



Lead Magnets

“In my opinion, understanding who your target audience is, and what they want, and writing to them (and only them!) is the most important component of being successful as an author.”

– John Locke

Introduction

What Is A Lead Magnet?

- a marketing tool that generates leads by offering a long-form resource in exchange for a prospect's contact information.
- help you convert potential customers into subscribers and then paying customers.

Why to use a Lead Magnet

- Establish Brand as an Author
- Build e-mail list
- Help new subscribers find you
- Sell your books!

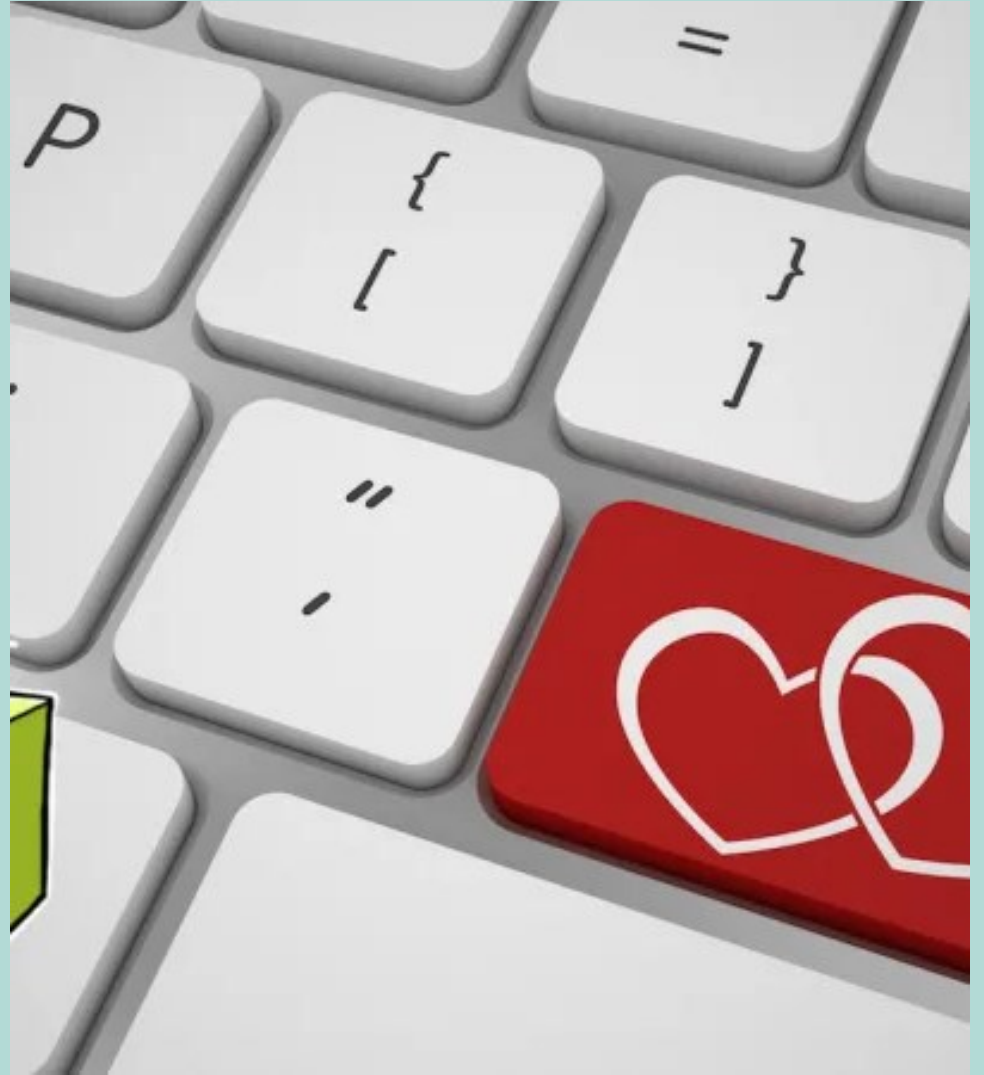


Examples of Lead Magnets

- Publish short story
 - Publish essays
 - Prequel Novella
- Give away first chapter of a book
 - Write a hidden chapter
- Give away first book in a series
 - Offer autographed copy
 - Free discussion guide
- Free audio book when hard copy purchased

Where to Publish Short Stories/Essays

- Submittable
 - Poets & Writers
 - Duotrope
 - New Pages
 - Chill Subs
 - List in back of Best American Essays
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- “Marketing starts even before our books are published.” – Heather Hart





Resources

Where to research for publishing essays/short stories:

- <https://www.submittable.com/>
- <https://duotrope.com/>
- <https://www.chillsubs.com/>
- <https://www.pw.org/>
- <https://www.newpages.com/>

“All of your book marketing materials, such as your website, back cover copy, personal bio, bookmarks, newsletters, and even social media posts, should explain how you can improve a reader’s life.” – Rob Eagar

Amazon Lead Magnets

How to use Amazon/KDP for lead magnets

Free Days

.99 Days

Free Chapter

Publish Novella

Link to Website on
Author Page

Free Audio Book



“Everything we do is based on relationships, including marketing. As an author you’re connecting with people, not demographics.” – Kevin Kaiser, WD

The Details

- Make your offer personal for your audience. You need to ask yourself, "Is this something I would really want?"
- **How to deliver lead magnet:**
 - Author page – link on amazon author page
 - Social media
 - Put offer in signature of e-mail
 - Blog posts
 - Front/Back Matter of book
 - Website
 - Newsletter
 - Bookselling Events
 - E-mail promotion
 - Raffle on Goodreads

"You can sell a lot more books if you work with other authors than if you try to do everything all by yourself." – John Kremer



**Remember:
Say Thank You!**
**When your readers sign up, have a
thank you note ready to send.**

“My advice? Pray; BE YOURSELF; find mentors in the industry; and talk to your editor, agent, or fellow authors about creative ways to fight stage-fright and shyness.” –
Dena Dyer

Questions & (maybe?) Answers