



Before You Publish

What is your author goal?



So you've written
a book...

Now you have to

SELL IT

Take Off Your Author Hat

- Put on your business hat
- If you want to sell, you need to treat it like a business
- A book is a **product**
- You need to do market research
- You can go cheap, but...

Do you want people to read it?

- You get what you pay for
 - Beware of Fivvr, there's a lot of stolen art
 - Many authors sideline as “editors”
- If the cover looks DIY, people assume the book is poor quality
- Bad grammar + many typos = bad reviews
- **With over 2700 new books being added to Amazon DAILY, if you put out crap it will get lost in the crowd**

Costs of Indie Publishing

- Content Edit 0.03 per word
- Copy Edit 0.018 per word
- Proofreading 0.01 per word
- Cover
 - Premade \$50-250
 - Custom \$250-500
- Formatting \$150
- Marketing:



A warning...

Publishers pay YOU, not the other way around

- “We love your book! Just send us \$5000...”
- This is a VANITY PRESS
- They will not properly edit or market your book
- **PUBLISHERS PAY YOU**
- Paying for a specific service (like editing or a cover) is fine. Do NOT pay for “publishing”

Revising Your Manuscript

Self Edit

Critique
Partners

Professional
Edit

Professional
Proofread



```
graph LR; A[Self Edit] --> B[Critique Partners]; B --> C[Professional Edit]; C --> D[Professional Proofread];
```


Types of Editing

Editorial Freelancers Association Rate Guidelines

Content

- AKA Structural/Developmental
- Plot (fiction)
- Structure (nonfiction)
- If you can't afford, use beta readers

Line/Copy

- **Line** focuses on prose and style
- **Copy** focuses on mechanics
- Consistency
- Typos
- Inaccuracies

Proofread

- Last minute check
- Catches anything the copy edit missed

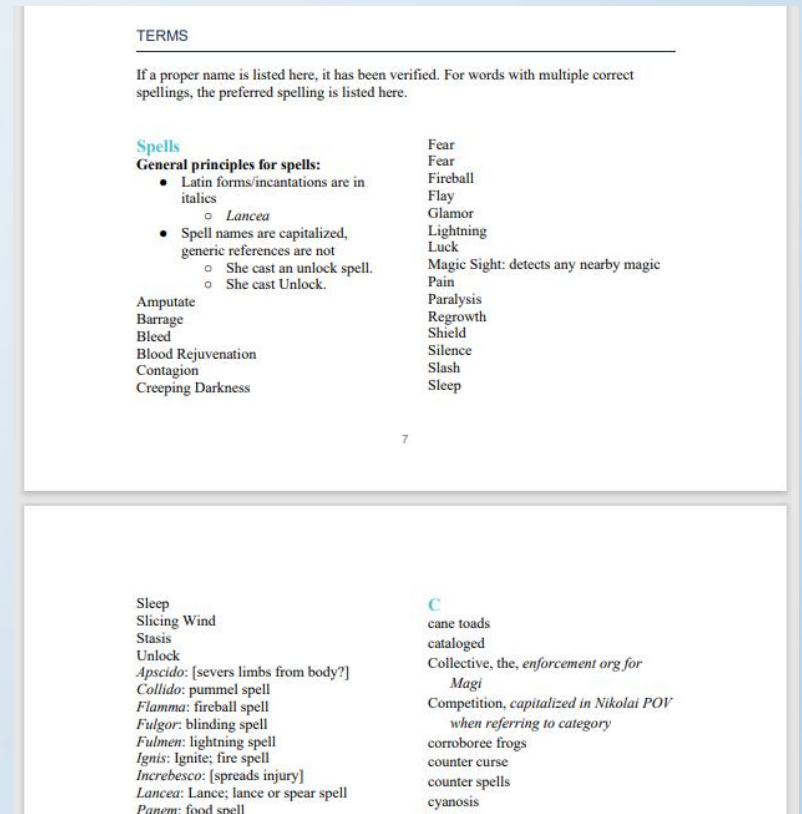
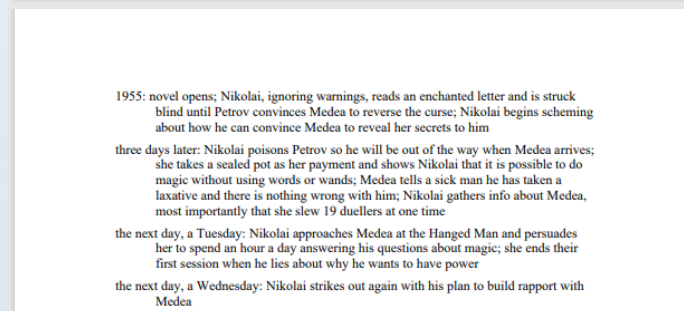
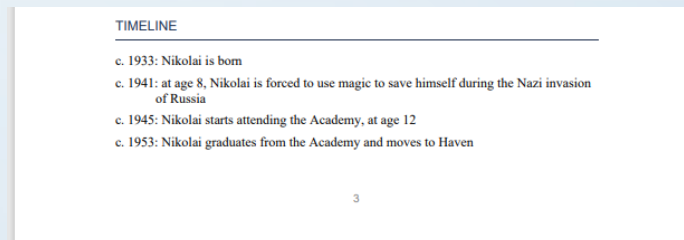
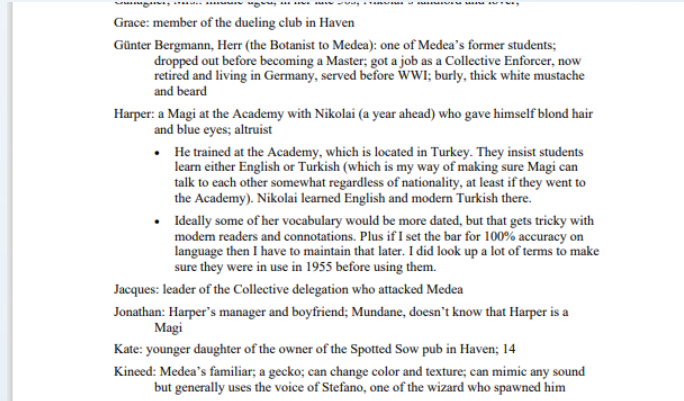
But I don't want them to change my work!

- It's **your** book
- They help you make it better
- They make suggestions; you choose what to implement
- Most editors will do a sample so you can see if they're a good fit

Finding an Editor

- Ask a friend
- Check the copyright page to see if the editor is credited (this works for cover artists too)
- Read the Look Inside sample on Amazon to make sure the editor is decent
- Try [Reedsy.com](https://www.reedsy.com) (these people are more expensive, but they're all vetted by humans)
- Be cautious of authors offering editing as a side gig

Working with an Editor



KT

Kristen Tate

Chicago Manual of Style, used by most book publishers, calls for using an apostrophe *s* after names ending in *s*. Magazines and newspapers mostly use AP Style, which calls for just the apostrophe. If you have strong feelings against adding the final *s*, we can do without it as long as it is consistent throughout the book. Let me know your preference.

February 24, 2020, 10:43 AM

Reply

KT

Kristen Tate

To style these lines in Vellum, you'll want to make them an "alignment block" and then choose left-align. That way, any special treatment you use for the first line (like an initial capital or small caps) will be applied to the first line of the chapter rather than to this line.

February 24, 2020, 9:22 AM

Reply

KT

Kristen Tate

In chapter 2, you note that Mrs. G is in her early 60s. That might be considered middle-aged today but probably would not have been in 1955.

Reply

KT

Kristen Tate

Love this line!

Reply

KT

Kristen Tate

Because you are shifting topics here, I think this sentence needs to be expanded. This could be simple:

"It had been harder to find a Useful mentor."

Or a bit more complex:

"So finding an apartment in Haven hadn't turned out to be too difficult. Finding a Useful mentor was harder."

February 24, 2020, 10:47 AM

Reply

contains a variety of magics, including healing, fortune-telling, astronomy, tattoo—"

"But certainly there are spells designed only for harm? Bleed, Fear, Flay . . ." It would have been funny if it hadn't been so frustrating. He'd been dying to get Medea as a mentor, and here she was rambling about tattoos and tribes, and her magical library had a section on music.

~~"But certainly there are spells designed only for harm? Bleed, Fear, Flay . . ."~~

KT

Kristen Tate

If you are going to use the em dash above to signal an interruption, then you need to have the dialogue line come immediately after. I think this rearrangement works, but if you'd prefer to have the interior bit first, then I'd just change "tattoo—" to "tattooing, and so on."

March 05, 2020, 2:06 PM

Reply

187

Know Your Genre

- Ask your editor
- Ask your beta readers
- It may not be exact, especially if this is your first book, so pick the **most prominent genre**
- Study other indie books in your genre
- Find comp titles (books like yours), save them in a folder
- Familiarize yourself with the genre conventions
- Look at what's selling

Categories

- On Amazon, you get 3
- Ebooks and print books have different categories!
- Searching your categories is also how you research your genre
- Spend some time doing this!
- Familiarize yourself with the covers, tropes, blurbs, price points, etc.
- Look at the best sellers
- Beware of books that say **Sponsored**. These are ads. You want to look at books that are there naturally.

How to Find Categories on Amazon

The screenshot shows the Amazon Books homepage. Red annotations highlight the following elements:

- A red arrow points to the Amazon logo.
- A red circle highlights the "All" menu icon in the top navigation bar.
- A red circle highlights the "Books" link in the top navigation bar.
- A red arrow points to the "Kindle & Audible" section in the left sidebar.
- A red circle highlights the "Kindle eBooks" link within the "Kindle & Audible" section.

The main content area features a "Books at Amazon" header, an "amazon book clubs" banner, and a "Read with Sarah Selects" promotion. Below these are sections for "Popular in Books", "More in Books", "Textbooks", and "Kindle & Audible". The "Kindle & Audible" section includes links to "Kindle eBooks" and "Kindle Deals". The "Prime Reading" section is also visible at the bottom left.

How to Find Categories on Amazon

The screenshot shows the Amazon homepage with the Kindle Books category menu open. The menu lists various book categories, and the background features a promotional banner for Kindle books with a discount of up to 80%.

amazon Hello **Select your address** Kindle Store Search Amazon

All Clinic Best Sellers Customer Service Amazon Basics New Releases Prime Music Today's Deals Books Registry Fash

Buy a Kindle Kindle eBooks Kindle Unlimited Prime Reading Best Sellers & More **Categories** Kindle Vella Amazon Book Clubs Kindle Book Deals Kindle

Kindle Books

[Kindle Unlimited](#) | [Prime Reading](#) | [Kindle Book Deals](#) | [Best Sellers & More](#) | [Comics & Graphic Novels](#) | [Kindle](#)

[Books by Feeling](#) | [Book Merch Shop](#) | [Hispanic and Latino Voices](#) | [New Year](#)

Up to 80%

Kindle Books

- Arts & Photography
- Business & Money
- Comics, Manga & Graphic Novels
- Cookbooks, Food & Wine
- Education & Teaching
- Foreign Languages
- History
- Law
- Literature & Fiction
- Mystery, Thriller & Suspense
- Parenting & Relationships
- Reference
- Romance
- Science Fiction & Fantasy
- Sports & Outdoors
- Travel
- Biographies & Memoirs
- Children's eBooks
- Computers & Technology
- Crafts, Hobbies & Home
- Engineering & Transportation
- Health, Fitness & Dieting
- Humor & Entertainment
- LGBTQ+ eBooks
- Medical eBooks
- Nonfiction
- Politics & Social Sciences
- Religion & Spirituality
- Science & Math
- Self-Help
- Teen & Young Adult

Inspired by your browsing history

Emma Mieko Candon
The Archive Undvina



Kindle Unlimited

☐ Kindle Unlimited Eligible

Prime Reading

☐ Prime Reading Eligible

comiXology Unlimited

☐ comiXology Unlimited Eligible

Great on Kindle

☐ Great on Kindle Eligible

Audible Narration

☐ eBooks with Audible Narration

New Releases

Last 30 days

Last 90 days

Coming Soon

Department

< Kindle Store

< Kindle eBooks

Science Fiction & Fantasy

Fantasy

Science Fiction

Author

- ☐ Rebecca Yarros
- ☐ Sarah J. Maas
- ☐ Christina Lauren
- ☐ Justin Cronin
- ☐ Dean Koontz
- ☐ Beth Cato

Science Fiction & Fantasy

Explore Kindle Book Store for Science Fiction, Fantasy, Best Sellers, and read our SF & F Blog.



Dungeons & Dragons

Featuring Dragonlance, Journeys Through the Radiant Citadel, Call of the Netherdeep, and more

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Highly rated

Sponsored



Pet Psychic Magical Mysteries: The Comple...

Erin Johnson

★★★★★ 384

Kindle Edition

\$0.99



Rebel Slave (Rebel Slave Saga Book 1)

Richard Davis

★★★★☆ 127

Kindle Edition

\$2.99



Found by the Barbarian: Primal Moon Barbarian...

Iona Strom

★★★★★ 307

Kindle Edition

\$3.99



The Victorious Redemption Complete...

Michael Anderle

★★★★☆ 107

Kindle Edition

\$0.99



The New World: A LitRPG Apocalypse Adv...

Monsoon117

★★★★★ 589

Kindle Edition

\$4.99



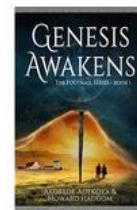
The Defense of the Commonwealth (Perse...

John Spearman

★★★★☆ 175

Kindle Edition

\$9.99



Genesis Awakens: An Action Adventure Fant...

Akorede Adekoya

★★★★★ 356

Kindle Edition

\$0.99 prime



Any Hero (Hidden)

Jenny S.

★★★

Kindle E

\$3.99



Dungeons & Dragons

Department

< Kindle Store

< Kindle eBooks

< Science Fiction & Fantasy

Fantasy

Action & Adventure

Alternative History

Anthologies & Short Stories

Arthurian

Christian Fantasy

Classics

Coming of Age

Dark Fantasy

Dragons & Mythical Creatures

Epic

Fairy Tales

Gaslamp

Historical

Humorous

LGBTQ+ Fantasy

Metaphysical & Visionary

Military

Myths & Legends

New Adult & College

Paranormal & Urban

Romantic

Superhero

Sword & Sorcery

TV, Movie, Video Game Adaptations

Product details

Publisher : Saga Press; Reprint edition (March 17, 2020)

Language : English

Paperback : 224 pages

ISBN-10 : 1534430997

ISBN-13 : 978-1534430990

Item Weight : 6.4 ounces

Dimensions : 5.5 x 0.6 x 8.25 inches

Best Sellers Rank: #178 in Books (See Top 100 in Books)

#3 in [Science Fiction Romance \(Books\)](#)

#3 in [Time Travel Fiction](#)

#17 in [Romantic Fantasy \(Books\)](#)

Customer Reviews: 4.3 ★★★★★ ∨ 10,760 ratings

Product details

ASIN : B0BT9W3ZS2

Publication date : June 2, 2023

Language : English

File size : 2622 KB

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

X-Ray : Not Enabled

Word Wise : Enabled

Sticky notes : On Kindle Scribe

Print length : 372 pages

Page numbers source ISBN : B0C5M6YGTM

Best Sellers Rank: #1 in Kindle Store (See Top 100 in Kindle Store)

#1 in [Billionaire Romance](#)

#1 in [Literature & Fiction \(Kindle Store\)](#)

#1 in [Contemporary Romance \(Books\)](#)

Customer Reviews: 4.5 ★★★★★ ∨ 226 ratings

Product details

ASIN : B00DUFCHVM

Publisher : Unputdownable (January 3, 2014)

Publication date : January 3, 2014

Language : English

File size : 1229 KB

Simultaneous device usage : Unlimited

Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

X-Ray : Enabled

Word Wise : Enabled

Sticky notes : On Kindle Scribe

Print length : 344 pages

Best Sellers Rank: #25,312 in Kindle Store (See Top 100 in Kindle Store)

#132 in [Crime Action Fiction \(Kindle Store\)](#)

#142 in [Crime Action & Adventure](#)

#242 in [War & Military Action Fiction \(Books\)](#)

Customer Reviews: 4.0 ★★★★★ ∨ 18,102 ratings

Keywords

- Amazon gives you 7
- Keywords are not words – **they are phrases people search for**
 - billionaire romance
 - zombie books
 - cookbook
- People tend to start vague and tack stuff on at the end
 - billionaire romance age gap
 - zombie books for kids
 - cookbook healthy instapot

Publisher Rocket - \$97 (forever)

- Helps find categories and keywords

PUBLISHERROCKET

[Home](#) [Keyword Search](#) [Competition Analyzer](#) [Category Search](#) [AMS Keyword Search](#) [Tutorials](#)

romance age gap × age gap romance ×

+ New Search

Export

Keyword	Average Pages	Number Of Competitors	Average Price	Average Monthly Earnings	Est. Amazon Searches/Month	Competitive Score	
romance age gap	236	1,000	\$ 3	\$ 5,598	1,353	61	≡
romance age gap hea	120	1,000	\$ 2	\$ 667	1,730	45	≡
romance age gap free book	171	474	\$ 0	\$ 0	3,578	65	≡
age gap romance	249	1,000	\$ 4	\$ 6,147	9,360	95	≡
age gap romance older man	169	1,000	\$ 3	\$ 462	1,177	52	≡
reverse age gap romance	212	1,000	\$ 4	\$ 549	<100	40	≡
age gap biker romance	-	-	-	-	-	-	Q

Your Cover is
**THE MOST
IMPORTANT**
Piece of Marketing
You Have

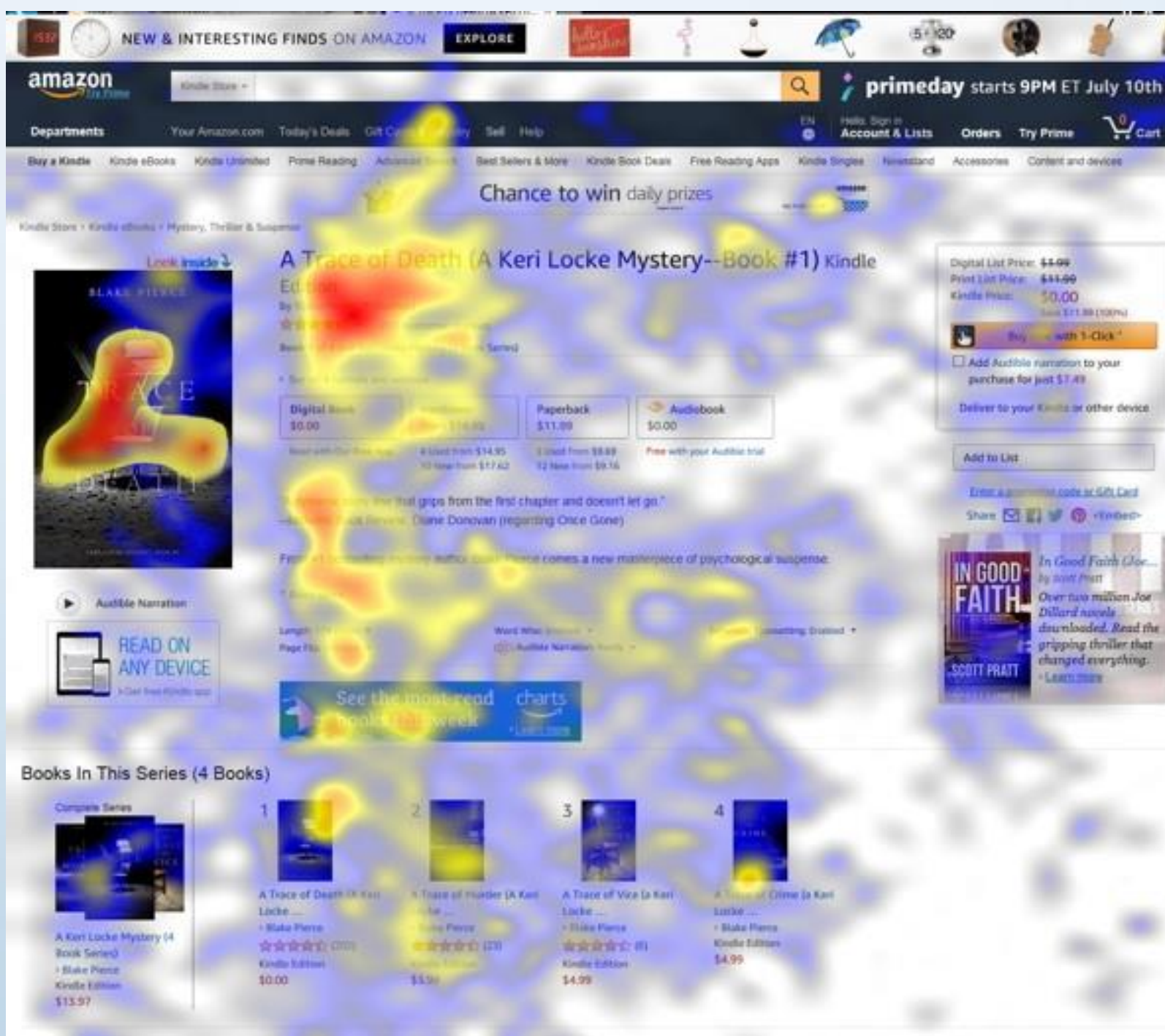


Image courtesy of
writingforaliving.us

Top things
readers
looked at:

1. Cover
2. Title
3. Rating
4. Price

Your Cover is
**THE MOST
IMPORTANT**
Piece of Marketing
You Have

THE JOB OF THE COVER IS TO SELL THE BOOK

(or at least get people to read your blurb)

- EVERYONE judges a book by its cover
- It's the first thing readers see
- Cover signals the **genre** and elicits **emotion**
- The goal is to remind them of some other book they read and enjoyed
- It does this with genre conventions

KNOW YOUR GENRE

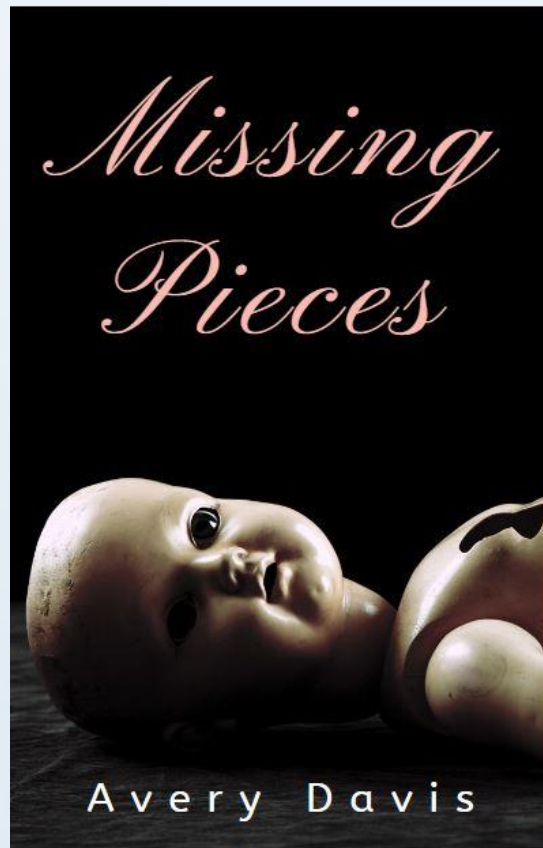
- Covers can be great and still hurt you, if the genre is wrong
- You want to attract the **right reader** – someone who will enjoy your book
- If your cover promises one thing and the book delivers another, readers will be disappointed

Examples of mismatch:

- Sweet romance cover on a steamy book
- Wrong genre (they wanted fantasy and got sci fi)
- Wrong typography

Typography Matters

See Derek Murphy's genre fonts
(<https://diybookcovers.com/BestFontsByGenre.pdf>)



Typography

Serif

Romantica Serif

Elephant

CINZEL

KOMMISAR

Sans Serif

Gill Sans Nova

Bahnschrift Condensed

LilyUPC

MODERNO SANS

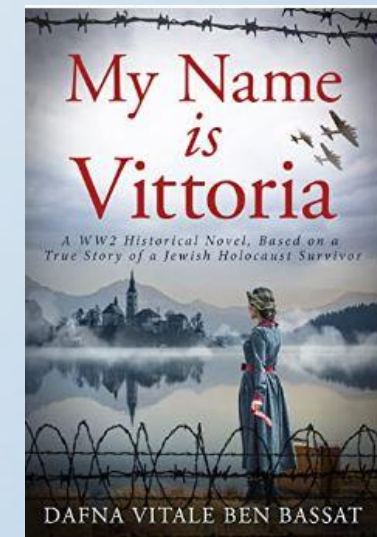
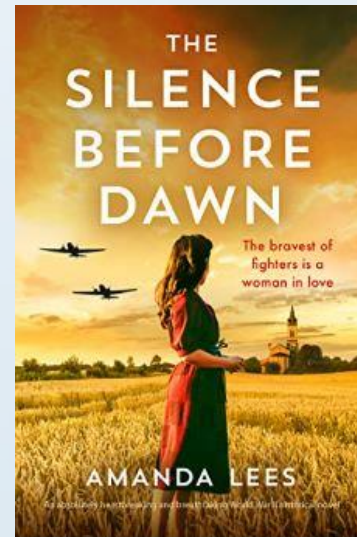
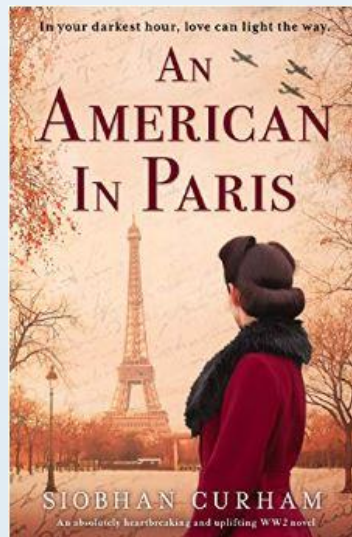
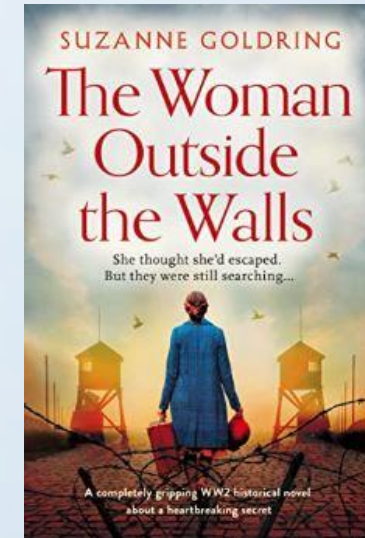
Like a font?

- What the Font? (<https://www.myfonts.com/pages/whatthefont>)
- What Font is This? (<https://www.whatfontis.com/>)

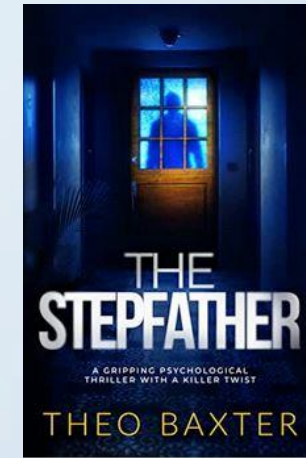
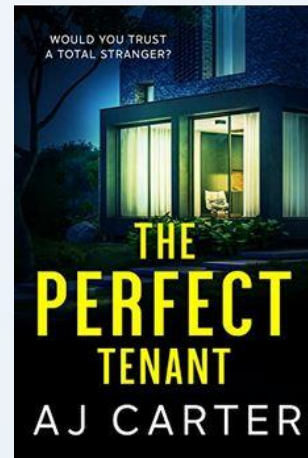
Urban Fantasy



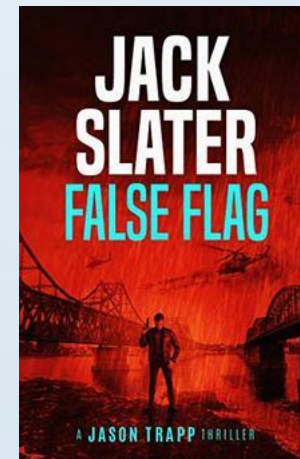
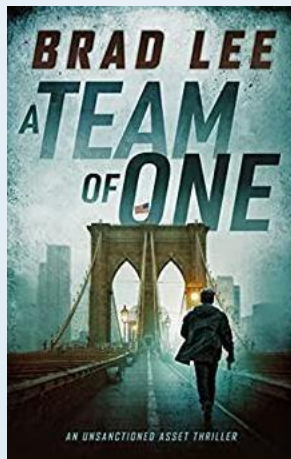
WWII Historical Women's Fiction



Psychological Thriller

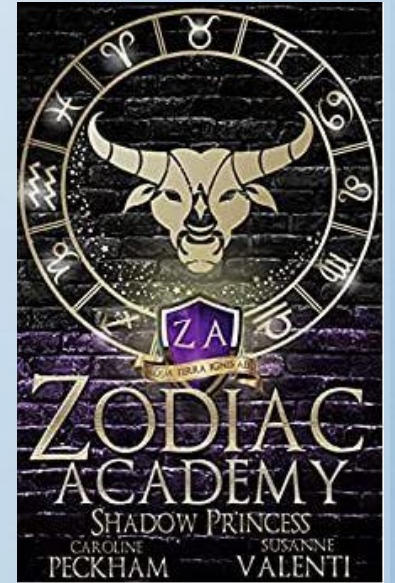
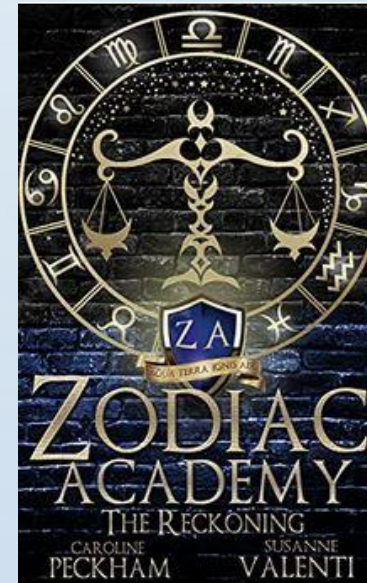
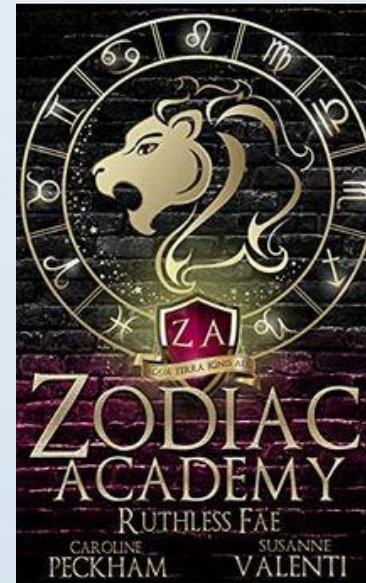
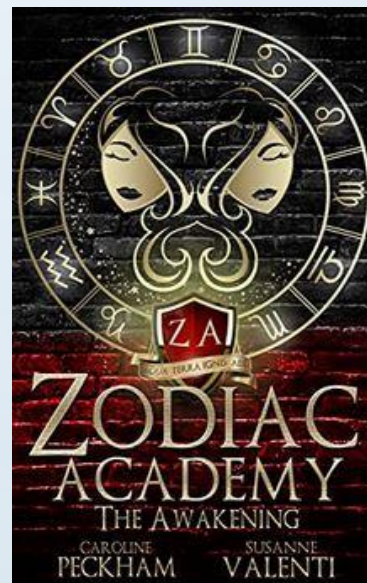


Spy Thriller



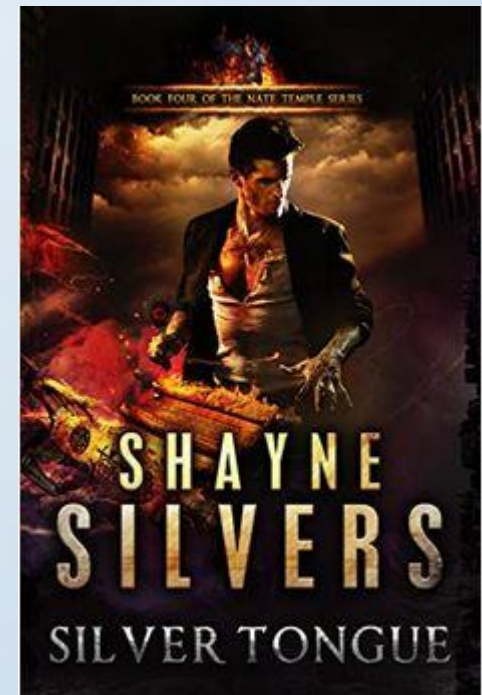
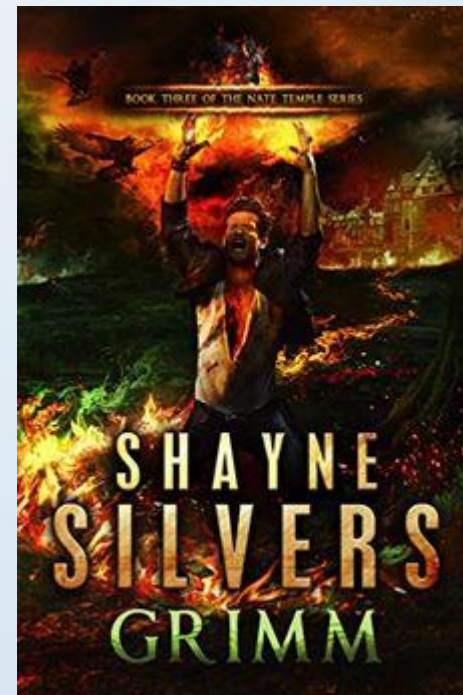
Branding

- Should be OBVIOUS a book is part of the series
- Match Style, Font, Layout
- Designers often offer a discount on series



Author Branding

Some authors choose to brand themselves as well as the series.



Find a Cover Artist in Your Genre

- coverdesignerdirectory.com
- damonza.com
- designforwriters.com
- miblart.com

Premades:

- thebookcoverdesigner.com
- getpremades.com
- www.selfpubbookcovers.com
- www.thecovercollection.com

Working with a Designer

- Bring comp titles
- Save covers you like and covers you hate
- Don't fall into the trap of trying to replicate a specific scene or exactly how your characters look
- Remember, you're signaling **genre** and **mood**
- It must convey information at a glance
- **It must look good in a thumbnail**

Blurbs

- This is your book description
- It is NOT a synopsis
- It should be concise, use lots of genre-specific language, and pique interest
- They can be helpful to write before the book to help keep you on track
- **The blurb's only job is to sell the book**

Blurbs

Fiction Structure:

1. Character – who is the MAIN character?
2. Conflict – what is their problem?
3. Stakes – what happens if they lose?

Nonfiction Structure:

1. Problem – identify a problem that needs solving
2. Solution – offer a solution and demonstrate why you're qualified to give it
3. Benefits – demonstrate how this solution will help the reader

Fiction Structure:

1. Character – who is the MAIN character?
2. Conflict – what is their problem?
3. Stakes – what happens if they lose?

Could you murder your wife to save your daughter? ← **hook**

Nick and Tasha are a couple held together by their five-year-old daughter. Until one ordinary morning, when Ellie vanishes amid the chaos of the school run.

When Nick receives a ransom note, his world is turned upside down.

It tells him he can have his daughter back, but first **he must murder his wife.**

Her Last Tomorrow is a gripping, fast-paced thriller which will engross fans of Louise Jensen, BA Paris and Mark Edwards.

← **Last line should be CTA (call to action), though this style is popular**

To do list: Cow-tip the Minotaur. Cure a reptile dysfunction.



This hook sets the tone

Already, you
know the tone
and the genre.

To do list: Cow-tip the Minotaur. Cure a reptile dysfunction.

My name is Nate Temple, and I'm secretly a wizard. I ride a foul-mouthed unicorn, I drink with Achilles, and I'm pals with the Four Horsemen. I've even cow-tipped the Minotaur. I understand the *theory* of following the rules...I'm just not very good at the *application*.

Because rules were meant to be broken.

Especially when I find out a monster just murdered my parents. Now all I can hear is the sweet, soothing song of vengeance in my ears, playing on repeat.

But when shifter dragons come to town, I'm forced to step away from hunting down the scumbag murderer. Because I know the cure for a reptile dysfunction, and the dragons aren't going to like it.

This fight soon opens up Pandora's Box, and suddenly every flavor of supernatural thug is after me. The only way out of it—to save my city—is to murder my best friend.

I didn't want, ask for, or start any of this. But I will *finish* it. It's time I show St. Louis that magic is very, very real. And that an angry wizard is truly something to see—at least once in your life.

You know, right before he puts you and everyone you've ever met in the grave...

If you like Jim Butcher, Sarah J. Maas, Kevin Hearne, Steve McHugh, Michael Anderle, Ilona Andrews, Patricia Briggs, Shannon Mayer, or K.F. Breene, you won't be able to put down the highly addictive Nate Temple Series.

John Milton is the man the government calls when they want a problem to go away... but what happens when he's the one who needs to disappear?

After a botched job leaves a bloody trail, government assassin John Milton does the one thing he's never done before: he hides.

Disappearing into London's bustling East End and holing up in a vacant flat, Milton becomes involved with his neighbour Sharon and her troubled son Elijah, who are caught in an increasingly bloody turf war between two rival gangs.

Unable to ignore the threat, Milton sets about protecting mother and son, meeting violence with violence. But his involvement puts him in the sights of the government's next best killer, and before long Milton is not just fighting to save a family and a home - he's fighting to stay alive...

If you like Lee Child's Jack Reacher, Vince Flynn's Mitch Rapp, and Robert Ludlum's Jason Bourne, you won't be able to put down the compulsively addictive John Milton series.

 [Read less](#)

Nonfiction Structure:

1. Problem – identify a problem that needs solving
2. Solution – offer a solution and demonstrate why you're qualified to give it
3. Benefits – demonstrate how this solution will help the reader

Powerful Character Arcs Create Powerful Stories

Have you written a story with an exciting concept and interesting characters—but it just isn't grabbing the attention of readers or agents? It's time to look deeper into the story beats that create realistic and compelling character arcs. Internationally published, award-winning novelist K.M. Weiland shares her acclaimed method for achieving memorable and moving character arcs in every book you write.

By applying the foundation of the Three-Act Story Structure and then delving even deeper into the psychology of realistic and dynamic human change, Weiland offers a beat-by-beat checklist of character arc guidelines that flexes to fit any type of story.

This comprehensive book will teach you:

- How to determine which arc—positive, negative, or flat—is right for your character.
- Why you should NEVER pit plot against character. Instead, learn how to blend story structure and character development.
- How to recognize and avoid the worst pitfalls of writing novels without character arcs.
- How to hack the secret to using overarching character arcs to create amazing trilogies and series.
- And much more!

Gaining an understanding of how to write character arcs is a game-changing moment in any author's pursuit of the craft.

Bring your characters to unforgettable and realistic life—and take your stories from good to great!

^ [Read less](#)

Blurb Template

This is your HOOK. It should be in BOLD.

Introduce your **main character**. Don't go into too much detail. They don't need to know everything! You want them to buy the book and find out.

What's the character's problem? What is the challenge they face?

Make sure you keep spaces between paragraphs to increase readability. Use strong verbs and adjectives. If a word doesn't need to be here, cut it!

Drive home the stakes if the main character fails.

This is your last line. It should be in BOLD.

Save this Stuff in One Place

- You'll need everything for when you publish, so store it in a readily accessible place for future reference. You'll have to cut & paste a lot.
- Google Docs is great



Building Your Audience

Friends and family
are your

CHEERLEADERS

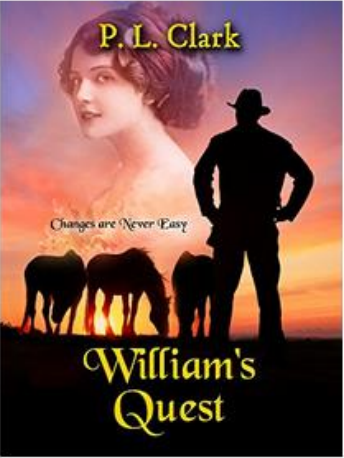
not your

AUDIENCE

Common Mistakes to Avoid

- Asking friends/family to beta read or give feedback
- Asking friends/family to follow you on social media
- Asking friends/family to buy your book
- These last two are especially bad because they **mess up your algorithms**
 - Social media platforms don't know who to show your content to
 - Amazon doesn't know who your book appeals to
 - (They can still buy your book, just wait a few months until the algorithm figures things out.)

Wait until
this crap
fills up
with
similar
books



William's Quest Kindle Edition

by P. L. Clark (Author) | Format: Kindle Edition

4.5 ★★★★★ 344 ratings [See all formats and editions](#)







Kindle
\$0.00 kindle unlimited


Paperback
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- Interesting links
- Goal: opens AND clicks



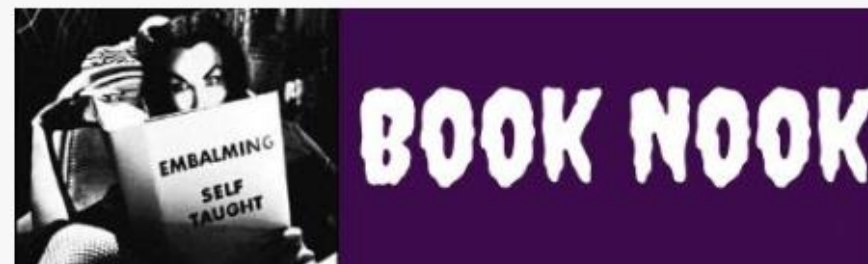


Hey Ghouls!

Put on your lab coat and join me in the monster lab. I have lots of fun things brewing for you. So let's see what's bubbling!

First, a new 24/7 Demon Mart novella, *Kevin vs Lloyd*, drops NEXT MONTH! Stay tuned for cover reveal and preorder links. Let's just say things get buggy when Kevin and Lloyd cover the Friday the 13th shift alone.

Second, if you're attending [StokerCon](#) in Pittsburgh June 15-18, say hello. I will be there with the Ohio Horror Writers Association, and I'd love to eat you. Uh. I mean *meet* you. Ahem.



Club Monstrosity by Jesse Petersen

Natalie is the lone surviving monster created by Dr. Frankenstein. But she isn't alone. She's in a support group with other "monsters" in New York City: A werewolf. A swamp creature. Count Dracula, the invisible man, Dr. Jekyll and Mr. Hyde, and a mummy who was accidentally revived in the 1920s. They're all living "straight," trying to leave their monstrosity behind, trying to live like normal people, trying to "pass" for human. Which seems to be working until their leader, Bob the Blob. Yes, *the Blob*, turns up missing, and the monsters have to fight for their lives. This is a monster murder mystery, with a dash of monster romance, from the author of the "Married with Zombies" series.

It's not in KU, but it may be available via your local library.

Check it out

here: <https://amzn.to/3LhADXg>

SCREEN GEMS



Bad Milo (2013)

Duncan is an average guy with extraordinarily bad intestinal issues. Because he's got a bloodthirsty demon monster living in his colon! And worse, every time Duncan is upset, it pops out--ouch--and goes on a killing spree. Yep. Butt demons. That's really the premise. But you can't help but lean in, because it has a great cast: Patrick Warburton (*The Tick*/ *Venture Brothers*!), Ken Marino (*Party Down*), and Peter Stormare (the Devil from *Constantine*). They play it fun and with heart.

Can Duncan tame his inner butt demon to save the world? We'll see! **Check it out:** <https://amzn.to/40UjyrT>

NEWS BITES



Mummy's Curse? It's REAL! For real! Scientists find [Mexican mummies carrying deadly fungal spores](#). And so do other mummies, explaining some of the mysterious deaths after tomb openings. (I'm looking at you, TUT!) Apparently, ancient doesn't mean non-contagious, which is truly terrifying!

Speaking of Ancient Egypt...Archaeologists just [discovered a pit of hands](#). Just. Hands. Uh huh. Because that's not creepy.

New Necronomicon just dropped. Book made of human skin, written in Latin, found in Kazakhstan. [Researchers are translating it](#). Because of course they are. What could *possibly* go wrong?

Resurrection? Any day now! Church pastor's body stays at funeral home for two years. [Community refuses to bury him](#). Convinced he will come back to life.

I hope you have an amazeballs May. Until next time, creep it real!

How do I get people on my newsletter?

- You need their email
- You bribe them

Reader Magnet

The “cookie” that gets people to give you their email.

Fiction

- Short story
- Prequel
- Bonus epilogue or scene

Nonfiction

- Worksheet
- Short PDF

Keep in Mind Who It's For

Cold Readers

- Have no idea who you are
- Magnet should be self-contained and leave them wanting more
- Short story, prequel novella

Warm Readers

- Familiar with you, but not on your list
- Give them something they want – character interviews, bonus scenes, deleted scenes, use characters they LOVE

Where to Offer the Magnet

- Pop up on website
 - annoying, but very effective
- Static box on website
 - less intrusive, less effective
- Link in front or backmatter of your book
- Newsletter swaps
 - BookFunnel
 - StoryOrigin

Backmatter

- They've just finished the book. They're feeling good! (hopefully)
- Your Call to Action (CTA)
 - Ask for reviews
 - Pitch your reader magnet
 - Pitch the following book or another series
- Prioritize your pitch
- Keep it current

Which Services I Recommend

For newsletters: Mailerlite

- First 1000 subscribers are free
- Access to most features on the free tier
- Easier to understand than Mailchimp

For reader magnet delivery: BookFunnel

- Beginner tier is \$20/year

More Resources

- **3 Rules to Writing an Effective Reader Magnet**

- <https://youtu.be/fKz2Wv28XSo>

- **Interviews with Tammi**

- <https://youtu.be/dv0OOj0aqV4>

- <https://youtu.be/TJK3gmDDRSs?t=380>

- **Topics for Newsletters**

- <https://theauthorlife.com/the-career-author-podcast-episode-90-the-art-of-the-email-broadcast/>

ARCs (Advanced Reader Copies)

- Given out to get reviews, but can also earn your first fans
- Make sure your backmatter and newsletter links are in the ARC!

Places to give out ARCs:

- Netgalley
 - Has the most reach (librarians, bookstore curators, book bloggers)
 - use a co-op like Victory Editing to get on for cheaper
 - victoryediting.com/services/netgalley-co-op/
- BookSirens
- Booksprout
- Contact book bloggers directly
- Do NOT respond to negative reviews

Questions