

# BUILDING A READERSHIP AND FINDING SUPERFANS

---



# WHAT WE'RE GOING TO COVER

---

- ▶ Finding the right reader magnet
- ▶ Finding new readers
- ▶ Turning those readers into superfans

**YOU NEED A MAILING LIST**

# NEWSLETTER NINJA

How To Become An  
Author Mailing List Expert



**TAMMI LABRECQUE**

Foreword by David Gaughran

EMAIL GOT YOU DOWN?

# BECOME A NEWSLETTER NINJA

A COMPREHENSIVE RESOURCE  
DESIGNED TO TEACH YOU HOW TO  
BUILD AND MAINTAIN A STRONGLY  
ENGAGED EMAIL LIST.

# BUILDING A READERSHIP

---

- ▶ You need a mailing list
- ▶ Not Twitter, not Facebook, not Amazon – your own platform
- ▶ Build your own platform, and no one can take it away from you
- ▶ Start this before you publish your first book. You don't need a website
- ▶ How do you start building a readership?

# THE MAGIC OF THE READER MAGNET

A reader magnet is just a free cookie that you give to readers in exchange for joining your list.

What kind of reader magnet works best?

# SHORT STORIES

---

- ▶ Quick to write
- ▶ Can be in your world or with existing characters.
- ▶ Keep fans happy between longer releases
- ▶ One more bit of content for your backlist.

# PREQUEL NOVELLAS

---

- ▶ Leads into your existing book or series
- ▶ Series readers love more story
- ▶ Appeals to readers who've never read you
- ▶ Novellas because they don't require a huge commitment

## BONUS CHAPTER / EPILOGUE

---

- ▶ VERY high engagement
- ▶ Readers just finished the book or series, so they're motivated
- ▶ Rewards true fans and is not of value to freebie seekers

# AUDIO READER (LISTENER?) MAGNETS

---

- ▶ Audio listeners are an entirely separate market
- ▶ Audio reader magnets don't have to be polished
- ▶ Short audio works great, and readers love it
- ▶ Build a separate list of audio lovers

**FINDING NEW READERS**

# BOOKFUNNEL GROUP PROMOS

---

- ▶ Work with other authors in your genre
- ▶ Get in front of their readers who've never seen you
- ▶ You're getting in front of the right kind of reader
- ▶ You can build up a small but loyal list quickly

# BOOKFUNNEL AUTHOR SWAPS

---

- ▶ Work with other authors in your genre, but now one-on-one
- ▶ Find exactly the right authors who match your books
- ▶ You can be more selective about who you swap with
- ▶ You'll need at least a small list to get started

**TURN THEM INTO SUPERFANS**

# BONUS CONTENT

---

- ▶ Bonus short stories between books
- ▶ Extended scenes from your books
- ▶ Deleted scenes and other extras
- ▶ Raffles or drawings for physical books or merch (be careful of shipping)
- ▶ Combine all of these with direct sales and special deals

# DIRECT SALES AND DEALS

---

- ▶ Offer discounts you don't offer anywhere else
- ▶ Offer up boxsets or bundles that you don't sell in stores
- ▶ Presell the ebook or audiobook before going live
- ▶ Reward your superfans for being superfans

# WRAP UP

---

- ▶ Connect directly with your readers
- ▶ Start building your mailing list today
- ▶ Find the right reader magnet for you to build that list
- ▶ Email them at least once a month
- ▶ Make those early readers into superfans