

4 Ways To Sell More Books From The Back Matter Of Your Book.

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Introduction



Your readers just come to the end of your book, but because you don't have anything in place there's only one thing they can do, leave. Wouldn't it be better to have something there?

Yes it would, and because of that and that I'm a good guy, I'm going to give you four ideas you can use to sell more books and keep readers in your book funnel.

1 - Give A Free Sample Of Next Book

The worst thing you can ever let a reader do is closed their book, or switch off their e-reader. Once your reader's finished their book, your next action is to keep them in your sales funnel.

You can do this easily by offering the first chapter of your next book for free. Once they've read the first chapter (or two) you've got a hold on them to keep reading.

A good way to improve your chances of making a sale, or get them to click through to that book, is to end your piece on a cliffhanger. Once you've left them in suspense and wondering what's happening next, you can let them come to you rather than forcing your next book on them.

If you haven't got the next book ready yet, you can still offer the first chapter free, but have a link to your announcement list.

Once the book's ready they'll be one of the first to know when the books out.

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2 - Give Away Entry Into A Competition

If your reader is an avid one, it won't take much to tempt them to join your competition, especially if your prize is reader related. Prizes you could offer are, box sets of your books, Amazon book vouchers, or anything in-between.

Although running a competition like this may be a little time consuming, with readers finding out and entering your competition weeks or months from now.

You can make it easier by setting up a dedicated website or Facebook page and direct your reader to it. Once they get there you can have all the terms and conditions of the competition there.

For a Facebook post you could set up a weekly/monthly giveaway where anyone that likes and shares your competition post, gets free entry into a pool for that week or month's prize. Then you simply have to keep returning to that post and picking the most recent entries and pick one from them.

On your website/blog, again you could use a share feature, email optin, or link to a giveaway website like RaffleCopter.com, and let them deal with the heavy lifting for you.

I also highly recommend that you install the Facebook tracking pixel on your site/blog' page. This way if you want to retarget these people, or create an identical audience for a paid Facebook ads campaign, you've got yourself covered and know your audience.

3 - Get Likes For Your Facebook Page

While not the best way of building an audience, or making immediate book sales, any action you can get your reader to make the better. One way you could entice a reader to click though is by offering 'DVD extra's' of the book they've just read. This could be...

- Photographs or illustrations, that you've either had created for the book, or pictures that have inspired you when creating your characters and story line.

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- A short story you've written about the characters and offer it as a download at your Facebook page.
- Or videos by you, either face-to-camera, or over the shoulder, as you talk about the book, how it came together and why you wrote it the way you did.

Once they're over there, ask if they'd give your page a like while they're there. Again, with the help of Facebook's pixel, you can set up Facebook ads for people that take action on your page so you can target these readers in the future with your next books.

4 - How Much Would You Pay For A Reader?

.....go on.....pull a figure out of that noggin of yours.

- 10 cents?

- \$1?

- \$2?

- \$10?

- more?

How much you're willing to pay says a lot about you. I don't mean personally...but where your head and business is at. You probably shook your head at the \$10 option, but how low would you go?

It's always amazes me....that writers, and book creators will work harder on getting a new reader than keeping an old one.

I said it before, and I'll say it again, your next customer was your last one.

If they bought something off of you, it means that there must have been some trust there before they clicked the buy button.

Now here's a crazy thought...what if you gave your last reader their money back?

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You wha?

Stay with me here for a moment.

What if on the last page of your coloring book, fiction book, non fiction book you put a link in big bold writing saying, 'Click here to get your purchase price back?'

If you're only handing out a 99cent kick back, that's a small price to give away to get that reader's name and email address. - And that's a paying customer, not a freebie seeker!

You won't get a reader with a Facebook ad for that price.

'But I'll be out of pocket!' you say.

Then you my friend, have to get a funnel of books together, so you can sell to that customer again and again, so you can make back that 0.99 cent and more.

'But I sell my books for \$6.99..I'll be on the street in a fortnight!' you say.

Then give them a coupon to the value of \$6.99 that they can redeem at 'YOUR' online store.

This way...

1 - Your reader's buying off you, not Amazon...so zero competition.

2 - They picture your next book as being a \$6.99 in value, rather than a freebie you tossed to them to get their email address.

Have an a-ha moment?

How many authors are willing to give their customers their money back...either cash or vouchers?

If you said one you'd be generous.

Think maybe, out of all the other authors and publishers, you'd suddenly stand out like a sore thumb?

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Me too, and you're building a list of buying customers. And if you're posting out books, you also get their home address.

Once you've got those, you've just reduced your competition to zero. Because who are you competing with at the mailbox?

Nobaddyyy!

Sermon over.

Now, if you enjoyed this micro report you'll love all the great content over at the WriteCome site.

To get there, just click your digital finger [here](#).

Recommended Resources

Want to see the fastest and easiest way to create money making content for your emails, blog posts, social media platforms and much more? [Click here.](#)

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