



2021

# AUTHOR'S JOURNAL

What has 2020 taught you about  
your strategy?

# TRAFFIC

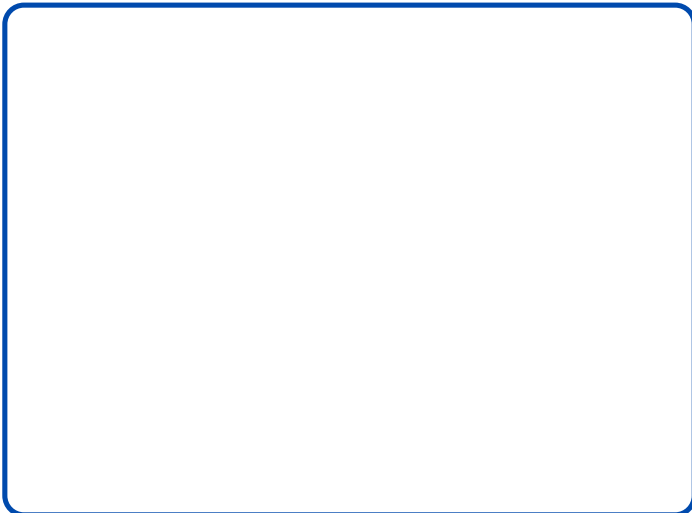
**In which ways you get traffic to your book page?**



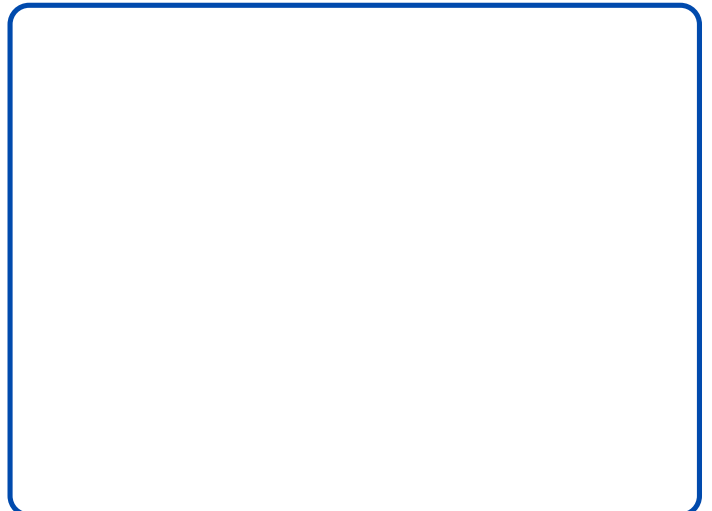
**What're the motivations of the people to click on your book page?**



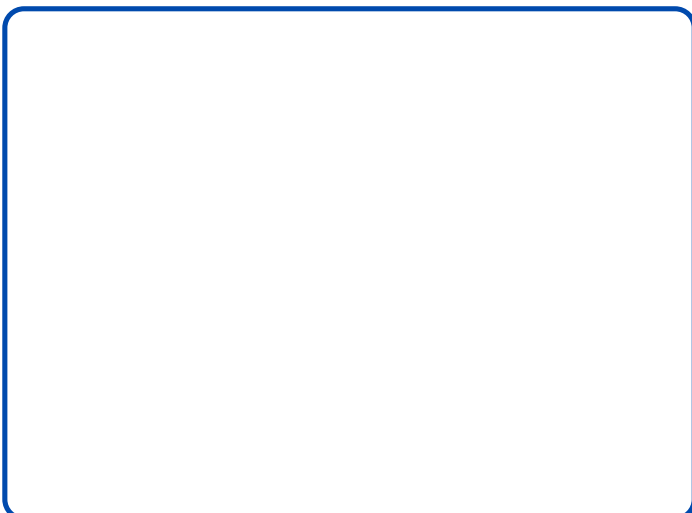
**How do you convert this traffic to small engagement?**



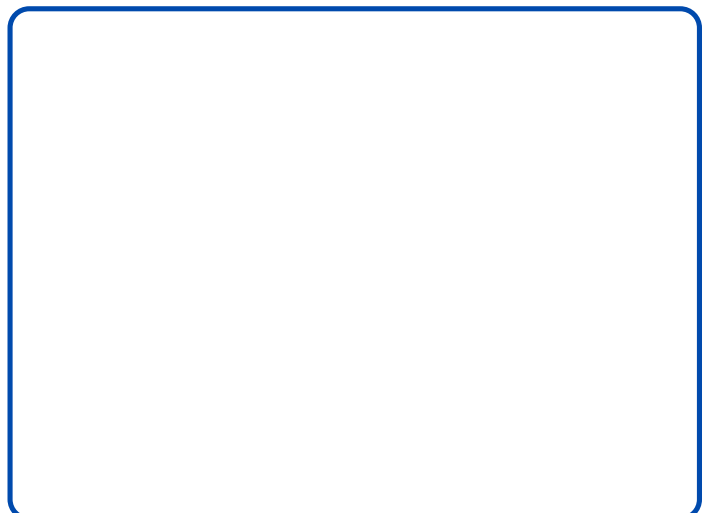
**Where can you get more traffic?**



**What are you doing differently than most of the authors?**



**How much traffic your book can get this year?**



# CONVERSION

**How many percentages of your traffic do you convert?**

**What're the motivations of the people to buy your book?**

**How do you keep this traffic to engage for later if there's no purchase?**

**How can you improve your conversion rate?**

**What are you doing differently than most of the authors?**

**How many books do you plan to sell this year?**



# ENGAGEMENT

**How many of your readers do you think you engage?**

**What are you doing to build engagement with your readers?**

**What're the motivations of the people to become your avid readers?**

**How can you improve engagement?**

**What are you doing differently than most of the authors?**

**How many fans do you plan to get?**

