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## Lead Magnet Ideas for Fiction Writers

# OPT-IN CONTENT

Creating an Opt-In (also called a lead magnet or reader magnet) is a key step in building your author platform. You will need to create an opt-In so you can give your readers a Call-To-Action (CTA) at the end of your short-form content (blog, podcast, social media posts, etc.). If you are creating all this great content but have no way to capture email addresses, you're really not building a customer base, and therefore aren't building your author platform!

Think of it this way, Social Media followers are like someone driving down the road and seeing a billboard and saying "Oh, I really like that store, I should stop by sometime." But, when a person "opts in," they give you an email address in exchange for a specific piece of content. In other words, that person has come into the store and "bought" something AND signed up to be reminded to come back to the store in the future!

I know most fiction writers struggle with figuring out what they can make for an opt-in, so I wanted to at least give you some examples of what you could do.

Just remember, your very first step in understanding what lead magnet to create is to understand your reader and the experience you are creating for them through the content you create (your XYZ statement). Why is this important? Well, for one, this XYZ gives a structure to work within when creating and producing content.

If your XYZ is to create historical fiction for empty nesters, you're not going to create an opt-In titled "5 Ways to Find time to Read Historical Fiction" but you might create one that is titled "5 Historical Novels with Rabbit Holes You Can Get Lost In."

Once you really understand your XYZ, you can apply the following Lead Magnet Ideas to come up with something that will entice your readers to opt into receiving!

Cheering you on!

*Rachel*

To learn more about the XYZ statement, you can visit [rachelfahrenbach.com/ep09](https://rachelfahrenbach.com/ep09)

# OPT-IN IDEAS

1. Short Story (keep it under 10k words)
2. Novelette (keep it under 40k words)
3. A Bonus Chapter
4. Printables (quotes, reading questions, artwork, etc.)
5. Audio Collection
6. Video Collection
7. Deep-dive (character, novel theme, time-period, topic, a novel similar to yours, etc.)
8. Research Resources
9. Online event (meet-up, webinar, book club, etc)
10. Prompts
11. Reflection Practice
12. Scripts (e.g. in \_\_\_\_ situation you say \_\_\_\_)
13. Prayers
14. Scriptures
15. Study or Research Notes
16. Coloring Pages
17. Item Recommendations
18. Media Recommendations (books, movies, music, etc.)
19. Step-by-step Tutorial
20. Short Workbook
21. Myth Buster
22. Guides (tips, starter, reading, activity, book club etc.)
23. Savings Guide (time, money, etc.)
24. Essentials Guide
25. Progress Trackers

# YOUR TURN

Eventually, you'll want to have a number of lead magnets leading readers to your email list, but for now, aim to create just one. Also, don't make it too complicated or in-depth. This is just a small sample of you and your work.

**Who you create for:**

**What experience you create for them:**

**Why you create this experience for them:**

**Types of lead magnets my readers would enjoy:**

**Types of lead magnets I would enjoy creating:**

**Which type of lead magnet would be the easiest for me to create first?**

# BRAINSTORM

Lead Magnet Type	Content Idea
Example Type: List	Example Content: 10 Engaging Historical Novels You've Probably Never Heard Of