ESSENTIAL ELEMENTS OF THE PERFECT READER MAGNET

BEFORE WE BEGIN

THE PERFECT READER MAGNET IS:

the reader magnet you would write
if you could only write one.

EXAMPLES OF *IMPERFECT* READER MAGNETS:

- EXTENDED EPILOGUES
- DELETED SCENES
- FLIPPED POV SCENES
- FANTASY MAPS
- FAMILY TREES
- CASE/SUSPECT DOSSIERS
- PROLOGUES
- ALTERNATE ENDINGS
- EASTER EGG SCENES
- CHARACTER INTERVIEWS
- RECIPES
- DIARIES/LETTERS
- DATING PROFILES
- CHARACTER/CONCEPT ART

ARE THESE *BAD* READER MAGNETS?

- an epilogue about the couple in your romance novel
- a scene from the day of the EMP four years before your post-apocalyptic series
- the campfire story or legend that the characters in your fantasy trilogy mention all the time, told in full detail

THE QUESTION TO ASK:

Will anyone who hasn't yet read my books be interested in this?

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YOUR ESSENTIALS LIST

- complete story
- super hooky
- killer ending
- same themes, tropes, tone, style
- no prior knowledge required
- absolute no-brainer CTA - in both directions

YOUR BONUS:

DON'T THINK ABOUT IT TOO MUCH.

YOU'LL TALK YOURSELF OUT OF THINGS.

JUST JOT DOWN EVERYTHING YOU CAN COME UP WITH AND SORT IT OUT LATER.

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