

100k VA

Ultimate Book Campaigner  
Package Pack



# Introduction



Becoming a published author (traditional or self) is definitely one of the most popular credibility boosting activities going around at the moment. Given that I have 2 physical published books and an additional 2 eBooks – it's very ego boosting! I remember with my first book I put a LOT of effort into the launch and it generated a ton of interest, presales and sales of other services and products.

Traditionally used publishing houses have a short marketing cycle (for example maybe 4 weeks) and then nothing as they move onto the next publishing project. BUT with self published experts who are going to use their book as a tool in their sales funnel – the opportunity for you to appeal to their fame desire with this “book campaigner” package delivering some core basics around lead generation and nurturing is very high. This package would be a perfect opportunity for you to partner with publishers, writers groups and other experts in the authoring realm.

Donna

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# Sales Funnel Overview

FREEBIE

Book Launch  
Planner



LCC

Book Launch  
Planning  
Session



Package

Ultimate  
Book  
Campaigner





# Freebie

***Book Launch Planner: Refer to attached template that you can use in your funnel. I encourage you to add your own flavour!***

- The best way to fund your book publishing project is to presell before its ready to be released! Nothing more motivating to finish your book then paying customers waiting for your words of wisdom! Download my Book Launch Planner so you can map out the next 30 days of book sales and funnel filling activities.
- A business card on steroids they're calling books now and it's TRUE! Your expertise, contact information and everything in between packaged up in a nice little package for your target market to absorb.
- If your book is part of your sales funnel to get more coaching clients and help them overcome their struggles, then we need to make sure they know your book exists! Map out your book selling action plan with this planner so your tribe can invest in themselves and start to learn how to make the necessary changes to achieve their goals 😊
- How many books are sitting in your garage or office in boxes? Sure you had some sales initially but if the have tapered off lets get you back into gear with my book launch planner, because guess what. You can relaunch a book more than once!

*Example Posts To  
Generate Interest!*



LCC

Your Low Cost Conversation (LCC) is the perfect step between the free Book Launch Planner and your package offering.

It's a chance for you to educate them that a book tour or campaign is not just a simple event that when over the book sales efforts are finished. Its ongoing, consistent recurring efforts that make sure that a) their book gets in front of more and more people and b) their funnel is being filled with potential leads.

You need to make sure that **they understand** that they have done the hard work writing the book and its leveraging efforts can now commence. Book launches can happen over and over again to new people. If you're going to spend time writing 30,000 words then one must make the most of it!

When you design the campaign for them (which effectively is a to do list) its important that you offer to take on 80% of the work leaving them with only a small amount. As a team you can achieve this 'to do list' together. Stroke their ego by letting them know that their purpose is to educate and inspire, not sit behind a computer. This is why there are marketing departments in publishing houses. Let YOU be their marketing department.

I suggest an investment of \$47 would be sufficient for this kind of LCC. When you have someone sign up for this offering be sure to obtain as much information as possible about their book, their business AND the big ticket product. It's a good chance they haven't thought about the possibility of books sales leading to coaching or consulting clients so this is your chance to wow them but talking about the nurture sequence. If you can get an ecopy of the book EVEN better. Perfect opportunity for you to run your eye over it before hand so you have a chance to brainstorm some ideas pre-session.

If a client doesn't sign up for your package be sure to stay in touch and wait to see if they implement the plan you designed on their own. If they don't – get in touch with them again. Some will have to feel pain (not just imagine it) before they are willing to release 😊

Remember after EVERY LCC...**ASK FOR A TESTIMONIAL**

# Package

## **Ultimate Book Campaigner**

- ✓ Quarterly Planning Of Book Campaign : Mapping out the next 90 days book tour and lead generation activities to help fill your coaching and consulting program.
- ✓ 4 Book Promotional Videos Inc Editing and Broadcasting: Author to read on video key insights from book and discuss further. Video to be then edited and uploaded to various social media channels with link to buy.
- ✓ Monthly Newsletter: Keeping readers up to date with what is going on in your business, keeping you in the forefront of their mind.
- ✓ 8 Social Media Posts: 8 posts per month based off your book and the events around your book including quote images, excerpts, news, photos of sales and more.

Your Investment (starting from): \$497 per month.

## **Bonus**

- ✓ Post Purchase Nurture Sequence: Set up email sequence to nurture book sales and invite to take the next step in your funnel.



# Revenue

## Breakdown: Quarterly Chunking

Benefit	Time
Quarterly Planning Of Book Campaign	60min
Promotional Videos (x 12)	90min
Monthly Newsletter (x3)	90min
8 Social Media Posts (x24)	60min
Nurture Sequence	60min
<b>TOTAL TIME 6 Hours</b>	

## Breakdown: Theoretical Hourly Rate

Income	Time vs \$\$
3 Instalments Of \$497	\$1,491
Total Time	6 Hours
Theoretical Hourly Rate	\$248.50

## Breakdown: Quarterly Income Potential

Income	Time vs \$\$
3 Recurring Clients	\$4,491
Total Time	18 Hours
<b>= 2 Days Of Work for \$4,400+</b>	

# Donna Brown

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Use your judgement when designing your package. This is a guide to help you design something more specific to your business. Adjust the inclusions, pricing and LCC to suit your business where necessary but **ALWAYS** work out your theoretical hourly rate to ensure that its profitable.

