
Marketing Focus: Lead Magnets/List Builders + Side Products

with Beth and Ezra Barany

Barany School of Fiction

for the members of the Author Group Coaching Program

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Welcome!





❖ What kind of items can you give your fans and soon-to-be readers?

Customized Collage Mug!

Enter: Jan. 3-31, 2016

Win This Mug!
<http://author.bethbarany.com/blog-tour/#grandprize>

Romance
 Bookmarks
 are coming!
 Stay tuned!

Enjoy some Christmas Magic

The Touchstone Series #2

A Christmas Fling
 A Magical Tale of Romance and Adventure
 by Beth Barany

The Touchstone Series #3

A Cupcake Christmas
 A Magical Tale of Romance and Adventure
 by Beth Barany

Start with the free first-in-series here:
<http://bitly/FreeTSbb>

★★★★★ "Fresh, addictive, magical... recommended!" -Books and Authors Spot

★★★★★ "Tagged at my heart string!" -Jennifer Skully, New York Times Bestselling Author

Enjoy some French Magic

The Touchstone Series #1

Touchstone of Love
 A Magical Tale of Romance and Adventure
 by Beth Barany

The Touchstone Series #4

PARISIAN AMOUR
 A Magical Tale of Romance & Adventure
 by Beth Barany

The Touchstone Series #5

A LABYRINTH OF LOVE AND ROSES
 A Magical Tale of Romance and Adventure
 by Beth Barany

<http://author.bethbarany.com/>

Why Have Items to Give Away?

- Build your list
- People love receiving gifts
- Attract new potential readers; Get them curious!
- Set up systems you can replicate
- People love tangible things
- Other...

Let's Brainstorm What You Can Give Away

- Mugs, T-Shirts, Bags
- Bookmarks, Printed Books and Excerpts
- Journals
- Quizzes
- Reports, Handouts, Checklists
- Other...

Let's Brainstorm What You Can Sell!

Many of the same items you give away:

- Mugs, T-Shirts, Bags
- Bookmarks, Printed Books and Excerpts
- Journals
- Reports, Handouts, Checklists
- Recipe Cards/Books/Booklets
- Other...

Logistics

1. Define your audience.
2. Know their likes, loves, passions, desires.
3. Test your ideas with a few of your fans.
4. Set up a way to collect names. You need a newsletter service like: GetResponse, AWeber, MadMimi, MailChimp, etc.
5. Make a plan.
6. Set aside time on your calendar to work on your project.
7. Give yourself more time than you think to work on this project.
8. What else?

**Remember why
you're giving
away lead
magnets, list
builders, +
selling side
products!**

(For your fans!)



Reflection and Next Steps

1. What did you discover today? Your ah-has?

2. What is your next step, next action you want to take in your author/book marketing life?
