

The background features several overlapping watercolor-style shapes in shades of blue, teal, and light green. Scattered throughout are numerous small, dark blue dots of varying sizes. At the bottom center, there are faint, stylized line drawings of what appear to be three fingers or a hand reaching upwards.

SCRIBE

Marketing Training



**Before we
begin...**

If you put what you're about to learn into practice...

- It will literally transform your life
- Make you better at virtually everything you do
- Enable you to "see" into the future
- Help you navigate all of your relationships better
- Increase your impact in the world
- Open your eyes to endless opportunities all around you

Ready? Let's go!



What We'll Cover

01

Introduction

02

**Importance of
Marketing**

03

**Identifying Your
Market**

04

**Clarifying Your
Message**

05

**Organic
Marketing
Strategies**

06

**Paid Marketing
Strategies**



Plus...



FREE Guide on How to Create Your First Facebook Ad



And one more thing...





Don't worry...

**All of these slides will be made
available for download**

The background features a large, irregular watercolor shape in shades of blue and green. To the left and bottom-left, there are clusters of small, dark blue dots. A thin, dark teal line curves from the top right towards the bottom right, ending in a series of loops.

01

Quick Intro

"Why should I listen to this guy?"

Hey there 🖐️

- Michael Crist, based in Kansas City... growing some pretty gnarly dreadlocks
- CMO of the 30th largest Shopify Store in the world (and growing!)
- Managed over \$30,000 in ad spend *per day*
- Helped authors reach Amazon's best-seller list in competitive categories





Most importantly...

I can help you reach more
people with your message
and sell more books.

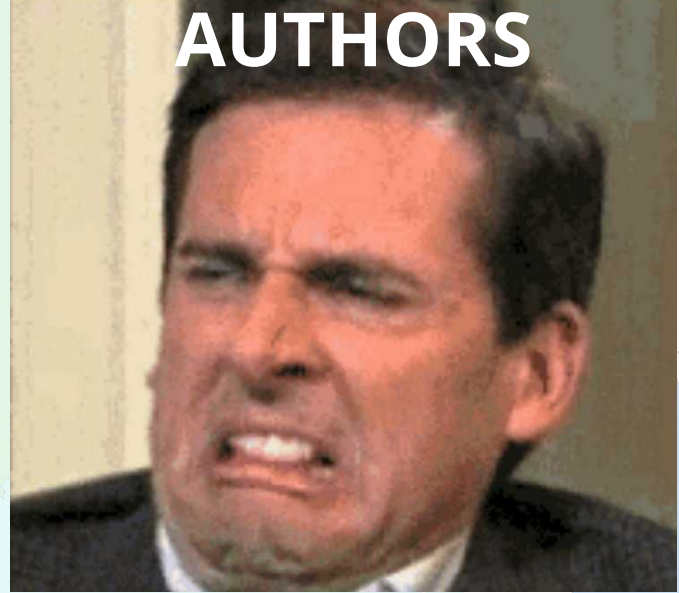
02

Importance of Marketing

"Why, as an author, should I learn this stuff?"

Marketing =

AUTHORS



Good Marketing is Like Inception



Why?

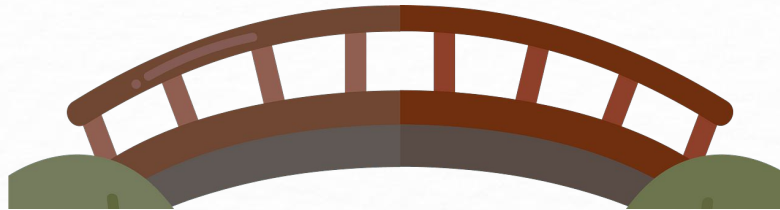
Because good marketing connects products to people that *already* want to buy them.

I wonder how I can solve **AWESOME TITLE** problem....

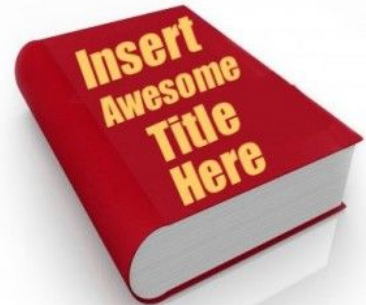
I'd like to get lost in a novel about **AWESOME TITLE**

I wonder if a book about **AWESOME TITLE** would help me...

Good marketing enters the conversation *already* taking place in your prospects mind.



MARKETING



What is bad marketing?



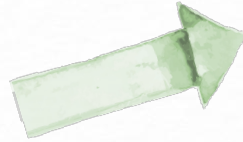


**When marketing works,
you won't even realize you
were marketed to.**

Why should you pick up some basic marketing skills?



To Make Money, Duh!



**To Expand
Your Reach**



To Change Lives



To Make Money



- Probably the least popular reason among authors
- Reframe money as a tool
- Help you reach financial goals related to your book (if you have them)
- Help you increase the capital you have to reinvest in your book so that you can achieve your other goals
- Help you maximize your time, energy, and effort, so that you get the largest return-on-investment (ROI) possible



To Expand Your Reach



- Now you're getting excited!
- Marketing helps you reach more people by:
 - Identifying your target audience
 - Refining your message
 - Finding them where they already hang out
- Marketing helps you find the people that already want your book



To Change Lives



- The most important reason...
- Marketing can help you get your book into the hands of people that will be most impacted by it
- Marketing can help clarify your message
- Marketing will help you deliver your message in the right way, to the right audience, in the right channel

The background features a large, irregular watercolor shape in shades of blue and green. The top portion is a darker blue, while the bottom portion is a lighter green. Scattered around this central shape are numerous small, dark blue dots of varying sizes. A thin, dark blue line curves across the right side of the image, starting from the top and ending near the bottom right. In the bottom right corner, there is a small, stylized drawing of a hand holding a pen, with the pen tip pointing towards the central text area.

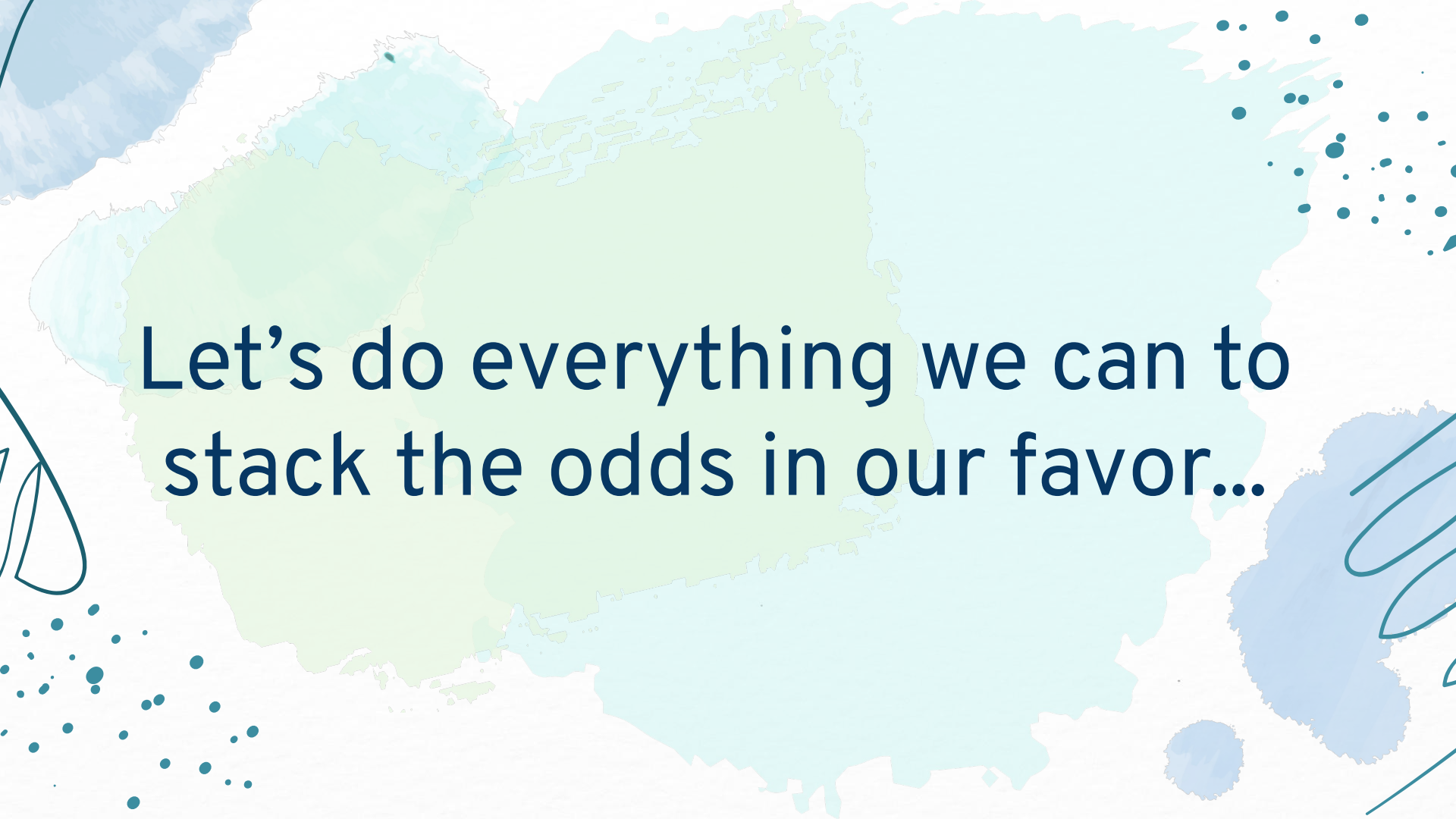
03

Identifying Your Market

The Trick That Will Put You Light Years Ahead

Finding Readers is Hard!



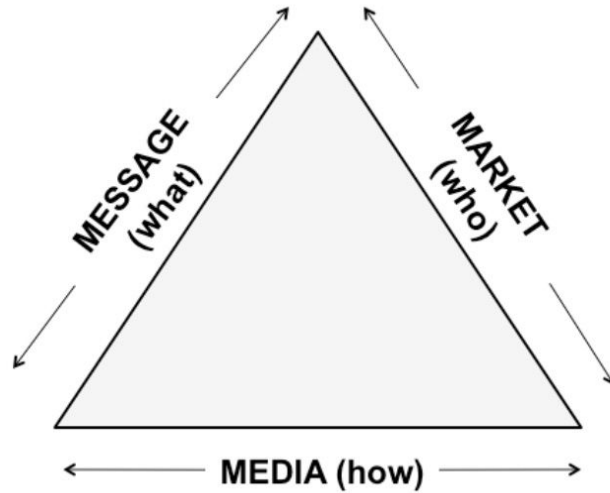


Let's do everything we can to
stack the odds in our favor...

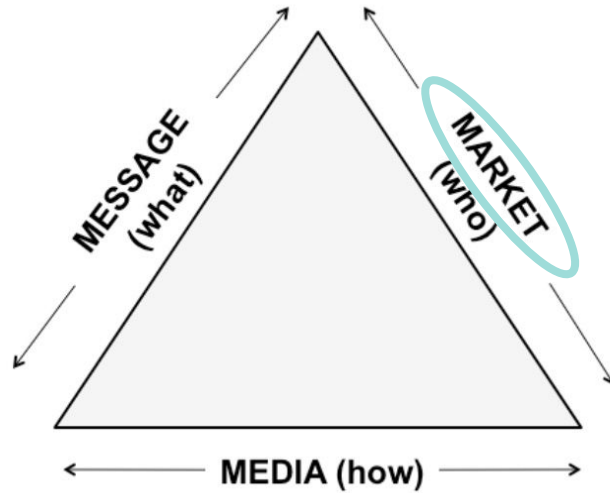


Introducing...

The Marketing Triangle



The Marketing Triangle



Who are you trying to reach?

- Start with your audience, and then work backwards to write your book
- Identify *who* you're writing to before you even begin writing
- Get *really specific*
- Both Frank & Bridget have this nailed - ask them during a break!

Exercise: Ideal Reader Cheat Sheet

DEMOGRAPHICS

NAME:

GENDER:

AGE:

LOCATION:

INCOME:

MARITAL STATUS:

PSYCHOGRAPHICS

SOCIAL MEDIA GROUPS:

PUBLICATIONS:

ASSOCIATIONS:

BRANDS:

EXPERTS:

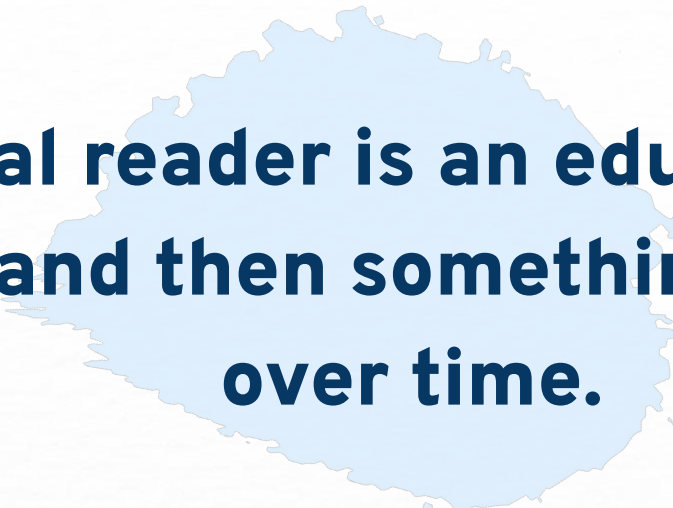
TOOLS:

ACTIVITIES:

OPINIONS, BEHAVIORS, EVENTS:

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

WHAT'S IN IT FOR THEM?



**Your ideal reader is an educated guess
at first, and then something you learn
over time.**





Something else....



**Knowing your reader is THE KEY to
creating a product they *want***



Knowing your reader allows you to...

- **Reverse engineer your:**
 - Cover
 - Title
 - Blurb
 - Length
- **Learn what your readers do/don't like by reading their comments on books similar to the one you're going to write!**
- **Amazon is a treasure trove of information**

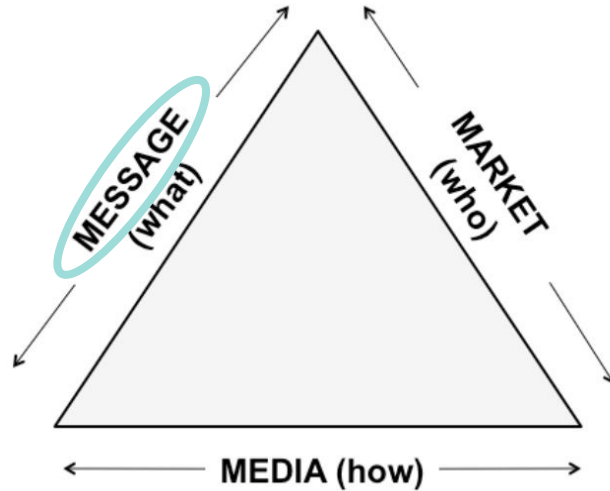
The background features a large, irregular watercolor shape in shades of light blue and green. The number '04' is prominently displayed in a dark blue, bold font within the blue portion of this shape. Below the number, the title 'Clarifying Your Message' is written in a dark blue, bold font, followed by the subtitle 'The Most Valuable Marketing Tip You'll Ever Learn' in a smaller, dark blue font. The overall design is modern and artistic, with scattered dark blue dots and a thin, dark blue line that curves across the right side of the image.

04

Clarifying Your Message

The Most Valuable Marketing Tip You'll Ever Learn

The Marketing Triangle



What are you trying to say?

- Non-fiction usually helps the reader solve a problem, where fiction takes the reader on an emotional experience
- Really narrowing in on the message will help give your material an underlying theme and direction
- Clarifying your message is important for narrative cohesion, maximum impact and resonance



**The MOST VALUABLE marketing
lesson you'll ever learn...**



**“NO ONE CARES ABOUT YOU,
THEY ONLY CARE ABOUT THEM.”**



**NEVER LOSE SIGHT OF YOUR AUDIENCE
AND WHAT'S IN IT FOR THEM**

Exercise: 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 _____.



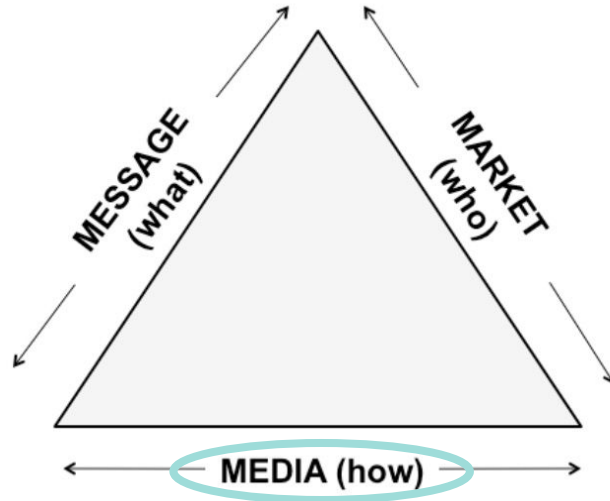
**ALL THE MARKETING IN THE WORLD WON'T
SAVE A BAD PRODUCT. THE MARKETING
TRIANGLE IS YOUR KEY TO CREATING A
PRODUCT THE MARKET WANTS.**

05

Organic Marketing Strategies

Investing Time & Effort

The Marketing Triangle



Build an Email List!

- **Your email list is your most important asset!**
- **Can be used for “Newsletter Swaps” (more on this later) to further grow your list**
- **Applies to both Fiction and Non-Fiction**
- **Can be used to:**
 - **Make announcements**
 - **Engage with your audience**
 - **Get feedback**
 - **Launch with a BANG,... again,... and again,... and again...**

How to Build an Email List (The Easy Way)

1. Create an account with an email provider:
 - MailChimp.com
 - ConvertKit.com
 - ActiveCampaign.com
2. Create an incentive to give in exchange for someone's email address
 - Fiction: download the first chapter for free
 - Non-Fiction: Top 10 Ways to X
3. Email the list at least once per week





NON-FICTION

1. Blogging

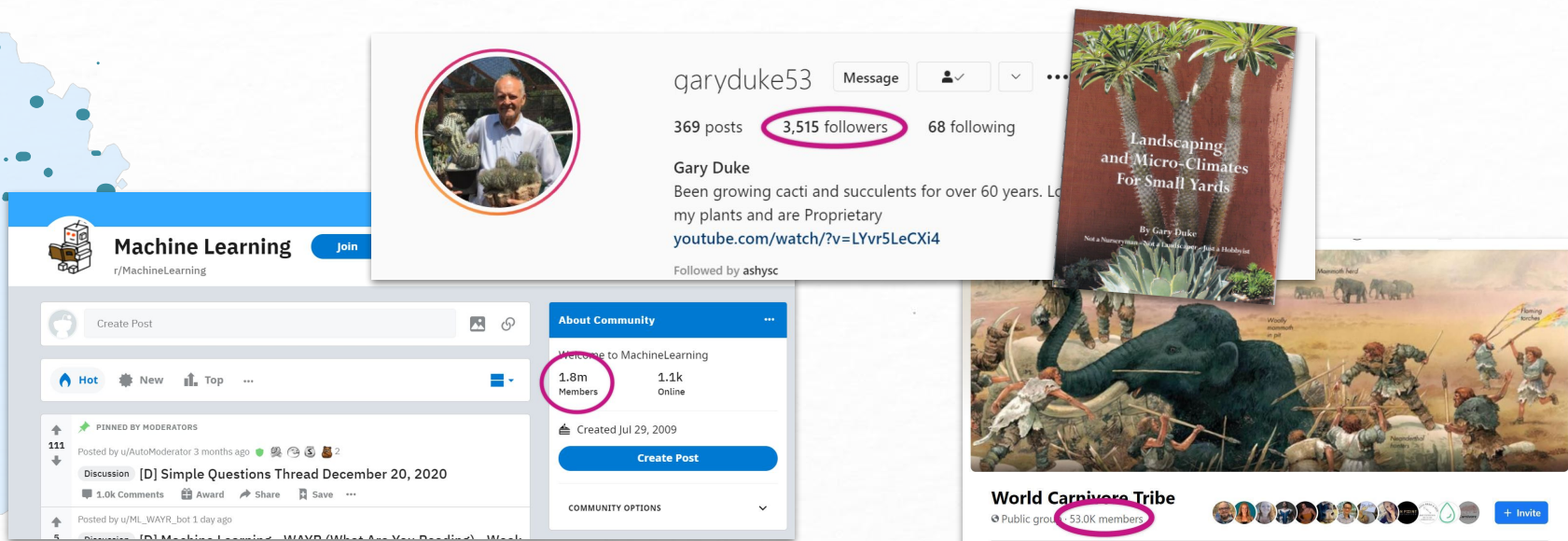
- Primary purpose of blogging is to BUILD YOUR EMAIL LIST
- Definitely checkout the “Buzz Seminar Master Course” that you’ll get as a FREE bonus for attending this event
- Marketing helps you reach more people by:
 - Identifying your target audience
 - Refining your message
 - Finding them where they already hang out
- Marketing helps you *find* the people that already want your book

How to Start a Blog (The Easy Way)

1. Register your own domain at bluehost.com, namecheap.com, or domains.google.com
2. Sign up for hosting at bluehost.com, [hostgator](https://hostgator.com), or somewhere else
3. Download and install Wordpress
4. Write useful, practical, long-form content that people will be inspired to share

2. Community Hub

- Build a place where people that are interested in solving X problem can hang out
- Instagram / Facebook Groups / Reddit



How to Start a Community Hub (The Easy Way)

1. Figure out where your “tribe” already hangs out, likes to discover new media, and seeks answers to their problems
2. Learn how users discover groups within the platform of your choice
3. Find a successful group in your niche, and analyze what they’re doing right/wrong

Imitate before you innovate!

3. Quora

- A platform for people to ask questions on *any topic*
- Some topics are more popular than others
- Provide helpful & insightful answers with a link at the bottom that takes people to a landing page to download your lead magnet



What is the most user-friendly, easy-to-use project management tool available for remote teams?

I work at Asana, and recently our team—like many teams around the world—moved to remote work. So I've experienced first-hand how [Asana can help](#) remote teams manage their projects, align on their tasks, and gain clarity on their work.

With Asana, you can coordinate work across multiple teams and projects. Because Asana brings together your plans, projects, tasks, and communications in one shared space, everyone stays up to date and nothing slips through the cracks. It's easy to see how work is progressing and who is doing what by when – all without email and status meetings.

Quora



Michael Crist

Entrepreneur | Writer | World Traveler | Productivity Hacker | Thinker | INTJ

1.26m
VIEWS

9.96k
UPVOTES

977
SHARES

Inc.

HUFFPOST

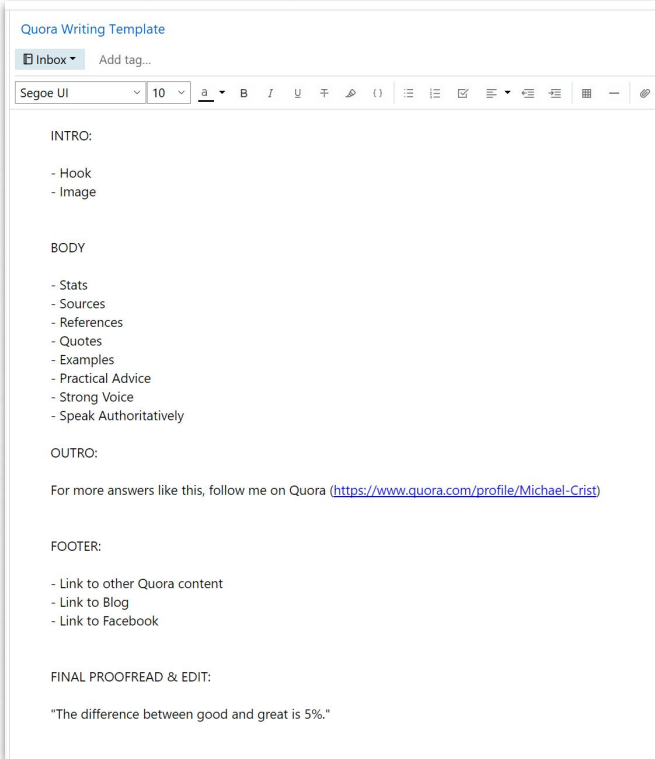
Apple News+

How to Go Viral On Quora (The Easy Way)

1. Create a Quora account, and start following your topics
2. Find new questions with only a few answers BUT LOTS of followers
3. Write THE BEST ANSWER you possibly can using lots of bullet points, numbered lists, and short paragraphs - **NO WALLS OF TEXT ALLOWED**
4. Use an “Attention Grabbing” image
5. Lead with a strong, curiosity generating HOOK in bold text... say something interesting, unexpected, provoking
6. Link to a place where people can download your lead magnet (get an EMAIL!)

BONUS ALERT

The EXACT TEMPLATE I used to go Viral



The screenshot shows a document titled "Quora Writing Template" with a toolbar at the top. The content is organized into four main sections:

- INTRO:**
 - Hook
 - Image
- BODY**
 - Stats
 - Sources
 - References
 - Quotes
 - Examples
 - Practical Advice
 - Strong Voice
 - Speak Authoritatively
- OUTRO:**

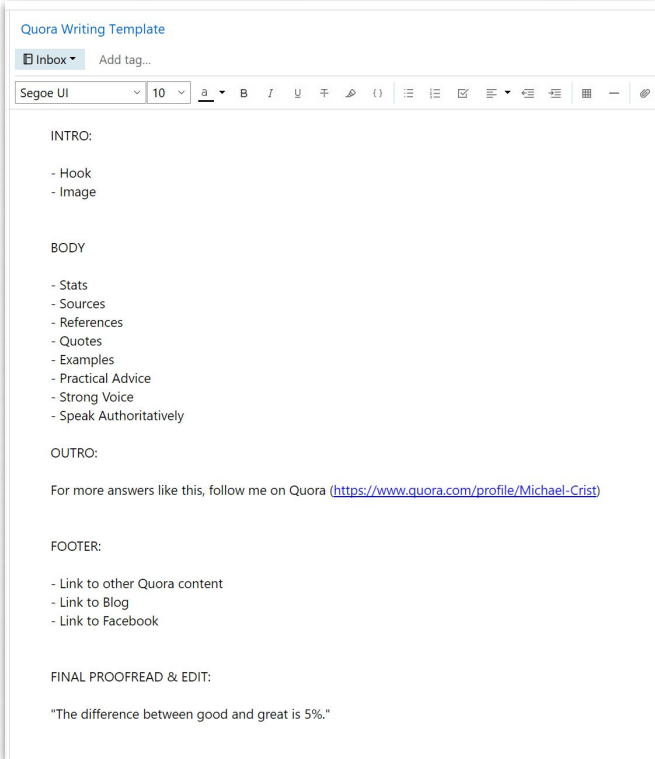
For more answers like this, follow me on Quora (<https://www.quora.com/profile/Michael-Crist>)
- FOOTER:**
 - Link to other Quora content
 - Link to Blog
 - Link to Facebook

FINAL PROOFREAD & EDIT:

"The difference between good and great is 5%."

BONUS ALERT

The EXACT TEMPLATE I used to go Viral



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For more answers like this, follow me on Quora (<https://www.quora.com/profile/Michael-Crist>)
- FOOTER:**
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FINAL PROOFREAD & EDIT:

"The difference between good and great is 5%."

TWO MORE METHODS...

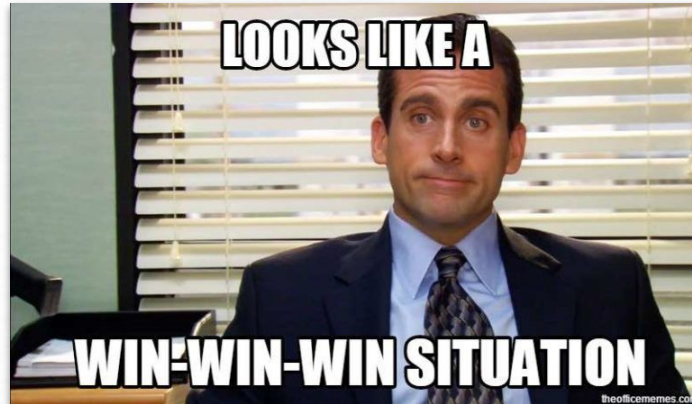
1. **Start a podcast if it fits your topic (Frank knows this well!)**
2. **Post articles on LinkedIn if it fits with your topic/expertise (keep in mind the AUDIENCE that uses LinkedIn... professional types)**



FICTION

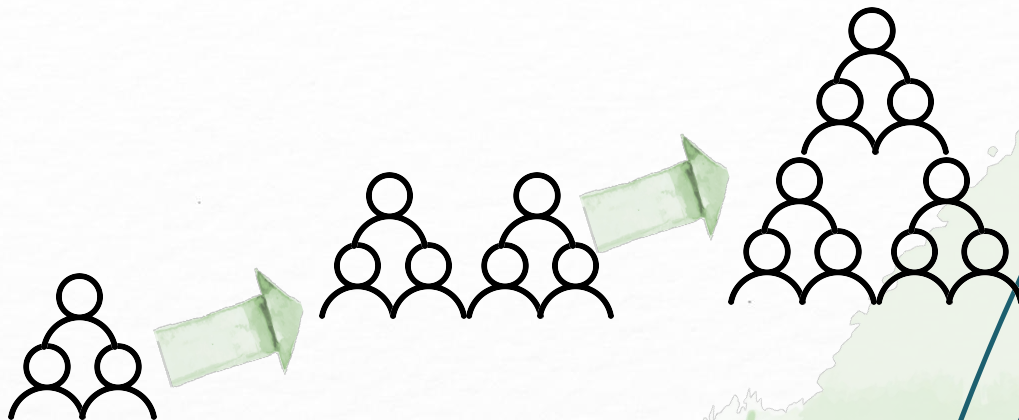
1. Newsletter Swaps

- Allows you to get in front of another author's audience
- Allows another author to get in front of your audience
- Requires a decent-sized email list



How to Do Newsletter Swaps (The Easy Way)

1. **Make a list of other authors in your genre that have an equal or bigger following than you do**
2. **Reach out to them and pitch a newsletter swap, emphasizing WHAT'S IN IT FOR THEM (be real though, not salesy)**
3. **Agree on a date**
4. **Write and swap content**
5. **Schedule the email blast**



2. Giveaways

- Allows you to collect emails of readers in your genre
- Relatively cheap to run

How to Do a Giveaway (The Easy Way)

1. Identify a bundle of popular books in your genre
2. Create a landing page for people to opt-in to the giveaway
 - LeadPages
 - Wordpress
 - ConvertKit
3. Advertise your giveaway on Twitter / Facebook / Instagram

3. Blog / Social Media / Podcast Tour

- Get in front of other people's audiences that might be interested in your book
- Very similar to the newsletter swap
- Requires quite bit of research and cold outreach

How to Do a Tour (The Easy Way)

1. **Where do your readers consume content? (Facebook, YouTube, Podcasts, Blogs, etc.)**
2. **Make a list of as many Facebook Pages, YouTube Channels, Blogs, etc. that have at least a small audience in your genre**
3. **Email / reach out to each member of the list with a pitch to come on their channel... keep in mind, "Nobody cares about you, they only care about them."
Make sure your pitch highlights what they can get out of it**
 - Free content
 - Content that their audience will love
 - An exclusive discount for their audience
 - A special lead magnet for their audience

06

Paid Marketing Strategies

Trading \$\$\$ for Time & Effort

Cooking with Gasoline



Why use paid marketing?

- It allows you to scale FAST
- It's easy to target people interested in your genre
- Shortens feedback loops so that you can alter your title, book cover, blurbs, etc. to increase sales
- Comes with some level of risk

3 Strategies for 2021



Facebook



Amazon Ads

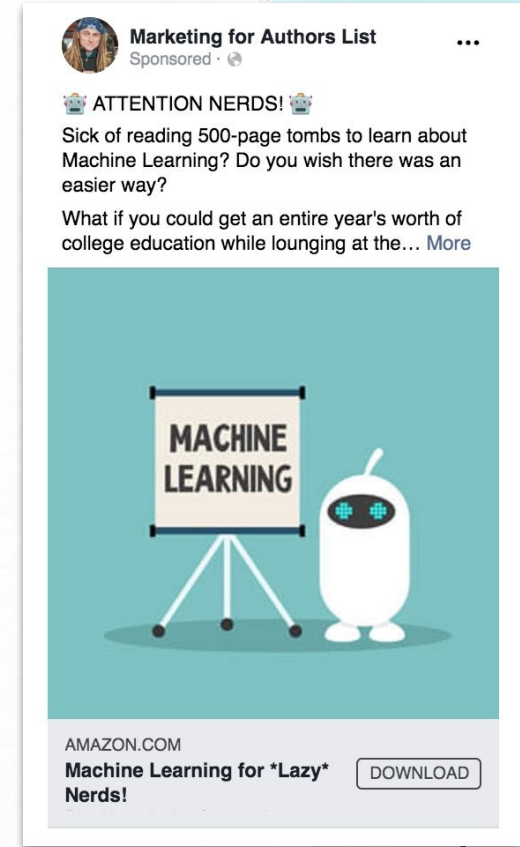


Influencer Marketing



1. Facebook

- Allows you to **SCALE FAST**
- Requires experimentation and \$\$\$
- Easy to target people interested in your genre
- Difficult to track which ads are performing best when you're selling on Amazon
- Comes with some risk... Facebook *will* spend your money



2. Amazon Ads

- Faster than organic, but slower than Facebook
- Depends on user search queries to see your ads
- Requires keyword research, and learning curve
- Less risky than Facebook, as often times Amazon won't spend your entire budget



2. Influencer Marketing

- Requires time, effort, and a good system to do effectively
- Involves paying an influencer with an existing audience to promote your book
 - YouTube, Instagram, TikTok, Snapchat, LinkedIn, or Facebook
 - Where do your readers hang out?
- Relatively inexpensive





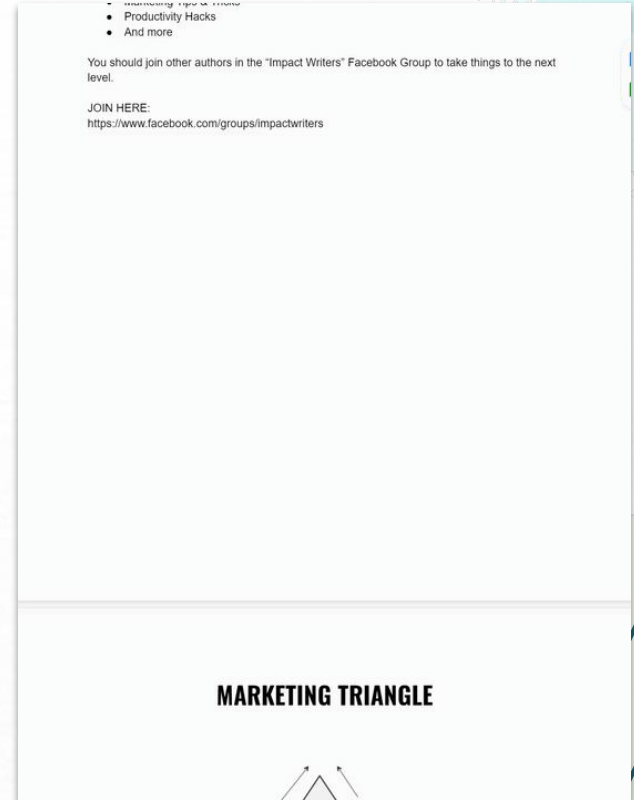
Quick Recap

Quick Recap

- Good marketing is like Inception
- Marketing can help you make more money, expand your reach, and change lives
- The Marketing Triangle can help you create a product that people *already want*
 - Understanding your market can help you reverse engineer your book
 - Clarifying your message can increase relevance and resonance
 - Mastering marketing methods can help you pour gasoline on the fire

Freebie

- **Download the SCRIBE Marketing Cheat Sheet**
 - **Contains all the worksheets**
 - **Step-by-step instructions on how to create your first ad**
 - **And more!**
- **Download these slides for future reference**





The End