

Funnels for Authors with Dana Kaye
2018 Independent Authors Conference

- What is a sales funnel?

- 3 ways authors can implement sales funnels into their promotional campaign:
 1. Email marketing funnel

 2. Facebook ad funnel

 3. Quizzes and survey funnels

- How to get the right readers into your funnel
 - Organic traffic

 - Paid traffic

- How to fix a "leaky" funnel