

HOW TO ENGAGE READERS

**OPT-IN PAGE & FORM IS ESSENTIAL.
YOU NEED SOMEWHERE TO ENTICE & COLLECT
YOUR READER'S EMAIL ADDRESS.**

**AN OFFER IS ESSENTIAL.
YOU NEED TO ENTICE READERS TO GIVE YOUR
BOOKS A CHANCE.**

1

FAST TRACK TO READERS

Ryan Zee promos
Author collaborations
ProlificWorks
BookFunnel
Anthologies

MY TWO LIST BUILDING FUNNELS:

THE SECRET SAUCE IS IN THE FOLLOW-UP WITH READERS

2

FOLLOW-UP

Immediately follow up with a 3-5 email sequence

Send a newsletter at least once a month, every month

MY FOLLOW-UP SEQUENCE: