



Marketing
Crime

Content Framework to
Grow Your Audience



Marketing Your Crime Book

The 4-Part Framework to
Grow Your Audience



Hi, I'm Sue.

- Book Marketing & Mindset Coach
- I work with award winning & bestselling authors
- I help fiction & nonfiction— both traditionally and independently published — authors to grow their platforms and sell more books



Before we start:

We recommend turning off your phone and minimizing distractions



Grab a pen and a notebook. You'll want to take notes!



Tell me in the chat...

What's your biggest
marketing challenge?



You want to write,
not market.

You don't know
where to start.

Marketing is
confusing &
overwhelming.



You'd like some clarity
around what's going to
give you the best results
for your efforts.



What you
will **learn**
today:





1

Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.





2

A better
definition of
marketing.





3

Your number
one book
marketing
goal.





4

The foundational
four-part book
marketing strategy
that will actually
grow your
audience.



Let's
dive in





1

Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.





The problem with most online marketing advice



What you already know:



What you already know:

- You have to write a great book



What you already know:

- You have to write a great book
- You have to have a great cover & book description



What you already know:

- You have to write a great book
- You have to have a great cover & book description
- You have to present yourself professionally

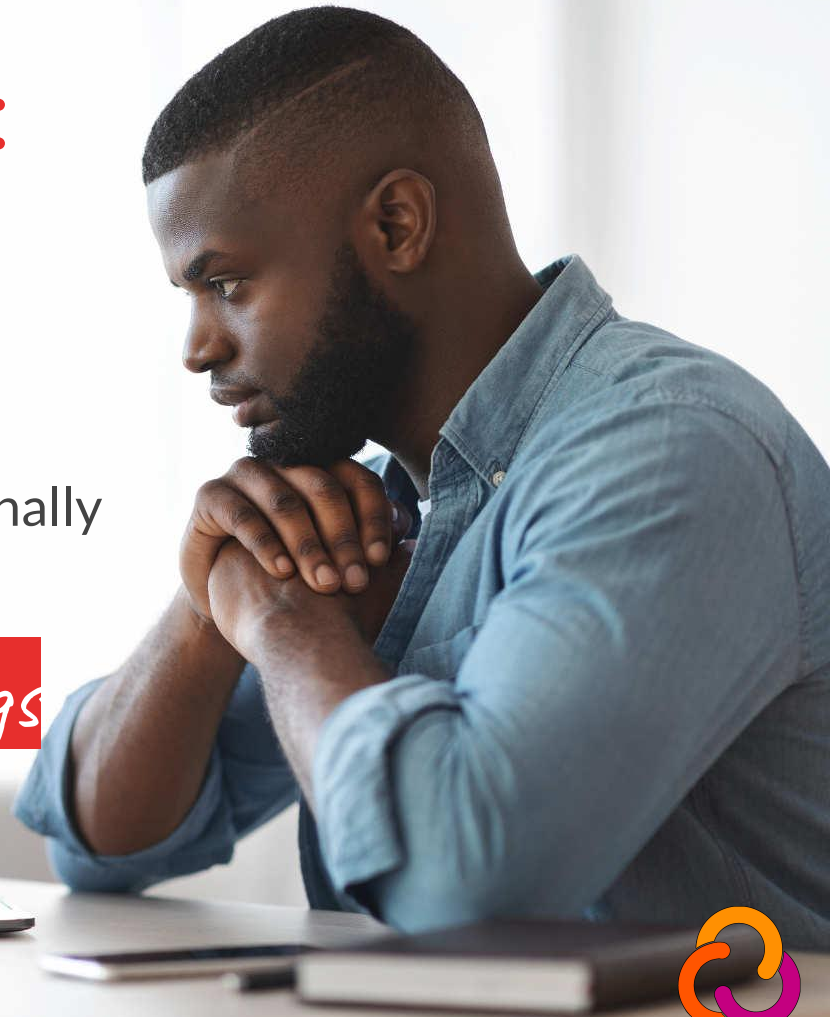


What you already know:

- You have to write a great book
- You have to have a great cover & book description
- You have to present yourself professionally

Notice that none of these things

BRINGS people to your book!





Problems:





Problems:

- Tactics, not strategy





Problems:

- Tactics, not strategy
- Bite-sized, click-bait





Problems:

- Tactics, not strategy
- Bite-sized, click-bait
- Doesn't focus on ROI





Problems:

- Tactics, not strategy
- Bite-sized, click-bait
- Doesn't focus on ROI
- One-size-fits-all mentality





2

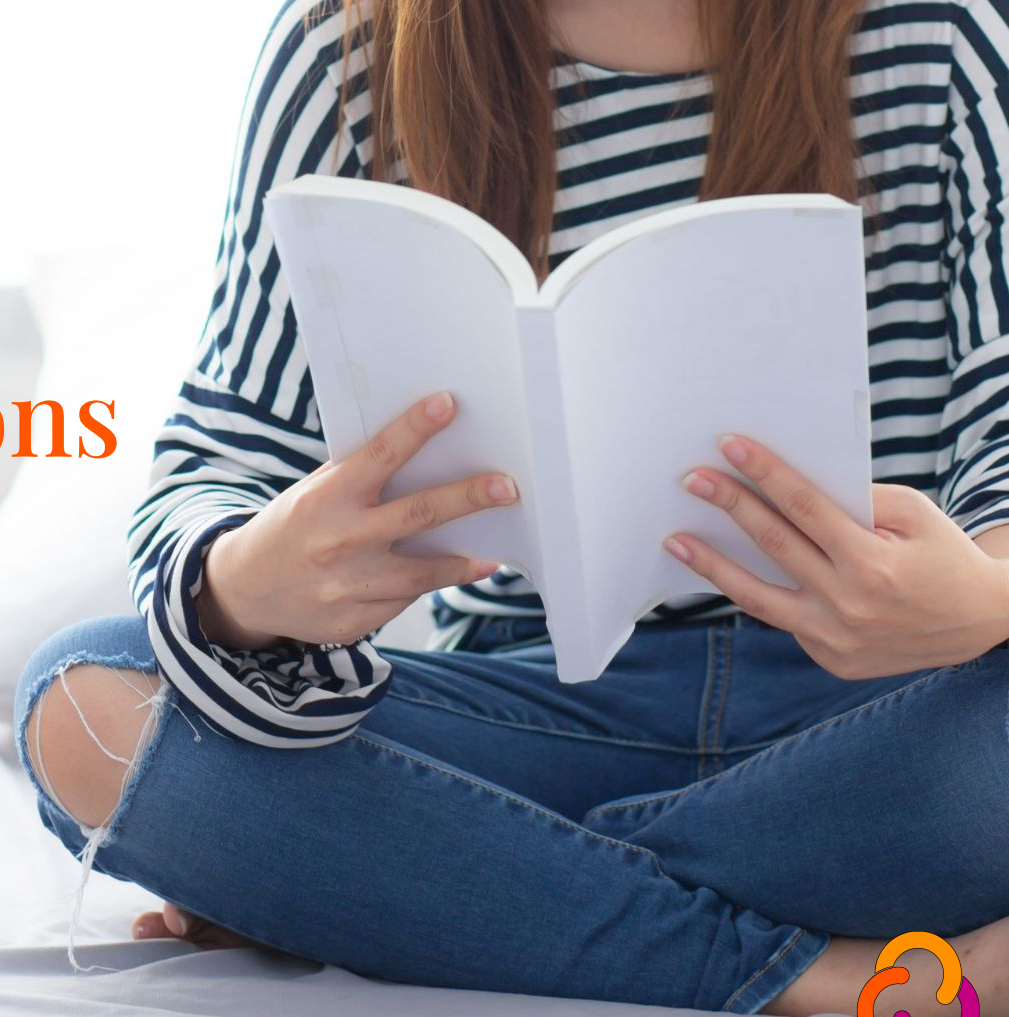
A better
definition of
marketing.



I wish I didn't
have to call it
marketing



Better definition:
**Building long-
lasting connections**
with readers





3

Your number
one book
marketing
goal.



We'll get to
that in a
second...



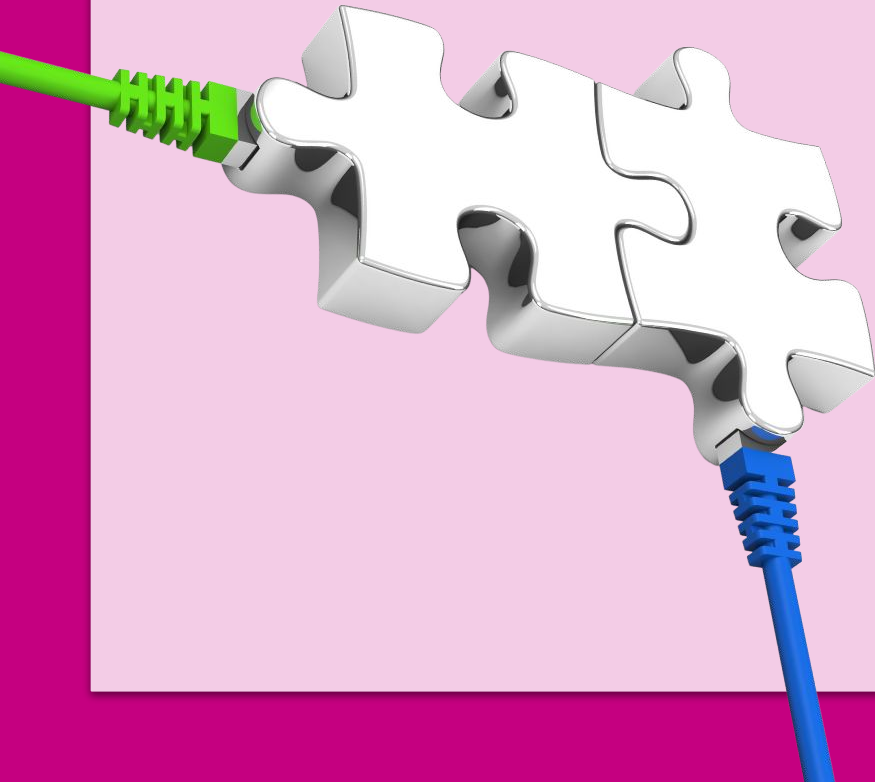


4

The foundational
four-part book
marketing strategy
that will actually
grow your
audience.



The Connection System



PERMISSION

CONTENT

OUTREACH

SELLING





PERMISSION

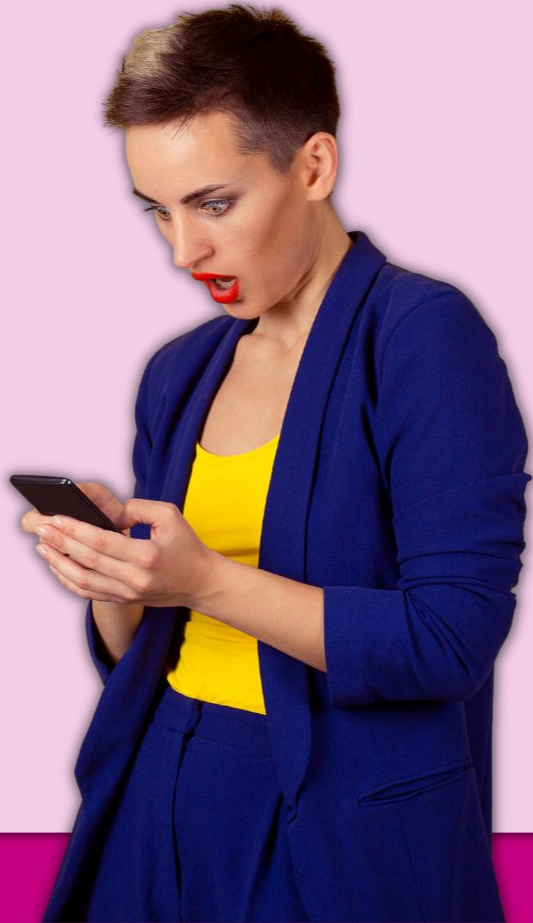
- People allow you into their digital or physical space.
- Lets you get people's attention and drive action to build that relationship.



SOCIAL MEDIA DOESN'T SELL BOOKS*

*except TikTok ;)





Problems with focusing on social

- Hard to drive readers to take buying actions
- Easy to get buried in someone's feed
- Platforms change the rules, algorithms or crash without warning



Your #1 Book
Marketing Goal:
Your Email List





Email list advantages

- Easily reach people who loved your first book — don't have to keep hustling for new readers for each book
- You own the list, can't be taken from you
- You control the message
- Quieter, more intimate space where you can drive action

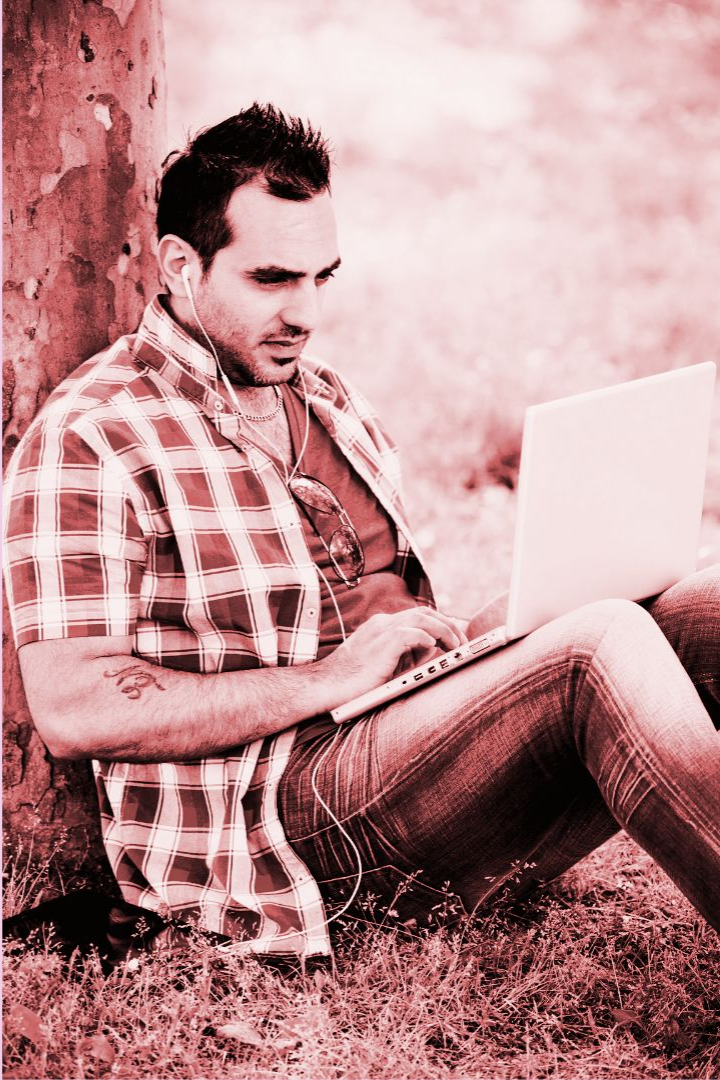


A stack of seven books with various colored spines (red, blue, purple, orange, grey) is placed on a wooden surface. A silver laptop is open, leaning against the stack of books. The background is a light, textured wall.

Prepare Your Permission Asset

- Website
- Email service provider
- Sign-up forms
- Sign-up incentive (reader magnet)
- Welcome email sequence





CONTENT

- The materials you put out to help people decide if you're a good fit and keep building the relationship





Content ideas

- Blog posts
- Newsletters
- Social media posts
- Podcasts
- Guest blogs
- Speeches/readings
- Medium posts
- Workbooks
- Videos
- Q & As
- White papers
- Case studies





1

Welcome sequence for email subscribers

2

Regular newsletter for subscribers

3

Content to use with influencers

Content must-haves





OUTREACH

- Moving people from **not** knowing you exist to knowing you exist
- The magic ingredient!



Influencer

Someone who can get other people to buy your book and become your fan.





Types of influencers

- Authors in your genre
- Bloggers
- Reviewers
- Podcasters
- Event bookers
- Journalists
- Librarians
- People with large social followings & email lists



7 steps to outreach:



1. Get Your Mind Right
2. Set goals
3. Take Aim (Reader persona)
4. Research
5. Cultivate relationships
6. Ask/Pitch
7. Deliver





SELLING

- Offering your book to the right people



Clean selling

- Virtuous actions have virtuous results
- Writing books—making art—is a virtuous act
- You are adding value to the world
- You are sharing your gifts with the people who want to accept them



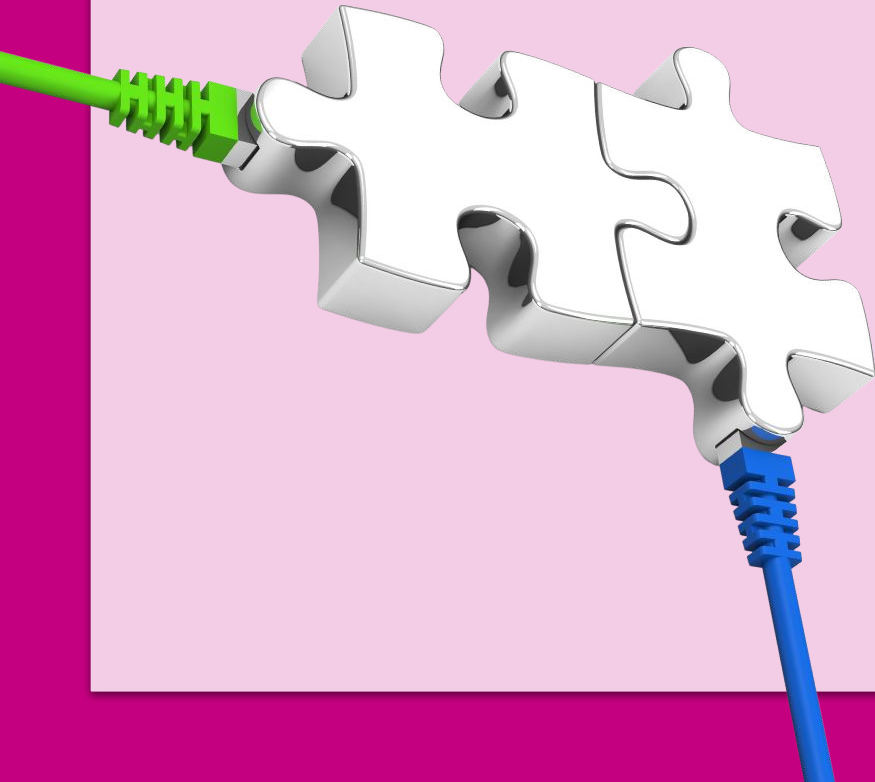
Putting It All Together

EVIDENCE

Stain No.	Width:	North or Up
Length:		



The Connection System



PERMISSION



CONTENT



OUTREACH



SELLING



The Connection System in action: Example 1

1. Befriend an influencer in your space with a popular podcast — **OUTREACH**
2. Pitch that influencer to be on their podcast — **OUTREACH/CONTENT**
3. At the end of the podcast, let listeners know where they can learn more about you — have a special web page set up for them with a sign-up incentive — **PERMISSION**
4. The new subscriber gets a series of welcome emails with the sign-up bonus and additional content related to your work — **CONTENT**
5. Every newsletter has a blurb about your book and a link to buy it — **SELL**



The Connection System in action: Example 2

1. You review a book from a well-known author on your podcast — **CONTENT**
2. You tag that author on social media when you promote the post — **CONTENT**
3. That author shares your link — **OUTREACH**
4. The podcast ends with a call to action to join your mailing list and get a sign-up bonus — **PERMISSION**
5. Your newsletters have a blurb about your book and links to buy — **SELL**



RECAP



FILE CLOSED

SOLVED



What you
learned:





1

Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.





2

A better
definition of
marketing.





3

Your number
one book
marketing
goal.





4

The foundational
four-part book
marketing strategy
that will actually
grow your
audience.





NEXT STEP

Identify YOUR ideal reader





Before the Q&A:

Grab a free template for creating
your ideal reader persona:

pagesandplatforms.com/free-persona-template



Questions & Responses



Before we go:

Grab a free template for creating
your ideal reader persona:

[pagesandplatforms.com/
free-persona-template](https://pagesandplatforms.com/free-persona-template)

