

BookFunnel Info + Account Setup

What is BookFunnel?

BookFunnel allows authors to securely distribute pdf, mobi, and epub versions of their book for free and for order fulfillment. For \$20 a year, authors can set up a customized download page to link to their website, send one-time-use download links through email, and solicit up to 500 book downloads per month. More features such as email collection, audio MP3 distribution, and printable one-time-use download codes are available with the next tier of membership for \$100 a year.

The download page created with BookFunnel is not meant to be searchable and can only be shared by link or download code. Additionally, an optional expiration can be set for the page after the book has been downloaded a certain number of times or after a certain date.

Email collection

After a download page has been created with BookFunnel, a link is generated that can then be shared however the author chooses. If email collection is already set up on an author's website, BookFunnel's secure download link can be included in automated emails. Different download links can be created for sample chapters or exclusive content to be included in other author emails.

If an author DOESN'T have email signup on their website, the next tier of BookFunnel allows authors to create a giveaway page that collects emails while delivering the free download link.

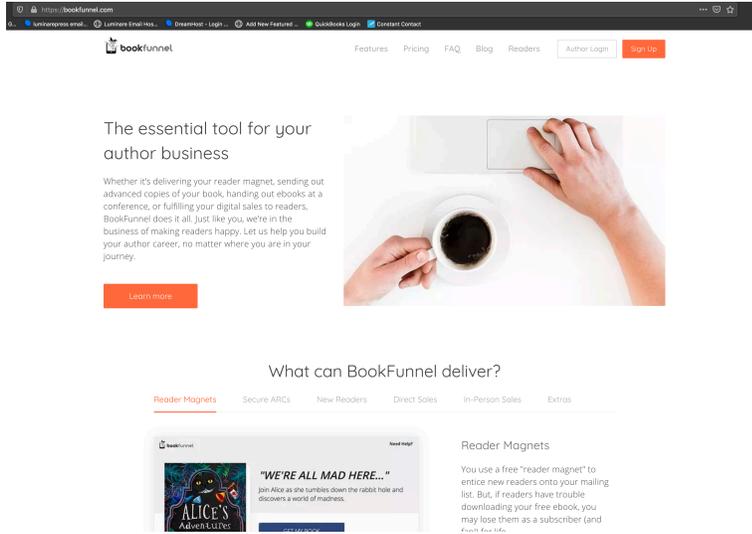
Direct Sales with BookFunnel

If an author wants to set up direct sales on their website, BookFunnel integrates with direct sales to securely deliver ebooks that can only be downloaded once (this is included even with the \$20 author plan). We don't necessarily recommend setting up direct sales for first-time authors due to the fees and complexity associated with sales platforms such as PayPal, Payhip, and Selz (among others), but it is an option. The charge per transaction, monthly fee, and percentage taken from sales may not be worth it for most authors.

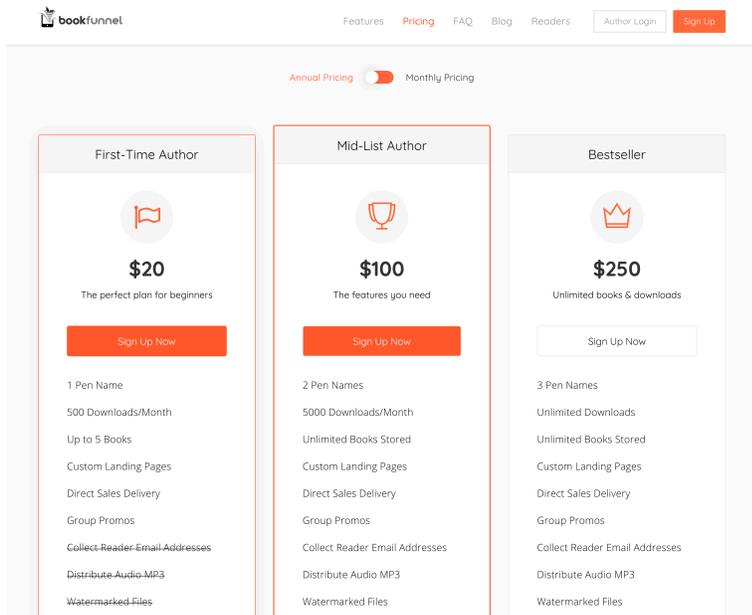


Account Setup

1. Go to bookfunnel.com, and go to Sign Up.



2. Select the First-Time Author plan.



3. Enter your information.

bookfunnel Get the App Blog Features Pricing FAQ Login

Sign Up for BookFunnel

Your Information

Your Name (for our eyes only) ?

Email Address ?
nina@luminarepress.com

Password ?

Confirm Password ?

Selected Plan

First-Time Author (\$20 for the first year, then \$20 every year after)

Billing Information

Card number MM / YY CVC

Your credit card will be charged \$20 for your first year of service and then \$20 every year thereafter. You can cancel your account at anytime.

I agree to [BookFunnel's terms of service](#)

Signup for BookFunnel

4. On the landing page, Add New Pen Name first.

bookfunnel Help Account

Add New

- Add New Book
- Add New Page
- Add New Pen Name

Welcome to your BookFunnel dashboard!

Let's get your new account set up.

[Click here to add your author name!](#) Once you have added your author name to your account, you can upload a book and get started.

- Certified Mail
- Gift a Book
- Promotions
- Integrations
- Sales
- Print Codes
- Bundles
- Pen Names
- Settings



5. After creating the pen name, Add New Book. Add the files and fill in the book's information. You can also upload a cover image here for the book cover preview that will appear on the landing page.

The screenshot shows the 'Add New Book' form in the BookFunnel dashboard. The form is divided into several sections: 'Book Details' with fields for Book Label, Book Title, Series, Volume, Amazon ASIN, Book Type, and Author Name; 'Book Tagline'; 'Book Description' with a rich text editor; and 'Book Files' with a large blue area for uploading files. The dashboard sidebar on the left includes links for Home, Books, Other Media, Certified Mail, Gift a Book, Promotions, Integrations, Sales, Print Codes, Bundles, Pen Names, and Settings. The top navigation bar shows the BookFunnel logo, Help, and Account options.

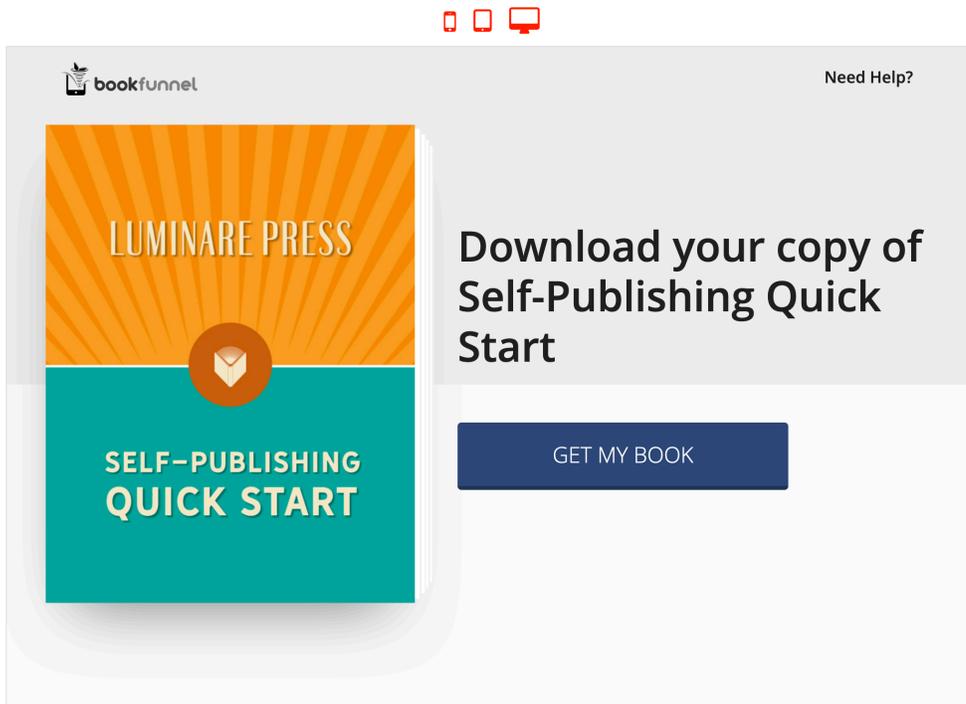
6. A new landing page can now be created with your book and pen name.

The screenshot shows the 'Add New Page' form in the BookFunnel dashboard. The form asks the user to select a book from a dropdown menu (currently showing 'Quick Start Guide Self Publishing (excerpt) (PDF only)'). It then asks 'What kind of landing page do you want to create?' and provides four radio button options: 'An email signup page to collect new readers', 'A simple download page without email collection', 'A sales landing page that sends readers to other bookstores to buy your book', and 'A restricted landing page for current subscribers'. Each option includes a brief description and a link to learn more. The dashboard sidebar and top navigation bar are the same as in the previous screenshot.



7. Customize the text on the landing page, and preview what it will look like.

The screenshot shows the BookFunnel user interface for editing a landing page. The top navigation bar includes the BookFunnel logo, a 'Help' link, and an 'Account' dropdown. A left sidebar contains navigation options: Home, Books, Other Media, Certified Mail, Gift a Book, Promotions, Integrations, Sales, Print Codes, Bundles, Pen Names, and Settings. The main content area is titled 'Books / Quick Start Guide Self Publishing (excerpt) (PDF only) / Add New Landing Page'. It features three sections: 'Page Details' with fields for 'Download Page Name' (Quick Start Guide to Self Publishing), 'Expiration Date' (YYYY-MM-DD), and 'Download Limit'; 'Landing Page Settings' with options for 'Page Layout' (BookFunnel Default), 'Page Theme' (BookFunnel White & Gray), and 'Accent Color' (Default), along with a checked 'Include 3D effects on book cover' option; and 'Page Text' with radio button options for 'Page Title', 'Heading 1', 'Heading 2', and 'Page Text'. At the bottom, there are 'Save Download Page', 'Save and Close', and 'Cancel' buttons.



8. Go back to the Books tab, and here you can copy the link created for your landing page!

The screenshot shows the Bookfunnel dashboard for a book titled "Quick Start Guide Self Publishing (excerpt) (PDF only)". The interface includes a sidebar with navigation options like Home, Books, Other Media, etc. The main content area displays book metadata and a table of file uploads. Below the uploads is a "Download Stats" section and a "Landing Pages" table. The "Landing Pages" table has a row for "Quick Start Guide Self Publishing (no email collection)" with a "Link for Readers" column containing "View" and "Copy" buttons. The "Copy" button is circled in orange. Below the table is a section titled "How do you want to share Self-Publishing Quick Start?" with three radio button options.

Filename	Upload Size	Last Updated	File for Readers
COVER LPQuickStart_Cover.jpg	462.7 KB	2020-02-24 06:58pm	
EPUB No file uploaded			
MOBI No file uploaded			
PDF QuickStartGuide2.pdf	209.5 KB	2020-02-24 06:46pm	Download

Page	Link for Readers	Created	Page Stats
Quick Start Guide Self Publishing (no email collection)	View Copy	2020-02-24	1 / 1 / 100

How do you want to share Self-Publishing Quick Start?

I want to send a link to my readers.

I want to send review copies to my ARC team.

I want to join group promos and find new readers.

