Creating Your

Draft Framework to Show 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!

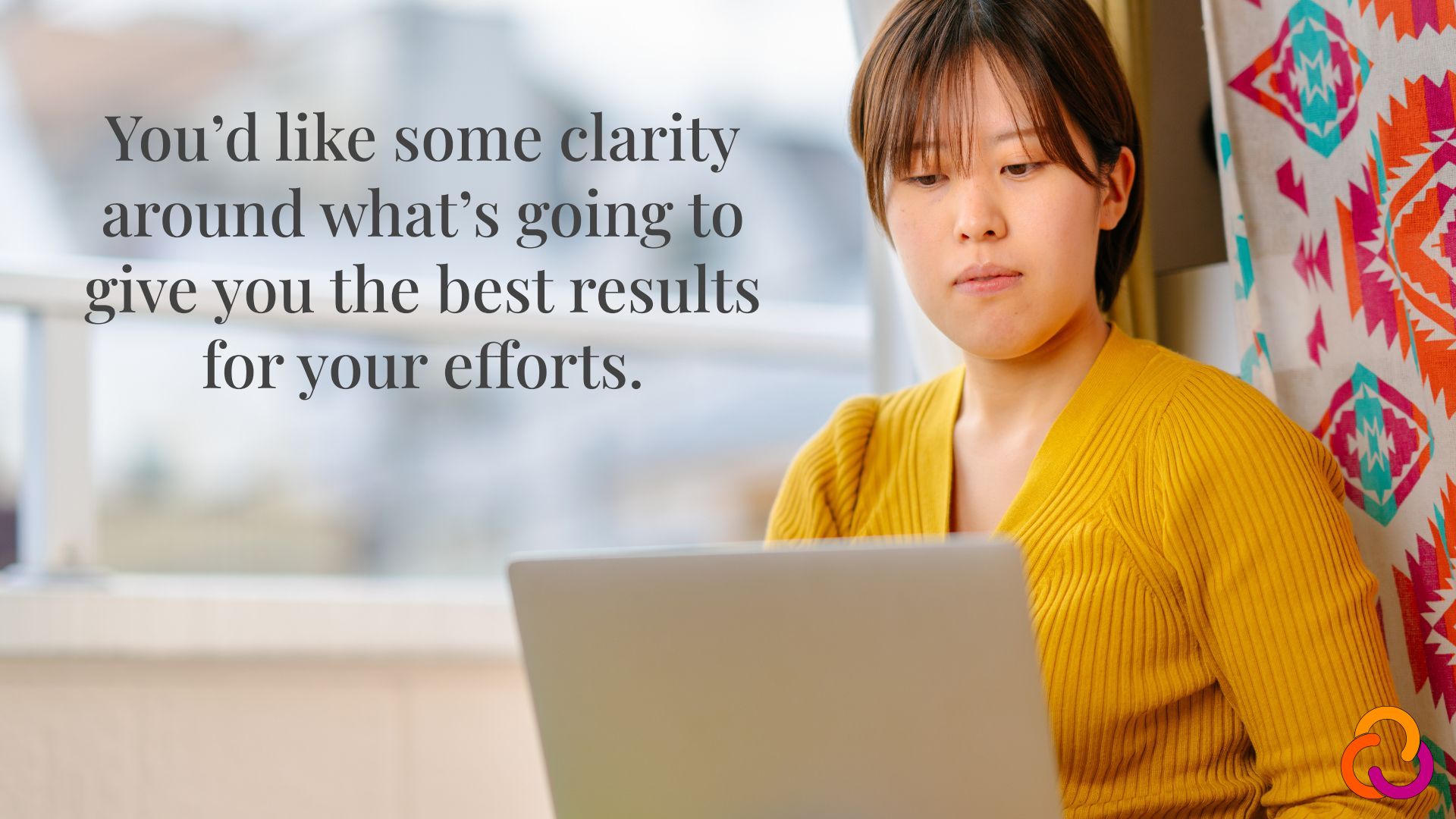
Tell me in the chat...

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

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

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- You have to present yourself professionally

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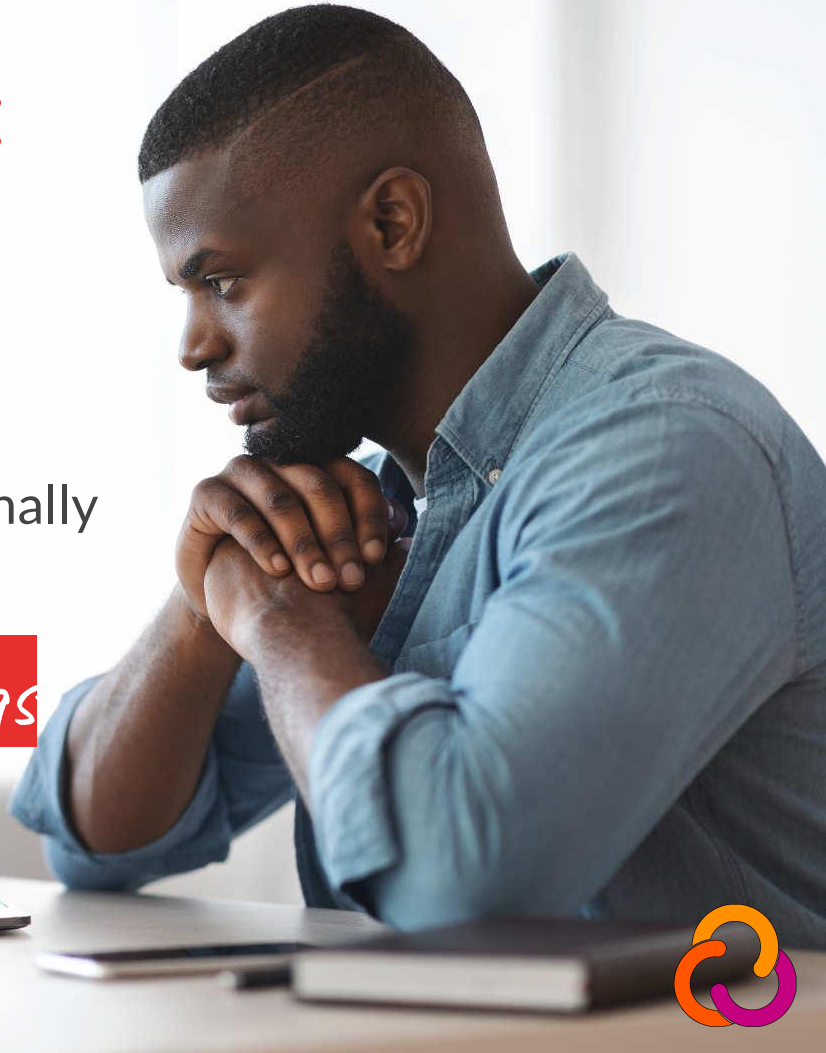
Notice that none of these things BRINGS people to your book!



Problems:

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- Tactics, not strategy

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- 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

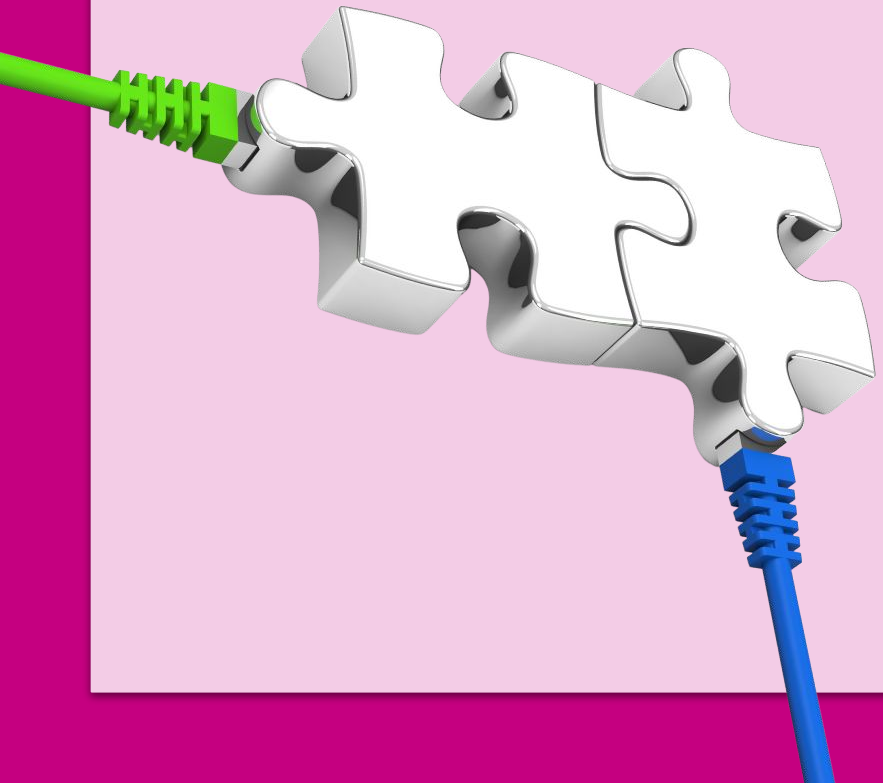
Your number one book marketing goal.

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

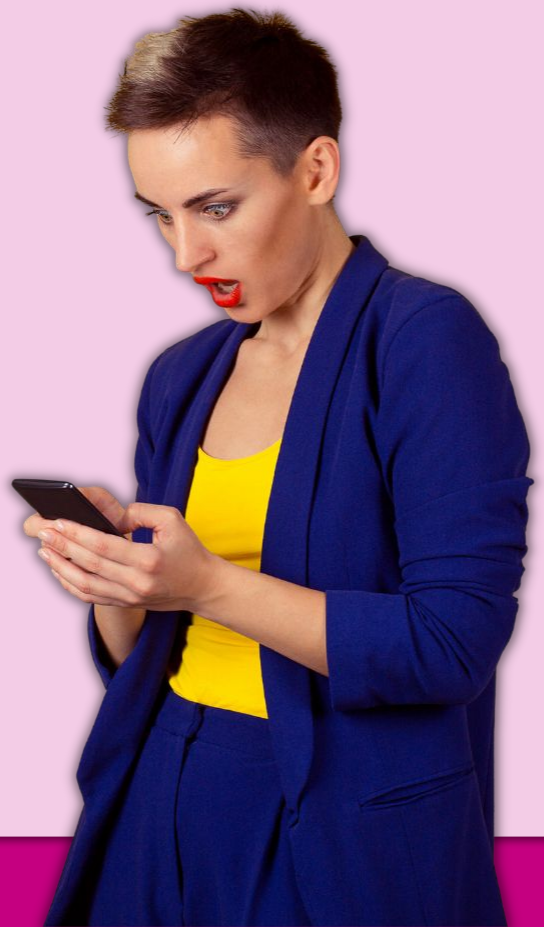
SELLING

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:

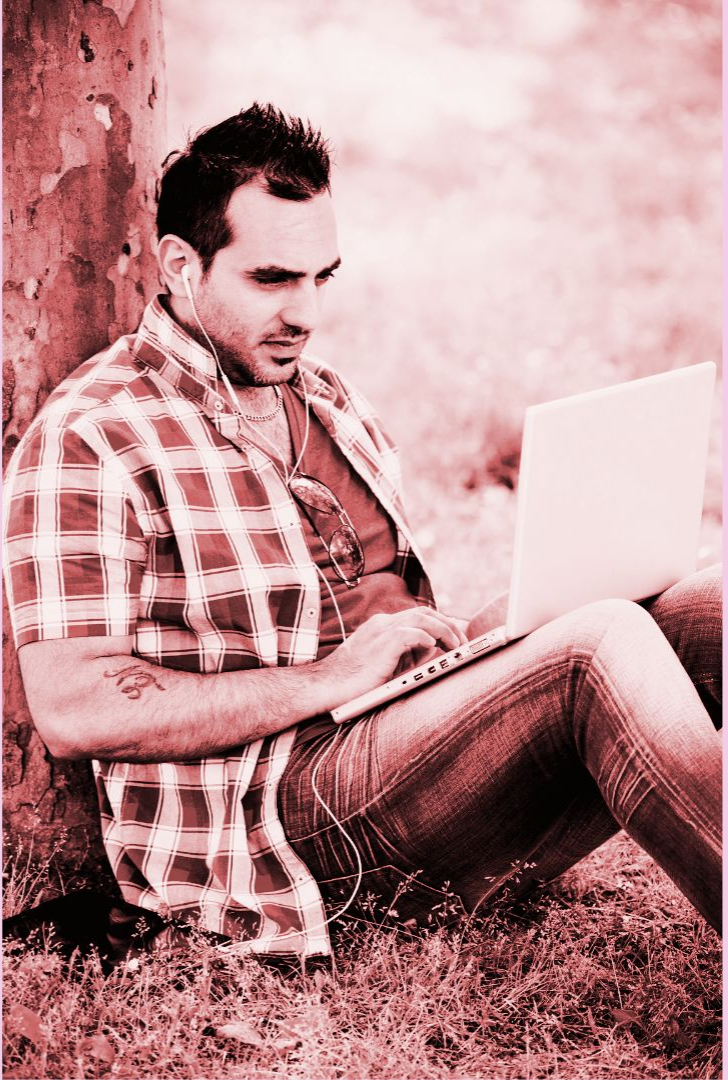
Your Email List

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

Prepare Your Permission Asset

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



CONTENT

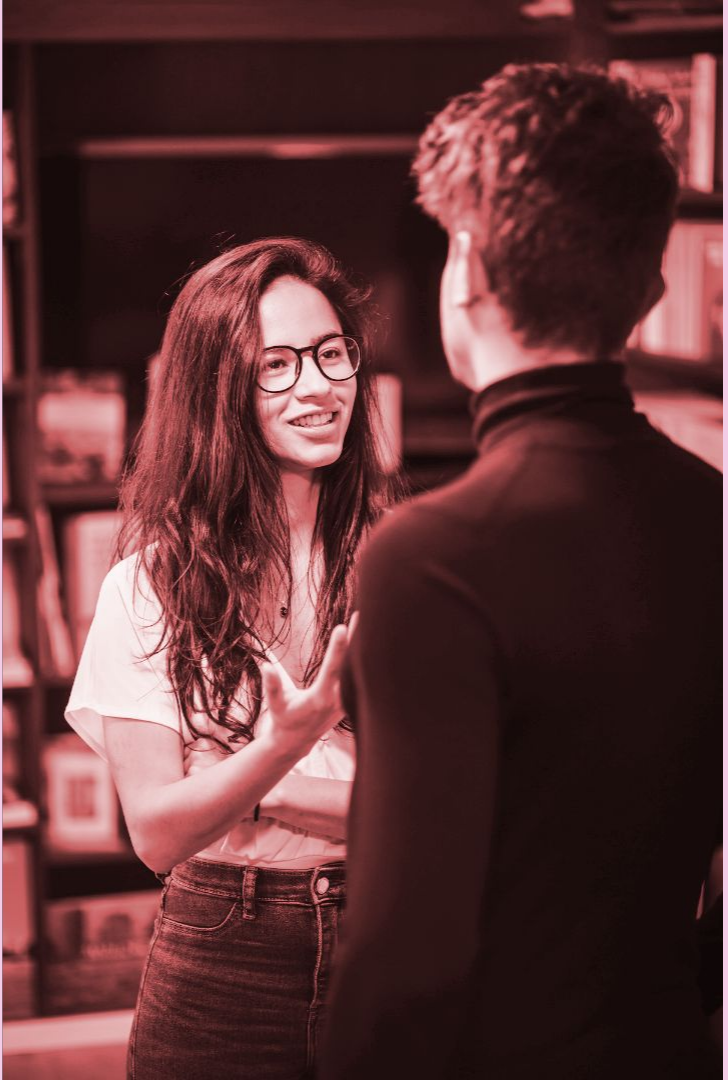
- The materials you put out to help people decide if you're a good fit and keep building the relationship

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

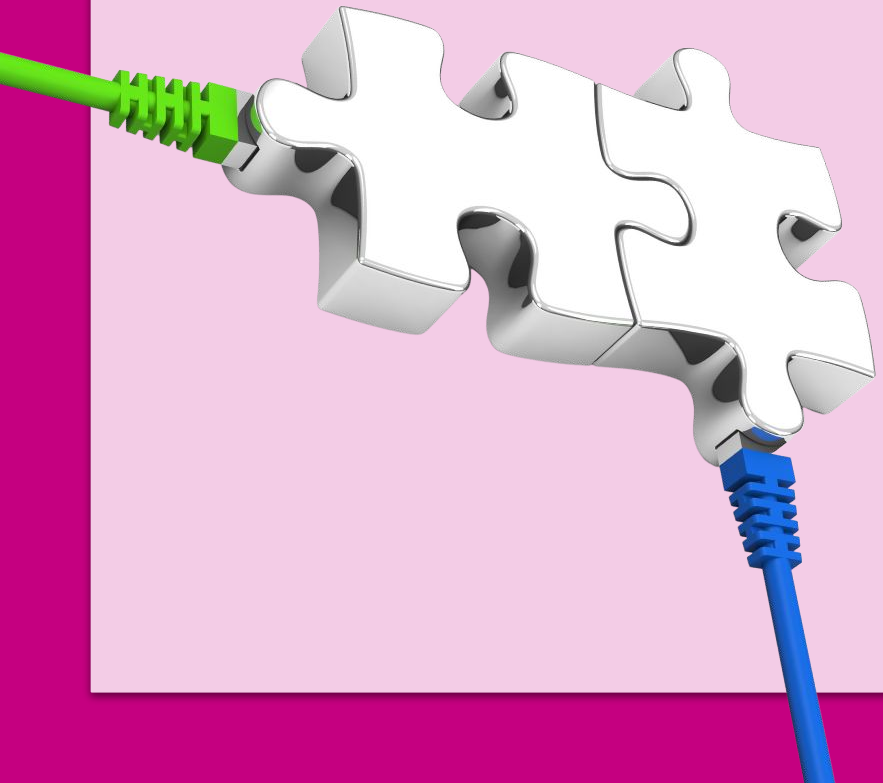
- Offering your book to the right people

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

The Connection System



PERMISSION

↓

CONTENT

↓

OUTREACH

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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

What you learned:

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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:

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