



Authors Selling Direct

HALLEE BRIDGEMAN

“ Sometimes you just have to
take the leap and build your
wings on the way down. ”
Kobi Yamada

Agenda

- An Intro
- Benefits/Disadvantages
- Taxes
- Sales Funnel
- Potential Cost – Money and Time
- Tips and Tricks

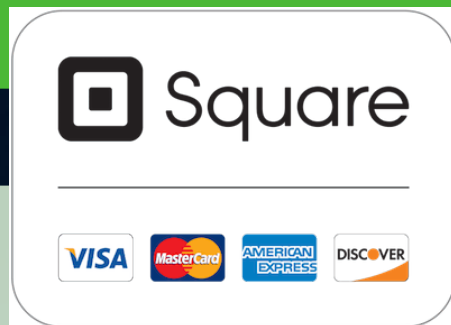
My Selling Direct Journey

Early Days



My Selling Direct Journey

Early Days

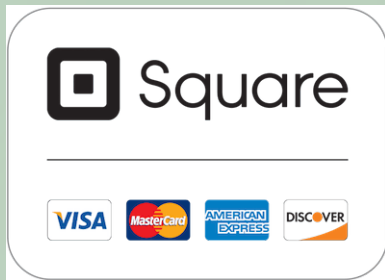


Bookfunnel
Sent books as “gifts”



My Selling Direct Journey

Early Days



Bookfunnel

Paypal button
Sent books as “gifts”



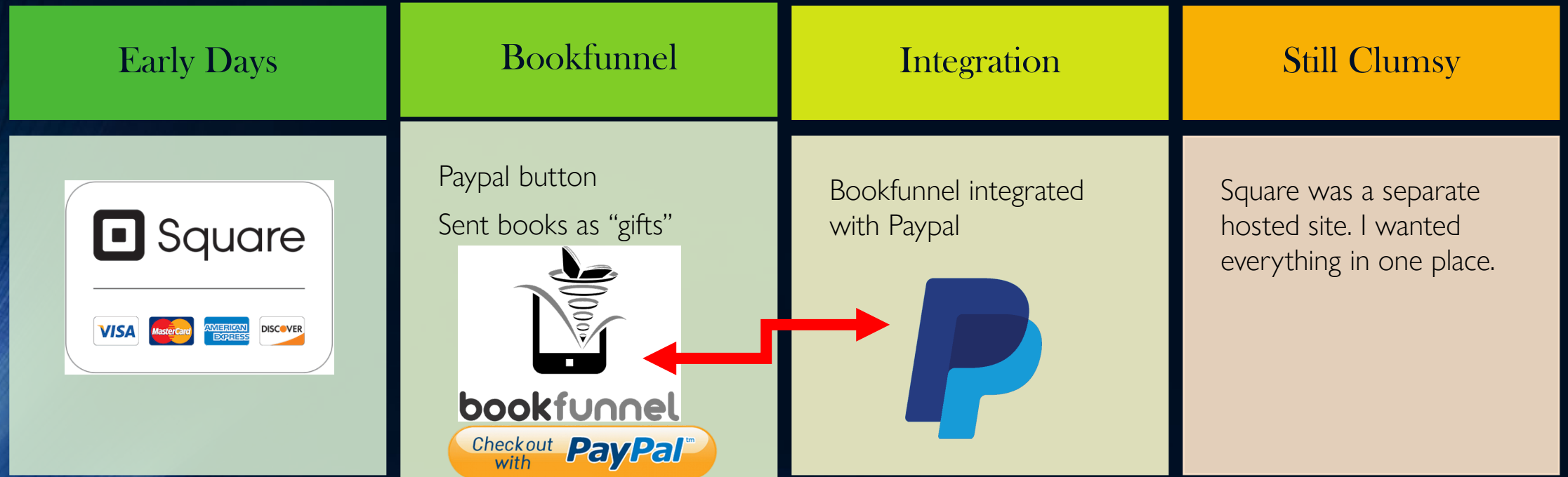
Checkout with **PayPal**

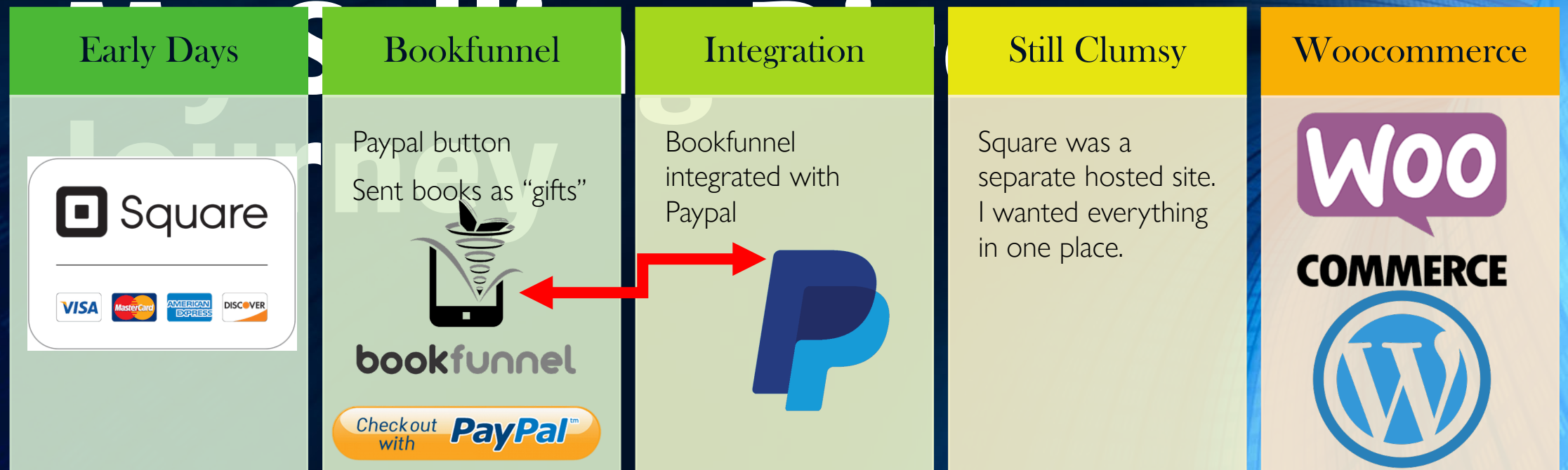
Integration

Bookfunnel integrated with
Paypal



My Selling Direct Journey





Benefits

- You are in control. You can run sales, turn coupons off and on, and it's all done inside of your power.
- You make more money



The official store of author

HALLEE BRIDGEMAN

USA TODAY BESTSELLING AUTHOR

- ♥ heart-pounding suspense
- ♥ heart-wrenching emotion
- ♥ heart-warming romance

Live a life of love. Ephesians 5:2



Amazon

\$6.99

(70%) 4.89

(delivery cost) -\$0.42

\$3.38

Direct Sale

\$5.99

(97.1%) 5.82

(per transaction) -\$0.30

\$5.52

\$2.15

Amazon

\$0.99

(35%) 0.34

(delivery cost) -\$0.00

\$0.34

\$.09

Direct Sale

\$0.75

(97.1%) \$0.73

(per transaction) -\$0.30

\$0.43

Benefits

- You are in control. You can run sales, turn coupons off and on, and it's all done inside of your power.
- You make more money
- You can capture the contact information of your customers
- You can create an experience for your readers.
- You can market directly to that reader based on what he or she bought before

Disadvantages

- It costs more money.
 - Site
 - Supplies

My Costs

- Website fees: \$370/year
 - Hosting
 - domain name registration
- Woocommerce plugins:
 - Shipping Tables: \$119/year
- Bookfunnel or the like: \$180/year
- Mailing supplies
- Postage (recoverable)
- Wholesale books
- Advertising

My Costs

- Shopify fees: \$588/year
 - Hosting
 - Plugins
- Mailing supplies
- Postage (recoverable)
- Wholesale books
- Advertising

Disadvantages

- It costs more money.
 - Site
 - Supplies
- It takes more time.

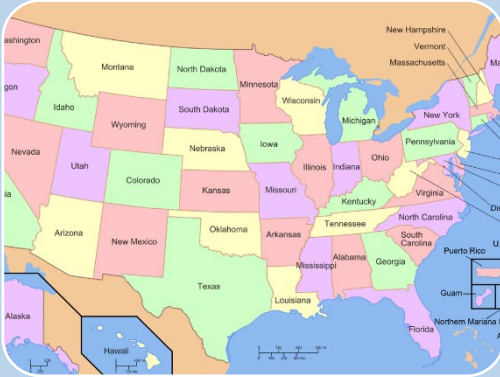
Time

- Creation of sales
- Time spent signing/packaging books
- Time spent uploading ebooks and keeping them current
- Time spent answering emails and questions
- Time spent writing newsletters
- Time spent setting up funnel

Disadvantages

- It costs more money.
 - Site
 - Supplies
- It takes more time.
- You have to pay sales tax (locally at least)

Taxes



Your own local
municipality

Any state you
ship to

<https://www.streamlinedsalestax.org/for-businesses/remote-seller-faqs/remote-seller-state-guidance>

\$30,000 CAD in
taxable sales into
Canada over a 12-
month period are
required to register
for GST/HST

<https://www.salestaxinstitute.com/resources/sales-tax-changes-canada-eu>

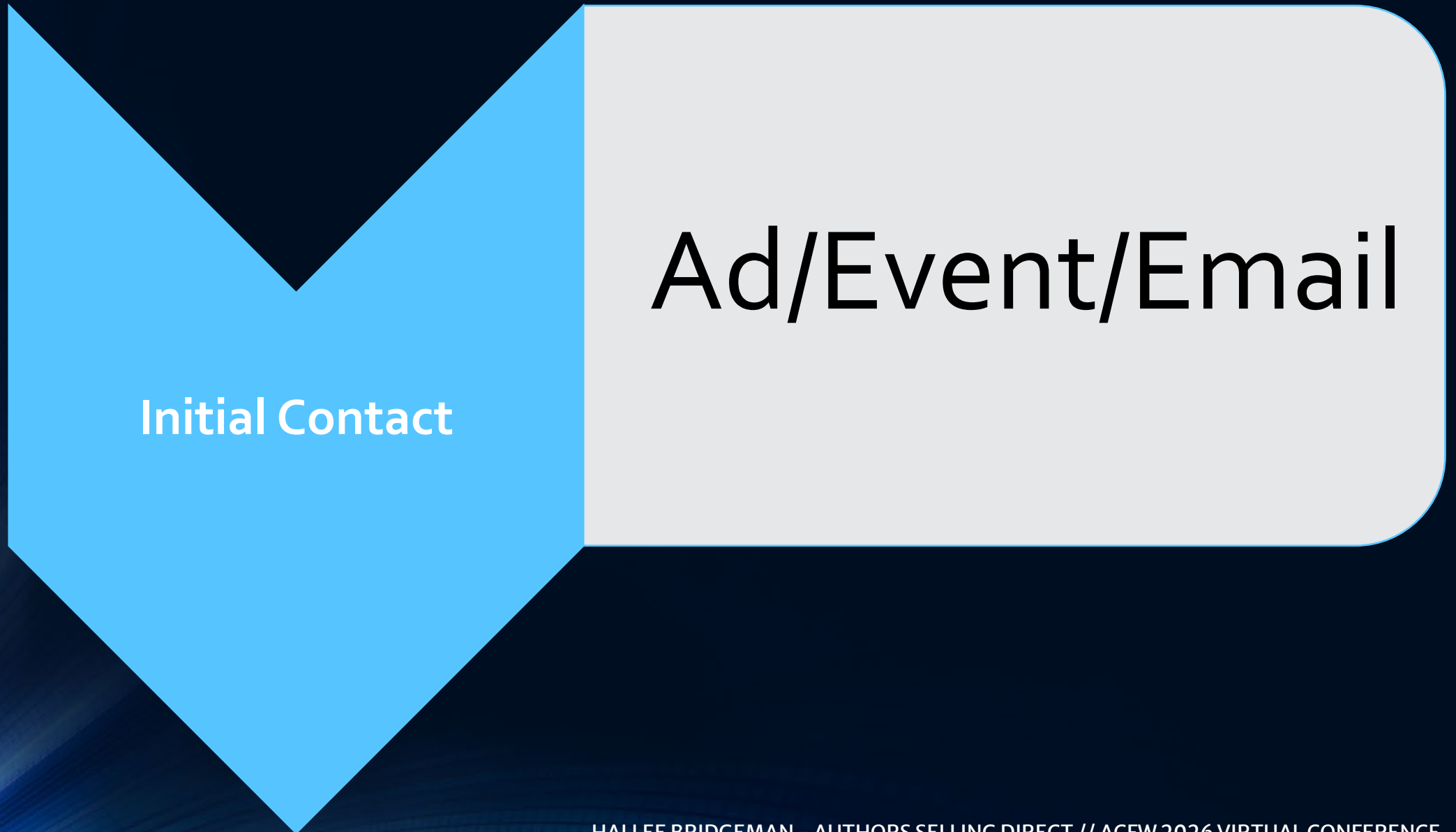
Different rules per
country

https://europa.eu/your-europe/business/taxation/vat/vat-rules-rates/index_en.htm

Disadvantages

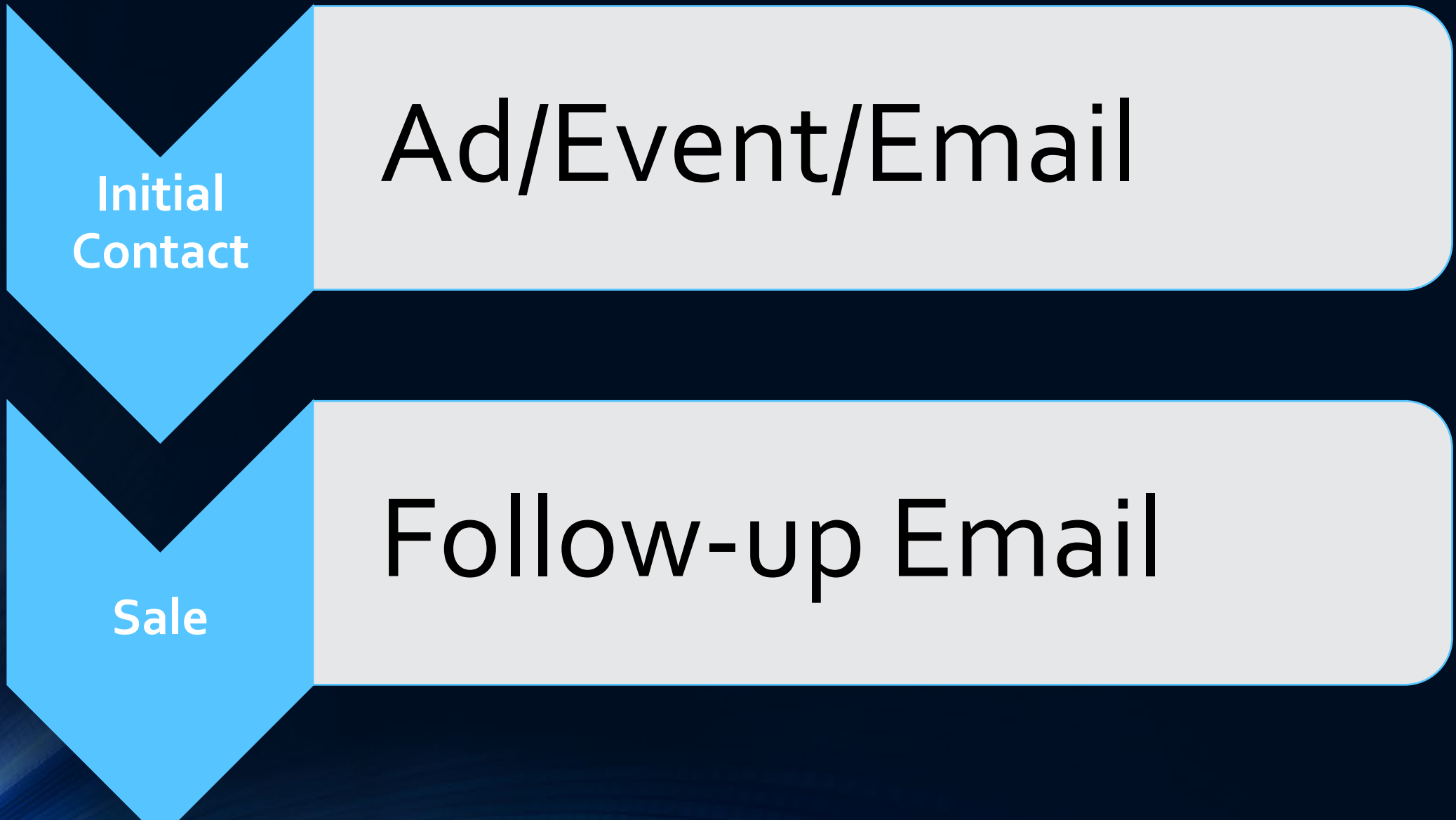
- It costs more money.
 - Site/hosting fees/etc.
 - Supplies
- It takes more time.
- You have to pay sales tax (locally at least)
- You are the customer service.

The Sales Funnel “Light”





The Sales Funnel “Light”



Initial
Contact

Ad/Event/Email

Sale

Follow-up Email

Emails for Funnel

- Leave Something Behind?
- You bought this item, try this item...
- You got the free book in the series – try the next one.
- New customer 25% off



The Sales Funnel “Light”

Initial
Contact

Ad/Event/Email

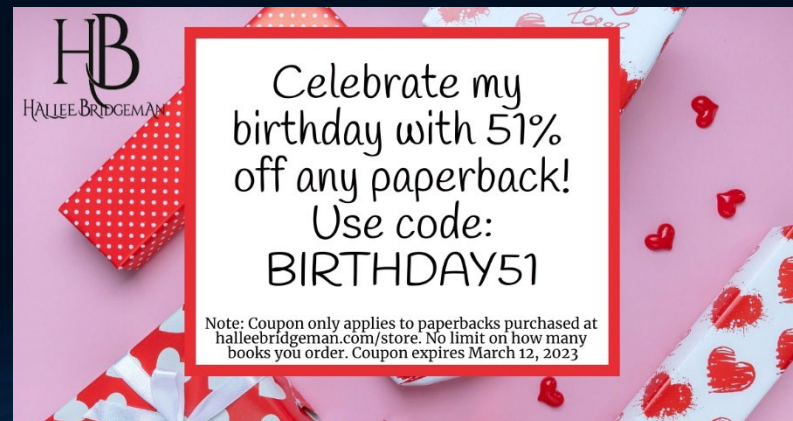
Sale

Follow-up Email

More
Sales

Continued Marketing

More Email Marketing





heart-pounding suspense♥heart-wrenching emotion♥heart-warming romance

birthday coupon good for

50% off one book

www.halleebridgeman.com/store

use coupon code:

ITSMYBIRTHDAY

get 50% off one book!

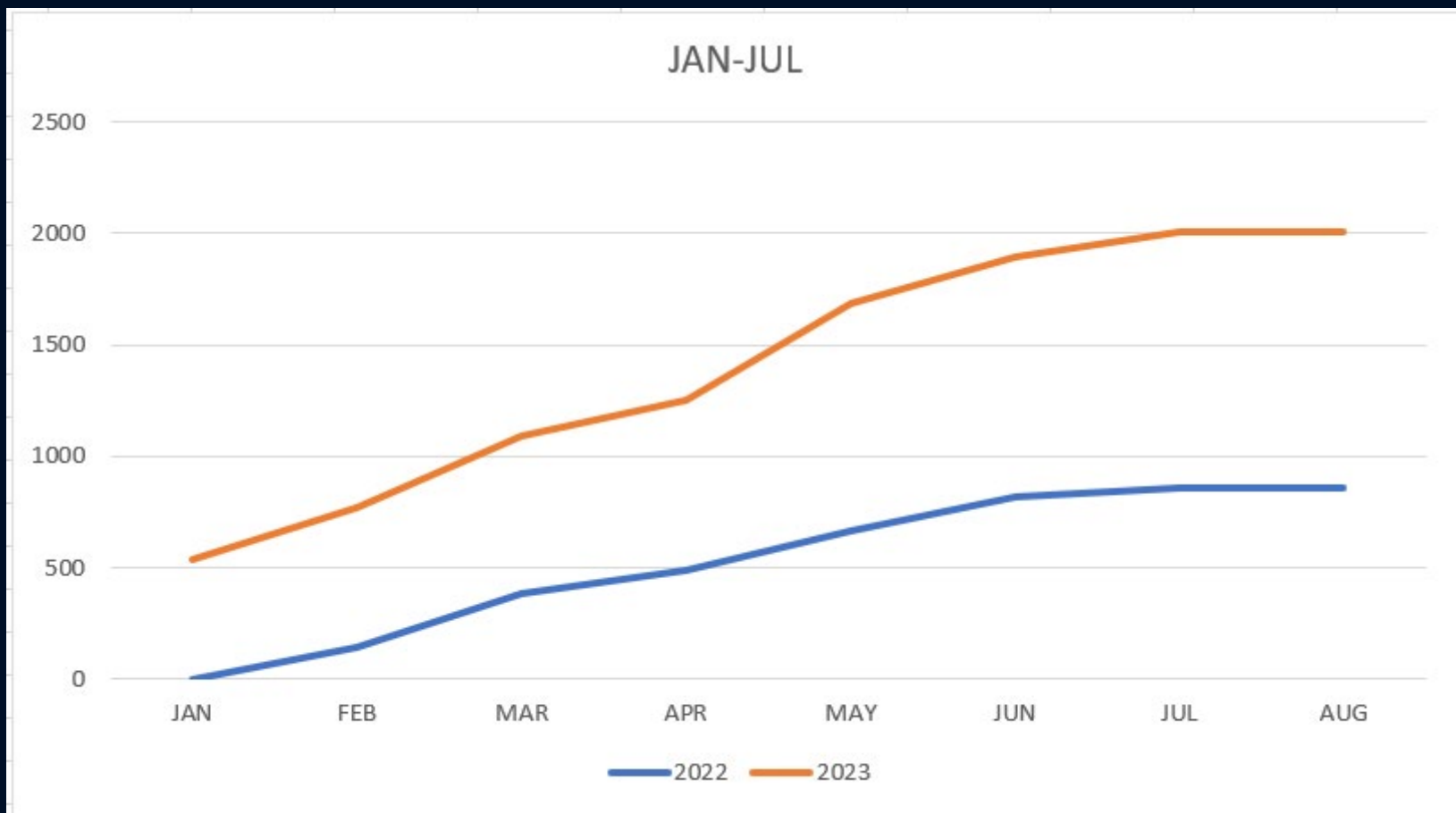
see back for QR code and rules & restrictions



This coupon code can only be used for one book. It will discount the highest priced book in the cart. It can be used one time per person per year.

It is only good at the Official Store of Hallee Bridgeman





Tips and Tricks

- Platform
 - Website with a plugin
 - Shopify/Payhip/Gumroad
- Research for digital file transfer for what works best for you
 - Do the pay sites allow sale of electronic material?
 - Bookfunnel

Tips and Tricks

- Direct every link you can to your store and not to a place off of your website. Drive traffic there.
- Try to keep your store on your website. If not, try to make it look as seamless as possible.
- Read, watch, and learn from leading digital marketers.
- Pay attention to numbers. If something doesn't work, fix it.

