

List Building for Authors

Creating a Compelling Virtual Giveaway



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Table of Contents

A Note from D'vorah	3
Identify Your Audience and Your Areas of Expertise.....	4
Making Preparations to Grow Your List	5
Create a Giveaway to Encourage People to Join Your List	7
Sample eCourse Lesson	9
Time to Take Action	10
Recommended Resources.....	11

A Note from D'vorah



Welcome to List Building for Authors. In this program we are going to talk about ways to grow relationships with your audience through list building and ways to get your ideal readers to your website. By attracting your ideal audience to your site, you'll have the opportunity to build relationships with people who are interested in your specific topic area. This will allow you to grow your reach and increase your book sales.

In the online world the lifeblood of your business is your list. Your list refers to subscribers to your email list. Communicating with your list on an ongoing basis is a great way to share content with an eager audience who is interested in your topic area. This will demonstrate your level of expertise and provide you with opportunities to serve your audience and grow your income streams.

While your primary focus should be on educating and building a relationship with your audience, over time you'll also be able to generate additional income streams by inviting your list to register for one of your programs. You'll also be able to generate additional income streams by recommending products and services, of interest to your audience, which you receive affiliate commissions on.

It's important that you treat your list as a relationship-building tool and not as a way to always be trying to sell your stuff. Focus on providing valuable content and building relationships and trust, and over time, you can make recommendations for products or programs that your audience would be so grateful to know about.

Here's to your continued success,
D'vorah

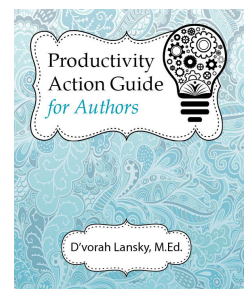
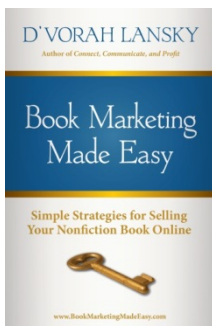
About D'vorah

D'vorah Lanksy, M.Ed., is the bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online* and *21 Ways to Launch a Successful Virtual Book Tour*. She is also the founder of the Book Marketing Made Easy community, and the producer of the Annual Book Marketing Conference Online.

D'vorah has been marketing online since 1994 and has trained thousands of authors and virtual professionals in online book marketing practices since 2007. She is passionate about online marketing as well as helping authors grow their business and their brand as they achieve their dreams.

You can connect with D'vorah at:

- www.BooksByDvorah.com
- www.ReachMoreReaders.com



Identify Your Audience and Your Areas of Expertise

Before we talk about streamlining your site and your message, let's begin by being crystal clear as to who your ideal reader is. This will allow you to best serve and reach your target audience. By identifying and building relationships with thought leaders and experts who serve your target audience, you'll have the opportunity to multiply your results and get in front of many more people. Imagine the traction you can gain by being interviewed and endorsed by these leaders! What type of impact would that have on your business and your book sales?

In addition to identifying your target audience and their interests, it is important that you are very clear about what your areas of expertise are. By identifying your areas of expertise, as they apply to your target audience, you will be able to easily create content that your target audience is hungry for. This will also allow you to become known as an expert in your topic area, thereby making it easy for people to promote you.

Identify your audience and who your message is designed for

To maximize your success, you want to get in front of the exact readers, leaders, and communities who are interested in and hungry for your message. This will serve you well as you begin to identify blogs, radio shows, and virtual events that attract your target audience and offer potential speaking and guest blogging opportunities for you. Let's begin by identifying your target audience. Make a list of qualities that your ideal readers possess.



- What are they interested in?
- What do they struggle with?
- What do they want to learn more about?
- What makes them happy?
- Do they live in a specific location?
- What are their demographics?
- What are the challenges, goals, and interests of your ideal readers? (Be as specific as possible.)

Making Preparations to Grow Your List

One of the most powerful ways to develop online relationships, and your income, is by growing a list of subscribers and providing them with content and information that they are interested in. Your subscribers are the ones who want to hear from you and they are the ones who may go on to purchase your books, products, and services.

The easiest way to encourage people to subscribe to your list is by offering them a compelling, virtual gift, in exchange for their name and email address. In every area of your list building efforts, you'll want to focus on providing content that your target audience is interested in. By attracting your ideal reader, you'll be able to interact with the exact people who are interested in your topic and your books and programs.

Get ready for company

Before you begin your list-building efforts, you'll want to get your site ready for company. Your site is where people will be coming to get to know you and where they'll be coming to sign up on your list. When you have company over to your house, you most likely straighten up. You want to do the same for your site, as this is your home online.

When people visit your site, website or blog, (I use these terms interchangeably) they will be more inclined to subscribe to your list if your site clearly reflects what you are about and who you want to attract. People are hungry for relevant information, and if you appear to be knowledgeable, well organized and have an attractive website that reflects your message, the likelihood of people subscribing to your list greatly increases.

Your website online is the equivalent to a storefront business offline. When people come to your site, your online storefront, you want them to be inspired to explore. With this in mind you'll want to streamline your website for maximum impact and results.

As you tidy up and prepare for company here are a few things you can do:

- Make sure everything is current, attractive, and up-to-date
- Check to verify that all of the links on your site lead are in working order
- Make sure you have a headshot photograph of you, visible from your home page, so people can see your smiling face
- Provide content on your site about you and your book
- Have an easy way that people can reach you, such as via a contact form on your site.
For WordPress sites, Contact Buddy is a great free plugin for creating a contact form. (See Resources page.)

Having key pages on your site

When visitors come to your site, you want to make it easy for them to find what they are looking for. They'll want to know about you and your book, how to purchase your book, what people are saying about your book, and how to reach you. You'll want to be sure to provide this content by adding key pages to your site.

The six most important pages for your site

- About Page: A place where people can find out more about you as the author and a place where they can find out more about your book
- Testimonials and Endorsements Page: This tells people more about you and your book
- Media Page: Share your activity, articles, press releases, photos, bio, and your Interview materials
- Events Page: List live and virtual events, past, present, and future
- Blog Page: Where you feature your blog posts
- Contact page: A way for people to reach you

If your site is built on the WordPress, or another blogging platform, you can easily create these pages on your own via your blog dashboard. If you have a traditional HTML website, you can have your web developer set these pages up for you.

Create a Giveaway to Encourage People to Join Your List

To grow your list, you will want to offer a compelling giveaway that encourages people to share their name and email address in exchange for your giveaway. Your giveaway, or gift, should be something that your target audience would love to have, such as a special report, checklist, or eCourse on a topic of interest to them. This is a fantastic opportunity for you to offer something of value while sharing your expertise with people who are interested in your topic area.

When people subscribe to your list, they're giving you permission to communicate with them. You want to treat that with respect and make the most of the opportunity. While in time you'll be able to invite them to enroll in your programs for a fee, you want to begin by providing them with pertinent and informative free content, on topics of interest to them.

The most effective way to begin this relationship with your subscribers is by having an enticing offer to encourage their subscription. This enticing offer, or virtual giveaway, could be considered to be an "ethical bribe."

Here are a few suggestions for giveaways that you could offer:

- A free eBook or special report
- A free multi-day eCourse delivered via email
- An audio interview with an industry expert
- Checklists
- A chapter or two from your book

What ideas do you have for a giveaway you can create for your audience?

Delivering your gifts to your subscribers

In order for your subscribers to receive your giveaway, you'll want to either create a page on your website, in the case of a PDF or MP3 file, or upload your giveaway to your auto-responder program, in the case of an eCourse. For the page on your website, make sure that the page name does not show up on your site's navigation bar, thus making the page a *hidden page*. Include a thank you message and an image and text letting people know that they can download their gift.

In a future module you'll learn the exact steps for automating your systems so that your subscribers gain easy access to the gift you've promised them.

Here's an example of what I have on a hidden page for one of my subscriber gifts

Thank you for your interest in list building. List building is a fabulous way to reach more readers and sell more books. Enjoy this guide and apply what you learn and you'll be on your way to growing the size of your audience and increasing your book sales. Enjoy!**Click on the title below to access your special gift:**

[Five Ways to Reach More Readers While Growing Your List](#)

Here's to your success, D'vorah

P.S. If you'd like to learn even more about building your list and growing relationships with your target audience, consider joining us for [List Building for Authors](#).



Tips for formatting PDF giveaways

When creating a giveaway as a PDF file, format your document so that it looks attractive and professional. You can use this very PDF Action Guide as an example. Notice the title page, table of contents, about the author page, footer content, and a resources section at the end. I've also added a border around the pages, to give it a more polished appearance.

Since your PDF is a gift and not part of a paid course, you can also include a marketing page where you advertise your book or paid program, and provide a link for people to click on to access the order page.

Tips for creating a free eCourse

Another great gift is an eCourse, delivered via email, over a period of days or weeks. Your eCourse content should be informative and interesting, and leave the reader wanting more. You'll have the opportunity to gently promote your book or program throughout the eCourse, but make the training component take priority.

An example of an eCourse promotional schedule could be something like:

Day #1: Welcome message and valuable content. Be sure to include a brief comment at the end of each day's lesson to provide a sneak peek as to what they can expect in the next lesson. This will increase your email open rates.

Day #2: Next content lesson with a link to a related blog post. Don't try to sell anything today but do offer a link that encourages subscribers to "click."

Day #3: Valuable lesson and weave in the mention of a your book and provide a link to your book on Amazon.



Day #4: Valuable lesson and a link to a related video or article.

Day #5: Valuable lesson, course wrap-up and invitation to purchase your program or book. You could say something like, “If you enjoyed this content, you’ll love my book [or perhaps you want to promote a training program] on this topic, for more information go to [www...](#)”

An eCourse content is designed to serve as an appetizer and make people hungry for the “full course” (pun intended!) These emails should be short and to the point. I’ve found that 200 – 300 words is ideal, however if yours are a bit shorter or longer, that’s fine too. The bottom line is to remember to use white space between paragraphs, keep paragraphs short, wrap up with 1-3 action steps, and provide a sneak peek as to what they can look forward to in the next lesson.

Sample eCourse Lesson

Thank you for requesting this special eCourse on List Building for Authors. The strategies you’ll learn over the next five days will help to increase your book sales and take your business to the next level.

In today’s lesson we are going to talk about identifying your target audience.

- Who are your ideal readers?
- Who is passionate about the topic you write about?
- Who would benefit from your message?

These are the people who will be interested in your book. Knowing who your ideal reader is will lead you to online speaking and blogging opportunities. What type of impact would this have on your life and your business?

Either print off this message or grab a pen and a pad of paper as you complete the following exercise. The answer to these questions will lay the foundation for our work together and will provide you with the first piece of the jigsaw puzzle towards growing your audience and your book sales.

eCourse Action Steps: Take some time to identify who your ideal reader is.

- How would you describe your ideal reader?
- What is your ideal reader interested in?
- What do they struggle with?
- How can the message of your book help them?
- Now, jot down the names of a few leaders or experts in your industry.

In future eCourse lessons, you’ll learn strategies for connecting with these people and how to get invited to be a guest blogger and/or a guest speaker, for their communities.

Join in the Conversation: Interested in taking this conversation off of the page and into an interactive forum? Join us over on Facebook and interact and share ideas with our author community at [www...](#)

Stay tuned for next week’s message where I share tips on how to grow your list of email subscribers and set the stage for building an ongoing relationship with them.

Here’s to your success! D’vorah

Time to Take Action

Step One: Get your site ready for company

- Spend some time on your site to make sure everything is neat and tidy.
- Check all links to make sure they are relevant to your message and that they are in working order.
- Make sure you have a headshot photograph of you, visible from your home page, so people can see your smiling face.
- Provide content on your site about you and your book
- Have an easy way that people can reach you, such as via a contact form on your site. For WordPress sites, Contact Buddy is a great free plugin for creating a contact form.
(See Resources page.)

Step Two: Create a compelling gift for your subscribers

- Create a compelling giveaway offer to encourage subscriptions, such as a PDF eBook, special report, checklist, or an eCourse on a topic of interest to your audience are all great options.
- If you are creating a PDF guide or special report, add a title page, about the author page, footer with your blog URL, and a marketing page at the back of your giveaway, about your book or one of your programs. If you are offering an eCourse, you can weave gentle offers into your eCourse, as discussed in this guide.

Step Three: Provide subscribers with access to the giveaway

For PDF Giveaways

- Set up a hidden page (meaning that the page title does not show up on your site's navigation bar) on the site where subscribers can download their gift from.
- Add a Thank You follow up message to your subscriber list and include a link in the email message, directing people to where they go to download your gift.

For eCourse Giveaways to be delivered via Email

- Compose a follow up, thank you message and include the first lesson of your eCourse.
- Subscribe your email address and test that everything is working properly.

Step Four: Head on over to our Facebook group to share your questions and successes

- www.Facebook.com/groups/reachmorereaders.com

Recommended Resources



AWeber Auto-Responder Service

www.WebmailConnections.com



Contact Buddy Contact Form

www.BookMarketingMadeEasy.com/contactbuddy



www.ReachMoreReaders.com/leadpages