

Do You Have Control Over Your Book Sales?

Find out with The Author Power Test

Instructions: Read the 15 questions below. Give yourself 1 point for each question you can confidently answer "Yes." The questions apply to any author, fiction or nonfiction, traditionally-published or self-published. See the scoring key on Page 2.

- 1. Create a Sense of Scarcity** **Yes / No**
- Do you know how to convince people to buy books on your timetable? _____
 - Are you adept at writing copy that motivates readers to purchase? _____
 - Do you know at least 5 ways to make a book seem scarce to readers? _____
- 2. Email Marketing Expertise** **Yes / No**
- Do you add at least 250 new email subscribers per month? _____
 - Do you have an email onboarding system that drives quick sales? _____
 - Do you send e-newsletters that create book sales whenever you want? _____
- 3. Connect with Book Influencers** **Yes / No**
- Do you know how to find influencers who will help promote your book? _____
 - Do you convince at least 2 influencers per month to interview you? _____
 - Do your book sales increase after each influencer interviews you? _____
- 4. Online Advertising Proficiency** **Yes / No**
- Do you spend over \$500 per month on ads with Facebook or Amazon? _____
 - Do you know how to target the perfect readers using online ads? _____
 - Do you turn a monthly profit from your advertising campaigns? _____
- 5. Revenue from Spinoff Products** **Yes / No**
- Do you create a spinoff product for each book you write, even fiction? _____
 - Do you have at least 3 spinoff products available for sale? _____
 - Are you confident this year's income will surpass last year's total? _____

Determine your Author Power Score on the next page...

Determine Your Author Power Score:

Give yourself 1 point for each question that you answered "Yes."

Total Number of Points: _____

Points = 12 – 15

If you answered "yes" to 12 or more questions, you have solid control over your book sales. Bravo! Gain even greater control by improving in the areas where you said "No."

Points = 8 – 11

If you have 8 – 11 points, you have moderate control over your book sales. Good news! You could grow your sales even more if you master the five marketing skills described.

Points = 0 – 7

If you have 7 points or less, you are suffering from insufficient control over your book sales. However, you can overcome this weakness by learning the five skills on Page 1.

Next Steps:

How did you score on the Author Power Test? Was your point total 12 or less? You don't have to let your book sales lag any longer. You can take control of your future.

Purchase the **Book Marketing Master Class**. This one-to-one experience is designed to teach any tenacious author the marketing skills necessary to reach millions of new readers and control the sales process.

- **Want people to buy books on your timetable? I'll show you how.**
- **Want to build a growing community of readers? I'll explain the steps.**
- **Want to connect with key influencers for free? I'll reveal how easy it is.**
- **Want to reach millions of readers with ads? I'll clarify what works.**
- **Want to make more money as an author? I'll spell out the secrets.**

If I sound confident, that's because I've already helped numerous authors reach new heights in their career – several even hit the *New York Times* bestseller list. Plus, I've made a six-figure income as an author myself, so I know how to practice what I preach.

Change doesn't happen overnight. But, it will happen. You can swing the momentum in a matter of months when you learn how to master the essential skills. I'd be happy to be your guide and reveal how to control your book sales and increase your income.

Click here for details:

<https://www.startawildfire.com/consulting/book-marketing-master-class>

Request a FREE phone consultation about the Book Marketing Master Class:

Call 770-887-1462 or email: Rob@StartaWildfire.com