



# Marketing with Crime

Content Framework to  
Grow Your Audience



# Marketing Your Crime Novel

The 4-Part Framework to  
Grow Your Audience



# Hi, I'm Sue.

- Book Marketing & Mindset Coach
- I work with award winning & bestselling authors
- I help fiction & nonfiction— both traditionally and independently published — authors to grow their platforms and sell more books



# Before we start:

We recommend turning off your phone and minimizing distractions



Grab a pen and a notebook. You'll want to take notes!





# Tell me in the chat...

What's your biggest  
marketing challenge?



You want to write,  
not market.

You don't know  
where to start.

Marketing is  
confusing &  
overwhelming.



You'd like some clarity  
around what's going to  
give you the best results  
for your efforts.



What you  
will **learn**  
today:







Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.





2

A better  
definition of  
marketing.





3

Your number  
one book  
marketing  
goal.





4

The foundational  
four-part book  
marketing strategy  
that will actually  
grow your  
audience.





Let's  
dive in





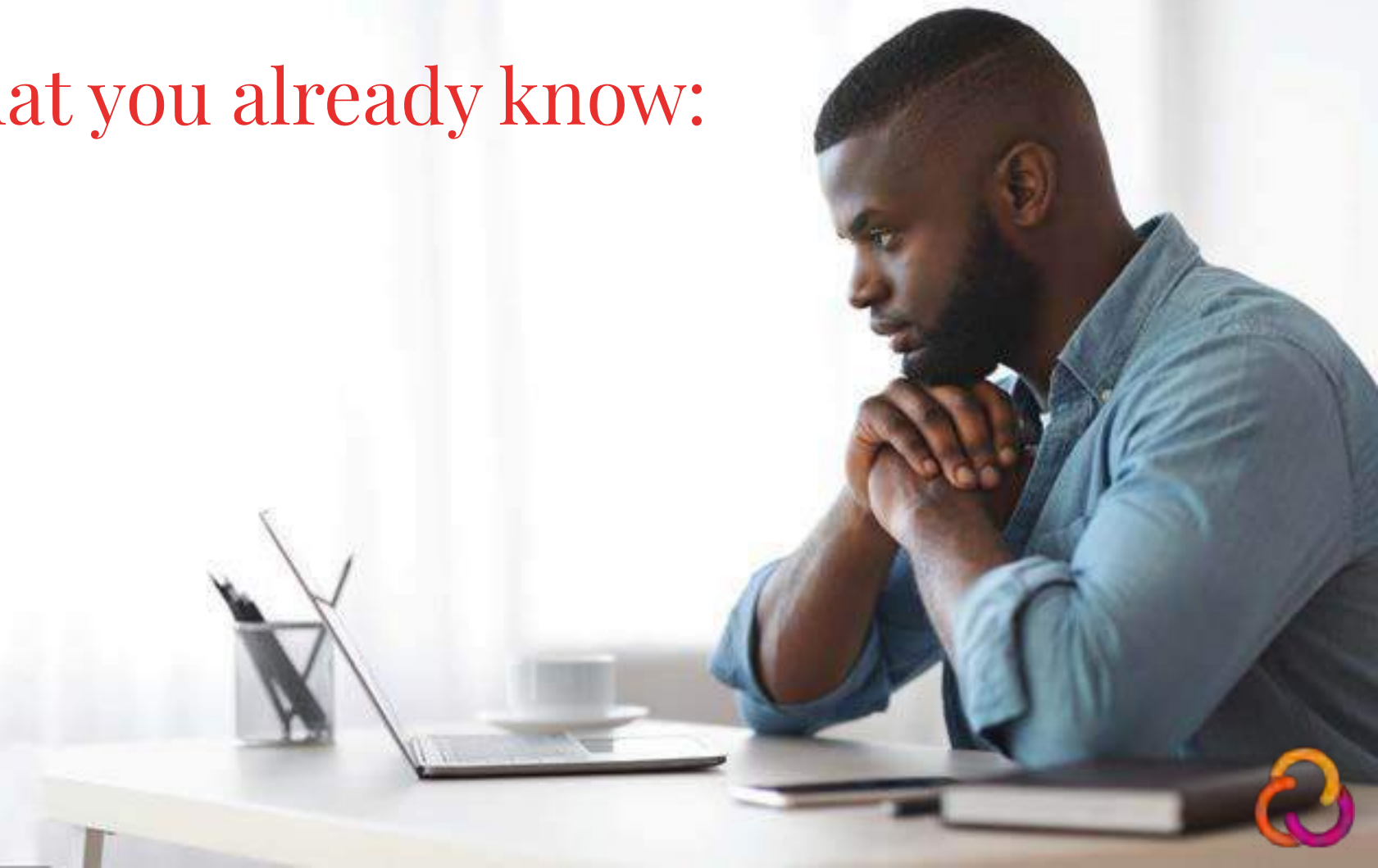
Why marketing your book using a slapdash playbook of tactics from the internet is likely to fail.



# The problem with most online marketing advice



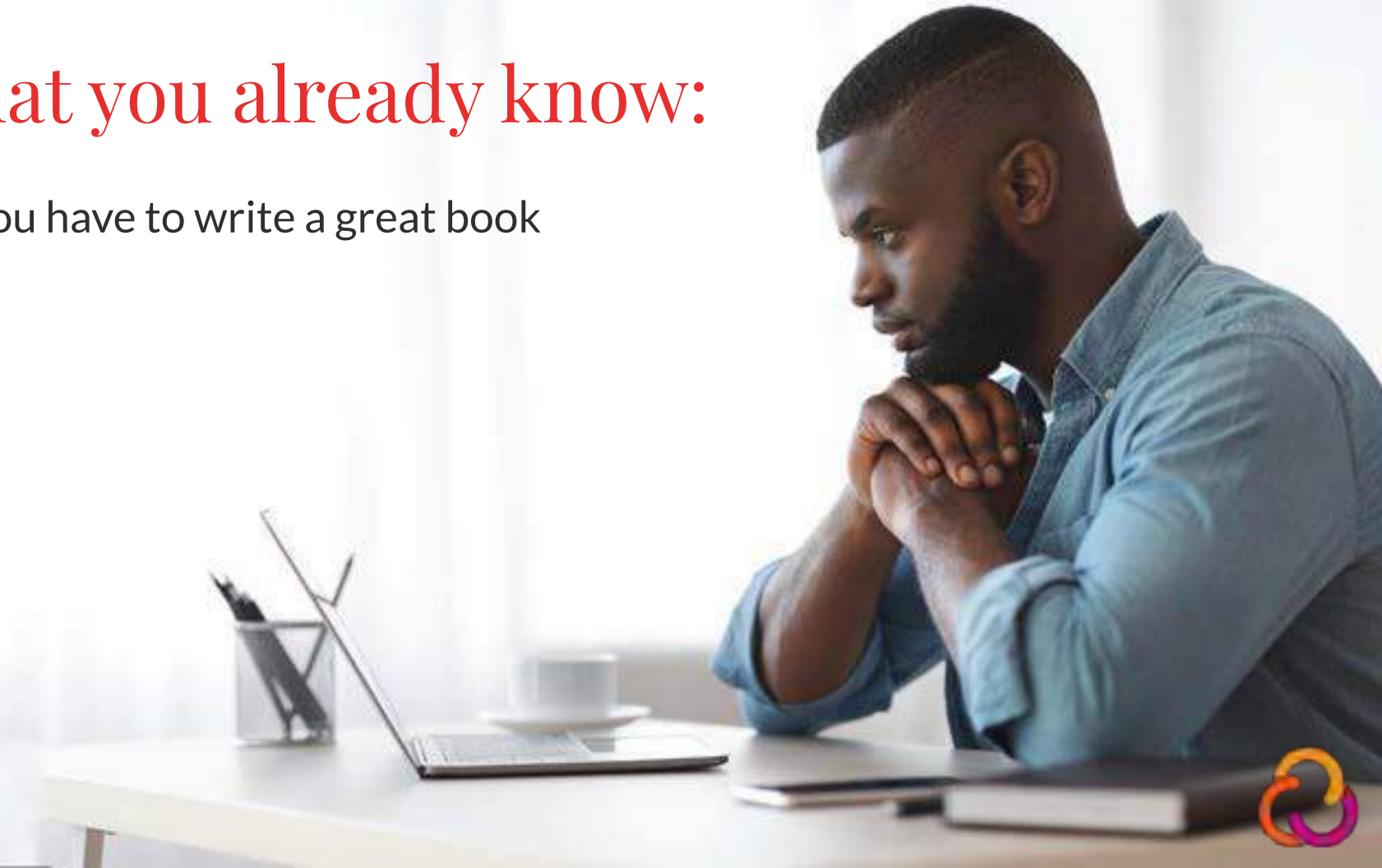
What you already know:





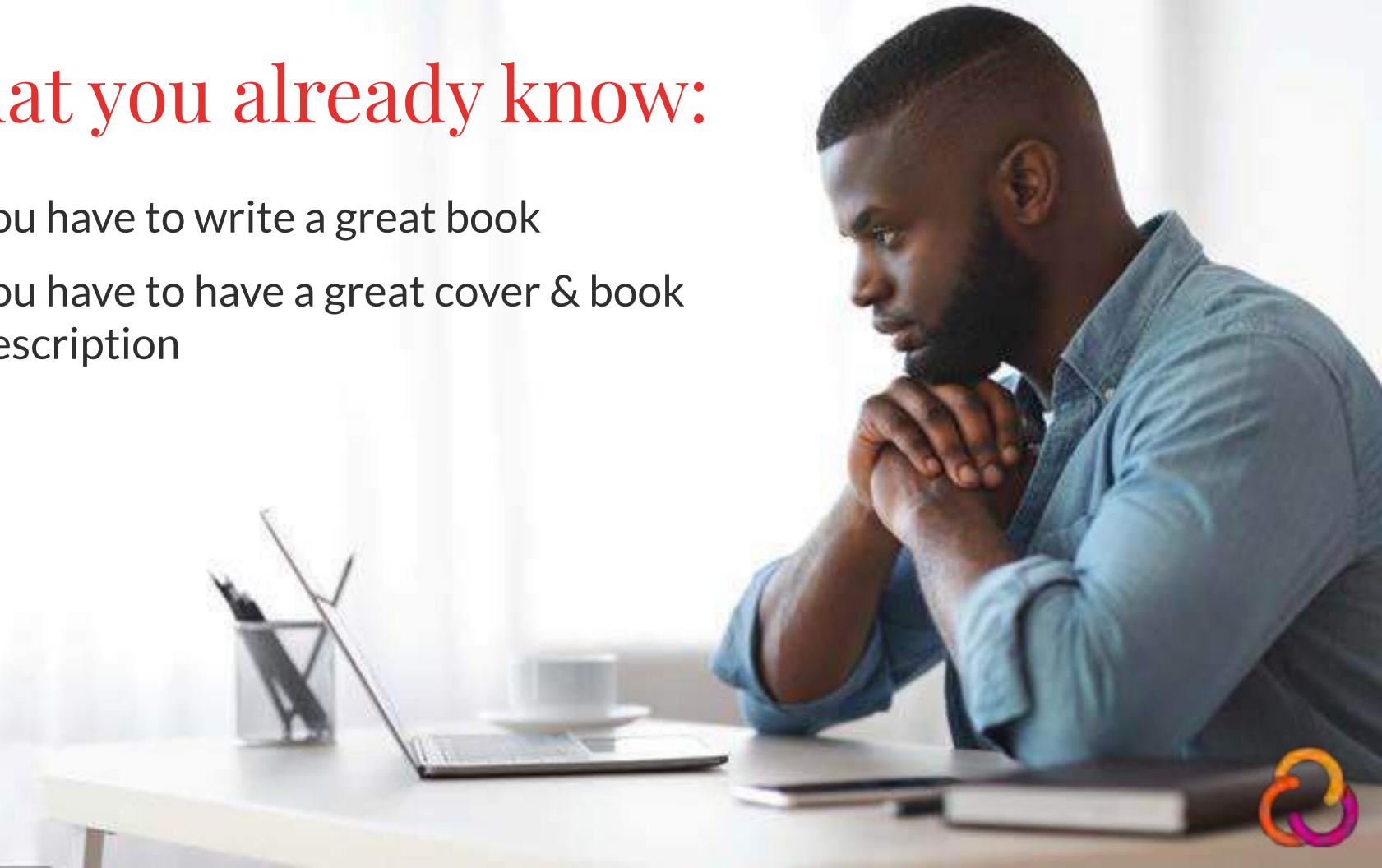
# What you already know:

- You have to write a great book



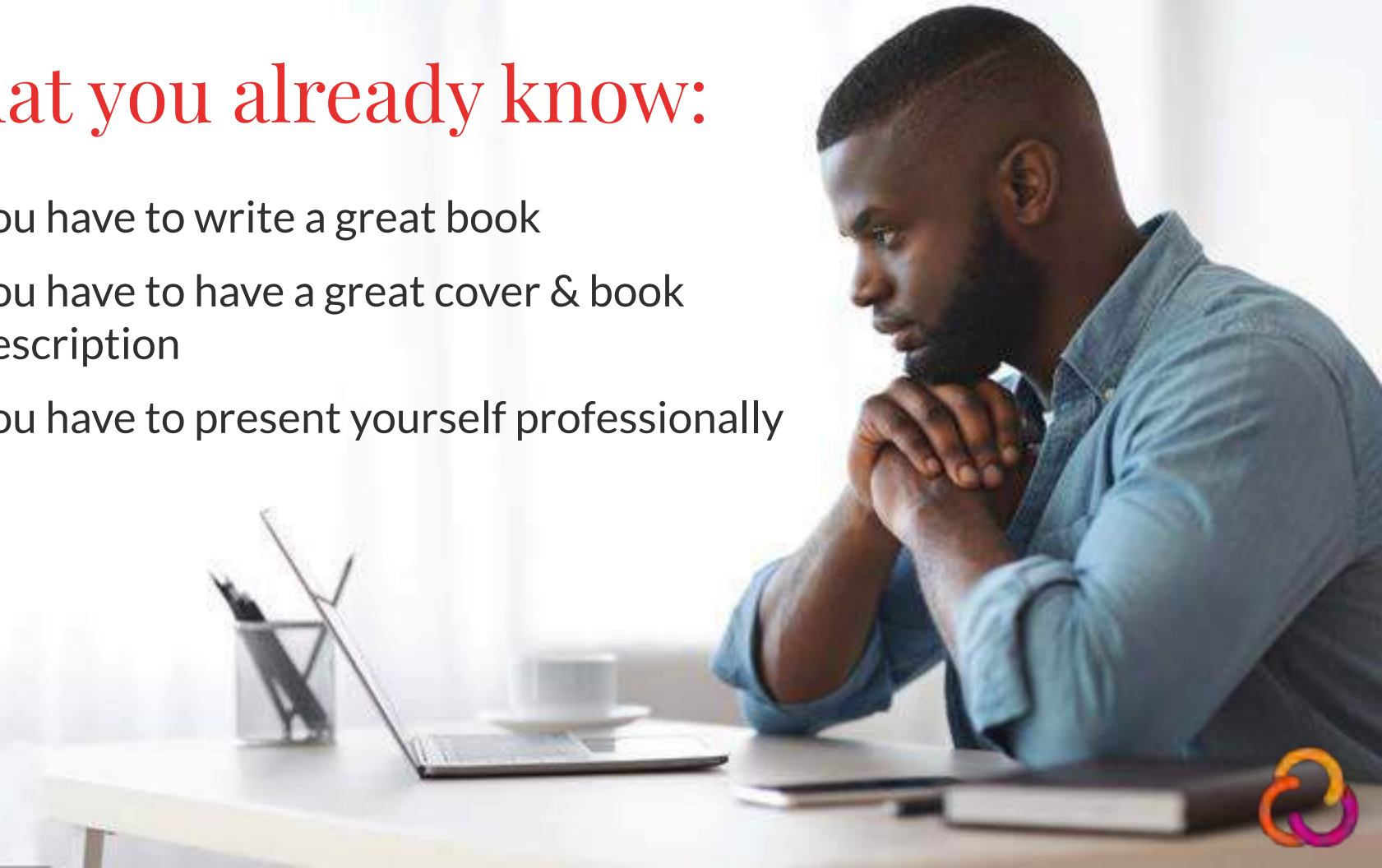
# What you already know:

- You have to write a great book
- You have to have a great cover & book description



# What you already know:

- You have to write a great book
- You have to have a great cover & book description
- You have to present yourself professionally

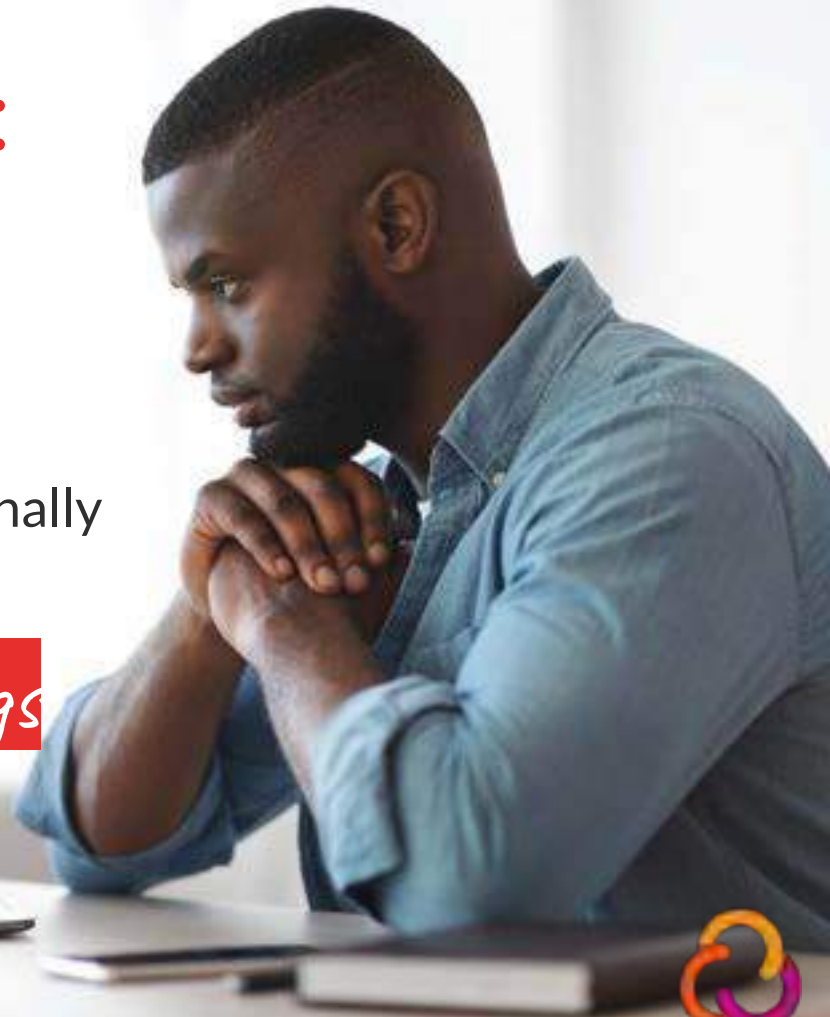


# What you already know:

- You have to write a great book
- You have to have a great cover & book description
- You have to present yourself professionally

*Notice that none of these things*

*BRINGS people to your book!*







Problems:





## Problems:

- Tactics, not strategy





## Problems:

- Tactics, not strategy
- Bite-sized, click-bait





## Problems:

- Tactics, not strategy
- Bite-sized, click-bait
- Doesn't focus on ROI







## Problems:

- Tactics, not strategy
- Bite-sized, click-bait
- Doesn't focus on ROI
- One-size-fits-all mentality





2

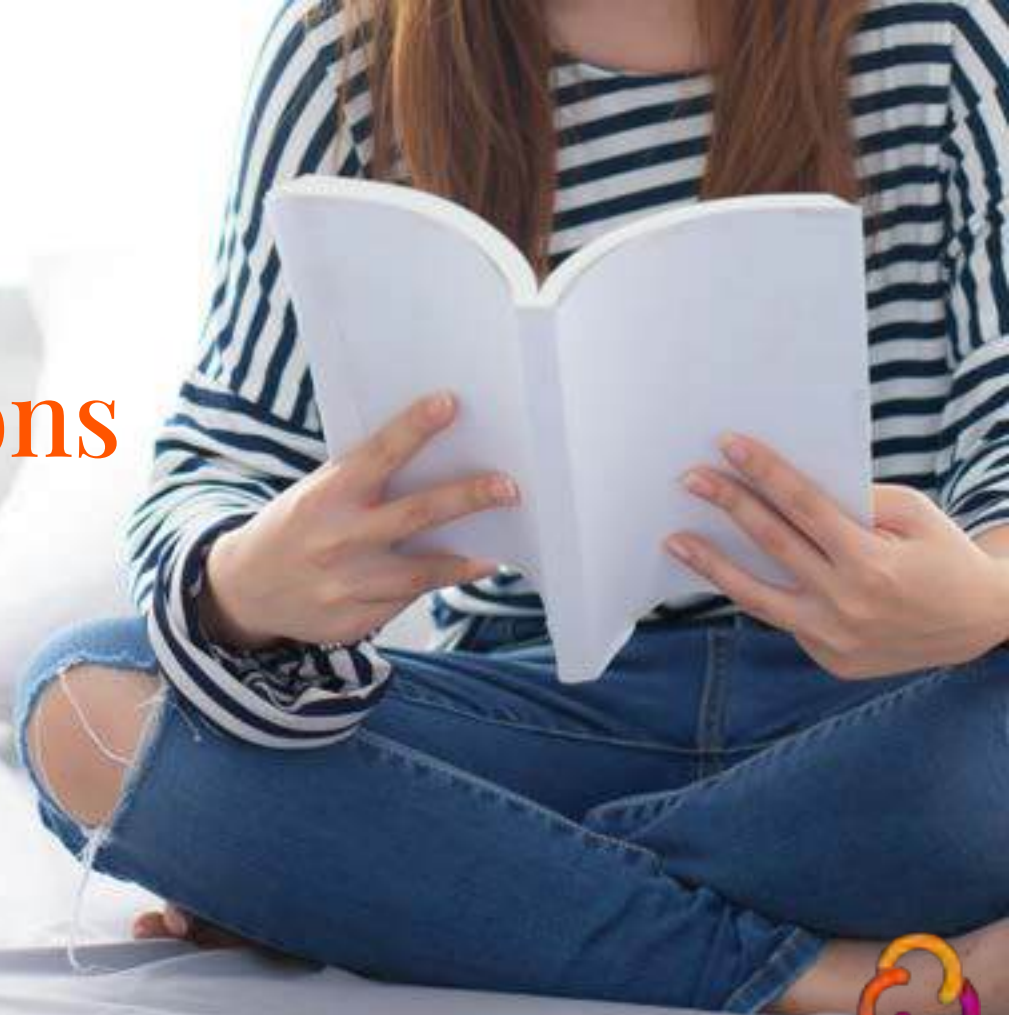
A better  
definition of  
marketing.



I wish I didn't  
have to call it  
**marketing**



Better definition:  
**Building long-  
lasting connections**  
with readers





3

Your number  
one book  
marketing  
goal.



We'll get to  
that in a  
second...







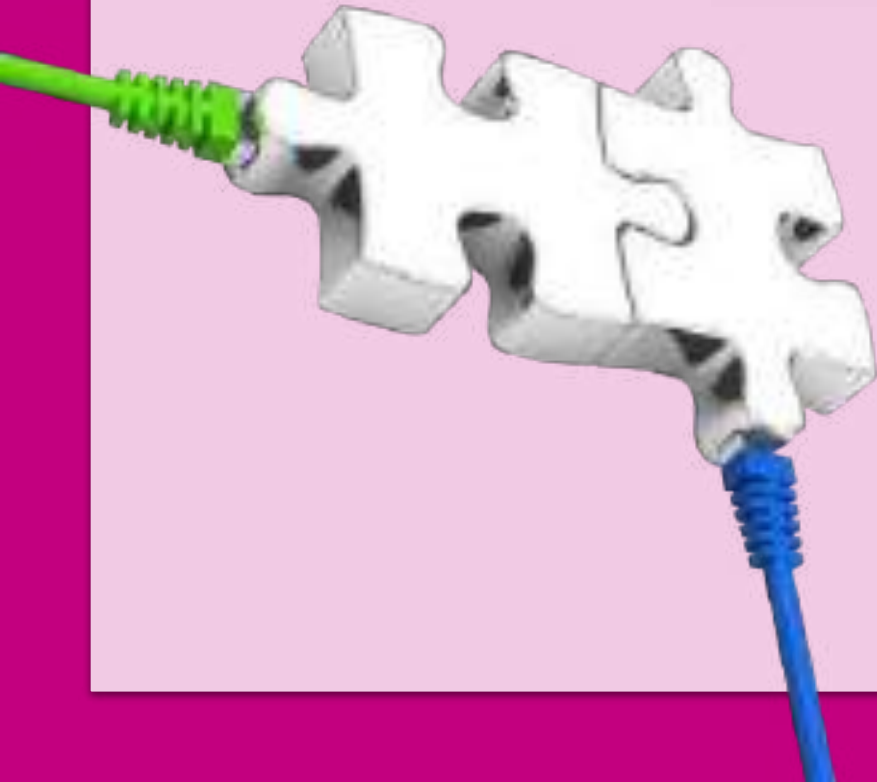
4

The foundational  
four-part book  
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that will actually  
grow your  
audience.





# The Connection System



PERMISSION

CONTENT

OUTREACH

SELLING





# PERMISSION

- People allow you into their digital or physical space.
- Lets you get people's attention and drive action to build that relationship.



# SOCIAL MEDIA DOESN'T SELL BOOKS\*

\*except TikTok ;)





# Problems with focusing on social

- Hard to drive readers to take buying actions
- Easy to get buried in someone's feed
- Platforms change the rules, algorithms or crash without warning



Your #1 Book  
Marketing Goal:  
Your Email List





## Email list advantages

- Easily reach people who loved your first book — don't have to keep hustling for new readers for each book
- You own the list, can't be taken from you
- You control the message
- Quieter, more intimate space where you can drive action





# Prepare Your Permission Asset

- Website
- Email service provider
- Sign-up forms
- Sign-up incentive (reader magnet)
- Welcome email sequence







# CONTENT

- The materials you put out to help people decide if you're a good fit and keep building the relationship





# Content ideas

- Blog posts
- Newsletters
- Social media posts
- Podcasts
- Guest blogs
- Speeches/readings
- Medium posts
- Workbooks
- Videos
- Q & As
- White papers
- Case studies





1

Welcome sequence for email subscribers

2

Regular newsletter for subscribers

3

Content to use with influencers

# Content must-haves





# OUTREACH

- Moving people from **not** knowing you exist to knowing you exist
- The magic ingredient!



# Influencer

Someone who can get other people to buy your book and become your fan.





# Types of influencers

- Authors in your genre
- Bloggers
- Reviewers
- Podcasters
- Event bookers
- Journalists
- Librarians
- People with large social followings & email lists





# 7 steps to outreach:



1. Get Your Mind Right
2. Set goals
3. Take Aim (Reader persona)
4. Research
5. Cultivate relationships
6. Ask/Pitch
7. Deliver







# SELLING

- Offering your book to the right people



# Clean selling

- Virtuous actions have virtuous results
- Writing books—making art—is a virtuous act
- You are adding value to the world
- You are sharing your gifts with the people who want to accept them



# Putting It All Together

**EVIDENCE**

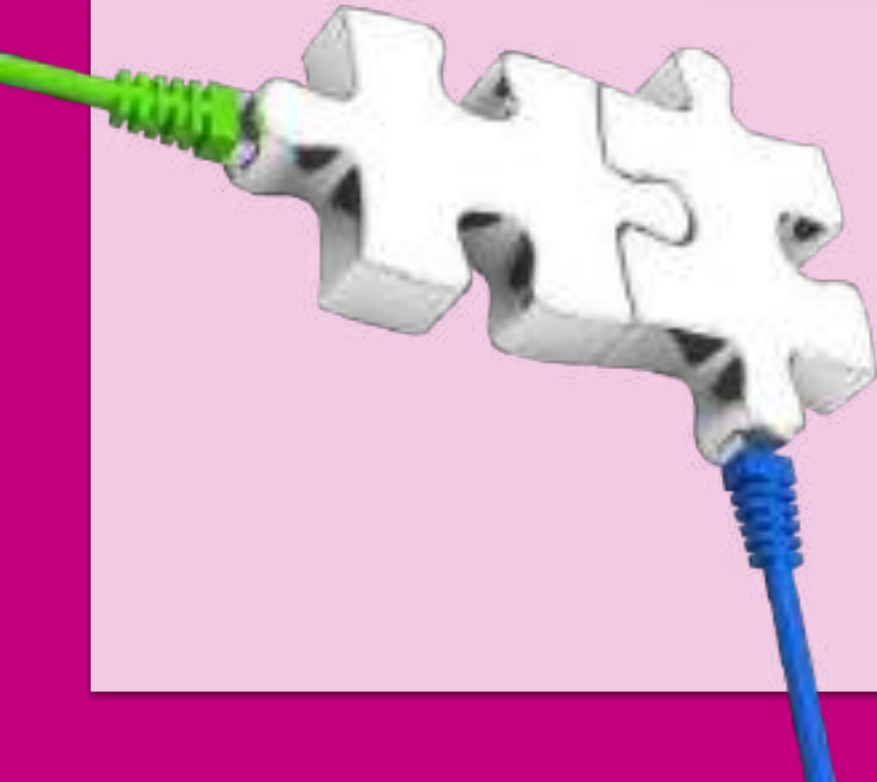
Stain No.

Width

North or Up



# The Connection System



PERMISSION



CONTENT



OUTREACH



SELLING



# The Connection System in action: Example 1

1. Befriend an influencer in your space with a popular podcast — **OUTREACH**
2. Pitch that influencer to be on their podcast — **OUTREACH/CONTENT**
3. At the end of the podcast, let listeners know where they can learn more about you — have a special web page set up for them with a sign-up incentive — **PERMISSION**
4. The new subscriber gets a series of welcome emails with the sign-up bonus and additional content related to your work — **CONTENT**
5. Every newsletter has a blurb about your book and a link to buy it — **SELL**



# The Connection System in action: Example 2

1. You review a book from a well-known author on your podcast — **CONTENT**
2. You tag that author on social media when you promote the post — **CONTENT**
3. That author shares your link — **OUTREACH**
4. The podcast ends with a call to action to join your mailing list and get a sign-up bonus — **PERMISSION**
5. Your newsletters have a blurb about your book and links to buy — **SELL**





# RECAP



FILE CLOSED

SOLVED





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learned:





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# NEXT STEP

Identify YOUR ideal reader





# Before the Q&A:

Learn how to why and how to create  
an ideal reader persona:

[pagesandplatforms.com/pwa](https://pagesandplatforms.com/pwa)





# Questions & Responses



# Before we go:

Grab a free template for creating  
your ideal reader persona:

[pagesandplatforms.com/  
free-persona-template](https://pagesandplatforms.com/free-persona-template)

