



Sell More Books with Samples

**How to Engage Readers with Instant Excerpts,
Buying and Sharing**

Books Fighting for Attention

- **People are now online all day**
 - Using laptops and mobile devices for about 5.8 hours a day
 - Streaming audio and video for 6.2 hours a day
- **Binge-watched video and news** dominate the cultural conversation
- Time for **books is squeezed by other media**

To compete, book marketing must be digitally effective!

Discovery Alone \neq Sales!

- Social media chatter **doesn't convert to sales**
- Readers will give your book **one click at most** so make it count!

What's the solution?

Give Readers Instant Access

TextCafe Book Samples

- Read immediately upon online discovery
- One-click to buy or share
- Proven sales results

Let your book sell itself!

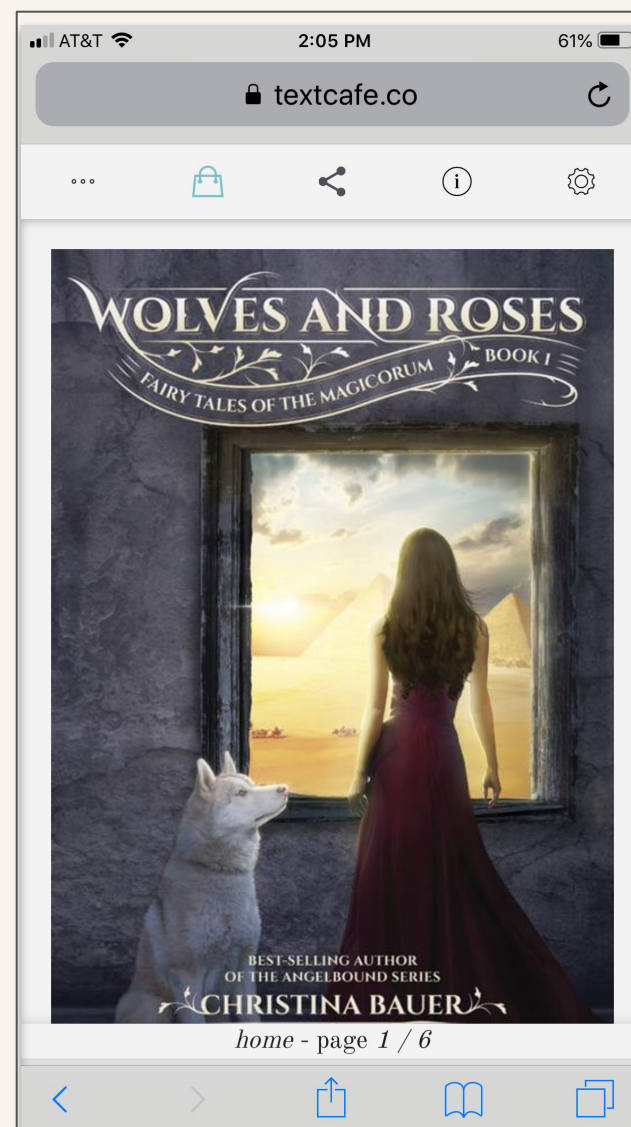


Samples Drive Engagement

Each **Mobile-friendly** Sample

- **Opens instantly** in any browser;
No download or app to launch
- **Features one-click purchase links** to any retailer or website
- **Includes share links** to any social network with custom messaging

**Enabling readers to
engage deeply and buy!**



You Control Everything

- % of Book in sample
- Store links and direct sales
- Descriptions of book, author, and publisher
- Social Networks for sharing
- Customized Messages for social media

to Sell more Books!



Easy to Create & Track

- Automatic sample creation from EPUB and ONIX
- Unique URL for each book works in tweets, posts, email and on websites
- Simple web dashboard manages assets and measures activity




Social Media Samples



Marketplace **Martin Hensel** Just now · 🔒




Love Eileen Erin's series.



SHATTERED
PACK

BOOK SIX OF THE ALPHA GIRL SERIES
USA TODAY BESTSELLING AUTHOR
AILEEN ERIN

TEXTCAFE.CO
Shattered Pack
Meredith Molloney never thought she'd find a mate, let alone someone like Donovan Murry

 Like  Comment  Share



Tweets **Tweets & replies** **Media**

 **TextCafe** @textcafe.com · 37s
Meredith Molloney never thought she'd find a mate, let alone someone like Donovan Murry— one of the most powerful Alpha werewolves



SHATTERED
PACK

BOOK SIX OF THE ALPHA GIRL SERIES
USA TODAY BESTSELLING AUTHOR
AILEEN ERIN

Shattered Pack
Meredith Molloney never thought she'd find a mate, let alone someone like Donovan Murry
textcafe.co

Samples Drive Results

Four books from recent testing	Rum Runner (Romance)	Twentieth of January (Thriller)	Servant of Underworld (Science Fiction)	Shattered Pack (YA Fantasy)
Unique Readers of Sample	394	72	52	35
Purchase Clicks	55	29	20	9
% of Readers	14%	40%	38%	26%
Share Clicks	30	22	19	19
% of Readers	8%	31%	50%	52%

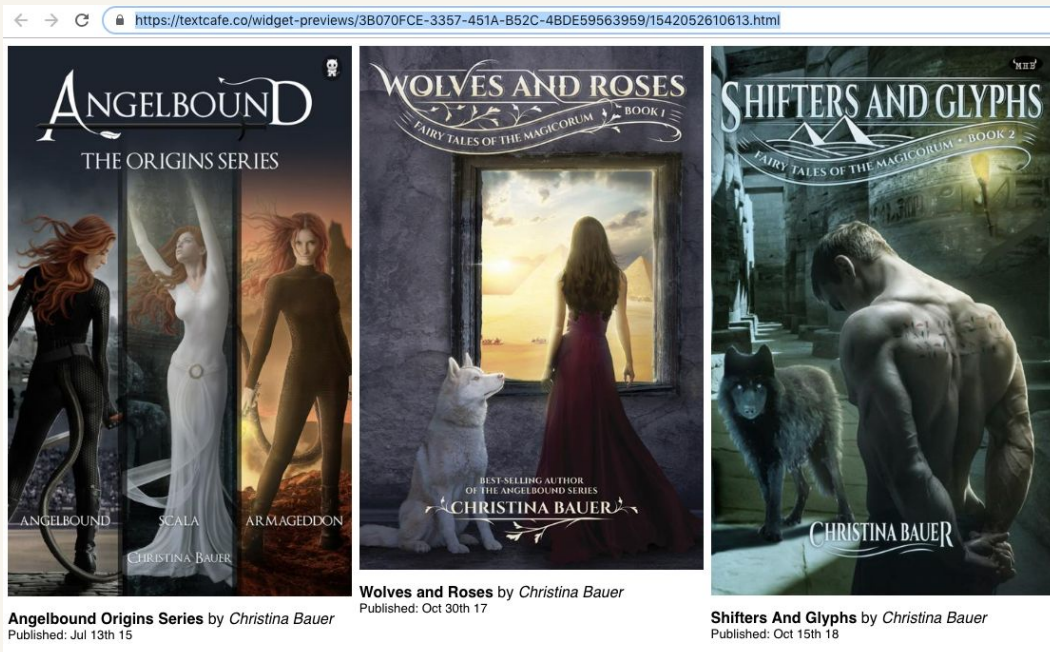
Many Platforms and Options

- On social networks, provide a first chapter, with custom buy and share links
- On a website, offer a 10% sample with a buy link to your own store and custom share links
- In targeted email, offer an excerpt for a limited time, with custom buy and share links

Dynamic Book Cover Galleries

For Email

For Websites



Desktop

Mobile

Inbox

MailChimp Campaigns with Book Samples

Now every publisher can improve email conversion with book samples for instant preview by readers.

Here is an example:

The image shows three book covers side-by-side. The first is 'Angelbound: The Origins Series' by Christina Bauer, featuring three women in black, white, and red outfits. The second is 'Wolves and Roses: Fairy Tales of the Magicorum - Book 1' by Christina Bauer, featuring a woman in a red dress looking out a window at a sunset, with a white wolf in the foreground. The third is 'Shifters and Glyphs: Fairy Tales of the Magicorum - Book 2' by Christina Bauer, featuring a man with a wolf's head and a woman in a red dress.

Controls include:

- Choose Publisher, Imprint or Author
- Set the number of titles to be included
- Decide cover Image width %
- Subset by BISAC Subjects or Publication Date Range
- Order by Title, Author or Publication Date

30 Day Free Trial

- Every INscribe title becomes a sample
- Each sample is available **at no charge** for 30 days
- Each Publisher has **private Dashboard account**
- TextCafe & INscribe provide **customer support**
 - To help deploy samples on social, email & web
 - To learn/share best practices

**You only pay if you choose to
continue to use your samples!**



Pricing

Active Samples	Front list Titles	Backlist Titles*
0-20	\$3.50 /title/month	\$1.50 /title/month
20-200	\$3.10 /title/month	\$1.35 /title/month
200-1000	\$2.65 /title/month	\$1.15 /title/month
1000-5000	\$2.20 /title/month	\$.95 /title/month
5000+	\$1.75 /title/month	\$.75 /title/month

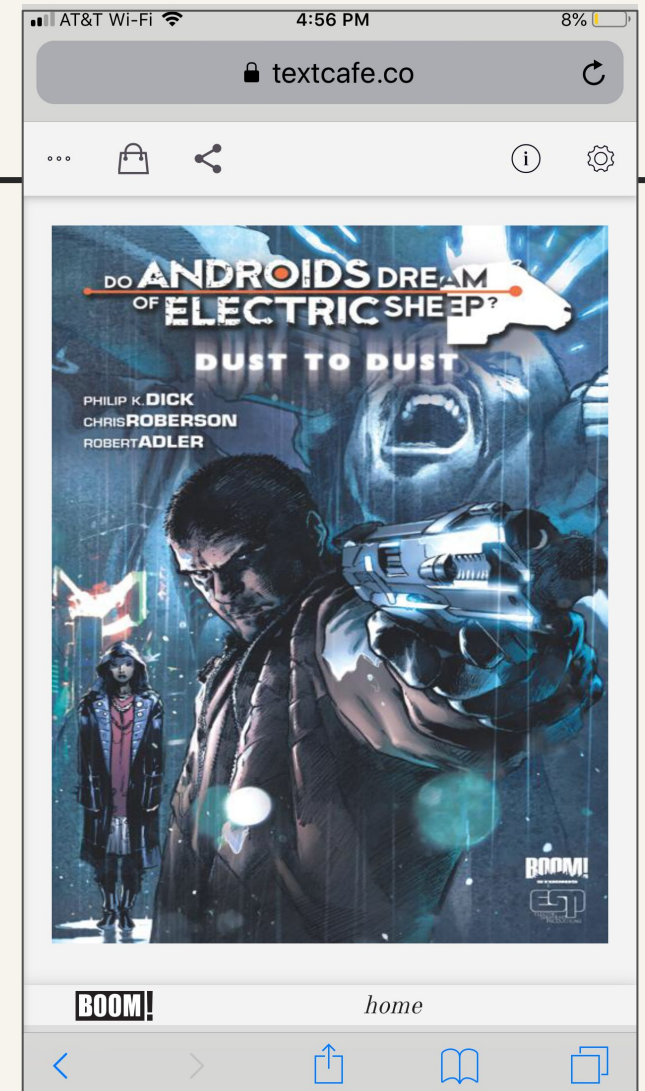
* Publication Date older than 24 months from current month



Samples Sell

- Engage Readers Online
- One-Click Buying & Sharing
- You Control Everything
- Easy to Create
- Get Immediate Results

Get Started Today!





Contact Info:

TextCafe

www.textcafe.com

Martin Hensel, CEO

508-654-8520

martin@textcafe.com

**Let us help you sell
more books!**

