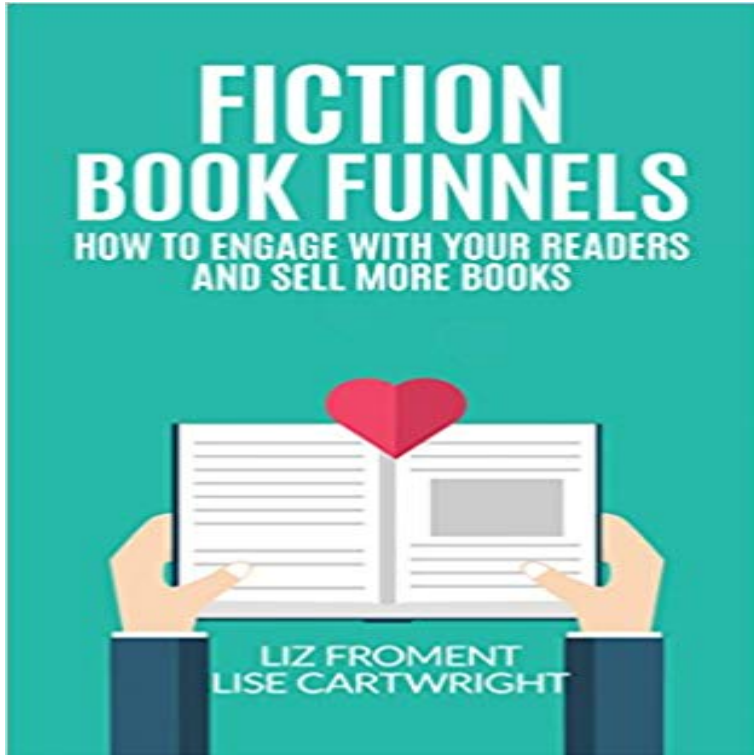


Fiction Book Funnels: How to Engage With Your Readers and Sell More Books!



How are YOU engaging with your readers? Congratulations. Youve finished your first novel! Go you. Now youre ready to hit publish and wait for the millions to roll in, a al 50 Shades of Grey... Whats that you hear? Crickets? Doh! Writing your story was the easy part, publishing, launching and getting in front of your raving fans, thats the part thats tricky if youre not sure how to go about it or dont have a list. Engaging with your readers takes a bit of finesse, a sprinkle of magic and a lot of know-how and can-do mindset shifting. Figure that stuff out, and youre singing in the rain... But How? Lets show you by telling... meet Lara. Shes an indie author like yourself, writing for the love of writing, telling her romance and mystery stories and sharing her self-published novels with friends and family in the hopes that theyll share it with their friends and so on and so on. Only its not really panning out that way for her. For some reason, none of her close friends and family seem at all interested in her books! Lara is at a loss as to why this is, and is super frustrated with the lack of support shes getting. How on earth is she going to make her millions with such a lack of interest in her books?! A Solution Does this story sound familiar? It sure does to us. Not only are Lise and Liz indie authors who have self-published books themselves, but Lise really struggled with engaging with her readers in the beginning. Crickets were definitely the norm after publishing a couple of books and she was more than a little miffed when even her own family and friends werent clamoring to grab a copy of her hard written stories. How rude, right! Enter the amazing Liz to the rescue! Not only is Liz a self-published author too, but she is an amazing people connector and she knows a thing or two about engagement. Together, we worked on ways to increase not only engagement with Lises current readers, but also in drawing new readers into her book

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