Luminare Press Guides

# 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.

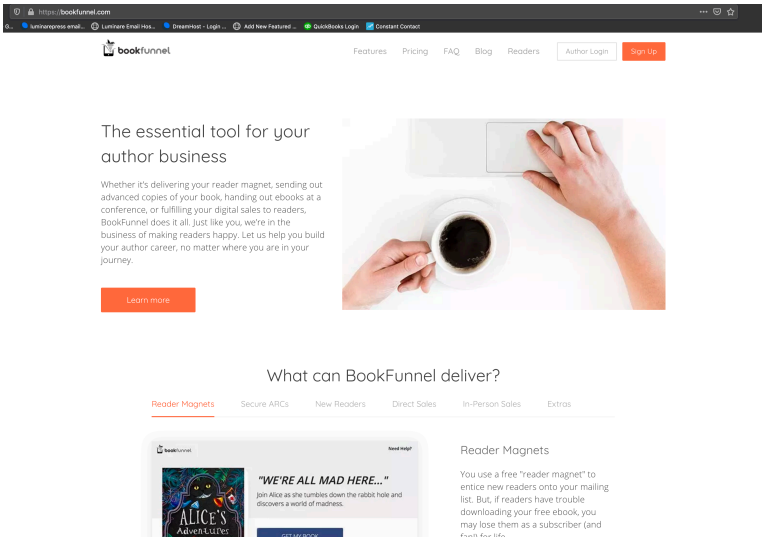
If an author DOESN'T have email signup on their website, the next tier of BookFunnel allows authors to create a giveaway page that collects emails while delivering the free download link.

## Direct Sales with BookFunnel

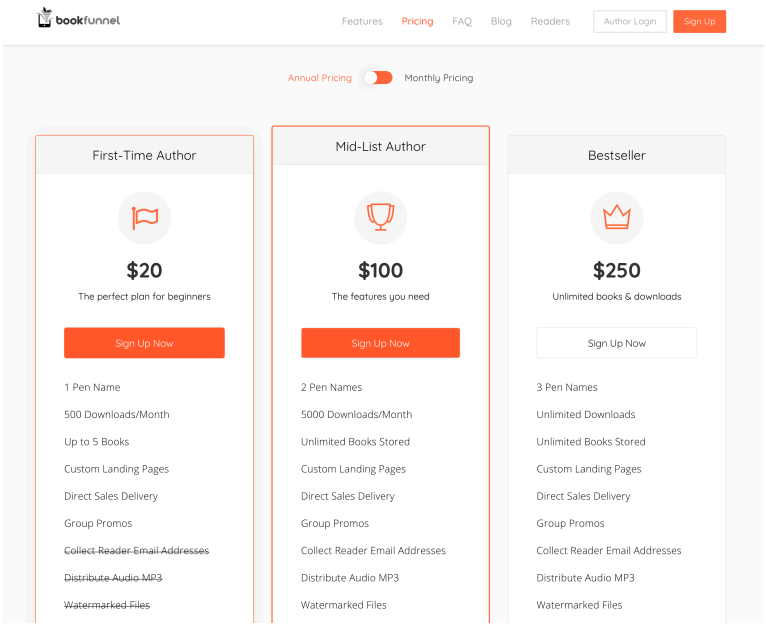
If an author wants to set up direct sales on their website, BookFunnel integrates with direct sales to securely deliver ebooks that can only be downloaded once (this is included even with the $20 author plan). We don't necessarily recommend setting up direct sales for first-time authors due to the fees 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

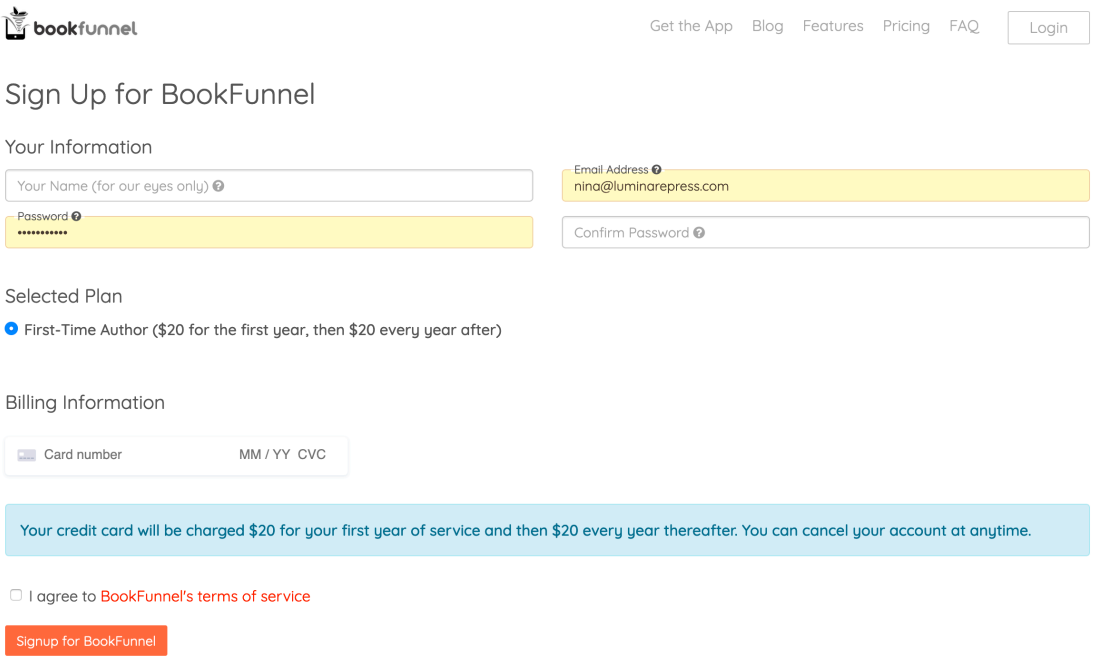
1. Go to bookfunnel.com, and go to Sign Up.



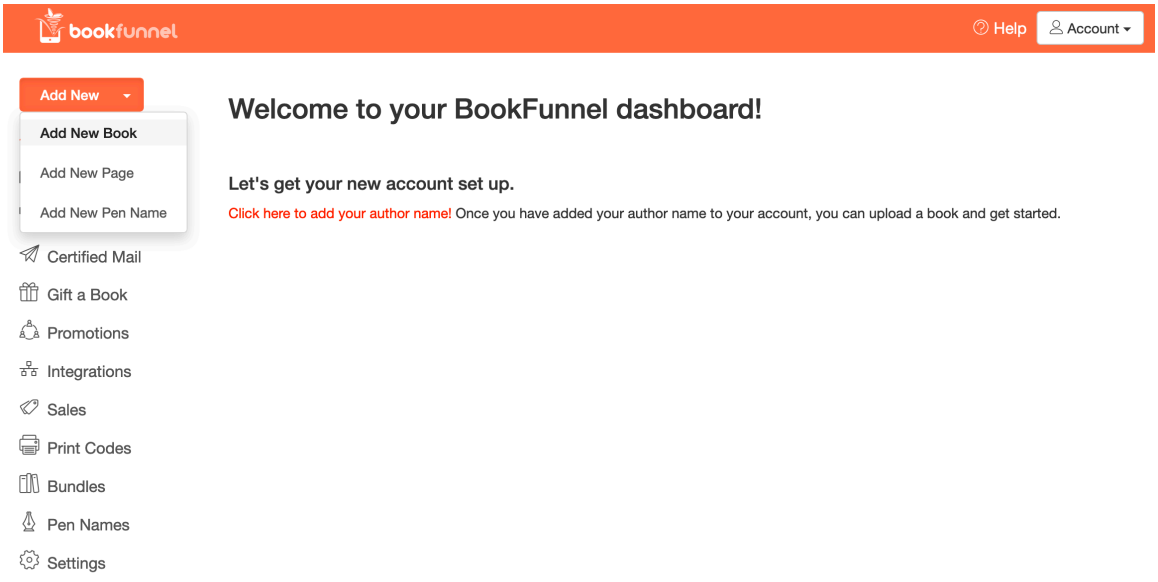

2. Select the First-Time Author plan.



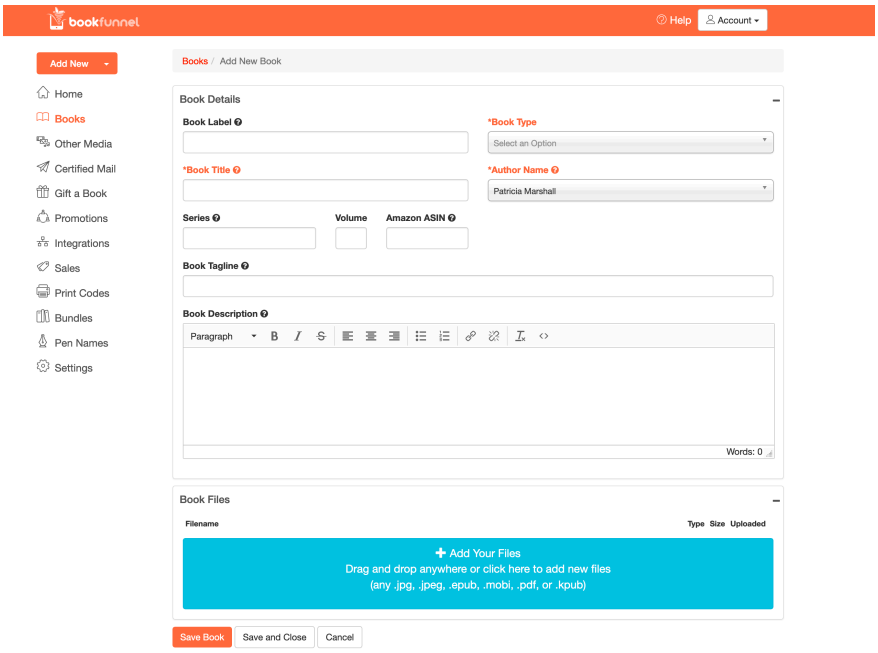
3. Enter your information.



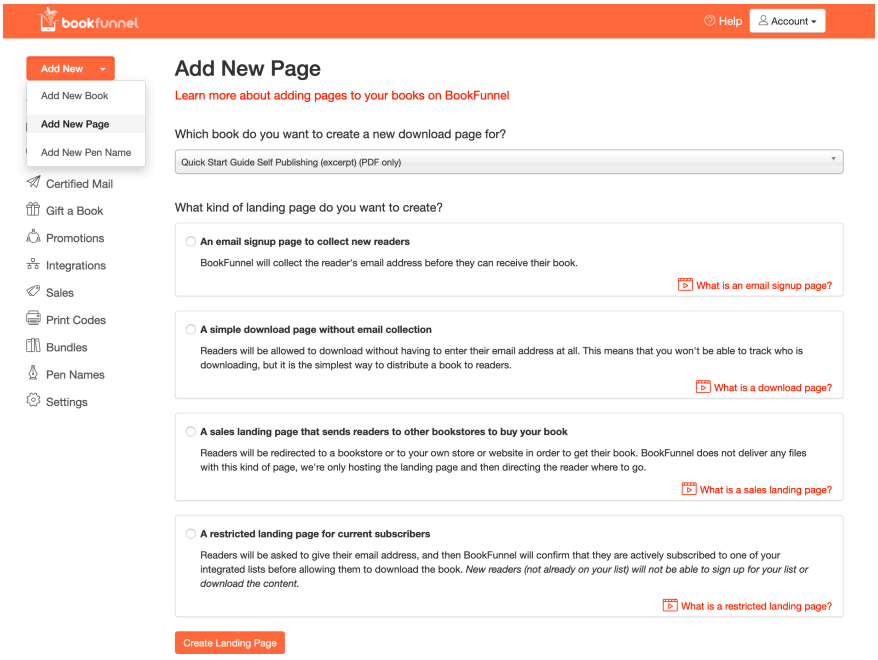

4. On the landing page, Add New Pen Name first.



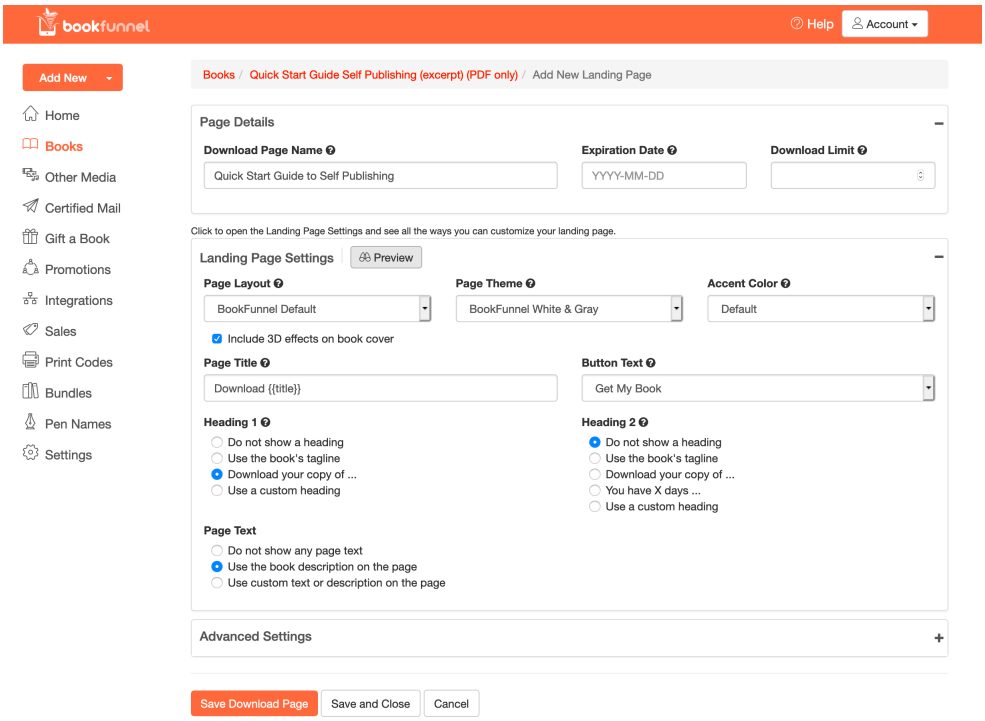
5. After creating the pen name, Add New Book. Add the files and fill in the book's information. You can also upload a cover image here for the book cover preview that will appear on the landing page.

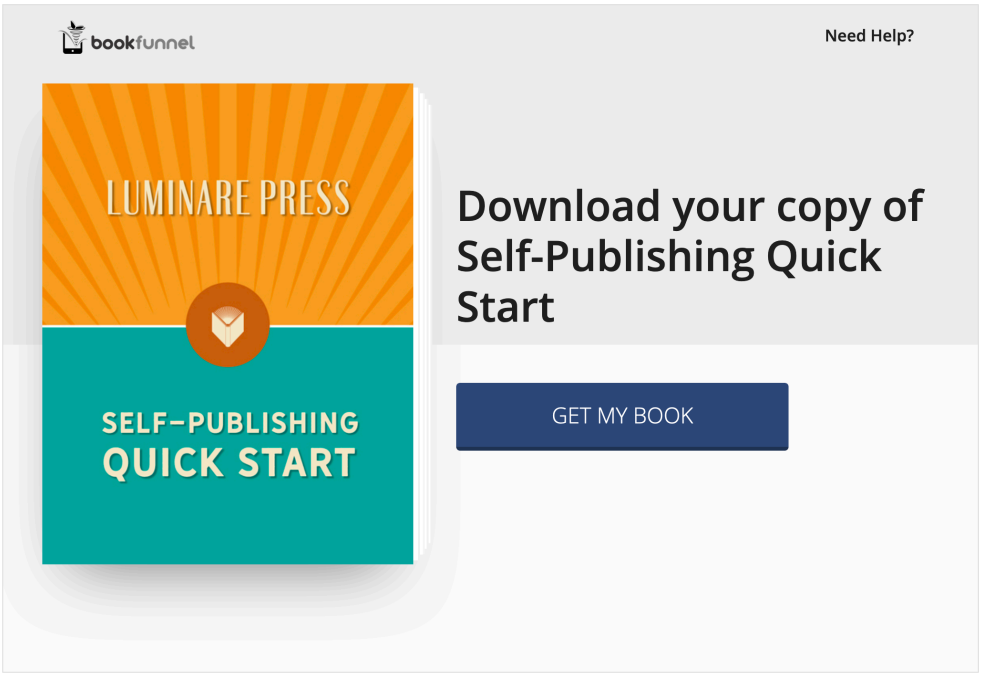
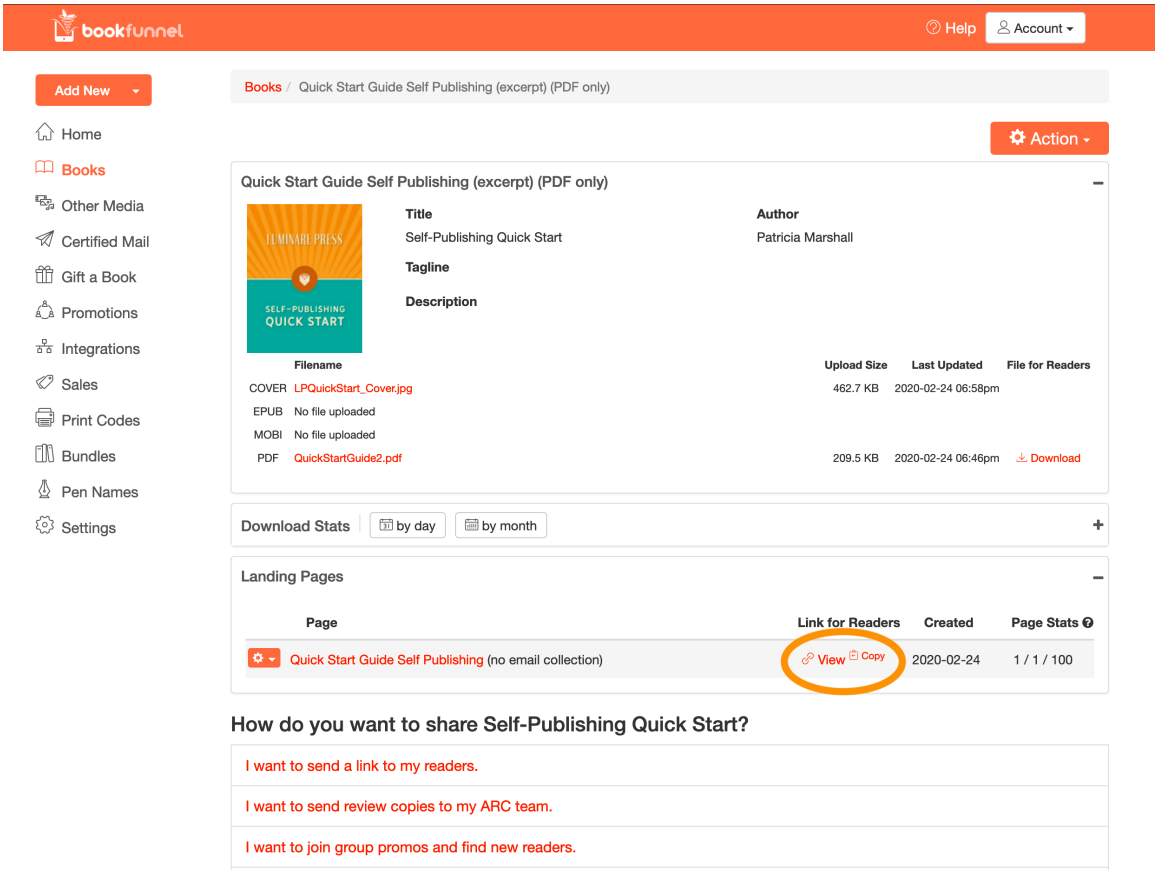



6. A new landing page can now be created with your book and pen name.



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






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