

BUILDING YOUR LIST WITH READER MAGNETS

<https://bookfunnel.com/20books21>



bookfunnel

SHORT STORIES

- ▶ Quick to write.
A few thousands words might take a few hours or a day, but it's worth the investment.
- ▶ Don't have to be free.
Real fans will buy your work. Don't be afraid to sell it.
- ▶ Can be in your world or with existing characters.
You don't have to give a ton of backstory if the story is in your existing world. Readers already know the backstory.
- ▶ Doesn't have to be in a series.
You can do short stories with standalones. Take a side character or a backstory piece and write about that.
- ▶ Short stories can keep fans happy between longer releases
- ▶ One more bit of content for your backlist.
You can repackage it any number of ways and resell it later.
- ▶ Introvert Tip! If you hate writing emails, write a story instead. Readers always want more stories.

PREQUEL NOVELLAS

- ▶ Leads into your existing book or series

Get people to start reading you by trying your prequel novella first and then jump into the rest of your series.

- ▶ Series readers love more story

Series readers are completists and always want the whole story, so once they read your first book, downloading the prequel is an easy yes.

- ▶ Appeals to readers who've never read you

The prequel is a great setup to get readers into the rest of your series.

- ▶ Novellas because they don't require a huge commitment

They're not a big commitment to write, and they're not a big commitment to read. Asking readers to read a novel by an unknown author is a much bigger ask than a novella.

SERIALS

- ▶ Can be used to lead into a series.
Use the serial as a lead magnet to get readers into the series you're already selling. Hook them.
- ▶ Can be boxed up when it's all done (more content, yay!).
You can release the serial piecemeal to your fans and then box the whole thing up and sell it after.
- ▶ Your own, personal Wattpad.
Your superfans are rewarded by getting to read before everyone else. They get to feel special while the rest of the world has to wait for the whole thing to get published.
- ▶ Introvert Tip! You get regular engagement with your fans.
With a regular weekly or bi-weekly serial, you have something to mail your fans on a regular basis for as long as you're publishing the serial.

BONUS CHAPTER / EPILOGUE

- ▶ VERY high engagement.
Readers have just finished your book or series, and now you're offering them more story. Bonus epilogues can be a great way to get more readers to join your list from the start.
- ▶ Readers just finished the book or series, so they're motivated.
Readers always want more story, and they're not going to want to miss what happens next.
- ▶ Rewards true fans and is not of value to freebie seekers.
Bonus epilogues are worthless to someone who hasn't read the book or series, so you can post them on your website for your fans and not attract a bunch of freebie seekers.

EXTENDED AND DELETED SCENE(S)

- ▶ Rewards true fans who want more story by giving them extended scenes from the book. Maybe a side story that splits off from the main story that wouldn't have worked in the book by itself.
- ▶ Acts like a DVD extra of your books.
Readers will love getting more details and more of their favorite characters and story.
- ▶ Include those extra steamy scenes as extras.
If you like writing steamy scenes but don't want them included in the book for reasons, offer them as extra scenes the reader can download and read.
- ▶ Can be deleted scenes that didn't make the book.
Give readers a peek into your writing process and some of the things that didn't make it into the final book.

AUDIO READER (LISTENER?) MAGNETS

- ▶ Audio listeners are an entirely separate market
They might still read ebooks, but why not give them something just for them? Audio listeners are not used to getting magnets and audio for free.
- ▶ Audio reader magnets don't have to be polished
You can record them yourself as a bonus. Some readers really love hearing things in the voice of the author. Especially with children's books.
- ▶ Short audio works great, and readers love it
A quick short story or extended scene can make an audio listener's day. They don't have to spend a lot of time on it, and they don't get regular content like this.
- ▶ Build a separate list of audio lovers
Tag or group audio listeners in a way that keeps them separate so that you can target them directly with your audio releases.

WRAP UP

- ▶ Start building your mailing list today

If you don't have a website or don't want to build one just yet, use a simple landing page and start getting those subscribers as soon as you publish.

- ▶ Find the right reader magnet for you to build that list

Short story, prequel novella, serialized story, audio, whatever works for you and your stories.

- ▶ Email those readers at least once a month

Don't let your readers forget who you are between releases. If you don't have something to say every month, write them a short story instead. Readers always want more stories from their favorite authors.