

# MODULE 2, SESSION 3



## SELLING FOR AUTHORS

How to Write Your Lead Magnet

# What You'll Learn:

- » Why you need to pause your schedule and write your lead magnet immediately
- » Ideas for writing a lead magnet that take less time than a full novel
- » A brilliant way to think outside the box and connect with more readers



# Stop

- » I don't care what your deadline is
- » It doesn't matter what's on the schedule
- » In the next five days, you must write a lead magnet



# What's a Magnet?

- » The free thing you give new readers to join your list
- » It must be effortless to download
- » The magnet should tie into the books you're trying to sell



# Without a Magnet...

- » You'll get fewer people to join your list
- » All your efforts to sell will be diminished
- » The money you spend on promotions will get you a lower Return on Investment (ROI)



# First Priority

- » This is a higher priority than finishing the next book or setting up the list
- » It's worth pausing everything else to do this
- » Having this is a requirement of turning your hobby of writing into a business and a career



# Think Outside the Box

- » Some people will tell you that you have to give away a full novel (or two full novels)
- » If you have that many books, you can...
- » But you can be creative in what you make your magnet



# The Usual Suspects

- » A novella
- » A short story
- » The first few chapters of a novel
- » A cheat sheet (for nonfiction)
- » A case study (for nonfiction)





# Write, Edit, Format, Post

- » Write the lead magnet (in 5 days or less)
- » Edit the magnet (editor, betas, friends)
- » Format the magnet as an ebook (ePub and Mobi)
- » Post the book to BookFunnel to create a download link and put that in email #1



# Special Delivery

- » BookFunnel is a cheap simple way to deliver your book
- » Posting the link in your email is all you need to do
- » If people have trouble, refer them to BookFunnel customer support



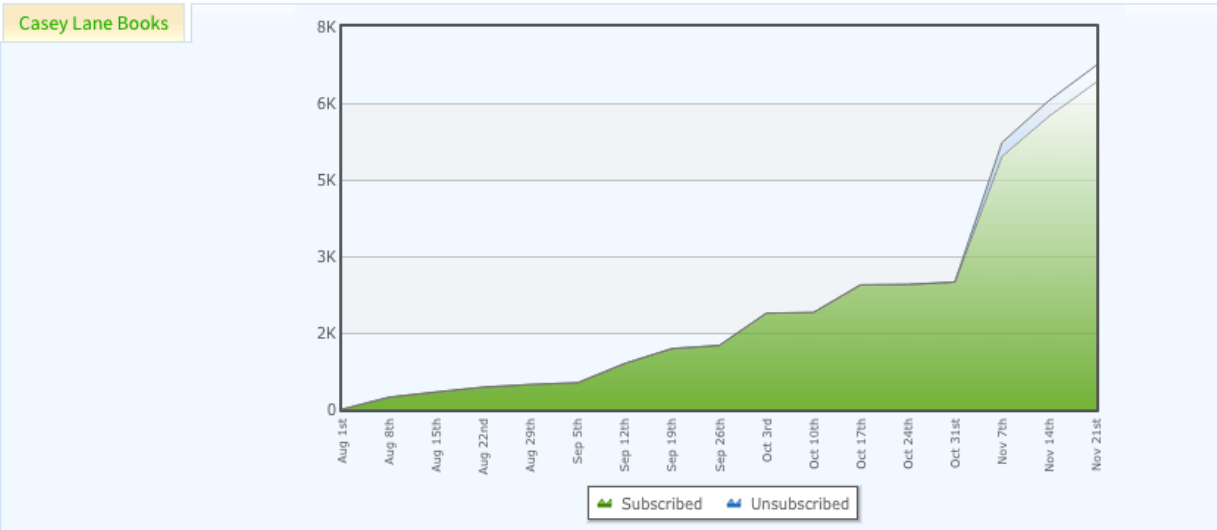
# Let It Snow



# Subscriber Avalanche

## Weekly Subscriber Growth - Casey Lane Books

Subscriber growth within the past 52 weeks.



# Brainstorm 20, Use 1

- » It doesn't have to be a story at all
- » Try to come up with 20 different ideas as quickly as possible (stream-of-consciousness)
- » Pick the best five and ask your readers
- » Choose one and make it happen



# Let Me Reiterate: Stop

- » I can't emphasize this enough
- » You need this lead magnet within the next five days
- » Push whatever you're doing and get this finished



# Recap

- » Write your lead magnet in the next five days
- » Feel free to think outside the box when you create your freebie
- » Format the book and create a link using BookFunnel
- » Use that link in your first email



# Homework

- » Create your lead magnet in the next five days
- » Post about your lead magnet in the Facebook Group and feel free to share it
- » Comment on another post about a lead magnet to encourage your fellow students

