



# 5 (Interesting) Ways To Build Your Readership



Download the slides at:  
[www.TheCreativePenn.com/indierecon](http://www.TheCreativePenn.com/indierecon)





# Attention



They see a tweet, blog post, video, audio, FB pic, something ...



# Interest

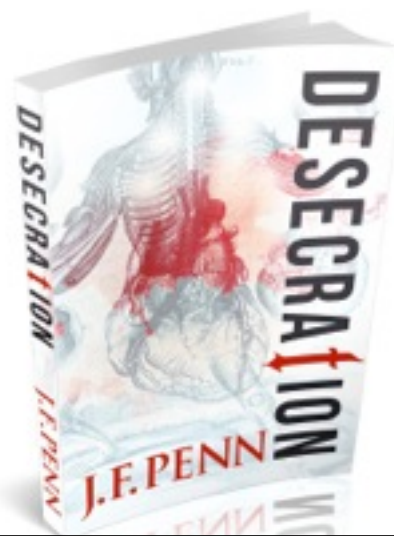
They like it => follow you, subscribe to your list, like your page, connect somehow

# Desire

They've been connected with you for a few months now. Your book has just come out & sounds interesting. They know you, like you & trust you - **because you have earned it.**

# Action

They buy your book/ product and recommend it to a friend. They become a fan.



# (1) Audio: Books, podcasts, downloads



**SCOTT SIGLER**  
The online home of New York Times best-selling novelist Scott Sigler

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**NOCTURNAL Episode #15**

NOCTURNAL podcast · scottsigler · February 2, 2014 · 12 Comments

Bryan and Pookie were kicked off the case by Chief Zou, but not before Pookie had Black Mister Burns investigate the occult symbols found at the murder scenes. Burns came up with a hit: a man who reported the same symbols *decades* earlier, during the Golden Gate Slasher case. That man? Mister Biz-Nass. Bryan and Pookie pay him a visit.

amazon.com  
BARNES & NOBLE  
Download on iTunes  
audible.com



## Sins Of Temptation. Short Story Audio

Author J.F.Penn reads her short story Sins of Temptation.



When the mutilated corpse of a wealthy author is found within the grounds of a stately home, the police officer sent to investigate finds a curious diary amongst the occult objects that d the scene.

Will he uncover the author's secret at the ruined chapel that lies a wasteland, and does he really want to pay the price of such knowl

Download the mp3 here (right click the link) =>  
[SinsOfTemptation.mp3](#)





- \* **Connect** with influencers
- \* **Relationship** through voice
- \* Incoming **traffic** & links
- \* Different audience to blog
- \* Create long term, **evergreen** content
- \* **Valuable** to your audience, whoever they are
- \* **SEO title** if non-fiction



[#175 – Book marketing: How to use Wattpad as an author with Ashleigh Gardner](#)

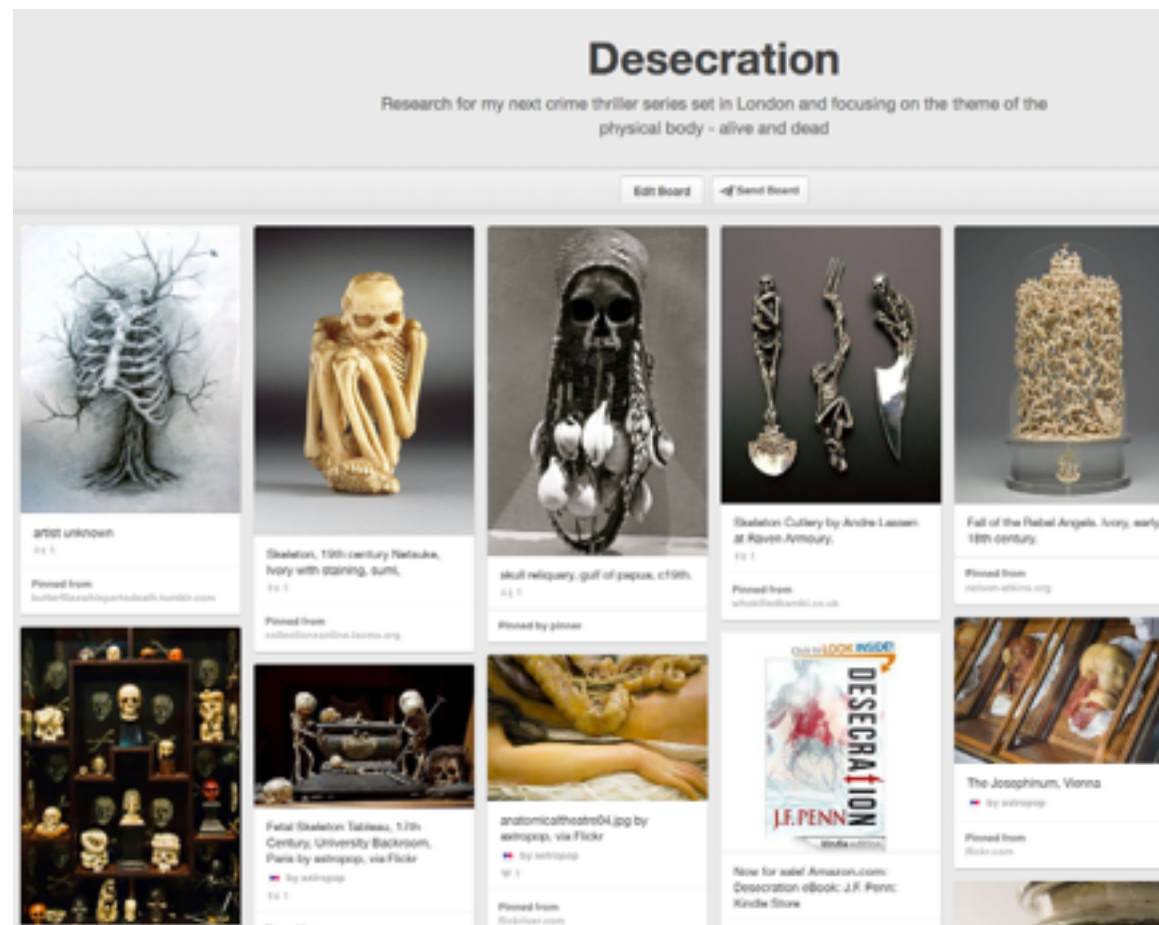
[#174 – Self-publishing and marketing books for children with Karen Inglis](#)

[#173 – The entrepreneurial realities of being a pro writer with Mel Sherratt](#)

[#172 – Entrepreneurial publishing, book marketing and prolific living with Farnoosh Brock](#)

<http://www.thecreativepenn.com/2011/01/15/how-to-create-a-podcast/>

## (2) Image Marketing



Heroic boy risks his life to save a drowning fawn in Bangladesh.

<http://dailym.ai/1fxzCDE>



+1187

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[www.pinterest.com/jfpenn/desecration/](http://www.pinterest.com/jfpenn/desecration/)

**Colin Falconer** @colin\_falconer  
RT @thecreativepenn: Tips for a longterm #writing career & writing H w/ @colin\_falconer  
[youtube.com/watch?v=dQtrxy...](https://youtube.com/watch?v=dQtrxy...)  
[pic.twitter.com/sE4dB7cXGP](https://pic.twitter.com/sE4dB7cXGP)

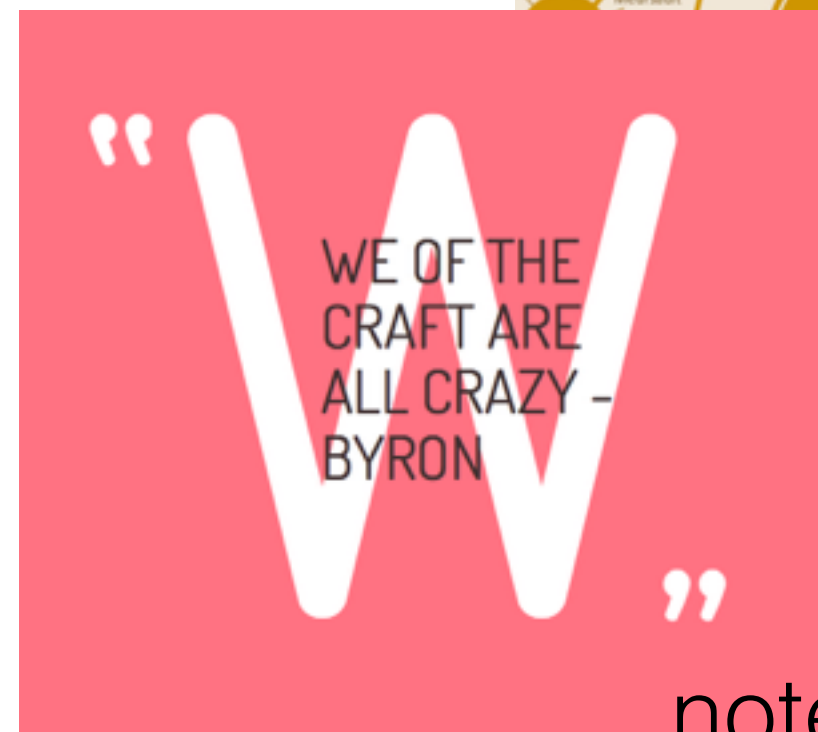
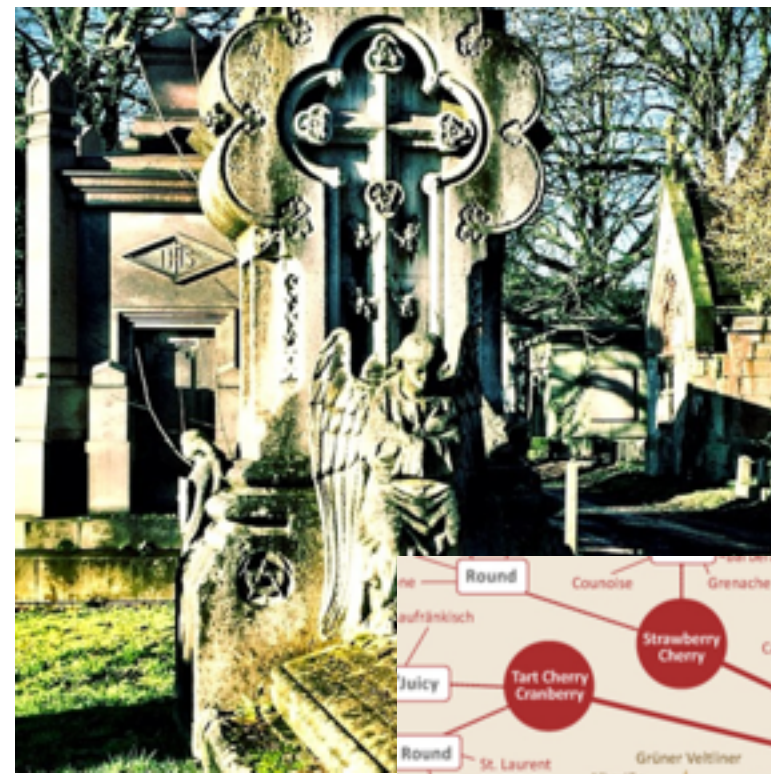
Tips for a long term writing career & writing historical fiction with Colin Falconer

[www.TheCreativePenn.com](http://www.TheCreativePenn.com)

Video thumbnail showing Colin Falconer and a woman.




- \* Easy to do from **smart phone** - **use app** to edit and share to accounts - FB, G+, twitter, instagram, Flickr,
- \* Look at **Buzzfeed** for viral examples
- \* **Emotionally resonant**
- \* **Targeted** to audience




# Using Free

- \* No risk discovery mechanism
- \* Most effective for 1st in series / related stories
- \* Cheaper promotion
- \* Go WIDE - discovery in all stores - use price matching to change Amazon




Discover

Create



**Pentecost: An ARKANE T**  
41 parts / 93 pages, updated Oct  
A power kept secret for 2000 yea  
India. When a nun is burned alive  
[read more](#)  
184,152 reads ★ 2,004 163



Click to **LOOK INSIDE!**

Instant Order Update for Joanna Penn (The Creative Penn Ltd). You purcha

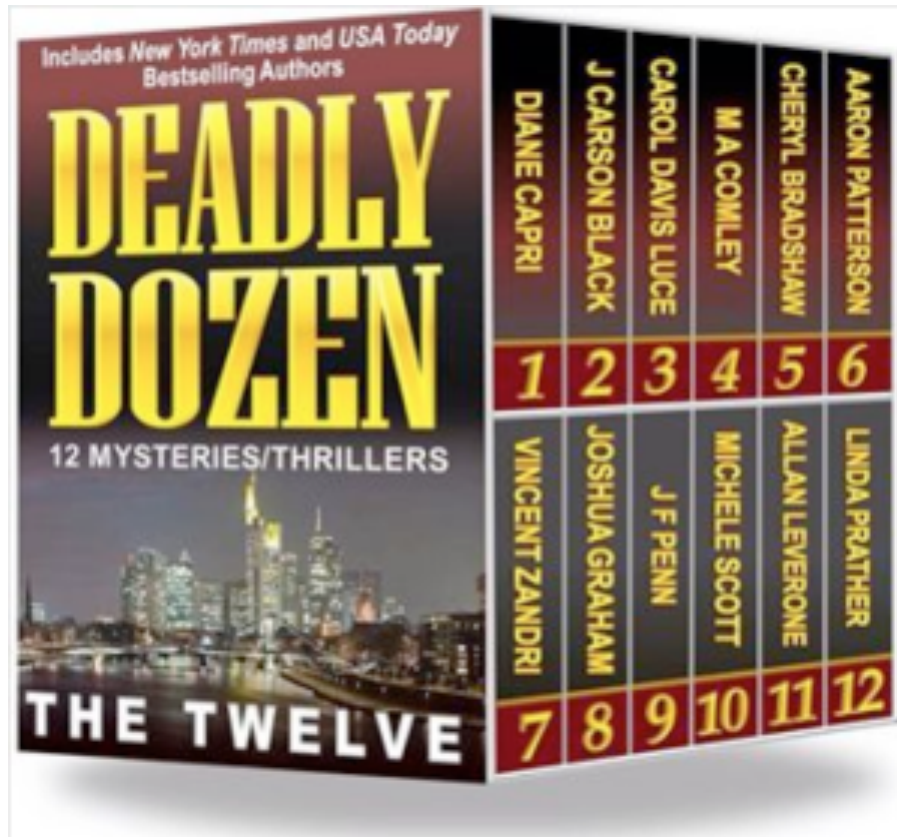
**Pentecost. An ARKANE Thriller (Book 1) [Kindle Edition]**  
[J.F. Penn](#) (Author)  
★★★★☆ (145 customer reviews)  
Pricing information not available.  

- Length: 296 pages (Contains Real Page Numbers)
- Don't have a Kindle? [Get your Kindle here.](#)

Formats	Amazon Price	New from	Used from
Kindle Edition	\$0.00	--	--
Paperback	\$11.69	\$11.12	\$10.83
Audible Audio Edition, Unabridged	\$20.64	or Free with Audible 30-day free trial	



# Relationships & Collaboration



[www.TheTwelvexii.com](http://www.TheTwelvexii.com)



## On Writing Horror And Thrillers With Award Winning And Bestselling Author Allan Leverone

by JOANNA PENN

Allan Leverone writes thriller and horror dark fiction.



He is the bestselling and award-winning author of 12 books and many short stories, including the Paskagankee series and his latest book Mr Midnight.

In the video interview below, Allan and I talk about his writing life and his books. You can read show notes under the video.

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Tweet





# Speaking

- \* **Serendipity** & connection
- \* You never know who is in the audience
- \* Focus on **entertaining or helping audience**. They don't care about you!
- \* Do a download page so they come back to your website :)





On writing and creative  
entrepreneurship



Download the slides at:  
[www.TheCreativePenn.com/indierecon](http://www.TheCreativePenn.com/indierecon)

Tweet me: @thecreativepenn

