

# 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.

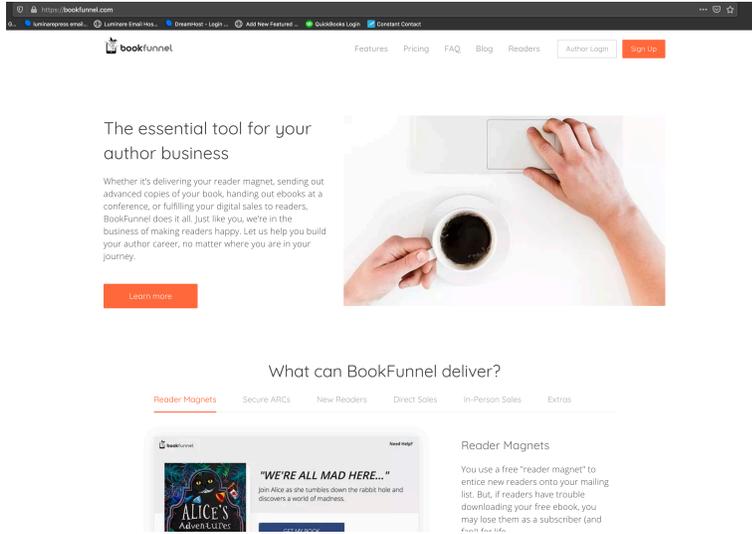
## Direct Sales with BookFunnel

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.

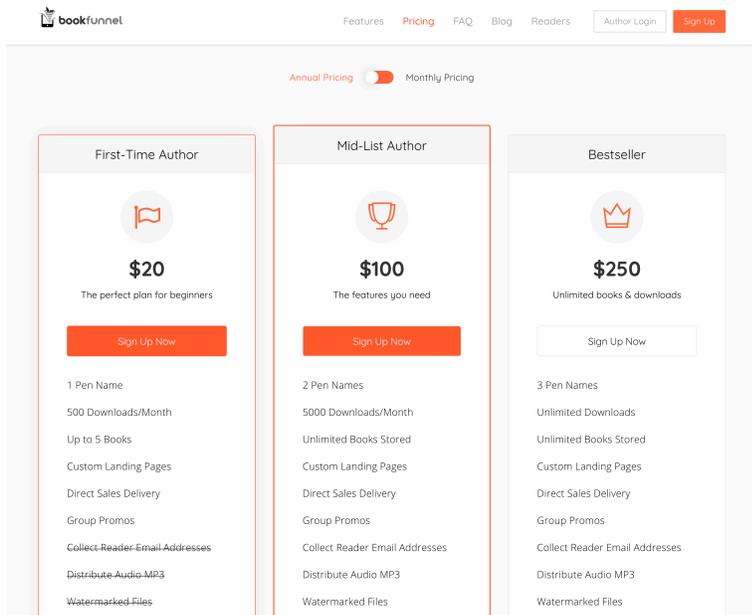


# Account Setup

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



## 2. Select the First-Time Author plan.



### 3. Enter your information.

The screenshot shows the 'Sign Up for BookFunnel' page. At the top left is the BookFunnel logo. On the right, there are links for 'Get the App', 'Blog', 'Features', 'Pricing', 'FAQ', and a 'Login' button. The main heading is 'Sign Up for BookFunnel'. Below it is the 'Your Information' section with four input fields: 'Your Name (for our eyes only)', 'Email Address' (filled with 'nina@luminarepress.com'), 'Password', and 'Confirm Password'. The 'Selected Plan' section shows 'First-Time Author (\$20 for the first year, then \$20 every year after)' selected. The 'Billing Information' section has a card number field. A blue notification box states: '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.' Below this is a checkbox for 'I agree to BookFunnel's terms of service' and a red 'Signup for BookFunnel' button.

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

The screenshot shows the BookFunnel dashboard. At the top is an orange header with the BookFunnel logo on the left, 'Help' and 'Account' on the right. A red 'Add New' button is open, showing a dropdown menu with 'Add New Book', 'Add New Page', and 'Add New Pen Name'. The main heading is 'Welcome to your BookFunnel dashboard!'. Below it is the text 'Let's get your new account set up.' followed by a red link: '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.' On the left side, there is a vertical list of menu items with icons: 'Certified Mail', 'Gift a Book', 'Promotions', 'Integrations', 'Sales', 'Print Codes', 'Bundles', 'Pen Names', and '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.

bookfunnel Help Account

**Add New**

- Home
- Books**
- Other Media
- Certified Mail
- Gift a Book
- Promotions
- Integrations
- Sales
- Print Codes
- Bundles
- Pen Names
- Settings

Books / Quick Start Guide Self Publishing (excerpt) (PDF only) / Add New Landing Page

**Page Details**

**Download Page Name**  **Expiration Date**  **Download Limit**

Click to open the Landing Page Settings and see all the ways you can customize your landing page.

**Landing Page Settings** Preview

**Page Layout**  **Page Theme**  **Accent Color**

Include 3D effects on book cover

**Page Title**  **Button Text**

**Heading 1**

- Do not show a heading
- Use the book's tagline
- Download your copy of ...
- Use a custom heading

**Heading 2**

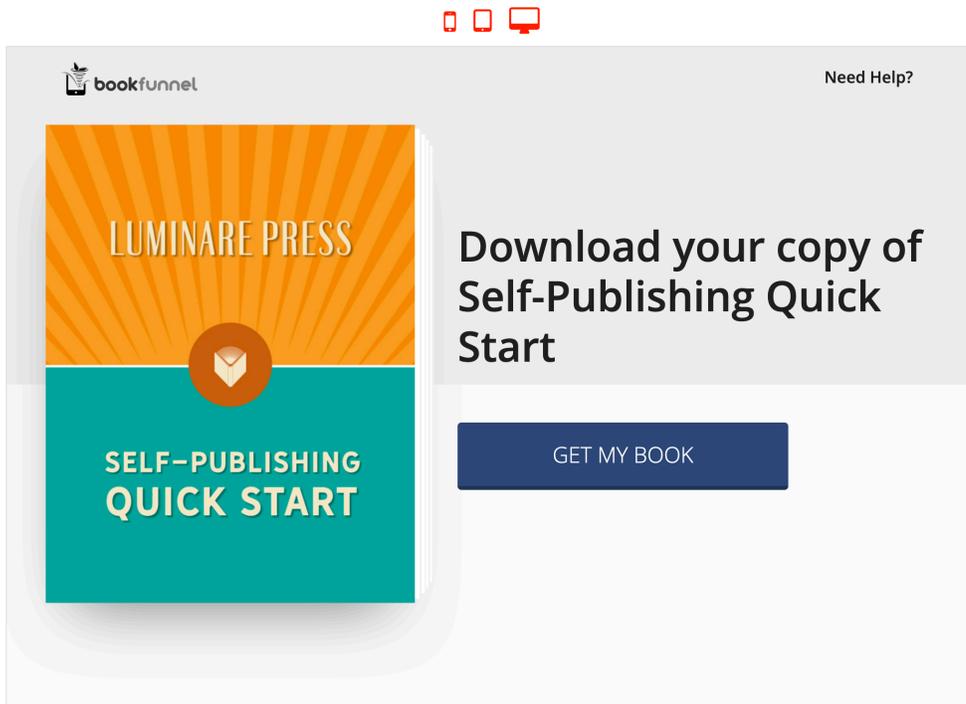
- Do not show a heading
- Use the book's tagline
- Download your copy of ...
- You have X days ...
- Use a custom heading

**Page Text**

- Do not show any page text
- Use the book description on the page
- Use custom text or description on the page

**Advanced Settings**

Save Download Page Save and Close Cancel



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 table, there are sections for "Download Stats" and "Landing Pages". The "Landing Pages" section contains a table with one entry: "Quick Start Guide Self Publishing (no email collection)". The "Link for Readers" column for this entry has a "View" link and a "Copy" icon, which are circled in orange. Below the screenshot, there 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	<a href="#">Download</a>

Page	Link for Readers	Created	Page Stats
<a href="#">Quick Start Guide Self Publishing (no email collection)</a>	<a href="#">View</a> 	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.

