

# Marketing Maven

by **Business Author Academy**

A man in a dark jacket and a yellow safety vest is standing in a field of tall grass, reading a book. The background shows a hilly landscape under a clear sky. The image is framed by a large yellow circle.

**How you can grow  
your business  
through adopting a  
marketing mindset**

**Revealed:**  
**The 7 Lies of  
Marketing  
that Agencies Don't  
Want You to Know**

SUPPORTING AUSTRALIAN AUTHORPRENEURS

ISSUE 1

# It's time for your business to grow!

To grow our brand, we first need to work on our mindset and our planning.

Words by **Jennifer Lancaster**

Let's start with the truth. For 10 years I was a prolific author with a mission, who had this fear and a tendency to hide from public speaking. I could write about marketing much easier than doing it!... But then I learnt some confidence techniques and now I want to take the gremlins out of the cupboard for others.

Let me pose a question that no other marketing people are asking.

## What are the Biggest Problems New Authors Have When Publishing, in order to be Profitable?

- Maybe they let their doubts and the woeful cries of failed writers put them off making a noise
- They want to make unique material to interest specific reader groups, but don't

know where to start to research this.

- They focus on Amazon as an answer and not on their own sales funnel, leaving money on the table.
- They don't have a relevant social media sharing program.
- They aren't set up for profit: capitalising on the book's success with deeper video programs or 1-to-1 consultations.
- They haven't got an irresistible lead magnet or webinar to offer readers or likely course-takers.
- No launch strategy and hence no sales.
- No plan for marketing the book at launch and post-launch.
- No news media and podcast publicity strategy



- They don't have the time or fast skills to put the marketing steps into place.
- No mentor to get support at difficult stages of the process.
- Find various digital experts to create a lead magnet offer, website and then ads.
- Do social media image sharing with friends and peers who aren't all that interested.

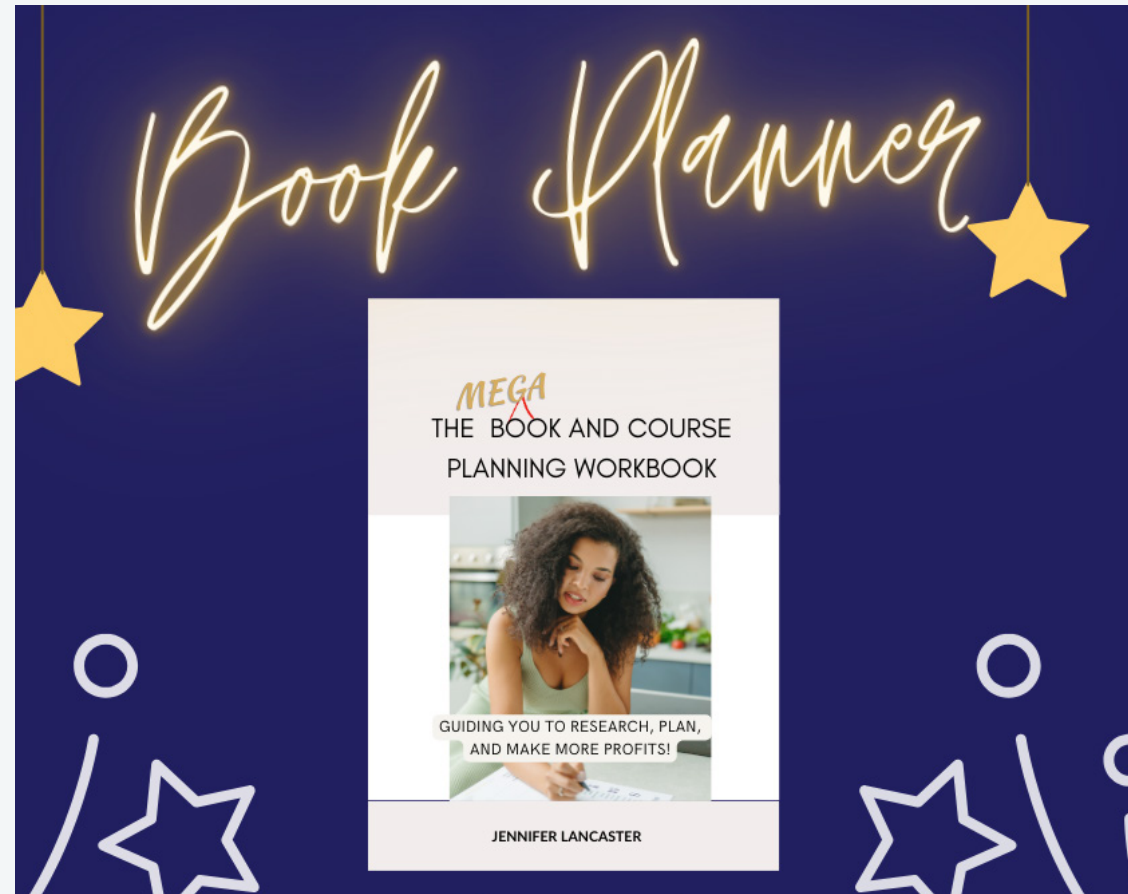
## So what are Ineffective Solutions that People Try?

- Spend several years searching and ad-clicking, hoping the answer will come!
- Find a friend who edits so that this is free, but the friend ends up resentful and is not really qualified anyway...
- Buy an expensive marketing plan from a self-publishing support company that gets neither views, reviews, or a community. \$5,000 for social media support, I mean c'mon!
- Buy Amazon ads - or game the Amazon Bestseller status with ebook giveaways.

If you detest hype-style marketing but still want your book, magazine or course to be successful—and a fine starting point for attracting new clients—then I have some knowledge for you.

LAUNCHING YOUR BOOK/COURSE IS THE HARDEST PART. BUT WHY NOT MAKE IT A FUN THING TO DO, RATHER THAN A CHORE?

## Latest Products



This A4 fold-flat workbook steps you through all the prompts behind creating a book outline or training course that you can sell. Includes glossary. 33 pages.

\$28.00 + \$5 Postage.

## Mindset Matters

If you think that marketing is too hard or it couldn't possibly help with your type of business or your type of book, then it's time to change your framing. Even if your book is about how to handle grief and loss, I believe there is a non-spammy way to market you and your book.

Remember, the negative thoughts that often hold us back can be turned around. Not, 'who am I to create a book series and speak at events?' But rather, 'who can I become to give others some insight?'

A fun way of sharing a launch is through beautifully made snippets of the content you'll be selling. Another way is to create a challenge that involves the people you want to attract.

### Releasing a book or course is not the end...

Regular traditional writers might believe that launching their book is the end of the deal, but it's not the case. As I will teach you, this publication is just the beginning. Like Stephen Covey once wrote, "Begin with the end in mind".

Your final destination could be:

- Readers to become one-on-one clients
- Creating a book series, with development of your writing skills
- Expanding this book to lots of other digital self-paced products
- All of the above

## How does Book Creation Self-Publish help you reach these goals?

For one thing, the **Book Creation Self-Publish course** is the place to go anytime you're puzzled about the self-publishing process. There are videos that explain the process, one about supplying to libraries, and a template for a book pitch and proposal.

An audio and a mind-mapping video have tips for planning and structuring your book. (Which can be used simply for fresh ideas when you're feeling stuck).

Raise your current thinking around what other products you can offer. Download a template for such plans as: creating a book series, offering a lead magnet and email series, and outlining your target reader needs. And finally, Book Creation Self-Publish offers somewhere to ask questions on publishing and promoting a book. Swim with the fish going in the right direction – rather than get advice from complete novices. The course is currently \$300.



## How to Track Leads and Website Goals?

Google Analytics allows owners to set up website goals. The intention of "Conversions" is to measure certain actions of your website visitors. Actions could be filling in a form or finalising a transaction.

Looking at these numbers monthly means you'll learn where your site can be improved. (Click Goals-setup goals). Remember, almost everyone starting out has low conversion rates! If short on time, check the 'Visitors Flow' as it will give a picture of where interest drops off.

Analytics' "Goal Funnels" is a bit more complex but would be useful for membership or e-commerce sites. You specify a path that visitors will take to get to an end point and Google Analytics tracks them each step of the way.

A three-step goal funnel would be:

- 1) the person fills out registration page and the "thank you" appears
- 2) user is directed to activation page
- 3) they sign up for membership.

If many people aren't following the whole path, your new awareness means you can start working out how to improve this process.

Buy for \$22  
via  
Jennifer's  
books page



## The Why Behind BAA

# What is Business Author Academy?

**After years in freelance copywriting, writing, marketing and book editing, Jennifer Lancaster offers clients high-level writing and editing support services... with a mind for what sells.**

Most solo-preneurs and coaches are flat out and don't have time to learn how to set up a website and market their book.

Unfortunately, this makes them vulnerable to useless paid media and half-baked schemes.

1. The aim of this academy is to teach the person to fish, not fish for them. Hence the courses.
2. Expert editing and co-writing can be arranged for busy business owners, which supports their ultimate publishing goal. Editing also includes explanations.
3. Fear often gets in the way of marketing, so we have set up some easy templates to get started with sharing about your new book (and product suite). It also includes email list set-up. I've called this 'Business Author Tools,' as in 'Get me some of those business author tools, this book is about to launch.'

Publishing is not part of our offerings. Writing coaching is designed to help the author to finish writing their book to a high standard.

ABN 80 544 508 158.



Included

Templates are made in Canva, which is easy to edit. If levelling up, EMS system charges are additional but beginners can access a free plan.

## Personal Brand + Marketing Session

Get your brand ethos and style nailed down and get advice on the best marketing channels for you... all for a special \$77!

[Book and Pay Here.](#)

One hour to save you \$\$

# Revealed: The 7 Lies of Marketing that Agencies Don't Want you to Know

**Jen Lancaster tells it to you straight and calls out those agencies intent on their own needs.**

**Lie 1: Just outsource all marketing and we'll look after it**

Why you should approach marketing your business as if your very life depends on it – not as something to outsource and forget.

**Lie 2: Overseas gurus with big systems will benefit you**

So, why you should always use an Australian marketing service supplier... not an overseas one? It's a matter of applicability to your goals and our market. Any service supplier should be researched. Jen's service brand Power of Words (Clontarf QLD) scored 5 stars from 15 past clients and other testimonials.

**Lie 3: "You can get SEO (organic Google) results in the first three months and it'll pay for our agency fees."**

SEO is a long-term investment in either time or money. Google admits it takes "typically from four months to a year from the time you begin making changes until you start to see the benefits".

There are **7 key practices to be ranked well** on Google to tick off, plus other security practices.

**Lie 4: You can advertise your way to success**

Advertising only helps those set up right. The most important component is ensuring your business makes a profit – whether services are provided by one or by many. We'll go through what makes a business offering (ad) profitable.

**Lie 5: Hide behind the brand, make yourself seem bigger**

In truth, it's the complete opposite for most micro and small businesses. Putting yourself forward as an expert authority is the way to earn trust, and in a call I can outline the ways you can quickly gain authority.

**Lie 6: There is one social platform your business should be on, or one key tactic**

For a service, there is no one platform to grow on, no one key tactic or AI genie. Yet there is a more strategic way to find out which platforms to use to reach the right people, and it involves knowing the end consumer/client.

**Lie 7: To have a successful sales funnel, you must pay at least \$3,000 a month in agency fees**

Aussie full-service marketing firms charge

between \$2,000 and \$25,000 per month. Digital advertising agencies charge between \$3,000 and \$10,000 monthly, as a percentage of ad spend. On a Personal Brand session call, we'll explain how you can get started for less and still get world-class systems and solid creatives. (Creatives are the pieces of media to be promoted).

Most advertising & marketing agencies don't provide affordable business startup options – because they must cover the \$100 hourly rate costs of five types of skilled workers plus 15 to 25% for the business. Account managers are told to cross-sell.

As Jen runs a nimble service, she can offer personalised strategies, publicity templates and podcast lists that work out to be a huge time-saver, at a reasonable cost. An EMS for reader list-building may also be recommended.

Contact: [enquiry@jenniferlancaster.com.au](mailto:enquiry@jenniferlancaster.com.au)

# Marketing with a Test & Measure System is Powerful

If your brand's marketing tactics are established, try to increase the power of your current avenues by feeding more new ideas for promotion into that. For instance, have a competent person writing your posts, images and vibrant videos for your products. It's best if you give them good raw footage for simple reels from your phone (portrait) or for longer videos from a camera (landscape).

Don't be scared to grow awareness of great content with small ad spends. Test and measure. For those visiting your content platforms, you can use a quick survey to get their feedback to improve and match their needs. These are called polls on Instagram, featuring fun sliders for feedback.

# Be bold. Book a call.

Jennifer Lancaster

Tel **0403 125 038**. All calls must be booked in.

New client: <https://calendar.app.google/rdrgwoML85F49NNq8>

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