

EZ



money

EBOOK MARKETING PLAN

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EZ MONEY EBOOK MARKETING PLAN

THE ULTIMATE CHECKLIST

At any given time, there seem to be 1,000 different ways to market your products + services. After years of helping infopreneurs create, brand and sell their content, I've put together this checklist of proven ebook marketing methods to help you create your ebook marketing plan. Haven't written your ebook yet? Grab your copy of [EZ Money! The Ultimate To Creating Ebooks That Turn Your Expertise Into Easy Money.](#)

HOW TO CREATE YOUR EBOOK MARKETING PLAN

1. Spend time going through each method to get a good feel for your options.
2. Ignore options you don't want to pursue keeping in mind it's not about which platforms you like the best, but the platforms that give you the best chance to get in front of your perfect fit fans.
3. Check the marketing methods you want to explore more.
4. Go through each marketing method one by one. Make notes as ideas come to mind. Examples include: ad budget, actions you've already taken, etc.
5. Add your EZ Money marketing methods to your [Biz+ Blog Planner](#).
6. Go forth and sell some ebooks!

WEBSITE

Consider your website your ebook marketing hub. It's where people land after they Google you, find you on Instagram or pin your cute blog pic.

Make sure your blog has all of these elements:

- Email list signup:** Use both a pop-up and opt-in boxes to invite people to sign up for your email newsletter. Use a high-value lead magnet or content upgrade to make it a "no-brainer" for them to want to sign up.
- About Me Page:** Provide interesting information about who you are, why you do what you do and how you got where you are today.
- Ebook or Products Page:** Provide the book cover(s), reviews/endorsements, and links to purchase your ebook(s) online.
- Blog:** Provide valuable content—information your readers will benefit from or stories they'll enjoy—and updates on current and future projects.
- Evergreen content:** When creating content make sure it's high-quality, results-driven content that stays relevant for a long time.
- Links to social media:** Provide social media icons or other clear ways people can connect with you on their favorite social media platforms.

SOCIAL MEDIA

We all know the power of social media. Social media can be useful for finding new fans, connecting with influencers + promoting the heck out of your ebook.

Here's how to pimp social media so your brand is seen and heard EVERYWHERE!

- Facebook Page:** Include a custom cover image, a bangin' profile pic, custom tabs, and a link to an email list opt-in or sales page. Integrate your blog and schedule updates using sites like Buffer or MeetEdgar to automate your posts.
- Twitter:** Include a custom background with brand colors and fonts. Upload your profile pic and write a compelling bio with a link to your website.
- Instagram:** Create branded images that make users want to stalk your feed! Engaging captions, a unique bio + pics that pop are the key to attracting droves of double tap fans.
- LinkedIn:** The social media site for true professionals! Fill out your profile, link your blog, request and give recommendations, join groups and connect with everyone you know.
- Pinterest:** Create rich pins you can embed in your blog posts. Make sure you pin your posts, related posts and join group boards that encourage others to pin your posts.
- YouTube:** Host your videos on the internet's most popular video platform.
- Periscope:** Host weekly or even daily live streams that showcase your expertise and unique point of view to grow a huge audience of fans.
- Google+:** Post your blog content and share relevant articles related to your niche. Add a custom background, bangin' profile pic, and a brief bio with a link to your website.

EMAIL MARKETING

Email is more effective at selling ebooks than every other marketing method combined. Use tools like [LeadPages](#) to create opt-in boxes that deliver a hot lead magnet, and an email autoresponder to create follow-up emails. Don't forget to customize your email template, so you stay looking fly and on-brand!

- Automated emails:** Set up a sequence of pre-written emails that are automatically sent from your email service provider to new newsletter subscribers.
- Lead Magnet + Content Upgrades:** Provide a free PDF, checklist, video or webinar replay to hook your perfect fit fan and encourage them to sign up.
- Email Opt-in Box:** Put an opt-in box or lead page on your website, add a sign-up link to your email signature, and invite folks to sign up via social media. Your #1 goal: get leads!
- Branded Newsletter Template:** Don't violate your subscribers inbox with boring emails. Create a simple but cute, branded email template, so that people feel like they are getting a personal message from you instead of some PR department.

PODCASTING

Podcasting is digital fiyah right now and more people than ever are tuning in. It's your chance to connect with fans who would never hear about you otherwise.

- Remix your ebook:** Turn your ebook content into a podcast then strategically promote your ebook and other products throughout the podcast and in your podcast notes.
- Limited series:** A great way to pick up new fans is to do a 8- to 12-week "limited series" to get noticed in the iTunes New & Noteworthy section.
- Guest spots:** Secure guest spots on other popular podcasts in your niche OR invite popular influencers to cohost a podcast with you! Team work makes the dream work.

WEBINARS

Workshops and live webinars are great for selling products and explaining to your audience what your ebook is all about.

- Choose your platform:** Google Hangouts are FREE but glitchy; other platforms like GoToWebinar, AnyMeeting and Zoom, though paid options, are more reliable. Most offer a FREE trial. Try them all, then pick the one you are most comfortable with.
- Collab:** Co-host webinars with other influencers in your niche that have a similar audience but sell different products. You can help a sister out without stepping on your own two feet.
- Collect leads:** Make sure you integrate your email autoresponder to capture the names and email addresses of your webinar registrants. Even if they miss the webinar, you can still follow up with promotional content and special offers.

AMAZON

If you plan on selling your ebook on Amazon, make sure you are maximizing your marketing efforts.

- Book page:** Think of this as a sales page instead of an ebook information page. Everything about it should be moving people closer to buying your ebook. Make sure your book images, description and reviews reflect the quality of the content within!
- Author page:** Use this section to help readers connect with you outside of Amazon. Include your headshot, bio, video and links to your blog and social media feeds.

BOOK INTERIOR

When someone buys your ebook, they naturally want to know more about you. Make sure to invite them to connect with you outside the pages.

- About Me Page:** Include a link to your website on your about me page.
- Resources Page:** Include a link to additional tools + resources throughout your ebook.
- Other products:** Got other books? Include promotions for your other ebooks + courses.

BLOG CONTENT

Your blog is the one place online where you can control the narrative. Showcase your expertise and give your fans a place where they can continuously feast on your genius.

- Chapter videos:** Record videos or short tutorials of you expanding on concepts you discuss in your ebook.
- Downloads:** Provide worksheets, action guides, interviews, or other content that didn't make it into the final cut of your ebook.
- Offers for other books, online courses, products, and services:** If people have purchased your ebook, they are much more likely to purchase other things from you as well.
- Ebook Images:** Your blog is a great place to showcase your ebook artwork and depending on your niche, you may be able to sell the illustrations, photos and artwork used in your ebook.

MEDIA OUTREACH

Though this works better with a physical book, media coverage can help boost your ebook sales. The key is to position yourself as a go-to resource in your niche by providing exclusive and value-driven content.

- Media list:** Create a list of media outlets and find potential contact information. Reach out on twitter to publications and outlets looking for Boss-certified influencers like you!
- Contact sheet for tracking:** Keep track of every media outlet, contact name, date contacted, response, etc., in a spreadsheet. Use the Contact Sheet in the [Biz + Blog Planner](#) to stay on top of your connections.
- List of pitches:** Create several ways to present your ebook and expertise to appeal to different media outlets. Take note of the pitches that get the best response.
- Email templates for outreach:** Save time by creating customizable email templates you can use multiple times, to reach out to similar media outlets.

ONLINE EBOOK TOUR

An online book tour is a great way to partner with other authors, bloggers, and content creators.

- Guest blog posts:** Leverage the audiences of other popular blogs by taking advantage of guest posting opportunities.
- Interviews:** Provide your expertise by showing up on podcasts and blogs.
- Live Events:** Facebook events, Google Hangouts, Webinars, Scopes are all great ways to promote your ebook.

PAID ADS

If you have the budget and the know-how, paid ads can be a useful way to connect your ebook with your perfect fit fans.

- Social Media Ads:** Online ads can be inexpensive and easy to track. Depending on where your customers hang out, Facebook Ads, Instagram Ads and even Google Adwords can help expand your reach and sale count!

EBOOK AFFILIATES

Putting together an army of affiliates to help you get the word out is a great way to multiply your sales and get into spaces you would never be able to get into on your own.

- Affiliate Email List:** Whether you are hand selecting your affiliates or making your affiliate program open to anyone, put them all on an exclusive email list and look for fun ways to get them involved.
- Worth-while commissions:** Make it worth your affiliates' time by giving them commissions worthy of their time and effort. Offering payouts of 30, 50 and even 60% can help build extraordinary buzz and momentum around your ebook.
- Brainstorm promo ideas:** Having a group of affiliates you can get instant feedback from is invaluable. Ask for feedback and suggestions from those who are out on the front-lines selling your products.
- Create marketing + materials:** Help your affiliates sell more with done-for-you marketing and promotional materials. From pre-written emails, scripts, sales pages and social media posts, make it as easy as possible for your affiliates to make money.

READY TO LAUNCH YOUR FIRST EBOOK?

GRAB YOUR EXCLUSIVE COPY OF NOW.

**EZ MONEY! THE ULTIMATE GUIDE TO
CREATING EBOOKS THAT TURN YOUR
EXPERTISE INTO EASY MONEY.**

USE COUPON CODE: "EZMONEY" AND SAVE!



MEET THE BOSS!



My name is Andrea Bolder and I love building brands and creating online courses just about as much as I love Scandal!! (so you can imagine that's a whole, whole lot!!)

I started building my own personal brand and creating my own courses as a way to ditch the desk and turn my dreams of becoming a freedom-based entrepreneur into reality.

My first ebook allowed me to have my first \$3000 day online and I've been slinging content for coins ever since!

What was meant as a way to comfortably stay home with my little ones turned into a profitable online business that has afforded me the financial and time freedom my family and I enjoy today.

It wasn't always easy, but if I can do it, you can too!

IT'S TIME TO MAKE MONEY THE EASY WAY!

[CLICK HERE TO GRAB YOUR COPY NOW.](#)

EZ MONEY! THE ULTIMATE GUIDE TO CREATING EBOOKS THAT TURN YOUR EXPERTISE INTO EASY MONEY.

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