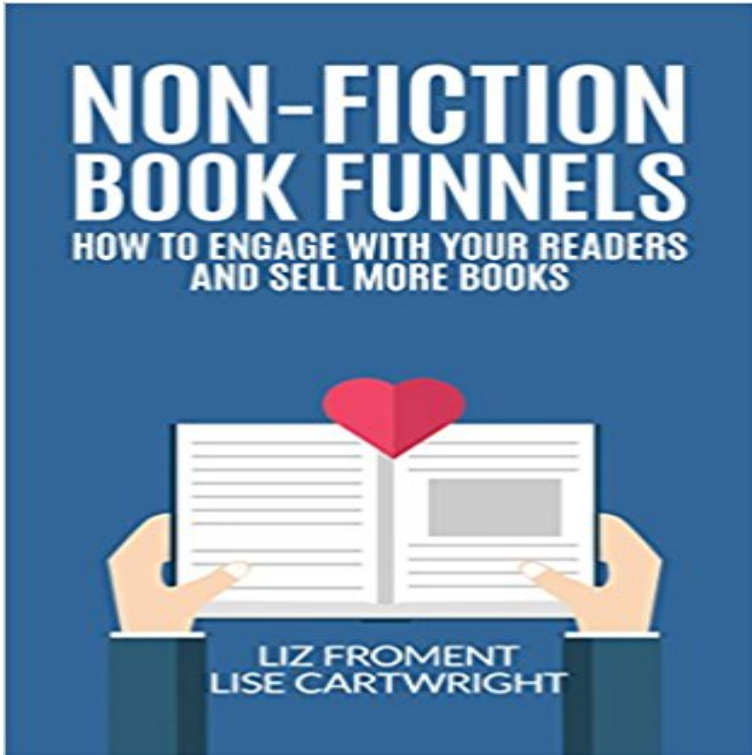


Non-Fiction Book Funnels: How to Engage With Your Readers and Sell More Books!



How are YOU engaging with your readers? Congratulations. Youve finished your first book! Go you. Now youre ready to hit publish and wait for the millions to roll in, a la The 4-Hour Work Week... Whats that you hear? Crickets? Doh! Writing your book was the easy part, publishing, launching and getting in front of your readers, thats the part thats tricky if youre not sure how to go about it or dont have a huge list. Engaging with your readers takes a bit of finesse, a sprinkle of fairy dust and a lot of know-how and can-do mindset bending. Figure this stuff out, and youre singing in the rain... But How? Lets show you by telling... meet Stefan. Hes an indie author like yourself, writing about the things hes passionate about, writing about his personal experiences and sharing his self-published books 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 him. For some reason, none of his close friends and family seem at all interested in his books! Stefan is at a loss as to why this is, and is super frustrated with the lack of support hes getting. How on earth is he going to make millions with such a lack of interest in his 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 own readers when she first started. 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 masterpieces. How rude, right! The AH-MAZING 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 funnel. Non-Fiction Book Funnels is all about how to attract raving fans to check out your books, entice them to grab your books, bribe them with an incentive to get on your mailing list and then get them with your amazing personality, wordsmithing wizardry and all-round indie author awesomeness. Now try saying that last line three times really fast! Here's What You'll Learn: :: How to setup a permafreet book, including the right strategy for your book business :: How to use Facebook advertising to drive hungry readers to your books :: How to properly engage with your readers with awesome autoresponders, incl. swipe files! :: Tips on how to set up your author platform :: Plus much more! So what's left to discuss? Grab your copy of Non-Fiction Book Funnels now and learn all about how to set up engaging autoresponders, permafreet strategies and author platform prowess!

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