

Get your First 1,000 Readers

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Step 1: The Reader Magnet Challenge

What is a Reader Magnet?

A Reader Magnet is a short (5,000 to 20,000 words, scaled accordingly to your genre), polished piece of writing that introduces readers to what you have (or will have) to offer.

Why does every author need a Reader Magnet?

A Reader Magnet is the most effective way to start building a substantial audience of readers.

- Participate in multi-author giveaways to build your email list (you will quickly reach your first 1,000 readers!).
- Get readers to read your next/future releases.
- Put your Reader Magnet on Amazon and start building credibility as an author (garner reviews, reader quotes, rankings, etc.). Start building your presence on the world's largest retailer.
- Participate in newsletter swaps.
- Enter contests (a reader magnet is perfect for literary contests).
- Amazon has SIX categories of short reads (it's easy to rank high in these categories).
- Get a jump on learning the process of getting your work out there (learn to use Amazon KDP, Author Central, create your Amazon Author Page, learn to use Kindle Unlimited, etc.).

Who should have a Reader Magnet?

All authors can benefit from a Reader Magnet

- Doesn't matter if you are published yet or not.
- Doesn't matter what genre you write in (all fiction genres, non-fiction, memoir, children's books, YA books, Poetry, Essays... it doesn't matter!).
- Doesn't matter if you want to *indie publish* or *traditionally publish* (all authors need readers).

Goal of the Reader Magnet Challenge:

- Write, edit, and polish a Reader Magnet by the end of April
- Give your Reader Magnet a high-quality cover (probably an inexpensive *pre-made* cover)
- Put your Reader Magnet to work for you!
- By the end of summer, have your first 1,000 readers (as indicated by # of email subscribers).

Feel free to modify these goals to suit your own needs and constraints

Let's Get Started!

Step 1: What can you produce that would serve as a Reader Magnet?

- Why it should be *relevant* to a work you sell (or plan to sell).
- Two approaches:
 - 1) Something readers want to read *after* they have read something of yours
 - 2) Something you give readers *before* they read something else of yours
- *It's best of you can accomplish both 1 and 2.*
- Ideas: Short story, Prequel, First chapter(s), Short memoir, Minor character story, Short poetry collection, and more.

Step 2: How long does it need to be?

- Fiction or non-fiction: 5,000 to 20,000 words
- Other types of writing: length depends on what it is
- Keep in mind, the goal is to produce something that will *make readers want more* (first chapters can work, but a complete short story may be more satisfying).

Step 3: Make a schedule for completion

- How many hours will be needed to produce your Reader Magnet?
- How much time can you set aside each day or week? (Watch one less Netflix show? Can you get up 30 minutes earlier each day? Can you write for 10 minutes on your lunch break?
- *The 10-Minute Writer* (Kevin Partner is writing this book... about starting micro-habits).
- Make your daily/weekly schedule to complete your Reader Magnet by the end of April.

Step 4: Write your Reader Magnet

- Outline
- First draft
- Get help with editing (WoW meetings, friends, perhaps even a professional line editor)
- INCENTIVE - Trish and I volunteer to *each* do a complete line edit of your polished Reader Magnet if you can get it ready by the end of April. We are not professional editors, but we will do our best. That's two complete line edits!
- Create the *front matter* and *back matter* (the back matter includes a *Call to Action*... what can readers do to read more of your work?)

Step 5: Get a high-quality Cover

- We will look at pre-made cover sites for very inexpensive pro-quality covers.
- We will look at what to do with your cover once you have it.

Step 6: Format your Reader Magnet as an eBook

- We will go through this process together (using free online tools).
- We will help each other through every step.

Step 7: Start putting your Reader Magnet to work for you!

*(covered in future episodes of **Get your first 1,000 readers**)*

- We will go through all the processes together.
- How to use Bookfunnel to distribute your Reader Magnet to readers.
- How to set up your email newsletter list (using MailerLite or MailChimp).
- How to keep readers engaged using your email newsletters so that they will still be around and will be eager to buy when your first (or next) book comes out.
- How to put your Reader Magnet on Amazon (if you choose to do this).
- How to set up your Amazon Author page.
- How to join multi-author giveaways (by far the fastest way to add new readers).
- How to get reviews.
- How to put your Reader Magnet into the right categories on Amazon (such as the Short Reads categories).
- And whatever else you want to try!