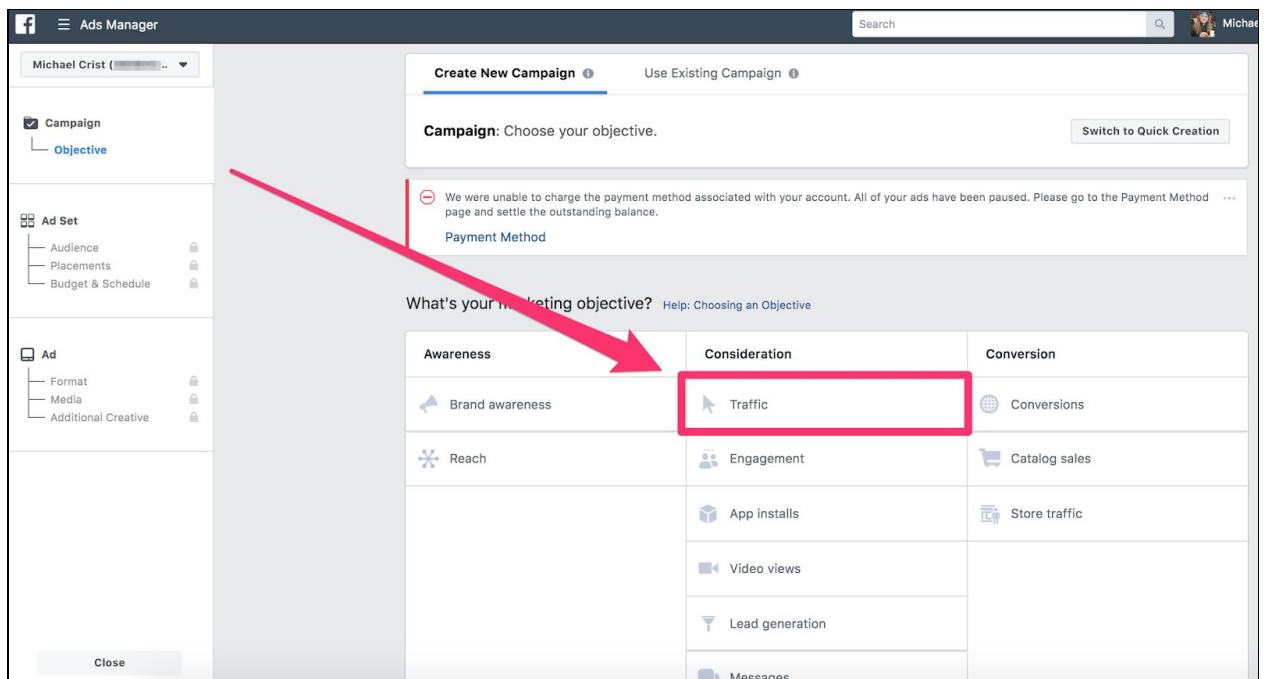
- Newsletter Swaps - Find other authors in your genre with a similar audience size, and see if they would be open to cross-promoting each other's books to your email list
- Blog Tours - Similar to a Newsletter Swap, except you promote each other's work on your blogs
- Author Facebook Page - Post content about your creative process, images of writing in coffee shops, etc. Allow people to peak behind the curtain. This will build loyalty with your fans
- Giveaways - Run giveaways of book bundles (books must be in your niche), people give you their email address in exchange for joining the giveaway
- Book Club - Start a book club for readers in your genre. When you're finished writing your book, you can (gently) promote it to those in the book club

CREATING YOUR FIRST FACEBOOK AD

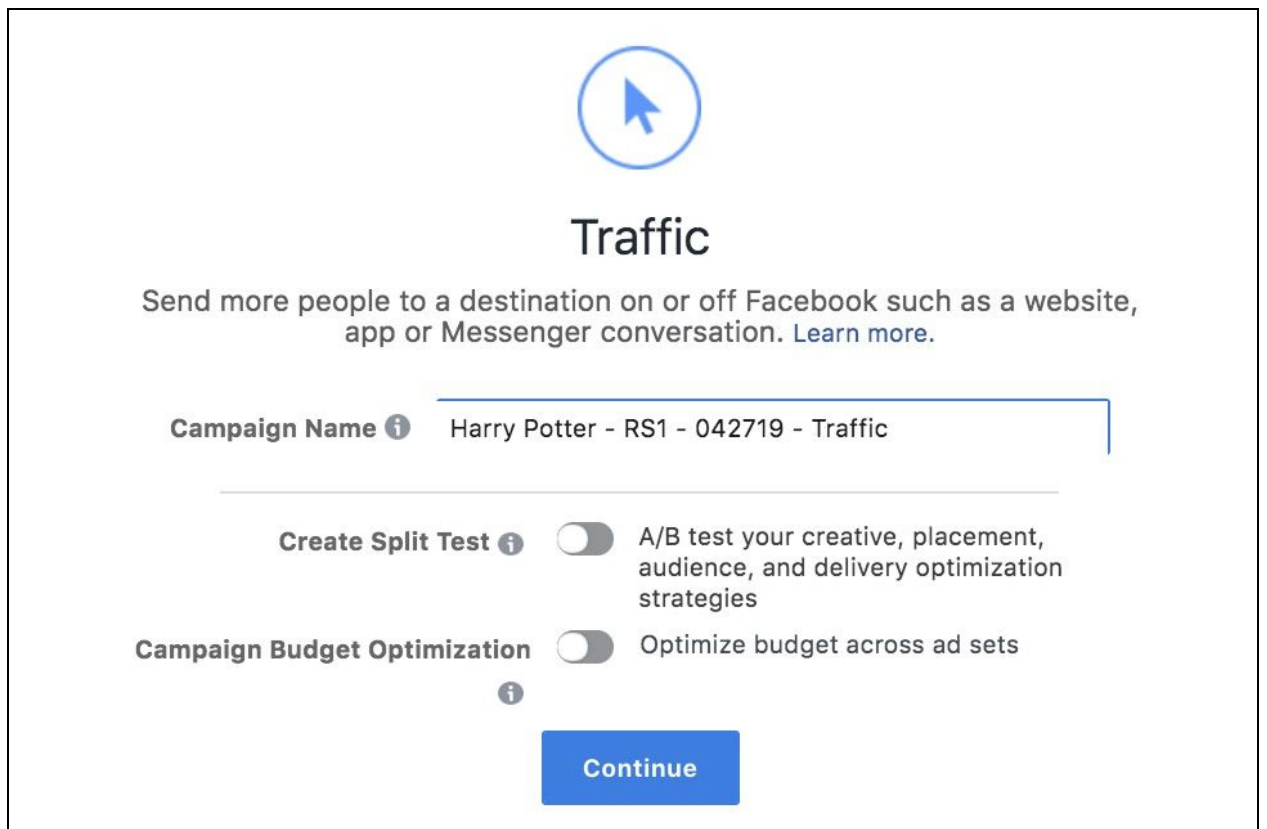
1. Login to Facebook, click “Create” and then “Ad”



2. Choose "Traffic" in the Consideration column:



3. At the bottom of the screen, give your campaign a name and then click "Continue"



4. Scroll down to the “Audience” section and choose who you want your ads to target. Select location, age, and gender:

Create New Use a Saved Audience ▼

Custom Audiences ⓘ
Add a previously created Custom or Lookalike Audience
Exclude | Create New ▼

Locations ⓘ
Everyone in this location ▼
United States
📍 **United States**
📍 Include ▼ Type to add more locations | Browse
Add Locations in Bulk

Age ⓘ
25 ▼ - 64 ▼

Gender ⓘ
All **Men** Women

Languages ⓘ
Enter a language...

5. In the “Detailed Targeting” section, type in a few keywords that relate to your topic, then click “Suggestions” and add topics from Facebook’s auto-populated list:

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

A.I. Artificial Intelligence

Artificial intelligence

Big data

Machine learning

Add demographics, interests or behaviors

Suggestions

Browse

Data analysis

Interests

Deep learning

Interests

Data Analyst

Job Titles

Artificial intelligence

Fields of Study

Connections ⓘ

Machine learning

Fields of Study

Smart Technologies

Interests

Digital data

Interests

Business intelligence

Interests



6. Scroll down to “Placements” and click “Edit Placements”:

Placements

Show your ads to the right people in the right places.

☐ **Automatic Placements (Recommended)**

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best. [Learn more.](#)

☒ **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

Asset Customization ⓘ

11 / 11 placements that support asset customization

Platforms

▼ Facebook	✓
Feeds	✓
Instant Articles	✓
In-Stream Videos	
Right Column	✓
Suggested Videos	
Marketplace	✓



7. In the “Platforms” section, choose Facebook Feeds and Instagram Feeds. Deselect all others:

Platforms

▼ Facebook	
Feeds	☒
Instant Articles	☐
In-Stream Videos	☐
Right Column	☐
Suggested Videos	☐
Marketplace	☐
Stories	☐
▼ Instagram	
Feed	☒
Stories	☐
▼ Audience Network	☐
Native, Banner and Interstitial	☐
In-Stream Videos	☐
Rewarded Videos	☐
▼ Messenger	☐
Inbox	☐
Stories	☐

8. Scroll down to the bottom of the screen and click “Continue”

Facebook Ad Setup - Budget and Schedule

Show More Controls

Budget and Schedule ⓘ

Daily Budget ▼ \$20.00
\$20.00 USD

Actual amount spent daily may vary. ⓘ

☒ Run my ad set continuously starting today
☐ Set a start and end date

You'll spend no more than **\$140.00** per week.

When You Get Charged ⓘ

Impression
More Options

Ad Scheduling ⓘ

☒ Run ads all the time
☐ Run ads on a schedule

Delivery Type ⓘ

Standard - Get results throughout your selected schedule
More Options

Hide Advanced Options ▲

Back Continue

9. On the next page, click the “Single Image or Video” button:

Facebook Ad Setup - Identity and Format

Create Ad Use Existing Post

Identity

Choose how you want your business to be represented in your ad.

Facebook Page

Your Facebook Page or Instagram account represents your business in ads. You can also [Create a Facebook Page](#)

Marketing for Authors List ▼

Instagram Account ⓘ

The selected Page has no connected Instagram account. Your Instagram ad will use the Facebook Page name and profile picture, as well as details like the description and number of followers. Add an Instagram Account.

Use selected Page ▼

Format

Choose how you'd like to structure your ad.

☐ Carousel

2 or more scrollable images or videos

☒ Single Image or Video

One image or video, or a slideshow with multiple images

☐ Collection

Group of items that opens into a fullscreen mobile experience

10. Scroll down to the media section, and select “Browse Library”

Media

Choose one or more images, a video or a slideshow for your ad.

☒ Image ☐ Video/Slideshow

 **Boost Performance With Video Templates** ...

Use the Video Creation Kit to create video ads from your images, which may perform better than single image ads. You can always find templates for these ads if you select Video/Slideshow.

[View Case Study](#)

[Use Templates](#)

 Create up to 6 ads with unique images at no additional cost.


Upload images

[Browse Library](#)

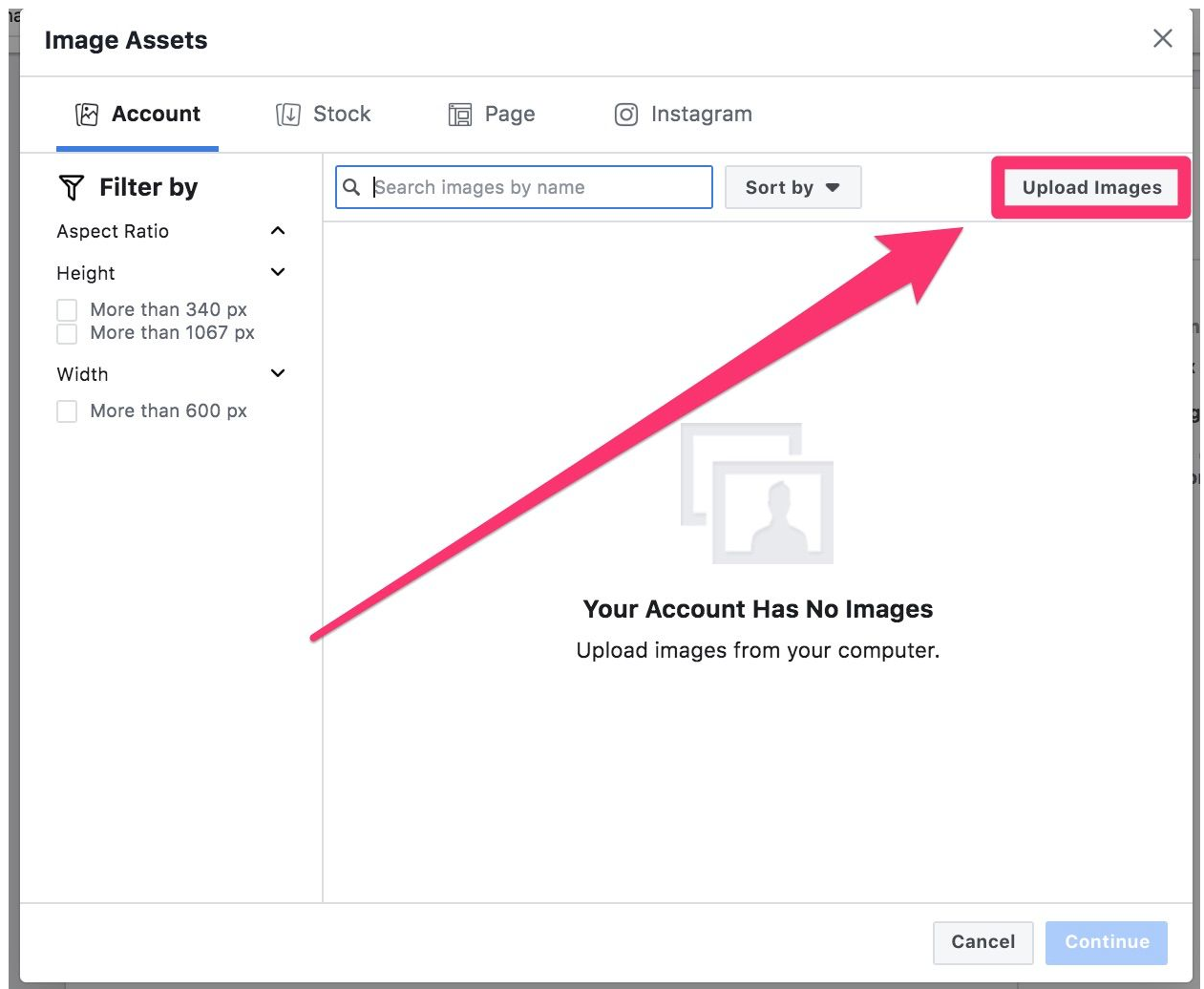
[Free Stock Images](#)

Image Recommendations

- Size: **1,080 x 1,080 pixels**
- Crop: **1:1**
- File type: **.jpg or .png**

To maximize ad delivery, use an image that contains **little or no overlaid text**. [Learn more.](#)

11. In the window that pops up, click “Upload Images”



12. Choose an image to use in your ad. You can find images using free website such as:

Pexels.com

Pixabay.com

13. Scroll down to the “Links” section and start creating your ad:

The screenshot shows the Facebook Ads interface. On the left, the 'Links' section is active, showing fields for 'Text', 'Website URL', 'Headline', 'Call To Action' (set to 'Learn More'), and 'Multiple Languages'. On the right, the 'Ad Preview' shows a mobile news feed for 'Marketing for Authors List'. The ad features a teal background with a white robot next to a sign that says 'MACHINE LEARNING'. Below the image, the text 'DISPLAYURL.COM' and 'Headline' are visible, along with a 'LEARN MORE' button. The bottom of the preview shows 'Like', 'Comment', and 'Share' icons.

14. To write ad copy, use the following:

For Fiction:

- An excerpt from your book
- Catchy story elements from your blurb
- Try long copy / short copy
- At the end, write about the emotional experience the reader will have if they read your work
- A call-to-action at the end

For Non-Fiction:

- Use this formula:
 - Attention - hook or question that gets people to read the rest of your ad
 - Interest - Details or facts about your product that increases interest or curiosity
 - Desire - The emotional experience people will have when your product solves their problem
 - Action - The action you want them to take as a result of your ad

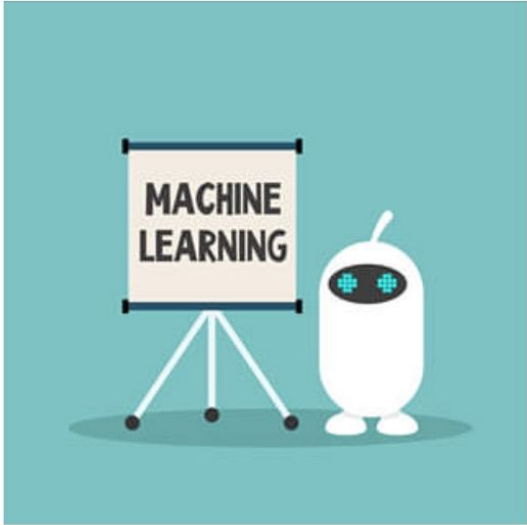
15. EXAMPLE:

 **Marketing for Authors List** Sponsored ·  ...

 ATTENTION NERDS! 

Sick of reading 500-page tomes to learn about Machine Learning? Do you wish there was an easier way?

What if you could get an entire year's worth of college education while lounging at the... [More](#)



AMAZON.COM
Machine Learning for *Lazy* Nerds! [DOWNLOAD](#)

AD COPY:

 ATTENTION NERDS! 

Sick of reading 500-page tomes to learn about Machine Learning? Do you wish there was an easier way?

What if you could get an entire year's worth of college education while lounging at the pool and be finished in less time than it takes to get a sunburn?

In this easy-to-understand 100-page book that can be read in a SINGLE AFTERNOON, you can learn the basics about Machine Learning and AI.

You'll learn:

✓ Why Artificial Intelligence is becoming so important

✓ The benefits of using Artificial Intelligence and the long-term effects of neglecting automation trends

✓ Which industries will be affected by Artificial Intelligence the most

✓ How to Educate, Prepare and Implement Artificial Intelligence strategy to transition your business into a new world of machine intelligence

This would cost ~\$5000 to learn in 2 semesters of college, but you can get all of this information for less than a buck.

Join the thousands of others that have taken advantage of this INSANE opportunity and then left amazing reviews like:

"A fun read into AI!" -Frank ★★★★★

"Easy to understand, well cited and accessible for non-techies." -Grant ★★★★★

"A scary topic made simple" -Cheryl ★★★★★

For the next 3 DAYS ONLY you can grab a copy of MACHINE LEARNING FOR LAZY NERDS for just .99 cents! This book only goes on sale once a year, and you may never see it again. Don't be one of the many people that regret not picking this up.

Click "Download" to grab yours now!

FACEBOOK ADVANCED: SPLIT TESTING

- Test 1 variable at a time
EXAMPLE: Test 2 different images
EXAMPLE: Test 2 different ad copy
EXAMPLE: Test 2 different buttons
- Hierarchy of tests based on impact to conversions:
Target Audience
Images
Ad Copy

IMPORTANT: Only run one test at a time, especially if you are just starting out. Select winners based on lowest cost-per-click.

FACEBOOK ADVANCED: 1:3:5 METHOD

This does not replace split testing, but can be used to rapid-fire test a bunch of variables when you first start running your campaigns. Don't use this unless you know how to analyze the data Facebook is giving you.

