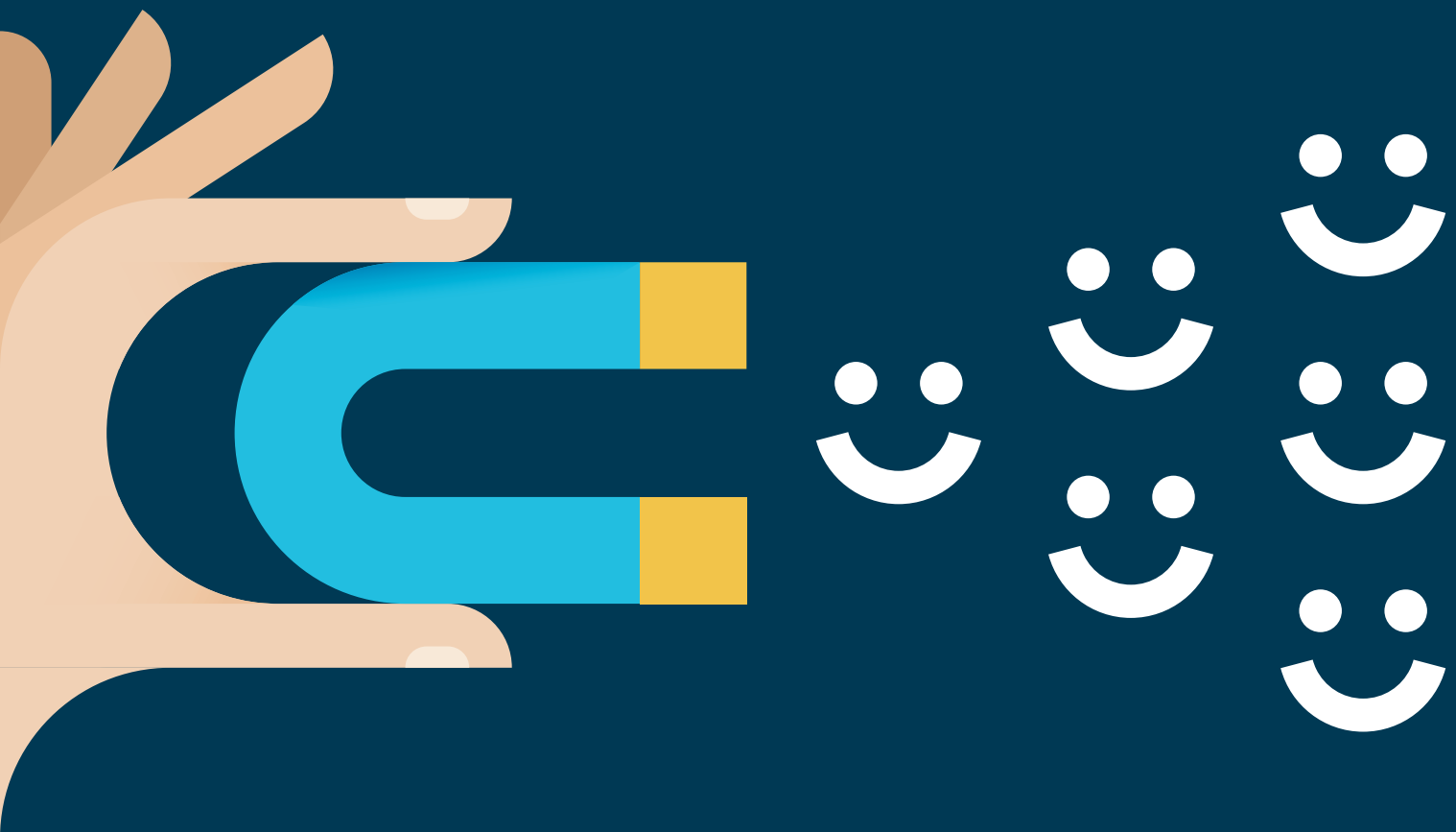


# READER MAGNETS



THE PROVEN STRATEGY  
**TO BUILD YOUR AUDIENCE**  
& FIND YOUR FIRST 10,000 READERS

BY **NICK STEPHENSON**

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 **YOUR FIRST 10,000 READERS**



# INTRODUCTION

Authors, writers, and bloggers have it tough. Whether you're traditionally published, self-published, hybrid, or you're writing your first book right now – whether you've been blogging for years or you're just getting started – the online publishing business has never been more competitive.

The good news? For authors and entrepreneurs who know what they're doing, it's never been more lucrative, either.

In today's world, there are thousands of people making a full-time living from their writing. There are tens of thousands making enough money to pay off some bills, or pay for an awesome holiday (or buy a new car).

But for those of you just getting started, or for those of you who are struggling to get off the ground, these figures are meaningless.

The only thing that matters is what YOU can do to take charge of your own career.

*And that's what Reader Magnets can do for you.*

Launching and growing any successful career as an author, blogger, or writer relies on one thing and one thing only: **readers**.

Without readers, who'd buy your work? Everyone else in the chain is a middleman – but if you can find a way to connect directly with your readers and build up your platform, you can take charge for life.

**THAT MEANS:** No more relying on other people.

*Reader Magnets* will help you to reach your target audience. They helped me build up a platform of 15,000 readers in just a few months.

And they can do the same for you too.

The methods explained here are all completely free for you to implement – they'll only cost you a few hours of your time.

**WHAT ARE YOU WAITING FOR?**



# ABOUT THE AUTHOR



Nick Stephenson is an Amazon, Barnes & Noble, iBooks, and Kobo bestselling author of fiction and non-fiction. He also helps other authors and entrepreneurs find their First 10,000 Readers.

Nick's books have been downloaded by over one million people worldwide and in 2014 Nick generated his first six-figure income publishing his work online.

Before becoming an author and teacher, Nick worked as a lawyer, marketer, call center monkey, chef, and paid assassin for the UK's Tax Authorities (but not necessarily all at once).

If you ask him about it, he will deny ever having worked as a lawyer.

## WHAT OTHERS ARE SAYING ABOUT NICK STEPHENSON:

*"We hit the top of the charts in several popular genres on the first book in a series with no buzz. I'd say Nick's worth every dime, because given the rate at which I grew my list, as well as the effect his approach has had on this launch, has done me more than right."*

**- USA Today & New York Times Bestselling Author Russell Blake**

*"Within a few weeks, my fiction fanbase more than tripled – and conversion rates on my non-fiction website improved by over 50%. And with over 80,000 visitors a month, that makes a big difference! I recommend Nick's course if you're just starting out, OR if you're ready to take your author platform to the next level."*

**- USA Today & New York Times Bestselling Author Joanna Penn**

*"My mailing list has grown from around 100 to almost 3,000 in under two months. I get 35-70 sign ups DAILY and the click through rate on the emails is awesome. My sales have INCREASED due to huge amount of traffic of drawing in."*

*Never thought I'd be able to get the "best of both worlds", but it seems that I have! I'd HIGHLY recommend this course to anyone looking to make SERIOUS changes to their marketing. Nick is the real deal and I can't thank him enough. You rock dude!"*

**- Abraham Falls, Bestselling Non-Fiction Author**



# WHAT ARE READER MAGNETS?

**READER MAGNETS ARE WHAT BRING READERS TO YOU.**

They're an irresistible force that draw readers in - the promise of getting great value content and building a valuable connection.

That's what it's all about, after all - making meaningful connections with your audience and creating a direct line to your readers.

This is what happens when a reader decides to trust you with their email address. And you can make this work using Reader Magnets.

I started using Reader Magnets a little over a year ago. I didn't even have a term for it back then. Since I put these measures in place, over 30,000 readers have trusted me with their email address - and many have become loyal fans and repeat customers.

My audience trusts me with their contact details for good reason. I give them good content. In return, they buy my books, my training courses, and my other products.

These guys are my fans. I appreciate every last one of them - and they're the reason I get to write for a living.

## HERE ARE SOME FIGURES:

- My last email campaign brought in over \$55,000 in one week. My record (so far) is \$132,500 in five days.
- I launch every new book into the top #200 on Amazon.
- I don't need to rely on Amazon for an income. Or iBooks. Or anyone else.
- I don't need to pay advertisers to get sales and compete for spots.
- I saw my first 1,000 subscribers after just a couple of weeks.
- My audience continues to grow on autopilot while I focus on doing other fun things.

## HOW?

IT'S ALL ABOUT GETTING READERS TO COMMIT. Get their email addresses. Follow up. Build value. Build your brand.

Let me repeat the headline again: I picked up more than 30,000 new fans in a little over a year. I got my first 1,000 readers signed up in just a couple of weeks.

I do this with Reader Magnets. Here's how it breaks down:

Reader Magnets draw your target audience in with irresistible content.

## TO MAKE THIS WORK, DO TWO THINGS:

- 1) Publish a book to Amazon (and the other stores) and make it free. You'll get 93 - 150 times more downloads compared to a paid book. This is your "Funnel Book".
- 2) Put a big fat advertisement in the front AND back offering another book (or some other incentive) for free in return for a readers email address. This is your "Magnet Book".

## AND THAT'S IT.

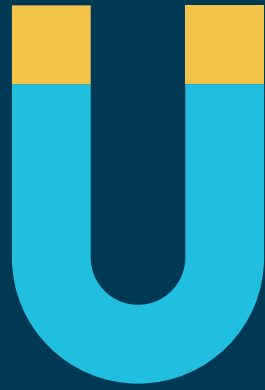
It's so simple. But NOBODY IS DOING THIS!

I see this all the time: "Join my Newsletter!", "Sign up for new releases here." "Join me on Facebook here." "Follow me on Twitter here."

**That's missing the point.** You need to give readers something of value. Something more than an email every few months when you release a new book or product, or a tweet about your latest sale. Or a picture of your cat. You need to give them an irresistible reason to give you their email address. You need to say:

*"Get this awesome gift for free when you sign up for my mailing list."*

It's so simple. Follow steps (1) and (2). It works. You should start seeing results in less than 5 days from start to finish. For more details on what you need to do (and why), read on....



# PART ONE

WHERE TO FIND READERS  
AND HOW TO KEEP THEM



# THE POWER OF COMMUNICATION

Short of asking all your readers out for a cup of coffee, the most effective method of communication *en masse* is still email. Here's the top three reasons you need to focus on email...

- 1** The power of email should not be underestimated. Unlike Facebook and Twitter (where you're lucky if 5% of your followers even SEE your posts, let alone DO anything with them) email reaches everyone.

But what about clicks? More clicks often equal more sales, after all. Here's some more stats:

The average click-through rate of most Pay-Per-Click (PPC) advertising is around 2% (according to Google Adwords). But the average click-through rate of a well optimized email can be 10% or higher (sometimes much higher).

That's five times more effective, and you don't pay a single penny to advertisers.

- 2** You own your email list. Nobody can take it away from you or change the rules (sound familiar, Facebook? Amazon? Google?)



You dictate the content. You can write whatever you want in your emails – promote whatever product you want, cover any subject you like, and you’ll never have to pay a cent in advertising or conform to ever-changing Terms of Service.

If you can get one reader to give you his or her email address, there’s nothing stopping you from getting 10,000 to do the same. Or 50,000. Or 100,000.

Once you have those email addresses in your control, you can use them to launch your new books and other products into the bestseller charts – or run promotions on your existing work to give it a boost. Whenever you like.

### **SOUND GOOD?**

I get a lot of emails from authors asking how I regularly add 1,000 – 2,000 new email addresses to my database every month.

*The answer is a lot simpler than you’d think.*

All you need to start building up your email list today is 4 things:

- 1) An ebook on your chosen topic (fiction or non fiction)
- 2) A free gift (another book, or something else – eg a bonus)
- 3) A website
- 4) An email service provider – like Mailchimp or Aweber

Setting aside the cost of producing your books (in both time and money) those other things don’t need to cost you a penny.

But you’ll need both before this book will be of any use to you. So, before you go any further, go do the following:

- 1) Sign up for a free website at [WordPress.com](https://WordPress.com) or, if you want more control over the look and functionality, get self-hosted site via [BlueHost.com](https://BlueHost.com) or [DreamHost.com](https://DreamHost.com)

- 2) Sign up for a free email account at [MailChimp.com](https://mailchimp.com) so you can store email addresses and sent out emails legally

I personally recommend Wordpress because it's rock solid, fast, and customizable. If you can swing \$5 a month, get a self-hosted version so you're not constrained by how your site looks and functions.

I recommend Mailchimp for the same reason – plus it's completely free until you hit 2,000 subscribers (by which point you'll be earning enough that the fees will be a drop in the ocean).

### **GO SIGN UP FOR THOSE TWO FREE SERVICES NOW.**

All done? Great – let's move on. Ready for your step-by-step guide?

Getting readers hooked on your work and signed up to your mailing list requires three things (the power of three, right?). Here they are:

- 1) At least one awesome book (but you knew that already)
- 2) Web traffic (I'll show you how to get thousands of hits without spending a penny).
- 3) A way to capture interested leads into your email database (I'll take you through this too).

### **HERE'S HOW IT BREAKS DOWN...**



## STEP ONE

# SET UP YOUR BOOKS

To make this work, you'll need at least one book, and a free gift to give to your readers when they sign up to your mailing list.

This could be another book (if you have them to spare) or a special bonus – eg, a short story, novella, or bonus chapter (fiction), or a Cheat Sheet, video training, or case study (non-fiction).

### NOT WRITTEN A BOOK YET?

If your focus is non-fiction, you can repurpose existing content into an ebook. For fiction writers, you can start off with a short story. The key is to get something out there so you can see some traction.

You can use Microsoft Word (or similar) to write your book, then a free service like [Calibre-eBook.com](https://calibre-ebook.com) to compile it into the correct ebook format. You can use [Canva.com](https://canva.com) to create a cover, and you're good to go!

### WHAT DO I DO WITH MY BOOK?

We're going to make this book permanently free on Amazon, Kobo, iTunes, and Nook.

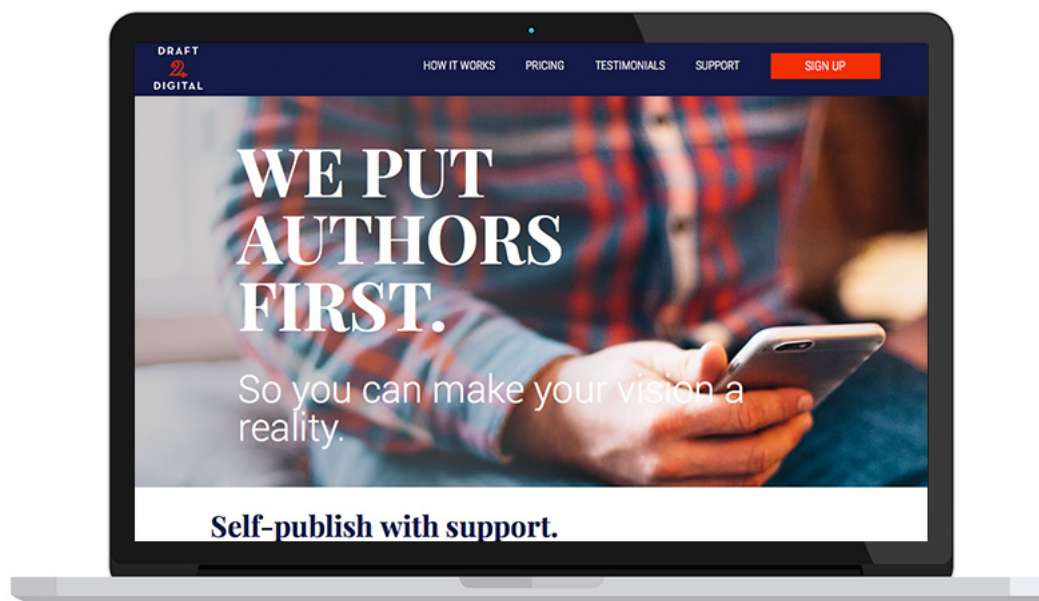
Why? Free books, on average, are downloaded up to 150 times more than even 99c bestsellers. We need as many downloads as possible to get you some web traffic. Traffic is the first step to growing your audience. Then, later, we ask for the sale (and start to see some returns).

We're going to call Book 1 your Funnel Book. And it's your passport to huge web traffic and a ton of email subscribers.


Once your book is ready, sign in to your Amazon KDP publishing dashboard (or sign up if you haven't yet) at [KDP.Amazon.com](https://kdp.amazon.com).

Then follow the instructions to upload your ebook file and your cover image. You will now choose a price – set it to anything you like (we're going to make it free later).

You can make this book free by uploading the same book to Nook, iTunes, and Kobo via an ebook aggregator like [Draft2Digital.com](https://Draft2Digital.com)











Upload your files, and set the price to free on those non-Amazon stores.

Digital Book Price (USD): 

0.00

**MANAGE TERRITORIAL PRICES**

Changes will be sent to:

  Barnes & Noble PROJECTED ROYALTIES <b>\$0.00</b> <a href="#">REMOVE THIS LISTING</a>	  Kobo PROJECTED ROYALTIES <b>\$0.00</b> <a href="#">REMOVE THIS LISTING</a>
  Apple PROJECTED ROYALTIES <b>\$0.00</b> <a href="#">REMOVE THIS LISTING</a>	  Scribd PROJECTED ROYALTIES <b>\$0.00</b> <a href="#">REMOVE THIS LISTING</a>

Within 24 – 48 hours, the book should show up on those retailers. Next, email Amazon's KDP Support and ask them to price match.

The only way to get a permanently free book on Amazon is to make sure the book is free on Amazon's major competitors (iBooks, Nook, or Kobo) and then ask KDP Support to price match.

That should go through within another 24 – 48 hours. And you'll end up with something like this:



**Wanted (A Private Investigator Series of Crime and Suspense Thrillers, Book 1)** Oct 16, 2013  
by Nick Stephenson

Kindle Edition  
**\$0.00**  
Whispersync for Voice-ready

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Paperback  
**\$10.99**   
In Stock

More Buying Choices  
**\$5.76** used & new (24 offers)

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Other Formats: [Audible Audio Edition](#)

★★★★☆  865

Book 1 of 5 in the [Leopold Blake Series](#)

[Books: See all 6 items](#)

## OR THIS:



Reader Magnets: Build Your Author Platform and Sell more Books on Kindle (Book Marketing for Authors 1) Nov 6, 2014

by Nick Stephenson

Kindle Edition

**\$0.00**

Auto-delivered wirelessly

★★★★★ 178

## AND YOU'VE GOT THE FIRST PART DONE!

Your free book will bring you plenty of fresh readers to your door – but to make this whole process work, you need to give your potential subscribers a REASON to sign up for your mailing list.

## THAT'S WHERE THE FREE GIFT COMES IN.

We're going to offer a gift for FREE for anyone who signs up to your mailing list. This book is your *Magnet Book* or your *Magnet Offer*.

Our goal is to get people to give us their contact details – we need to come up with a good incentive.

Your free gift could be a second book. Or it could be something shorter – a quick and tasty bonus, if you will. The key is to make sure it's relevant to the kinds of people you want on your list.

## FOR MY FICTION READERS, I OFFER THIS:

### FREE DOWNLOAD



11 of 13 people found the following review helpful

★★★★★ Take me away May 13, 2014

By terrylee

amazonkindle nook kobo iBooks

Windows Android BlackBerry

Get your free copy of "Eight the Hard Way" when you sign up to the author's VIP mailing list. **Get started here:**

## FOR MY NON-FICTION READERS, I OFFER THIS:

(Note: you can use [Canva.com](https://www.canva.com) to create these kinds of graphics for free)



**FREE VIDEO TRAINING - get the step-by-step system I use to make a six-figure income selling my books online:**

<http://yourfirst10kreaders.com>

Whatever bonus you choose, the next part is key: we advertise our bonus gift (our Magnet Offer) in the front AND the back of our permanently free book. A big, tasty graphic – with a link to a place people can sign up (like the examples above).

But what happens once people click the link? We're covering that in the next section – so read on!



STEP TWO

# DRIVE TRAFFIC & CONVERT IT IN TO SUBSCRIBERS

Okay – so you’ve got a ton of people checking out your free Funnel Book, and the really engaged readers are interested in getting hold of your Magnet Book in exchange for their email address.

They’ve seen your juicy graphic in the front and the back of your free book offering them an awesome incentive if they sign up to your email list. And now...

*You want them to take action.*

## HOW DO YOU MAKE THIS HAPPEN?

This is where your website comes in. Your webpage needs to cover the basics – like listing out your books and products and where they’re for sale, your contact details, yada yada yada – but more important than all that, you’ll be using your webpage to collect your readers’ contact details.

For this, we need a landing page.

A landing page is a dedicated page on your website designed for one thing – collecting email addresses.

You see, when people visit a website with lots of links and pages (like a regular blog page) guess what they do?

*Yup, you got it.* They **CLICK STUFF**.

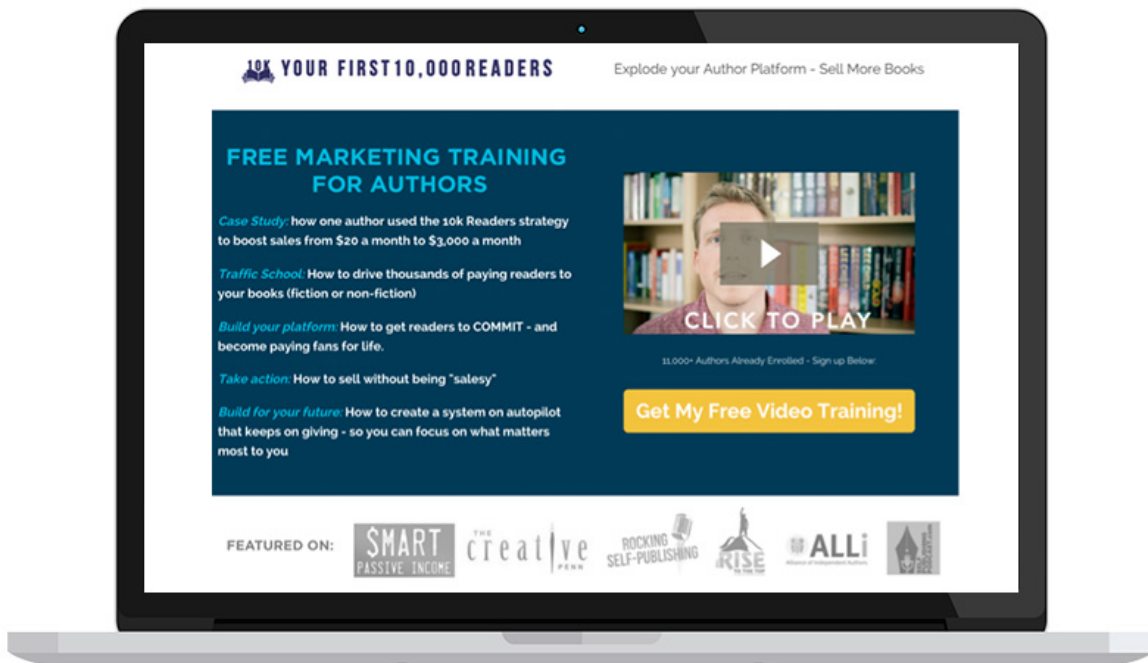
That's not what we want here. We want people to enter their email address and get their free book – not go off exploring.

So, you need to set up a signup page that has ZERO links on it – except for the signup button.

## HERE'S WHAT YOU'RE AIMING FOR:



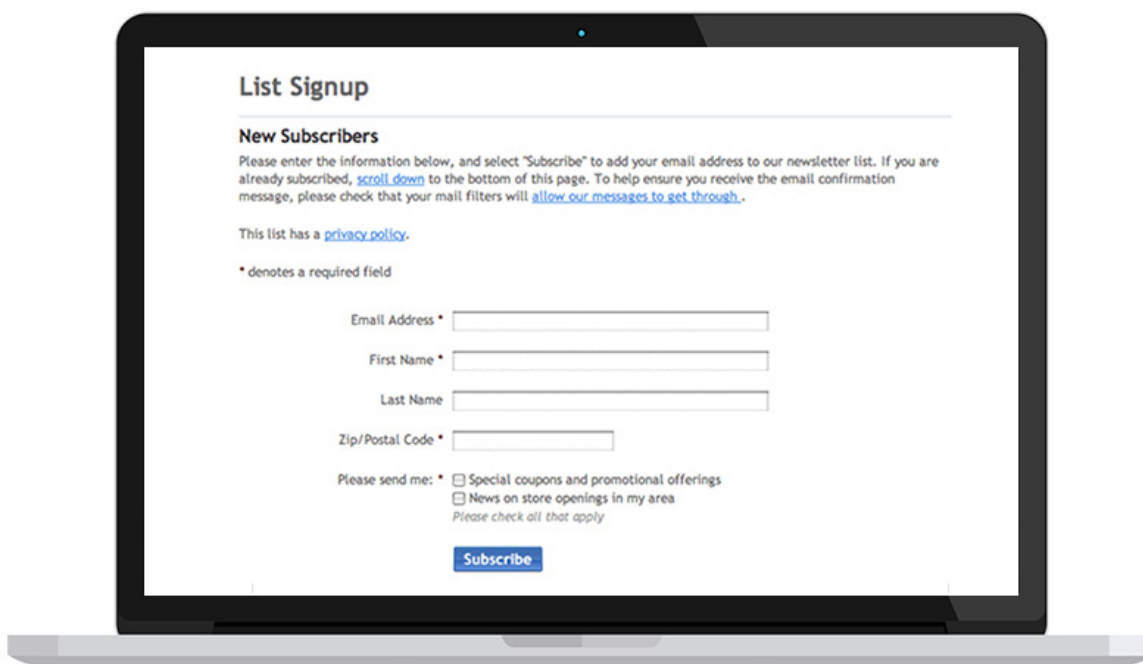
## OR, IF YOU'RE FOCUSING ON NON-FICTION, SOMETHING LIKE THIS:



On both these pages there is nowhere to go – visitors either sign up or they leave. As a result, these pages can convert up to 80% of incoming traffic into email addresses.

Notice how I don't put a signup box there right away? This is an interesting point on human psychology – and it's immensely important.

## THIS IS WHAT NOT TO DO:



**List Signup**

**New Subscribers**

Please enter the information below, and select "Subscribe" to add your email address to our newsletter list. If you are already subscribed, [scroll down](#) to the bottom of this page. To help ensure you receive the email confirmation message, please check that your mail filters will [allow our messages to get through](#).

This list has a [privacy policy](#).

\* denotes a required field

Email Address \*

First Name \*

Last Name

Zip/Postal Code \*

Please send me: \* ☐ Special coupons and promotional offerings  
☐ News on store openings in my area  
*Please check all that apply*

Ugh. For starters, don't ask for more than a name and email address. Many people advocate asking only for an email address, but see what works for you.

Secondly, when a person lands on a page and sees an email signup box glaring them in the face like that page above, what do you think their first thought is?

## USUALLY, IT'S A FEELING OF IMMEDIATE DISTRUST.

Don't take it personally, it's just the way our minds work. If you use a signup button and THEN take people through to a signup form, you'll increase the number of people entering their details – sometimes by up to 30%.

Sounds counter-intuitive, but numbers don't lie. Using a signup button before asking anyone for their contact details works wonders. In fact, this tiny tweak DOUBLED my conversion rate.

The official term is a “two-step optin”.

So make sure you do the same! Set up your signup page with a little information about your book, then slap a big, bright “give me my book!” button at the top (above the fold) – and then again at the bottom of the page.

This button will then link to a second page where you ask for an email address. But not before.

Remember, on your signup page there should be no other links! Just the button. This signup page is what you should link to in all your books – especially the free one. Here’s how I do it – a simple graphic in the front AND back of my books. Here’s a reminder of what that looks like:



I also mention the free book in my product description. As a result, I get dozens of signups every day – the vast majority of which come from my permanently free titles.

**BUT THAT’S ONLY PART OF THE STORY.  
NOW, ON TO STEP THREE.**



STEP THREE

# INTEGRATE YOUR LANDING PAGE WITH YOUR EMAIL PROVIDER

By now, you've got people checking out your free Funnel Book. A proportion of them see your offer to get the Magnet Book free and click through to your website or straight to your signup page.

*They click the button to get the free gift – the Magnet Offer.*

## THEN WHAT?

This is where your email provider comes in.

**IMPORTANT:** It doesn't matter which email provider you use – Mailchimp, Aweber, Infusionsoft, AwebMailSoftFusionChimp... whatever. For the purposes of this book, I'll refer to Mailchimp.

Mailchimp is an amazing service that can store all your readers' email addresses and use them to send out email campaigns – and it's free for up to 2,000 subscribers (which is why I always recommend it – no excuses!).

It also tracks the number of people opening and clicking your messages, to help you keep on top of things.

Most importantly, it comes with a variety of free tools to help you get signups – and will give you a signup form you can use.

**KEY FEATURE:** Mailchimp can also automatically email everyone with their free gift (Magnet Offer) once they've entered their details.

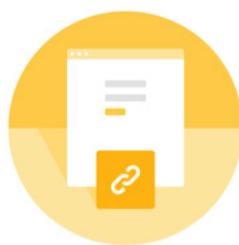
**THE BEST PART?** *It's totally free for up to 2,000 subscribers.*

So, if you didn't follow my advice earlier – go get an account set up now!

Once you've got your account set up, you need to create a new "List." This is the heading under which all your email addresses will be stored.

During the List Setup phase, give your list a name – something like "New Book Releases" or "Readers Group."

After you've set this up, in the List Options, click on "Signup Forms," then "General Forms."



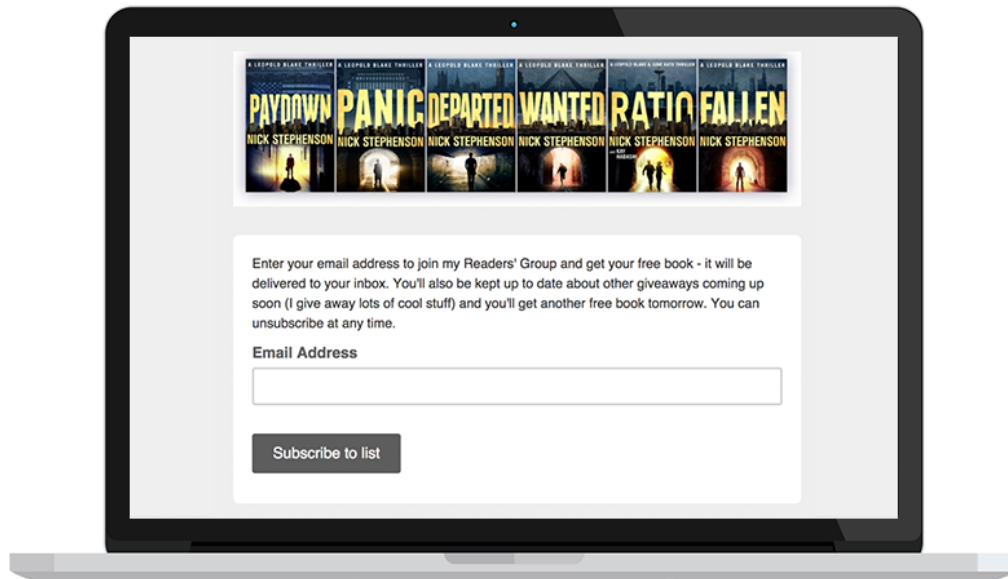
### General forms

Build, design, and translate  
signup forms and response  
emails.

Select

This section will allow you to customize your signup form – I'd recommend putting in a header that shows off your branding.

## SOMETHING LIKE THIS:



If you're feeling particularly techo-holic, you can even hook up Mailchimp to a service like Optimizepress or LeadPages to have your signupform pop up when visitors click a button. Like this:

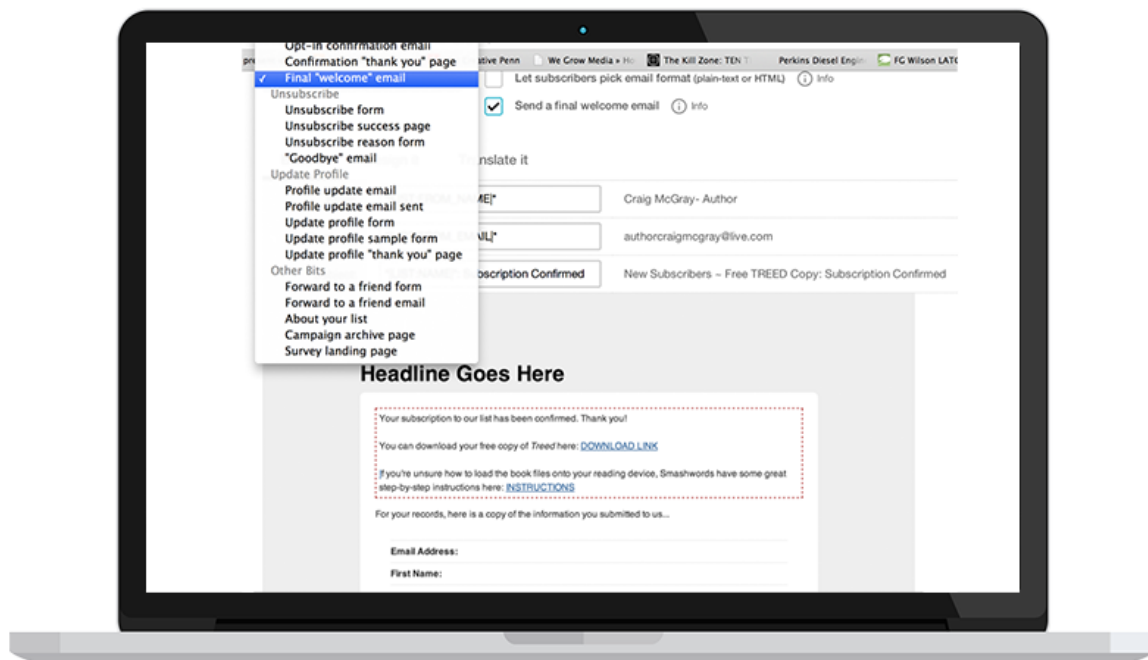


This step above – the pop-up box – is totally optional, and it will require investing in software (so I'll continue showing you the free way).

Ok, so now you can get visitors to sign up to your email list. But now you have to fulfil your promise – and send them their free gift (Magnet Offer).

Inside Mailchimp, configure the signup form to send all your subscribers a “welcome email” once they’ve confirmed their details – this email will contain a link where they can download their free gift.

To do this, select “welcome email” from the signup form dropdown box here:



And change the text to let people know where to pick up their free book. Like this:

# THANKS FOR SUBSCRIBING!

Your subscription has been confirmed. Just to make sure you can access your free book later, here's the permanent link: <http://noorosha.com/paydown-download-page-2/>

Finally, copy the link to the signup form:

Signup form URL

<http://eepurl.com/GFvMD>



And use this link for the big, bright button on your signup page. Like this:



Your button will now link directly to your signup page. Like this: Now, you've only got one more thing to do...



## NOW, YOU'VE ONLY GOT ONE MORE THING TO DO...

So that people can download their Magnet Offer, you'll need to create a download page. To do this, simply log in to your Wordpress blog (or whatever platform you're using) and create a new page.

On that page, put some text thanking people for subscribing and then provide a link where people can get their books in different formats.

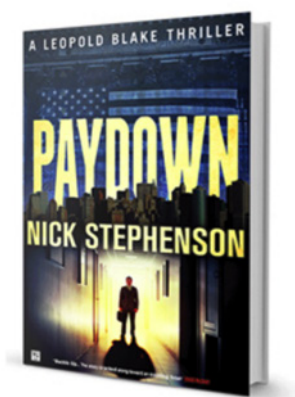
I use Amazon's S3 cloud storage to store my book files for download. But if you're looking for a free solution, Google Docs or DropBox or OneDrive can work just as well.

These services will store your book files for you, and give you a link to share with whomever you like.

## YOU'LL WANT YOUR DOWNLOAD PAGE TO LOOK SOMETHING LIKE THIS:

# SUCCESS! THANK YOU FOR SUBSCRIBING

## CHOOSE YOUR DOWNLOAD BELOW:



**Greed can be murder...**

When a high-flying Wall Street investment banker is found brutally killed, what started out as a simple fraud case turns into expert criminologist Leopold Blake's first ever murder investigation.

Now, with the financial world at the brink of collapse, Blake must put aside his differences and work with NYPD Detective Mary Jordan to find and stop the killer before it's too late. As the glamor of Wall Street is stripped away by a series of catastrophic discoveries, Leopold will have to decide how much he is prepared to risk in order to uncover the truth - and whether it's a price he's willing to pay.

Compatible with the following devices and systems:

amazonkindle nook kobo iBooks

Windows Android BlackBerry

Paydown is a Number One Amazon Kindle Crime Thrillers Bestseller. With Over 300,000 Downloads and Counting, The Leopold Blake Series is an Explosive Mix that Fans of Mysteries and Thrillers will Love! Just Click Below to Get Your Free Copy:

**LINK:** [Noorosha.com/paydown-download-page-2/](http://Noorosha.com/paydown-download-page-2/)

And make sure you include instructions! Not everyone knows how to download an ebook file and load it onto their devices. If you don't put up detailed instructions, you're going to get a TON of emails asking you for help.

Click the link on the previous page to see how I do it.



# FINAL POINTS



The entire process of Reader Magnets should take you less than 5 days to set up and implement – and soon you’ll have an email list that will continue to grow.

And extra sales aren’t the only benefits of building a relationship with your readers via email. You can also:

**GET REVIEWS FOR YOUR BOOKS** – I’ve segmented my email list and created a “Launch Team” who get pre-release copies of new books. This helps make sure plenty of solid reviews are there on day 1 of a launch.

Using this strategy, I’ve been able to add over 100 five-star reviews to each book I promote to my reviewers. And it’s not just for new releases, either.

For existing books, you can email and ask for a review too – don’t be shy! Most readers don’t leave reviews. The figure is around 1%, so don’t be afraid to give people a little nudge. I’ve found people are usually more than happy to help.

**BETA READERS** – There’s nothing more powerful than having a group of dedicated readers give you feedback on your work prior to publication.

My “Launch Team” get everything I write free of charge, 2 weeks before I release the book. They’re more than happy to give feedback. They’ll occasionally pick up on any mistakes or typos that might be left over from the editing process.

**BUILD YOUR SOCIAL MEDIA PLATFORM** – Social media has its place. But you don’t build platforms on Facebook and Twitter. Build your email list first, THEN ask them to join you on social media.

I picked up an extra 1,000 followers on Facebook overnight using this approach. And now those readers hear from me by email AND in their news feeds.

*More lines of communication = better relationships.*

But don’t start with social media. Build your email list first.

Use Reader Magnets to draw readers in with irresistible content. Then prove to them they made the right decision.

### **BUILD VALUE. BUILD YOUR BRAND. SELL MORE BOOKS.**

And Readers Magnets are just ONE method you can use to boost visibility in the eBook market.

### **THERE ARE A TON OF OTHERS.**

It’s not rocket science. It’s taking proven marketing approaches and applying them to the world of digital books.

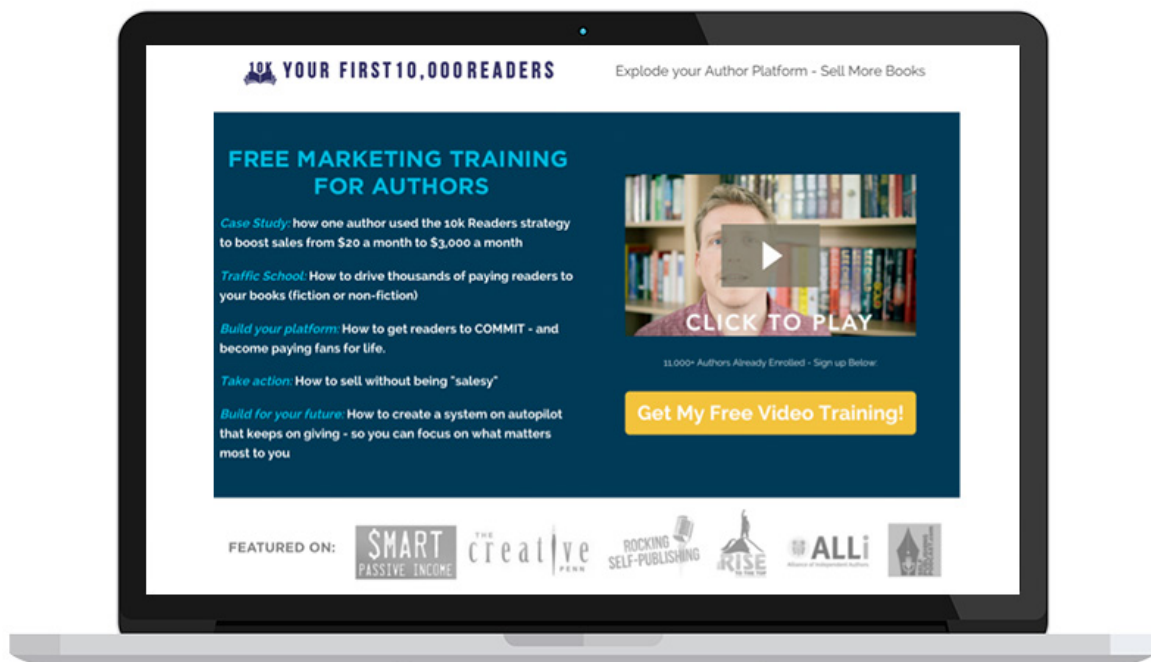
There are no “tricks” or “loopholes.” Only good content, promoted properly.

### **YOU’VE GOT THE FIRST PART NAILED – BUT WHAT ABOUT THE REST?**

If you'd like to find out more about how to nurture your audience, make more sales, and automate your marketing – go check out Your First 10,000 Readers marketing training at [YourFirst10KReaders.com](https://YourFirst10KReaders.com).

I'll take you through everything in this book via video – and a ton more to boot.

Your First 10,000 Readers free training series has helped over 12,000 authors and entrepreneurs grow their business. And for those of you ready to take it to the next level, there's a premium option too – and enrollment is officially open.



Go check it out here (it's free): [YourFirst10KReaders.com](https://YourFirst10KReaders.com)

I'll see you on the inside!

*Nick Stephenson*



# FURTHER READING

**HERE'S A LIST OF OTHER BOOK MARKETING TITLES AND  
BLOGS I'VE READ AND FOUND IMMENSELY HELPFUL:**

[Let's Get Visible: How to Get Noticed and Sell More Books](#)  
by David Gaughran

[David Gaughran's Blog](#)  
by David Gaughran

[J.A. Konrath's Blog](#)  
A Newbie's Guide to Publishing

[The Passive Voice Blog](#)  
A Lawyer's Thoughts on Authors,  
Self-Publishing and Traditional Publishing

[Joel Friedlander's Blog](#)  
The Book Designer

[Russell Blake's Blog](#)  
Suspense Writer

[Kristine Kathryn Rusch's Blog](#)  
The Business Rusch

[Hugh Howey's Blog](#)

Hugh Howey

[Dean Wesley Smith's Blog](#)

The Writings and Opinions of Dean Wesley Smith

[The Creative Penn](#)

Marketing advice from NYT Bestseller Joanna Penn

### **BIG FAT DISCLAIMER:**

While every effort has been made to accurately represent how to grow your audience and maximize your visibility to improve sales of your books and other products, there is no guarantee that you will earn any money. Any person or product that tells you otherwise is lying. Even though this industry is one of the few where one can experience incredible earnings potential, there is never any guarantee. Just like life in general, really.

Examples and income projections in this book are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person utilizing the training programs, strategies, tools, and resources.

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(AKA don't steal!)