

THE SECRET BOOK SELLING STRATEGY

Every Author Must Have



Margaret Lukasik

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The bottom of the page features several overlapping geometric shapes in various shades of red and pink, creating a modern, abstract design.

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The Secret Book Selling Strategy
By Margaret Lukasik

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AN INTRODUCTION TO YOUR BUSINESS SUCCESS

I wrote Your Ultimate Internet Book Selling Machine to help the authors I work with sell more books and to make the most of their book promotions. However, because of the Covid-19 restrictions, many people are out of work.

I quickly created *The Secret Book Selling Strategy*, to help authors interested in selling Online make continuous book sales. And, because selling my books led to related services and products, this information can be applied to the sale of courses, products and most services,



even though I refer to books only throughout this guide.

- Margaret

Lukasik

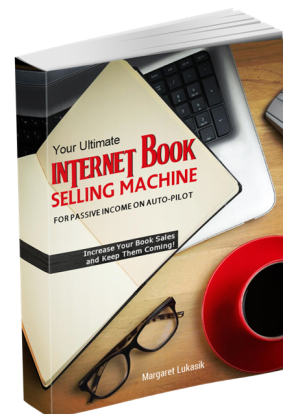
Important!



Soon I'll be promoting *Your Ultimate Internet Book Selling Machine* on Amazon.com for \$0.99 for the first two days of my promotion week, so keep up with my emails!

You'll learn vital information to keep your book sales growing. And, I'll show you how to extend what you learn in this guide here to your social networks, including a way to effectively expose your book on Facebook to the portion of 2.2 billion people who use it and who are looking for your book's genre.

Anyone can be successful at selling their book, it just takes the right information that will turn on the light of your success!



DON'T WAIT TO GET STARTED

There are many tried and true methods that never change when it comes to selling books, products, and services Online. While they work, this doesn't mean they work for everyone because the foundation of the sales machine must be built, and it must be built correctly. Therefore, the walls of a potentially great selling machine without a foundation will fall.

This guide will help you build a strong foundation for your selling machine so that your books will sell on autopilot. It's easier than you may think, but it takes a little time to plan.



MONEY WON'T COME IF YOU DON'T GET STARTED



STEP ONE: YOUR SELLING MACHINE FOUNDATION

It's So Easy, It's Funny!

I've been selling my books and products since 1987. First as a series of craft books and tools, and in 1999 I added my Christian books, products, and coaching service. There wasn't much competition then, but within five years that advantage changed when competing sites filled up the Internet.

However, I still did very well without advertising, even when I wasn't able to work on my sites full time once I began marketing my husband's business. But the time came when I found my book and service income down. By 2010 I realized the need to strategize and make important changes if I was going to continue helping people Online.



Competition was too large for me to continue without using proven marketing techniques needed to sell digital products and services. I had to modify my websites to coordinate with search engine optimization and selling techniques.

Now, I help writers create their selling machines the right way from the ground up to avoid making the mistakes I had to fix. With just a little work you can create a great selling experience for yourself and a great buying experience for the people interested in what you offer.

SMALL CHANGES ADD UP TO BIG MONEY!

While writing is truly a joy, even without financial compensation, there is also the need to live, and it isn't cheap. Therefore, it's a great gift if a writer can combine the joy of writing with the joy of making a great income. This is my goal for you. It begins by building a strong foundation for selling your books on autopilot.

Without this foundation you'll continuously move in circles, because you'll be making the same mistakes when it comes to selling your books. However, once you learn to build your book sales machine correctly, you should see a consistent growth in your sales.

What is This Book Foundation?

Your book selling machine foundation is the place from which your book success story begins.



The foundation I'm talking about was taught to me by a group of successful Online [entrepreneurs from SBI](#) who were able to quit their jobs to work Online. They taught me how to turn a simple website into an **Internet Selling Machine**.

I revised that information for authors by creating a successful book sales funnel from a specific type of website for authors that attracts growing traffic from visitors who are interested in their book genre. It's a very simple process!

Because it's vital to your future sales to first establish a headquarters or business office from which to fulfill your operations, I'm going to share an easy book-selling blueprint for you to follow. You'll create a website where you set a series of tasks in motion to ignite book sales on autopilot using your Amazon.com page link or a direct ordering link to your paperback or hardback books.

GETTING THE BEST HOST FOR YOUR BOOK SELLING MACHINE!

Many marketers advertise that their software doesn't require a website to make tons of money. **DON'T BELIEVE THEM** if you want to get known within your genre and sell lots of books.

I'm going to give you simple steps to create an author website that will promote your books and be a place to brand your book business and give it an anchor of identity, honesty, accountability and a place to reach out to your targeted audience. It is the center of your Online reputation.

Your Sales Machine Platform

A website built a specific way for authors, speakers or product sales is the foundation that will hold up the walls to your selling machine. Therefore, we must look at the basics that begin with a good website host.

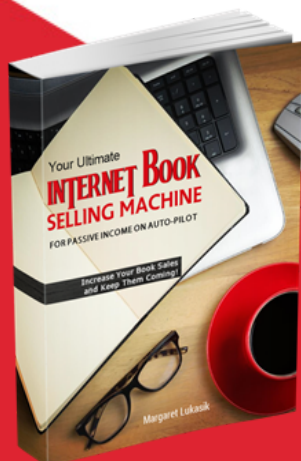
You need a website host for your site. You can choose what host you want by looking up website hosts on Google. I've used [SBI](#), Google Blogger and a shared hosting plan.

I highly recommend SBI because it's very inexpensive and it offers all the maintenance, legal tools you need so that you don't have to keep up with Google algorithms, and the latest issues. You can just concentrate on your writing after you've created your selling machine. [Click here](#) to read SBI's article on choosing a host.

Google Blogger works well, and it's free. It's limited in some ways, but it works great and I've helped many authors use it successfully. WordPress is great but you'll be alone when it comes to maintenance, SSL, GDPR and other issues. Never use Wix! It's beautiful, but not SEO friendly.

1. Your Domain Name Choice

Use your name, pen name, your book theme or genre to create your domain name if you don't already have one. The more relevant your site name is to your book genre, the better you'll get ranked on the search engines which results in more free relevant traffic.



Your Ultimate Internet
Book Selling Machine

TURNING YOUR WEBSITE INTO A BOOK SELLING MACHINE!

Use your name which is also your keyword.

Ex: <https://margaretlukasik.com>

Use your theme or genre name with a good keyword phrase.

Ex: <https://www.oldweststories.com>

old west stories is the keyword phrase, or **use only one or two words;** whatever works best for your theme.

Ex: <https://westernstories.com>. keyword, *western stories*.

What If You Already Have A Website?

If you already have a domain name that doesn't match your theme, you can get a new domain name or you can fix what you have. If your site is doing well and has a good flow of targeted traffic, don't make changes to your domain name.

If your website isn't working, you can change the website title and subtitle or meta tags to be relevant to your book genre. Include your name in the description. Set up your blog and write posts using those keywords and post on social networks so that your new keyword will begin to pick up targeted traffic for your theme or genre.

If you have an unrelated site title to your book genre, you'll lose relevant traffic that you need to get your community of subscribers started and which is comprised of people who are interested in purchasing your book or books. If you promote your book on Amazon.com you'll need the traffic.

2. Website Theme

Your site needs a look and feel that denotes an author site. There are many beautiful themes to choose from for WordPress, Blogger and [SBI](#).

You can use your header to display images of yourself speaking, holding your book, writing, or you can show an image of your book with a great background including your site title in the header. Make it clear that you're an author of a specific genre, to keep people from guessing!

STEP TWO: SELLING MACHINE LEGAL TOOLS

The Following Is Not Legal Advice, But Suggestion Only.

Before you begin inviting people to your website, you'll need to observe a few very important issues that can be quickly resolved free. Here is the list:

1. Privacy Policy
2. Terms and Conditions
3. Cookie Policy
4. GDPR
5. The Americans with Disabilities Act
6. Secure Socket Layer (SSL)

Give these 6 elements to your website attention. Elements 1-5 are required to place on your site. SSL is a choice, but a necessary choice you need to make.

If you don't have it, your site appears in the left hand corner of the browser as unsafe. When you have SSL, visitors will see the tiny *safe lock* at the left of your domain name.

SBI (Site Build It) hosting will take care of all legal tools with the widgets you need and SSL for free. However, they don't provide for The Americans With Disabilities Act which can be included free with an HTML code. Watch this [video](#) to learn more.

Customer Support For These Sites

Blogger doesn't have customer support. SBI usually has a 6 hour turn around. WordPress on a host other than WordPress, has a forum only. [Click here](#) to learn more about WordPress Hosting.

To learn more about legalities and sources, I've included that information within [Your Ultimate Internet Book Selling Machine](#). It will be available soon on Amazon for 99 cents.

STEP THREE: YOUR FANBASE OF BUYERS

"Must Have" Relevant Traffic For Your Site

Without a community of subscribers a website is lost within the Internet. We need people to visit our sites and take interest in our books or whatever we offer. Therefore, our community should be special to us.

I know that the phrase, "the money is in the list" is common, but I don't like to think about the people who subscribe to my newsletters as money sources. I'm thankful for them and I care about them. It's my job to help them see if they do need what I offer, but not by means of a *hard sell*.

Building your site community correctly will avoid the need for a *hard sell* **because the people who join your list are looking for what you offer.**



It's easy to grow your site. If you put it together correctly, you'll get free targeted traffic from the search engines. However, your best traffic comes from that little subscriber form that you've probably filled out many times for newsletters. In the next few pages, I'll share how to use it to create a community funnel, and in the last step you'll learn how to make it part of your book sales funnel.

You'll learn where to place it and how on your site and what to include in the first few emails you send.

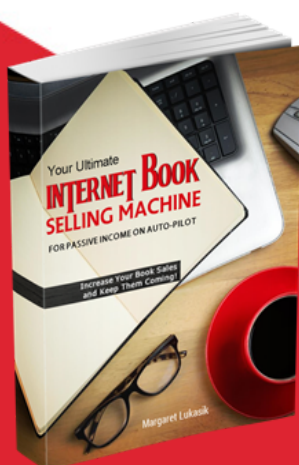
STEP-BY-STEP BUILDING BLOCKS FOR YOUR COMMUNITY FUNNEL

Begin Without Spending Money If You Like

I'm going to show you how to create a funnel to grow your fan-base or your site community. The process begins with getting and placing a sign-up form on your site. The form is obtained from your mailing software and it is the center of your funnel. If you don't already have the software, get a great one by MailChimp free. Click [here](#).

Get Your Sign-up Form

Your mailing software will have a link to copy and paste an HTML code on your site where it accepts HTML. The code is created after you choose a campaign. It's easy to place within the editors of [SBI](#), WordPress and Blogspot.com.



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Positioning Of Your Sign-up Form

Place your sign-up form on your home page, footer and sidebar. People are in a hurry so make your form easy to find throughout your site.

Wordpress and Blogger sites also attract registered users. They aren't same as subscribers who use your form. They could be spammers who wish to advertise through your comment boxes. However, if you're a good blogger, these users may actually bring your site more traffic when they make legitimate comments. This is a great way to get your website backlinks, which is important for SEO.

The Landing Page

Besides placing your sign-up form on your website, you'll also need to create a *Landing Page* to place on your website, other sites, and to get it on the search engines for more traffic.

YOUR SIGN-UP FORM IS THE HUB OF YOUR COMMUNITY FUNNEL

How To Create A Landing Page

1. Landing Page
2. Free Gift With Value For Subscribing
3. Fulfillment or Thank You Page
4. 3 To 5 Automated Emails
5. Share Regular Emails (broadcasts)

1. Landing Page:

You can create a great landing page with a free account at Mailchimp.com. Go to their landing page section and begin creating, using your free gift mock-up, sign-up form code from the Mailchimp software and a two-line headline and any text you wish to use.

2. Free Gift Of Value For Subscribing:

Depending on what you offer your new subscribers when they sign-up

through your form, you'll need to clearly display and describe your free gift near it with a *mockup image*. If you write fiction, for example, offer the first chapter of your novel. For an information book, you could offer a short course, video, or a book that you wrote to give away that is relevant to your book theme. Audios, book trailers or reports are also great gifts.

Mock-Up Image

Because you're a part of my subscriber community, I will create 1 free "mock-up" of your book from an image you send, in small, medium and large sizes. Contact me for your mock-up that will look like the following:

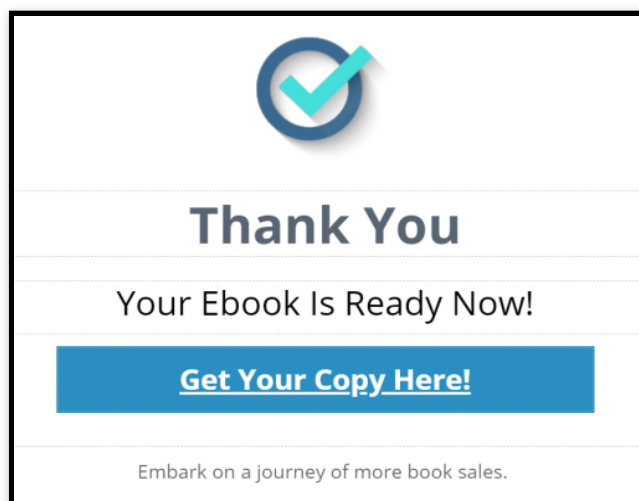


3. Create Your Thank You or Fulfillment Page:

If you don't have a page builder or email software, you can use a page from your website.

COMMUNICATE BY EMAIL WITH YOUR COMMUNITY

If you decided to use MailChimp to send your emails, you can use their templates. Whatever email provider you use, most have templates for *thank you pages*. It can look like the following example that I've used from one of my email softwares:



Use your logo for branding, a thank you message, a few lines of text and a download link. You can also advertise your other books by adding on to your page.

Don't leave out the thank you message and make sure that your download link is working. The link will be the domain address where you uploaded your free gift.

Ex: <https://mybooksite.com/free-gift/>

Your Gift Upload Address

If you have a place to safely upload your free gift, use that for the download link. It could be Dropbox, Amazon S3, a membership site, etc.

Don't use a membership site for your download unless you have subscribers sign-up as a member. Otherwise, they won't be able to download your gift. You can use your membership site registration instead of your email form, but I believe the email form is better.

Be aware that by using your membership registration for subscribers to obtain your free gift, the download must first be uploaded inside the member's area where only members can obtain it.

If you don't mind uploading your free gift to your non-member website, remember that it is vulnerable to theft. For paid downloads, never use your website to upload your product.

YOUR COMMUNITY IS THE HEART OF YOUR WRITING

4. *Email Series:*

Write a series of automated emails that will help your subscribers get to know you better, understand what you offer, learn about your events and more. My ultimate resource guide offers examples of successful author emails that lead to purchasing your book. [Click here](#).

You can set up automatic emails with MailChimp or most email software. Create a series of emails and set them



for the day someone signs-up (0), for day 1, day 2, day 3, day 4, day 5, and for however long you wish to keep sending emails automatically.

Newsletter

You'll also need to create a newsletter to send at regular intervals. Some people share their latest blog post.

5. *Broadcast Emails / Newsletter:*

Use broadcast emails to communicate with your subscriber community.

Broadcast emails are used to keep in touch with your community using a newsletter to make notifications, share offers, give gifts and give event announcements. Send them out at regular intervals, but don't send so many you get complaints or unsubscribers. You want to make your community happy, not irritated.

Include in your emails:

1. What you're about - your story
2. What you offer
3. Your upcoming projects
4. How you can help your community
5. Invite them to contact you

STEP FOUR: BOOK PROMOTION STRATEGIES

Plan and Organize Your Promotion

I love building websites! For me, it's more fun than going on a Ferris wheel in the cool, summer night air. However, most people, including my family, have little interest. They just want me to build a great site they can easily take over and use to their selling delight.

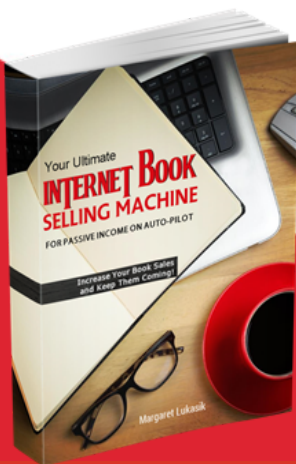
Regardless of how you feel, I believe that authors should build a simple book promotion site themselves so that they can be involved in the process. You can have others do the work for you, but...

When you're ready to use your site for promoting your book, you'll learn a great deal about the process. And, since you know your book better than anyone else, you're going to be the



most excited about it. If you know experts who can get continued book sales for you, then by all means put your promotion in their hands. However, you can easily do this yourself. I know people who did trust others, including myself, and it turned out to be a big waste of money and time.

This is why I teach how to easily build a successful book selling machine. You'll learn how to create a successful sales funnel, how to know which websites to use to promote your book and much more. A list of promotion projects is organized on the next page.



**Your Ultimate Internet
Book Selling Machine**

GREAT PLANS OPEN THE DOOR FOR CONTINUED SUCCESS

Suggested Book Promotions To Consider

Learn the promotion projects your website needs to continue getting free and targeted traffic to your site from your site pages. There are many ways to get traffic, but the following are easy and effective for a great start.

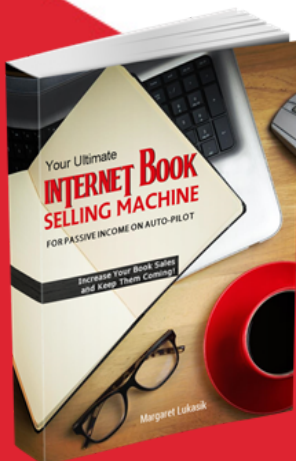
It only takes a little work to grow your site. Once you have things set in motion, you'll be able to concentrate on writing more books and creating sales funnels (**Step 5**). I've shown you how to create half of the sales funnel in the previous step, so you can see how easy it is to keep moving forward.

If a promotion is working for your book, but you wish to modify it, do it in stages or use A and B testing.



Your Project List:

1. Set up your email promotion from **Step Three** if you haven't already. Test it to make sure that it's working when you set it up on your website.
2. Set up your blog and write random posts using excerpts from your book or information about it. Wrap up these posts with information about how to purchase it. Link it to the landing page I'm going to show you how to create.
3. Create a sales funnel using **Step Three** and **Step 5** after you have put your site together with the legal issues addressed from **Step 2**.



**Your Ultimate Internet
Book Selling Machine**

IDEAS TO HELP WITH YOUR IMPORTANT PROMOTION IDEAS

4. Look for book promotion sites that promote books relevant to your theme and write a post. Ask if required.
5. Write posts on relevant sites to your genre other than author sites.
6. Reciprocate links with relevant site owners.
8. Submit your books to Amazon.com yourself to sell.
9. Start a strategic Amazon.com book promotion.
10. Branch out to the social networks when ready.

Don't rush to do all of these at once. Organize a plan to make your site grow into a solid book selling machine for continued book sales.

Add to the steps given if you have ideas you know work. Don't waste time on

what you don't know or what hasn't been proven. You can experiment once you work with tried and true promotions.

The main point of this step is to write out and plan strategies you can follow at specific times in order to realize growth to your community and book sales.

The most important strategy is to have an Amazon.com book promotion. You must be able to have access to your Kindle book uploading and marketing process to do this, so make sure that you upload your Kindle book yourself to the Amazon self-publishing platform.

However, it's easy to format your book and submit it using the Kindle Amazon.com guidelines. [Click here](#) to learn more at Amazon.com.

When you've created your book sales foundation, you can purchase ad space on Facebook, Google or Amazon.com. However, your community and book sales should grow according to the work and SEO you put into your website. I recommend that you learn the steps given you in this guide first or you'll become overwhelmed or confused about what you're doing.

STEP FIVE: STRATEGIC BOOK SALES FUNNEL

Passion For Your Message Or Story

First, what is a sales funnel and why do you need one?

You've already learned how to create a successful funnel for growing your community of subscribers in **Step 3**. Now you're going to add to that funnel to make it a sales funnel. You need to create them for your books because they can sell your book, product, or services on autopilot.

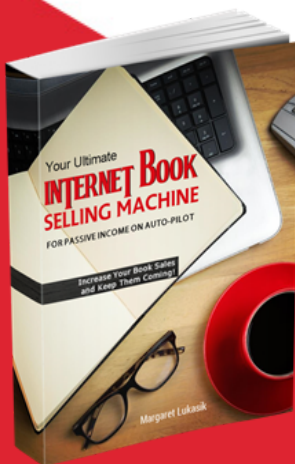
What You Need To Get Started

I believe that passion is the most important ingredient for creating a successful sales funnel. This isn't to say that marketing knowledge and skills aren't necessary, but to best



convey the need or excitement to obtain your book "right now" to potential customers won't come across as well without your passion or excitement.

You can pay others to create your funnel for you, but who loves your book more than you do? You know your book better than anyone else, so you're going to be the most excited about it and know its selling features.



**Your Ultimate Internet
Book Selling Machine**

CREATE YOUR SALES FUNNEL AND OPEN UP FOR BUSINESS!

I recommend that you create your sales funnel, not someone else, and that you do it while you write your book. I'm teaching a simple funnel that works best with books. Sales funnels are easy to create, yet highly profitable. You can modify it but keep the flow of each element's order.

You'll need a few tools, but you can use high quality software for free with the sources I provide.

Continuing from **Step 3**, we left off with sending out automatic and broadcast emails. Use both type of emails to share the value of information or entertainment concerning your book, books or book series and write pages and articles that lead to your book's landing page.

If you need help, I show how to write emails in *Your Ultimate Internet Book Selling Machine*.

IMPORTANT: Follow the remaining instructions carefully. I'll give you an illustration at the end of this step. A correctly built sales funnel is like a protective umbrella shielding your passive income from loss.



The Sales Page:

Your emails should, in part, help you sell your book or books because your community signed up to your newsletter to learn more about what you offer, your specials, events and to get helpful and free information from you.

Therefore, you'll want to include a link to your book's sale's page in your newsletter, blog posts and articles describing its features, while giving more information about its features from one email to the next.



Target Your Audience

YOUR LANDING PAGE IS THE DOOR TO YOUR SALES

What Is Needed:

1. Landing page template or blank page builder page with or without a book trailer video.
2. Branding / Logo / Images /
3. SEO meta tags and keywords.
4. Testimonials.
5. Amazon.com page link to link to your call to action button for Kindle, paperback or hardback.
6. You can use your own digital or paperback book download links. Link them to your PayPal or any payment system.



Landing Page Sources

- a. Use free site or page builders such as: <https://www.site123.com/>
- b. If you have WordPress, there are free plugins to help you create Landing Pages.
- c. Use a page builder if you have one or purchase one if you believe you will be using it to make it worth the money.

Whatever outside source you use, you can link the page to your newsletter, sidebar, free gifts, menu and social networks.

Putting The Elements Together:

1. Landing or Sales Page:

The sales page converts subscribers to buyers. You'll need a specific type of page that can use special elements. It should include a description of your book, features that show why it should be purchased, testimonies if you have them, a short story about who you are, why you wrote the book, and an ordering link. The page should be written with Search Engine Optimization (SEO) to get ranked on the Internet.



YOUR LANDING PAGE IS THE DOOR TO YOUR SALES

2. Logo and Images:

Important to your landing pages are images. You'll need the mock-up or the image you used earlier for your subscriber funnel. You may wish to use a header and you will need assorted images which convey your book theme.

For legal and free images to use, go to [Pixabay](https://www.pixabay.com/). If you're accessing it from a software program click on the i at the lower right-hand corner of each image to see if it is free to use for private and commercial use through Creative Commons. If you want to create overlays such as placing text over your header image or other elements, then you'll need a graphic editor.

Free Graphic Editing:

There are many WordPress plugins for page builders which give the ability to create overlays. Some have many helpful elements to use within the page body.

Mailchimp's drag and drop system offers many elements, but some of the overlays you may need are not always possible. To create your own

headers with overlays, try these free image editors: <https://www.gimp.org/> and [Canva.com/](https://www.canva.com/).

Logo Branding:

You need to brand your site with a logo that you can use with you funnels. By now, you should have a better idea about how you wish to design your logo. You can do it yourself with a free logo maker from [canva.com/](https://www.canva.com/) or pay a service such as Fiverr. Graphic designers are easy to find online.

3. SEO Description, Meta Tags and Keywords:

Search Engine Optimization or SEO is vital to your landing page getting listed on the search engines so that the most relevant people will find your page and read it. Use keywords that best describe your book in the header, content, and within the last call to attention at the end of the landing page.

If you created your page within a website, use meta tags made up of the same keywords. Include a clear and relevant description and title of your page that match your headline.

Keyword Rich and SEO Blog Posts

YOUR LANDING PAGE IS THE DOOR TO YOUR SALES

Write regular blog posts from your site that are relevant to your book genre, your book's news, and subjects that center around your book whether it is an information book or novel. Write about other author's books in your genre and their book news, events, activities, previews of stories. Keep up with news about your subject, your Amazon.com activity and always publicize your book promotions.

When you post about your book or books use an image of your book or mock-up such as the one at lower right so that people can have a visual of it. You need to add a link.

Blog Posts Are Important!

If you are not sure you want to write blog posts, think again! You need them. If you don't know how to write posts that sell, I explain more about it in *Your Ultimate Internet Book Selling Machine*.

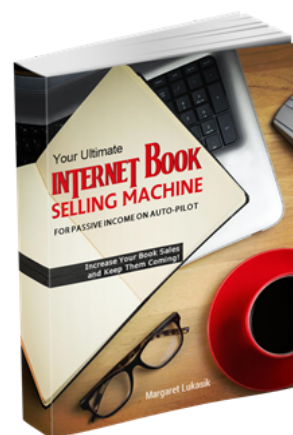
You'll also learn how to ensure that your blog posts get listed on the major search engines to bring you free traffic. This includes formatting, images, headlines, subtitles and more to ensure that most people who read them keep reading all the way to the end.

4. Testimonials:

Include two or three testimonials on your landing page. If you don't have any yet, give your book away to a number of people for free in return for an honest review or testimony.

5. Page Links For Ordering Your Kindle, Paperback, or Hardback From Amazon.com:

You'll need page links to your book on Amazon.com for ordering. Link your order page to a *Click Here To Order* button so that your book can be ordered from Amazon.com. Join Amazon's affiliate program so that you can make affiliate money off your book sales besides your commissions.



**Your Ultimate Internet
Book Selling Machine Available
Soon! \$0.99 on Amazon.com.**

YOUR LANDING PAGE IS THE DOOR TO YOUR SALES

You won't need a payment gate, PayPal, Stripe or other ordering system because each order is fulfilled by Amazon.com.

6. **Order Button:**

Create or use an image for your *Click Here To Order or Download* button.

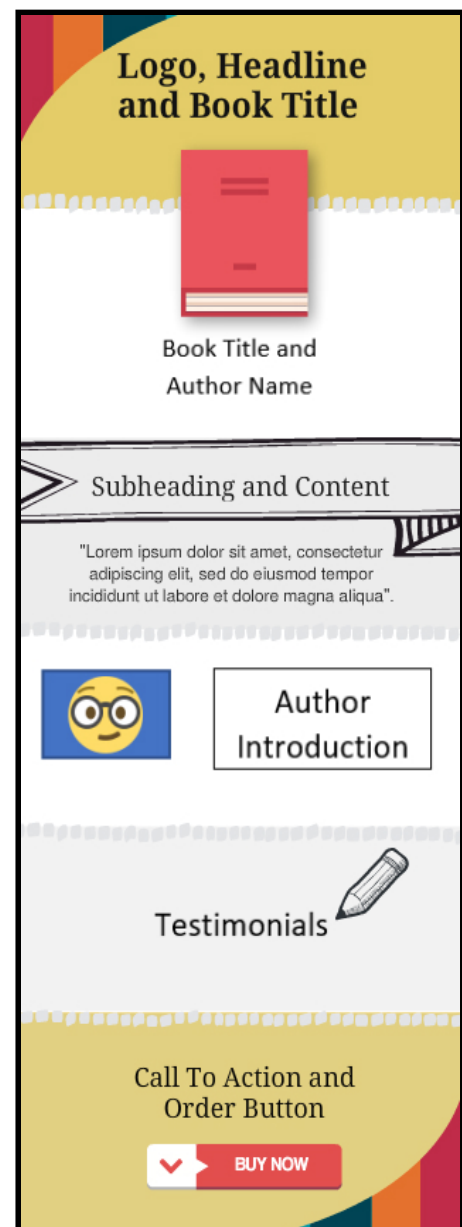
Selling Books From Your Site

If you sell a digital PDF version, you'll need a safe place for your customers to download it from. If you use your website for your download, your book download can be stolen. Use a service such as Dropbox or Amazon s3 for this. Or, sell paperback and hardback books only.

Whether you fulfill your book orders yourself or use Amazon.com, you can arrange book signings or speaking engagements with book clubs who read books in your book genre. I've done both and it's great fun as well as a way to get people to purchase your book from Amazon.com.

Tip: Use your Amazon page link to sell your book during these events at the same time you plan to have an Amazon book promotion. Amazon rewards authors who sell their own books and who have successful Amazon book promotions that generate continued sales. Events are a great way to generate these sales.

Sales Page Example



A MESSAGE FROM MARGARET LUKASIK



Hello. Thank you for reading this guide that will help you consistently increase your book sales. The information is based upon the advertising I've created successfully for my art business, my Christian training center and marketing I've created to help my husband's business grow.

I hope you enjoy the information and have fun creating your author site with a branded subscriber funnel to increase your community and book sales funnels to consistently sell more books.

I wish you much success and if you get time, I'd love to hear from you to find out how you're doing.

Best Wishes,

Margaret Lukasik



THANK YOU!

I WELCOME YOUR FEEDBACK.

Feel free to get in touch with me to share your feedback or questions. I care about your continued success.

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