

MAKING MAGIC WITH READER MAGNETS



WITH
Z.S. DIAMANTI

MAKING MAGIC WITH READER MAGNETS

OVERVIEW

- WHAT ARE READER MAGNETS?
- WHAT SHOULD READER MAGNETS DO?
- GETTING CREATIVE
- IMAGINE
- PRACTICAL MAGIC!
- BONUS TIPS
- Q+A
- RESOURCES



MAKING MAGIC WITH
READER MAGNETS

WHO AM I?



MAKING MAGIC WITH READER MAGNETS

Z.S. DIAMANTI



ABOUT 1 YEAR AGO

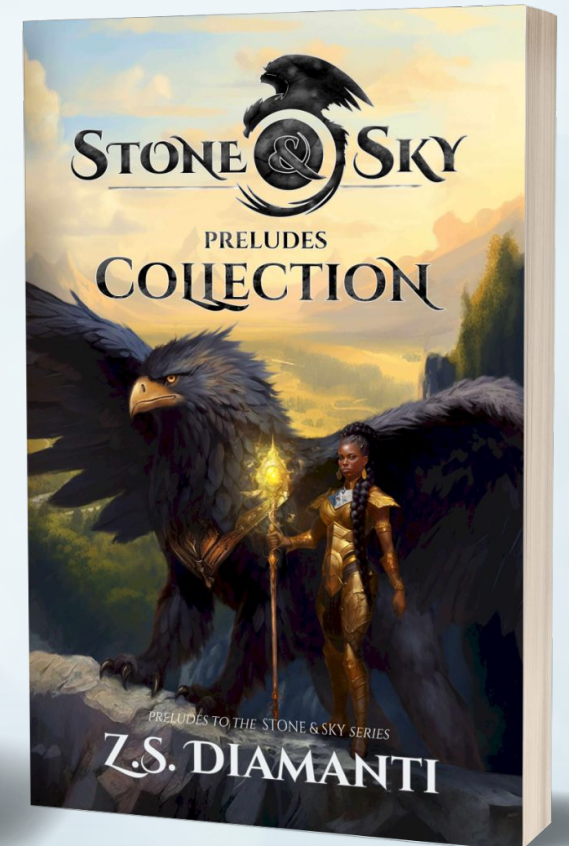
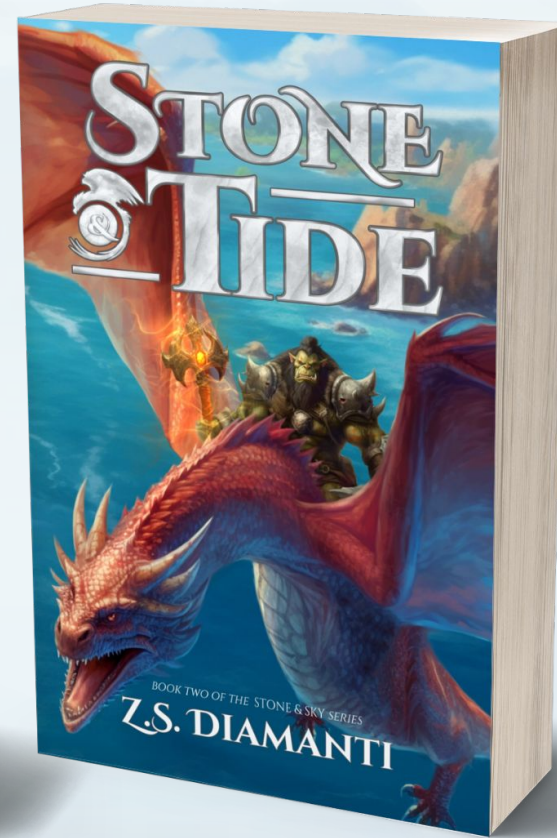
- **NOBODY KNEW WHO I WAS**
- **VIRTUALLY ZERO SOCIAL MEDIA PRESENCE**
- **NO BOOKS PUBLISHED**
- **0 SUBSCRIBERS ON READERS LIST**



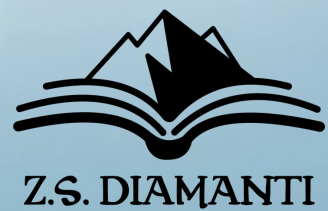
MAKING MAGIC WITH READER MAGNETS

NOW

- **AWARD-WINNING AUTHOR OF THE *STONE & SKY* SERIES**



**RELEASES
JUNE 4TH**



MAKING MAGIC WITH READER MAGNETS

Z.S. DIAMANTI



NOW

- **INVITED TO SPEAK AT CONFERENCES
AND OTHER COLLABORATIONS**
- **NEARLY 60,000 FOLLOWERS ON
SOCIAL MEDIAS**
- **THOUSANDS OF BOOKS SOLD**
- **OVER 4,000 SUBSCRIBERS ON
READERS LIST**



MAKING MAGIC WITH
READER MAGNETS

WHAT IS A READER MAGNET?



MAKING MAGIC WITH READER MAGNETS

WHAT IS A READER MAGNET?

A READER MAGNET IS SOMETHING OF **VALUE** OFFERED BY AN AUTHOR IN **EXCHANGE** FOR THE **PERMISSION AND ABILITY** TO CONTACT THE READER FURTHER.



MAKING MAGIC WITH READER MAGNETS

WHAT IS A READER MAGNET?



MAKING MAGIC WITH READER MAGNETS

WHAT IS A READER MAGNET?

- AN **INCENTIVE**
- CONVINCES READERS TO JOIN YOU



MAKING MAGIC WITH READER MAGNETS

WHAT IS A READER MAGNET?

- AN **INCENTIVE**
- CONVINCES READERS TO JOIN YOU
- A **TRANSACTION**
- IT CAN BE REVOKED BY EITHER PARTY



MAKING MAGIC WITH READER MAGNETS

WHAT IS A READER MAGNET?

- AN **INCENTIVE**
- CONVINCES READERS TO JOIN YOU
- A **TRANSACTION**
- IT CAN BE REVOKED BY EITHER PARTY
- A **FILTER**
- WEEDS OUT INCOMPATIBLE READERS



MAKING MAGIC WITH READER MAGNETS

WHAT SHOULD A READER MAGNET DO?



MAKING MAGIC WITH READER MAGNETS

WHAT SHOULD A READER MAGNET DO?

3 MAIN JOBS



MAKING MAGIC WITH READER MAGNETS

WHAT SHOULD A READER MAGNET DO?

3 MAIN JOBS

1. WELCOME NEW READERS



MAKING MAGIC WITH READER MAGNETS

WHAT SHOULD A READER MAGNET DO?

3 MAIN JOBS

1. WELCOME NEW READERS
2. SET THE VIBE



MAKING MAGIC WITH READER MAGNETS

WHAT SHOULD A READER MAGNET DO?

3 MAIN JOBS

1. WELCOME NEW READERS
2. SET THE VIBE
3. ENCOURAGE FURTHER ENGAGEMENT



MAKING MAGIC WITH READER MAGNETS

1. WELCOME NEW READERS

- ENTICES NEW READERS TO CLICK THE BUTTON AND JOIN YOUR READERS LIST



MAKING MAGIC WITH READER MAGNETS

1. WELCOME NEW READERS

- ENTICES NEW READERS TO CLICK THE BUTTON AND JOIN YOUR READERS LIST
- ACCESSIBLE TO A NEW READER



MAKING MAGIC WITH READER MAGNETS

2. SET THE VIBE

- GIVES READERS REASONABLE EXPECTATIONS OF YOU AS THE AUTHOR AND YOUR WORK



MAKING MAGIC WITH READER MAGNETS

3. ENCOURAGE FURTHER ENGAGEMENT

- LEAVES NEW READER HUNGRY FOR MORE



MAKING MAGIC WITH READER MAGNETS

3. ENCOURAGE FURTHER ENGAGEMENT

- LEAVES NEW READER HUNGRY FOR MORE
- LEADS READER TO THE NEXT THING





MORE *FREE* PRELUDES STORIES!

If you've joined the Z.S. Diamanti newsletter, then you've got several more *Stone & Sky: Prelude Stories* coming your way! There are **7 *prelude stories in total***, so be on the lookout! We'll drop them right into your inbox.



If you haven't already joined the Z.S. Diamanti newsletter, then what are you waiting for? Join at FreeFantasyFiction.com



Nera will return ...

In the full-length epic fantasy adventure:



CONTINUE THE ADVENTURE

ORDER NOW!



*More from the world of **STONE & SKY***

You've reached the end of our *FREE* fantasy prelude stories about some of the characters from *Stone & Sky*. But don't worry, there's lots more adventure to come.



Check out this video interview with author Z.S. Diamanti about the creation of Finlestia and the continent of Tarrine where our series of stories take place.

Click the video, or visit TheGriffinGuard.com



MAKING MAGIC WITH READER MAGNETS

WHAT SHOULD A READER MAGNET DO?

3 MAIN JOBS

1. WELCOME NEW READERS
2. SET THE VIBE
3. ENCOURAGE FURTHER ENGAGEMENT



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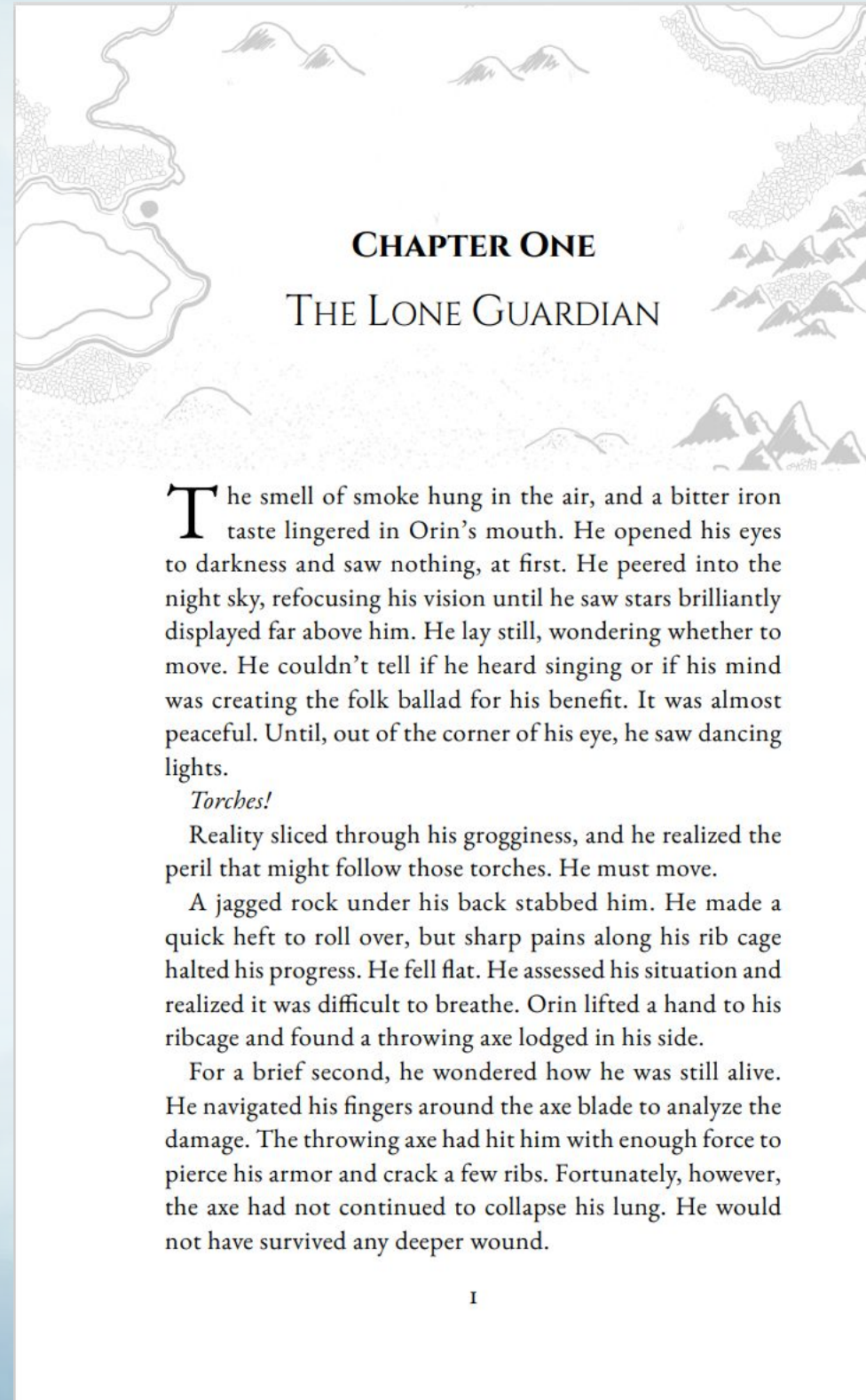
LET'S GET CREATIVE!



MAKING MAGIC WITH READER MAGNETS

LET'S GET CREATIVE

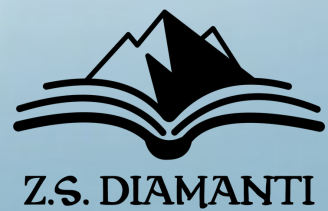
FIRST FEW CHAPTERS OR SAMPLE CHAPTERS



MAKING MAGIC WITH READER MAGNETS

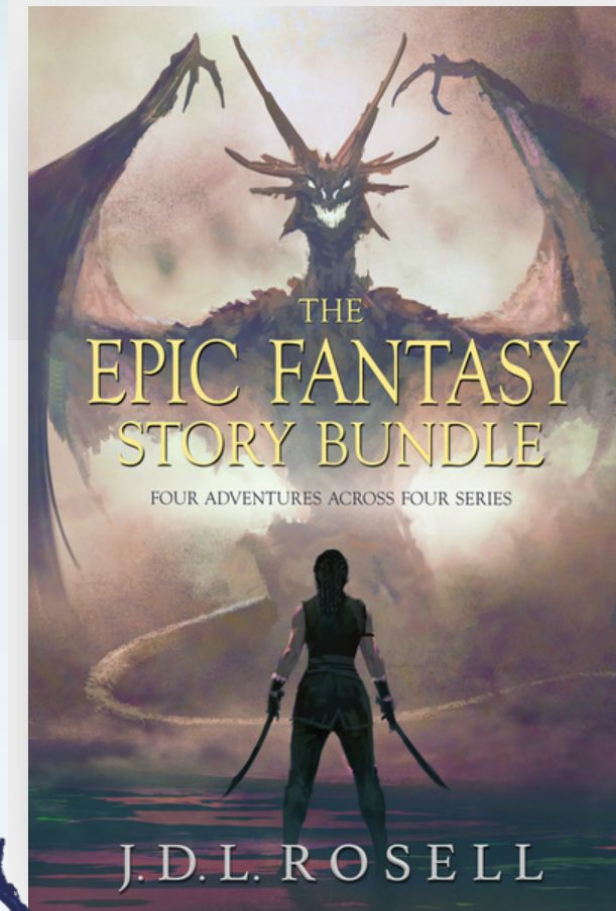
LET'S GET CREATIVE

BOOK 1 IN THE SERIES



MAKING MAGIC WITH READER MAGNETS

LET'S GET CREATIVE
SHORT STORIES &
NOVELLAS



Begin four bestselling epic
fantasy series for free!

GET MY BOOK

[Read a sample in your browser](#)

RANGER OF THE TITAN WILDS - A thrilling sword-and-sorcery quest of a young, sorcerous ranger whose quest for vengeance leads to rebellion and redemption.

LEGEND OF TAL - A classic sword-and-sorcery adventure of a famed hero of myth reconciling with his checkered past.

THE RUNEWAR SAGA - A harrowing Norse odyssey of worldwide war, awakening sorcery, and rising heroes.

THE FAMINE CYCLE - An enthralling tale of one woman's ascension from a penniless commoner to a magician who defies the gods.

Read the prequel stories to these four new series for free! Download the bundle to get started.



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LET'S GET CREATIVE

LORE & IN-WORLD ITEMS



MAKING MAGIC WITH READER MAGNETS


LET'S GET CREATIVE

SONGS

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TIM FACCIOLA

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 **The Rebels' Rhyme - Taylor Ash**
▶ 00:00 / 02:48


START HERE: BOOK 1 THE SCALES OF BALANCE

Peace bought by blood seldom lasts, for vengeance knows no end.

The scales must be balanced. By peace. Or by blood.

[Read more...](#)

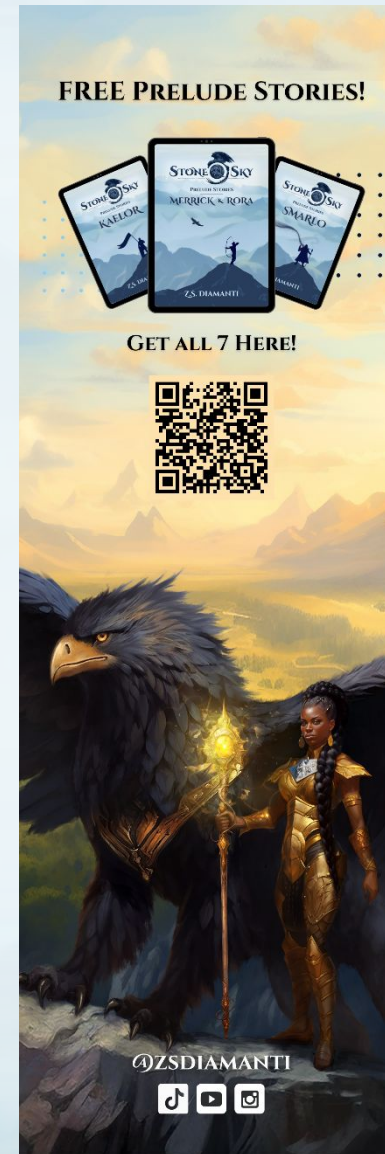
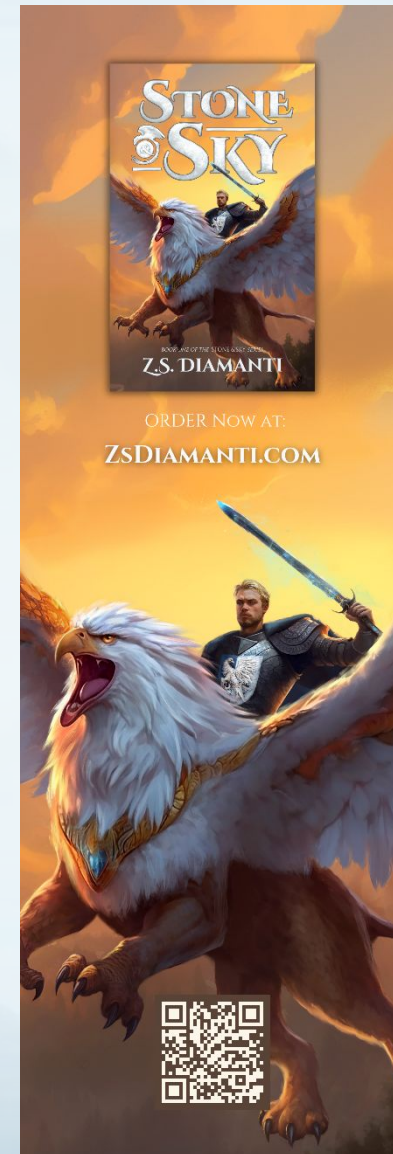
[Buy Now](#)



MAKING MAGIC WITH READER MAGNETS

LET'S GET CREATIVE

DIGITAL ART



MAKING MAGIC WITH READER MAGNETS

DOES THE READER MAGNET DO WHAT IT'S SUPPOSE TO DO?

3 MAIN JOBS

1. WELCOME NEW READERS
2. SET THE VIBE
3. ENCOURAGE FURTHER ENGAGEMENT



MAKING MAGIC WITH
READER MAGNETS

**TAKE 30 SECONDS TO WRITE DOWN SOME
READER MAGNET IDEAS**



MAKING MAGIC WITH
READER MAGNETS

PRACTICAL MAGIC!



MAKING MAGIC WITH READER MAGNETS

PRACTICAL MAGIC

3 THINGS YOU NEED

1. SIGNUP FORM



MAKING MAGIC WITH READER MAGNETS

PRACTICAL MAGIC

3 THINGS YOU NEED

1. SIGNUP FORM
2. DELIVERY METHOD



MAKING MAGIC WITH READER MAGNETS

PRACTICAL MAGIC

3 THINGS YOU NEED

1. SIGNUP FORM
2. DELIVERY METHOD
3. WELCOME JOURNEY



MAKING MAGIC WITH READER MAGNETS

1. SIGNUP FORM

- A LANDING PAGE



Begin four bestselling epic fantasy series for free!

GET MY BOOK

[Read a sample in your browser](#)

RANGER OF THE TITAN WILDS - A thrilling sword-and-sorcery quest of a young, sorcerous ranger whose quest for vengeance leads to rebellion and redemption.

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FreeFantasyFiction.com | Find Free F... Watch later Share 1/1

MORE VIDEOS 0:02 / 1:44 YouTube

7 PRELUDE STORIES



MAKING MAGIC WITH READER MAGNETS

1. SIGNUP FORM

- A LANDING PAGE
- INFO RECEIVER

I'm extremely excited to introduce you to some of the characters that you'll meet in the world of my fantasy epic, *Stone & Sky*! Because of that, I wrote some really fun and fantastical stories about some of them. Grab your **FREE** series of stories and join us in the magical world of Finlestia!

There are *7 stories* in total!

Use the form below to get your **FREE** stories! Don't forget to complete the confirmation email. And enjoy the stories!

Get a FREE Collection of Stories!

Join the Z.S. Diamanti readers list and we'll send you a **FREE** collection of stories!

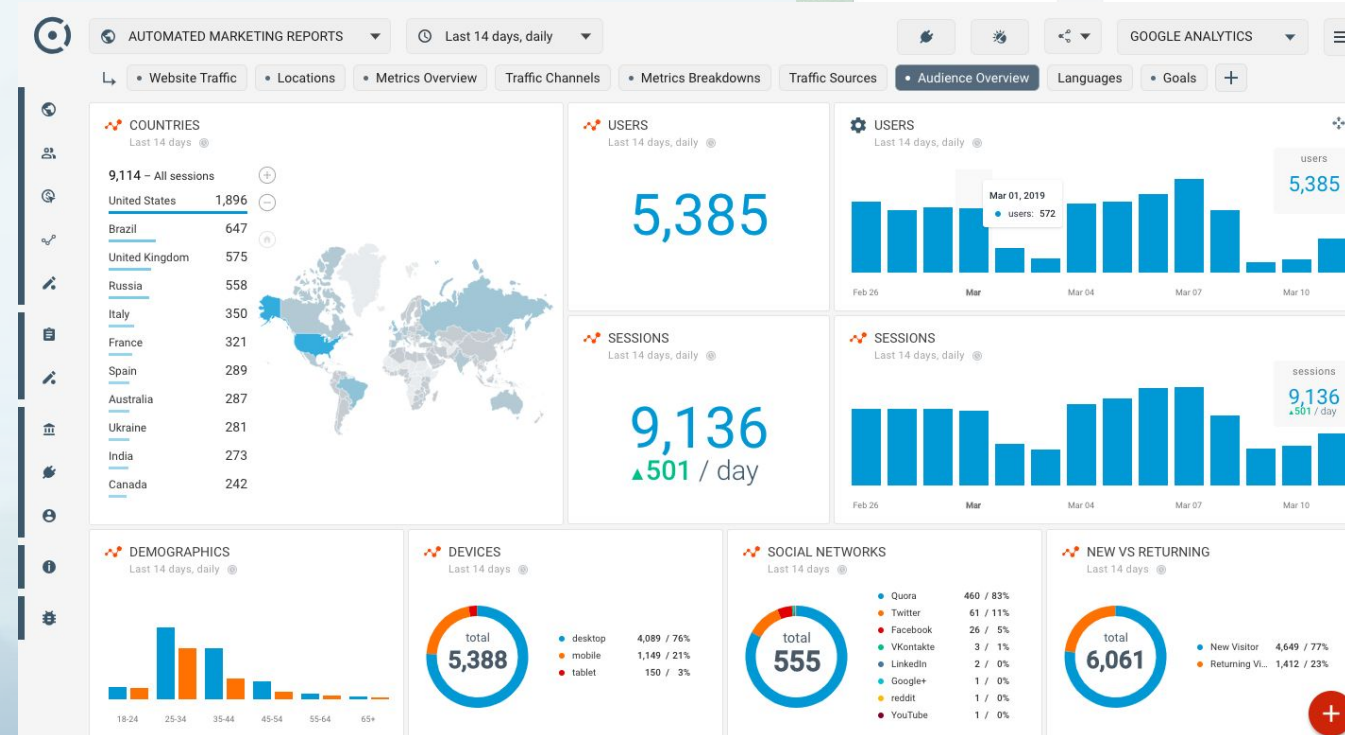
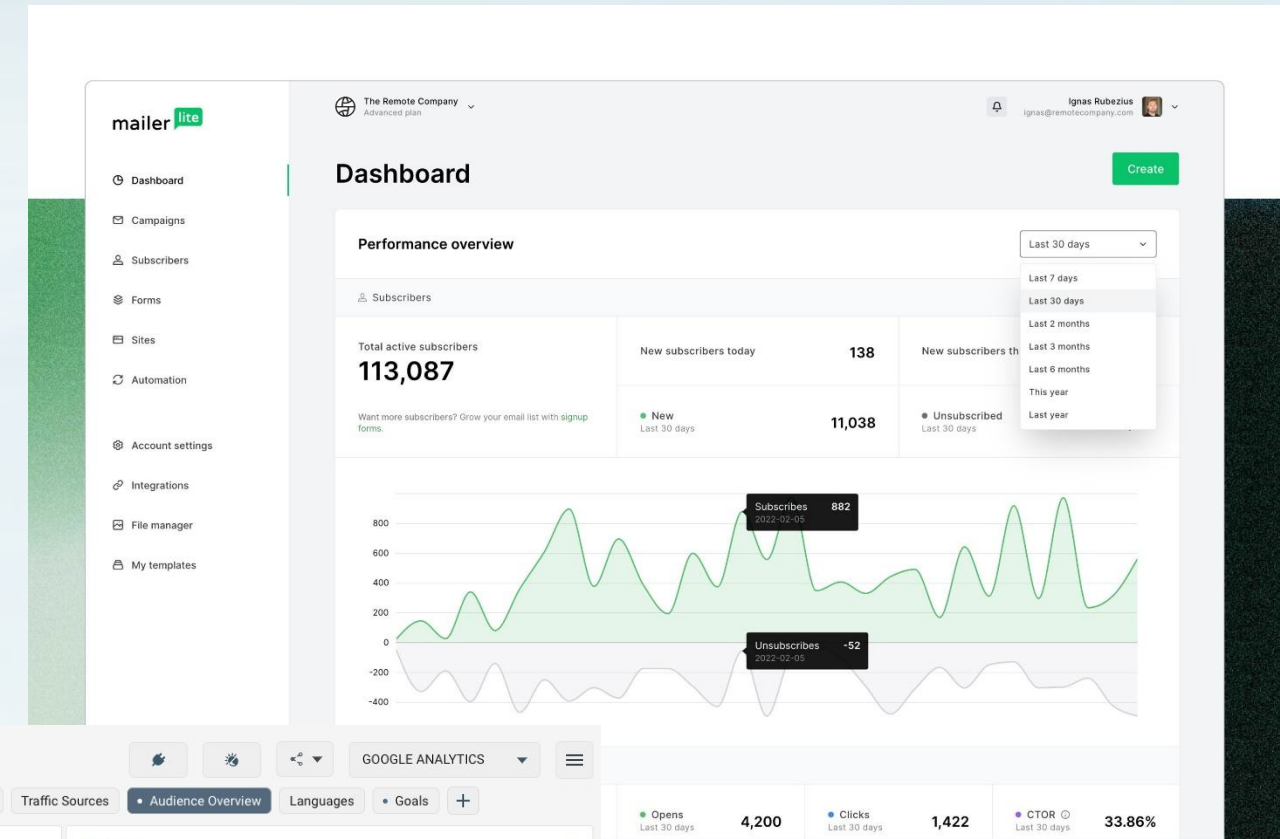
Don't worry, you can opt out anytime.



MAKING MAGIC WITH READER MAGNETS

1. SIGNUP FORM

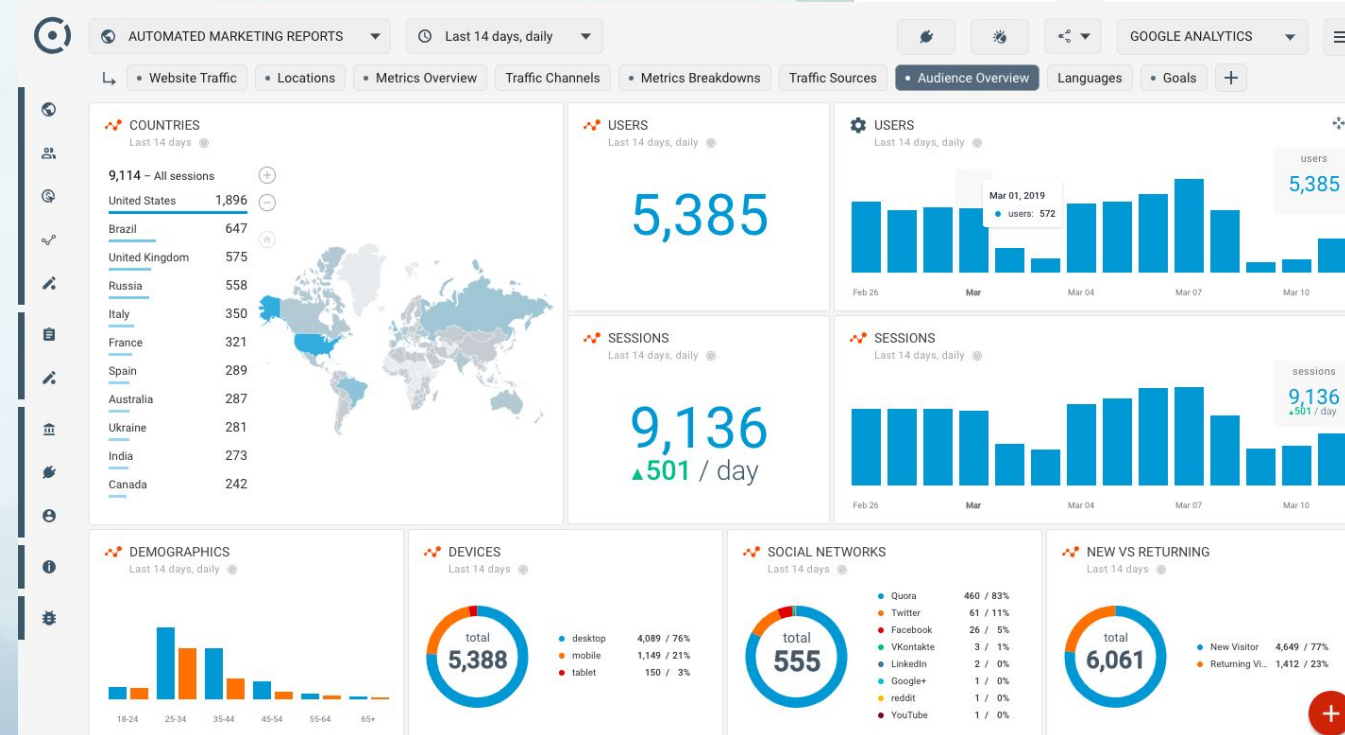
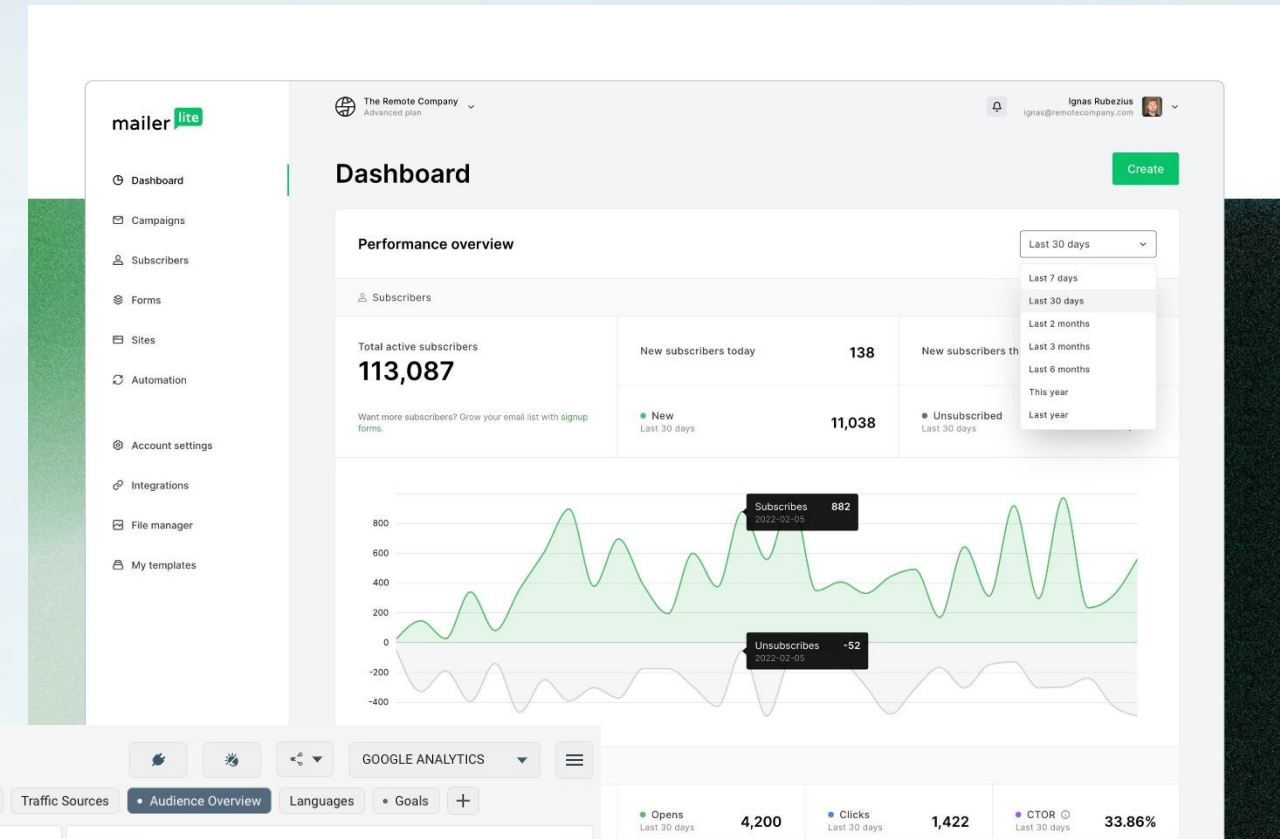
- A LANDING PAGE
- INFO RECEIVER
- EMAIL MANAGEMENT
TOOL



MAKING MAGIC WITH READER MAGNETS

2. DELIVERY METHOD

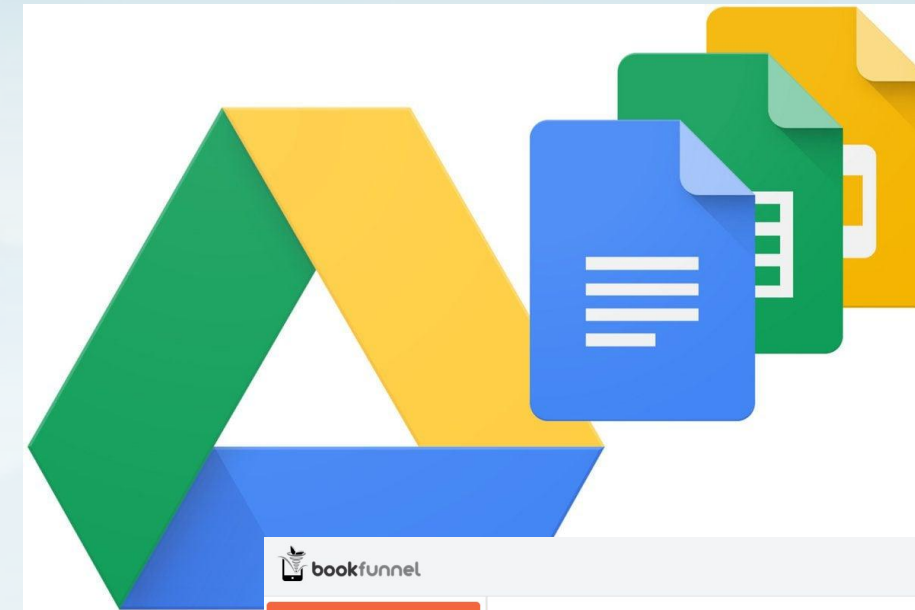
- EMAIL MANAGEMENT TOOL



MAKING MAGIC WITH READER MAGNETS

2. DELIVERY METHOD

- EMAIL MANAGEMENT TOOL
- FILE DELIVERY



StoryOrigin Preferred Store Tutorials Pricing zsdia

Quick Links
Home
Custom Links
Stats
Schedule
Campaign Planner
Calendar
Goal Trackers
Promotions
Group Promos Created
Group Promos Joined
Newsletter Swaps
Landing Pages
Reader Magnets
Universal Book Links
Direct Sale Ebooks
Review Copies
Beta Copies
Direct Downloads

Reader Magnets
Create a "reader magnet landing page" for a short story, sample, or full book that a reader can download when they sign up to your mailing list. There's also a [video tutorial](#) and a [guide to getting 1,000+ subscribers](#).
[Show Features and Use Cases](#)

View Signups + Add Reader Magnet

Actions	Book Title	Pen Name	Email Integration	Available	Signups
Edit Delete Share Link	Stone & Sky: Prelude Stories - Series	Z.S. Diamanti	✓	🟢	View signups

bookfunnel Videos Calendar Help Account

Add New + **Email Signup Pages** Action

Landing Pages / Email Signup Pages

Click an email signup page to view and edit its settings.
[Learn more about email signup pages.](#)

Name	Book	Link for Readers	Created
Stone & Sky Preludes Series (opt-in required)	Email List Starter	Reader Link	2023-11-30



MAKING MAGIC WITH READER MAGNETS

DIRECT DOWNLOAD WITH GOOGLE DRIVE

<https://drive.google.com/uc?export=download&id=>

SAVE THIS LINK!!!



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<https://drive.google.com/uc?export=download&id=>

Direct Download Link

Google File ID

+

Google Download URL Prefix

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<https://drive.google.com/uc?export=download&id=1fLKK5BCF0JThOUgyvfnabHHARK5FSzH5>



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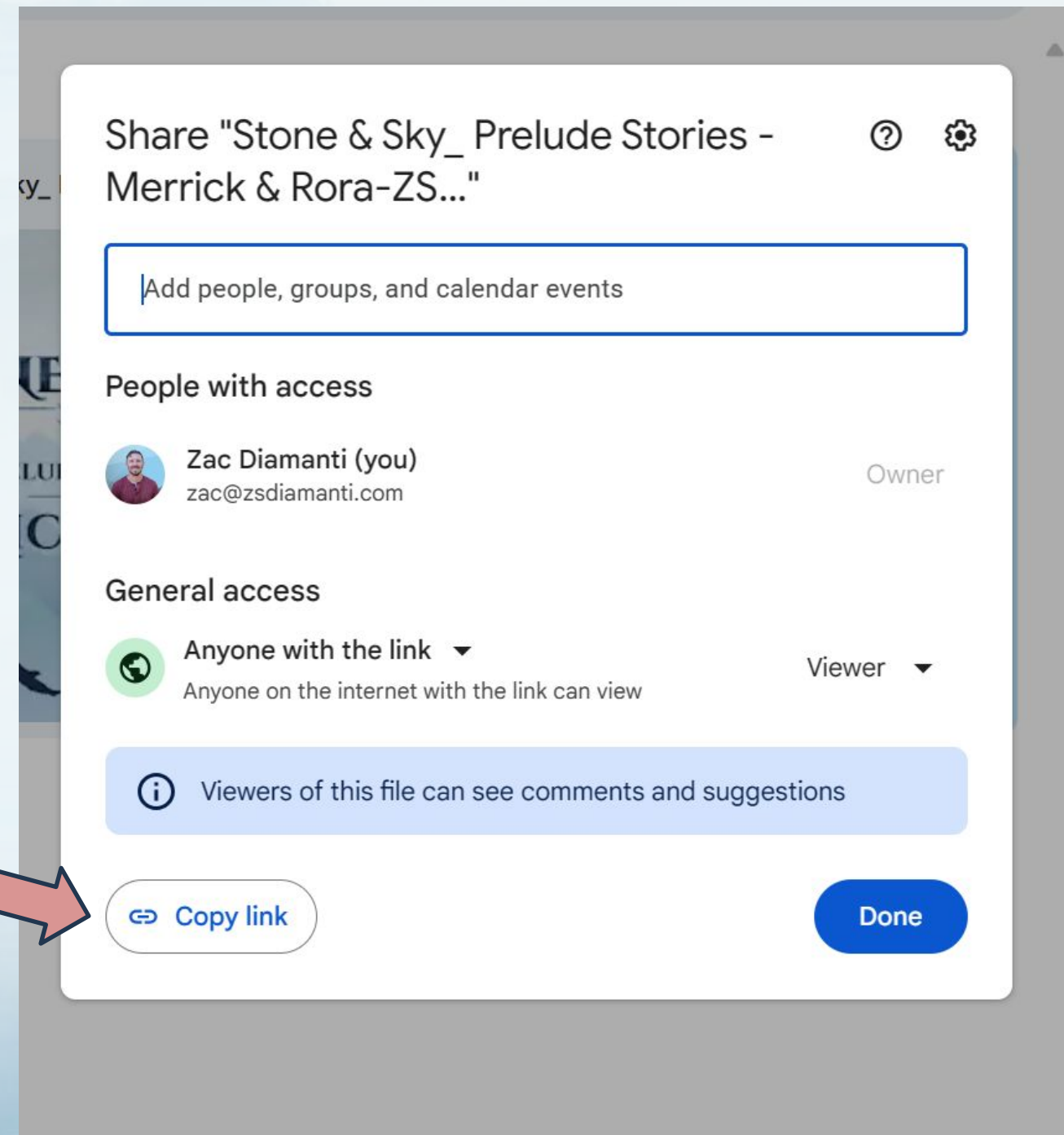
DIRECT DOWNLOAD WITH GOOGLE DRIVE

The screenshot shows the Google Drive interface. The left sidebar contains navigation options: New, Home, Activity, Workspaces, My Drive, Shared with me, Recent, Starred, Spam, Trash, and Storage (3.5 GB used). The main area shows a folder path: M... > S&S - Free Pr... > 1 - Merrick... A file named 'Stone & Sky_Prelude Stories - Merrick & Rora-ZS Diamanti.epub' is selected. A context menu is open over the file, listing options: Open with, Download, Rename, Make a copy (Ctrl+C Ctrl+V), Share, Organize, File information, and Move to trash. The 'Download' option is highlighted. Red arrows point to the file name, the 'Download' option, and the 'Share' option. The file details panel on the right shows: File details, Type: Electronic Publication, Size: 17 MB.



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Google File ID

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Google Download URL Prefix

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Direct Download Link

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Copy Link for Button



MAKING MAGIC WITH READER MAGNETS

DIRECT DOWNLOAD WITH GOOGLE DRIVE

And guess what! Here's the first one! I hope you have a ton of fun diving into the world of Finlestia with me and all these great characters!



Paste Link for Button

Download Here!

**Repeat Process for
Different File Types**

EPUB

PDF

To send an .EPUB file to your Kindle library, all you have to do is attach it to an email and send it to your "Send-To-Kindle" email address.

If you don't know how, I have a short instruction guide and video that you can check out [HERE](#).

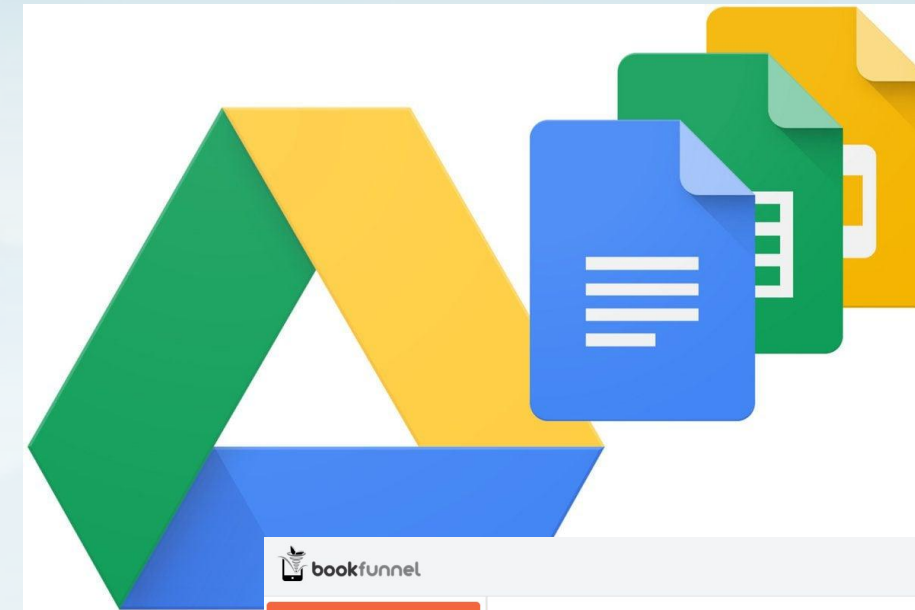
Don't worry, it's super easy.



MAKING MAGIC WITH READER MAGNETS

2. DELIVERY METHOD

- EMAIL MANAGEMENT TOOL
- FILE DELIVERY



StoryOrigin Preferred Store Tutorials Pricing zsdia

Quick Links
Home
Custom Links
Stats
Schedule
Campaign Planner
Calendar
Goal Trackers
Promotions
Group Promos Created
Group Promos Joined
Newsletter Swaps
Landing Pages
Reader Magnets
Universal Book Links
Direct Sale Ebooks
Review Copies
Beta Copies
Direct Downloads

Reader Magnets
Create a "reader magnet landing page" for a short story, sample, or full book that a reader can download when they sign up to your mailing list. There's also a [video tutorial](#) and a [guide to getting 1,000+ subscribers](#).
[Show Features and Use Cases](#)

View Signups + Add Reader Magnet

Actions	Book Title	Pen Name	Email Integration	Available	Signups
Edit Delete Share Link	Stone & Sky: Prelude Stories - Series	Z.S. Diamanti	✓	🟢	View signups

bookfunnel Videos Calendar Help Account

Add New + **Email Signup Pages** Action

Landing Pages / Email Signup Pages

Click an email signup page to view and edit its settings.
[Learn more about email signup pages.](#)

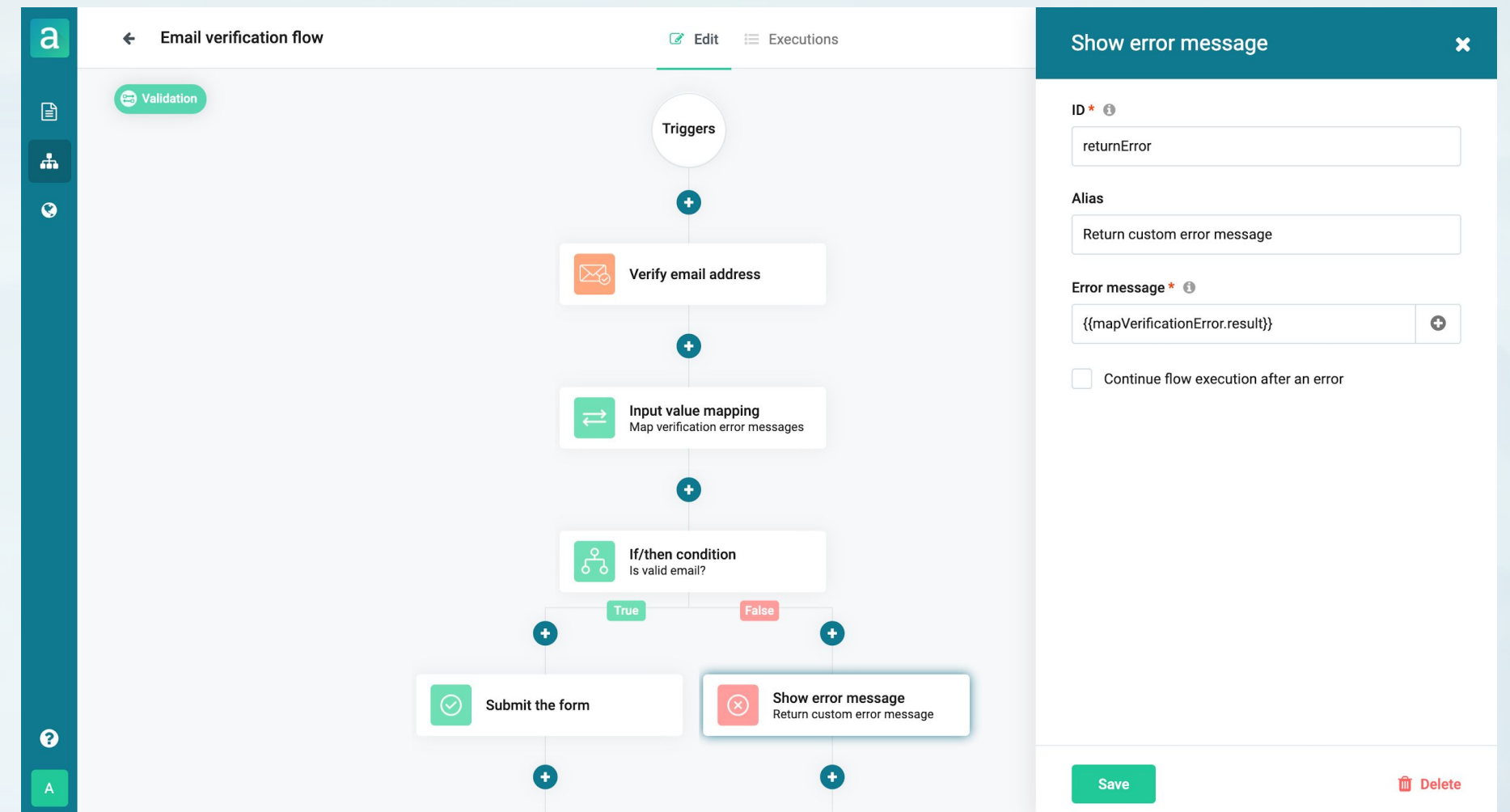
Name	Book	Link for Readers	Created
Stone & Sky Preludes Series (opt-in required)	Email List Starter	Reader Link	2023-11-30



MAKING MAGIC WITH READER MAGNETS

3. WELCOME JOURNEY

- AUTOMATED SYSTEM THAT POINTS READER TO WHAT YOU WANT THEM TO SEE/DO



MAKING MAGIC WITH READER MAGNETS

3. WELCOME JOURNEY

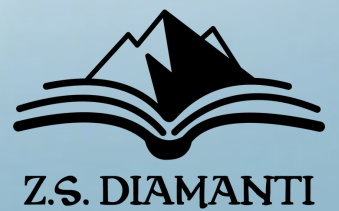
POINT THEM TO:

- SOCIAL MEDIA
- WEBSITE
- NEXT BOOK
- SPECIAL VIDEOS
- EXTRA GOODIES



MAKING MAGIC WITH
READER MAGNETS

BONUS TIPS!




MAKING MAGIC WITH READER MAGNETS

BONUS TIPS

- LONG ENOUGH TO PRINT

MAILING LIST

Get **two free** epic novellas in **ebook AND audiobook** when you join the mailing list.



MICHAEL R. MILLER
THE
HUNTRESS
A DRAGON'S BLADE STORY

MICHAEL R. MILLER
LAST STAND
OF THE
STONE FIST

Email

SUBSCRIBE



STONE & SKY

PRELUDES
COLLECTION

PRELUDES TO THE STONE & SKY SERIES

Z.S. DIAMANTI



MAKING MAGIC WITH READER MAGNETS

BONUS TIPS

- LONG ENOUGH TO PRINT
- START NOW – VIA SOCIAL MEDIA



MAKING MAGIC WITH READER MAGNETS

BONUS TIPS

- LONG ENOUGH TO PRINT
- START NOW – VIA SOCIAL MEDIA
- MAKE IT EASY

FREEFANTASYFICTION.COM
IS WAAAAY EASIER THAN
ZSDIAMANTI.COM



MAKING MAGIC WITH READER MAGNETS

BONUS TIPS

- LONG ENOUGH TO PRINT
- START NOW – VIA SOCIAL MEDIA
- MAKE IT EASY
- LEARN FROM OTHERS!



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JOIN MY READER LIST – AND BORROW WHAT CAN WORK FOR YOU!



GET 7 FREE FANTASY STORIES
FREEFANTASYFICTION.COM



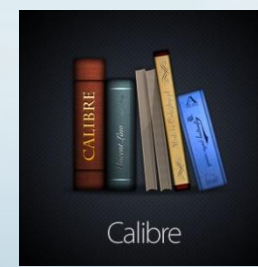
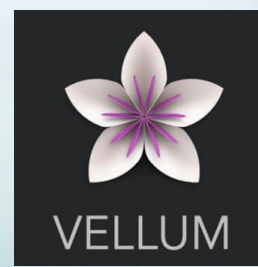
MAKING MAGIC WITH READER MAGNETS

SOME RESOURCES

FORMATTING & FILE CONVERSION

- **ATTICUS** – MAKE PRETTY EPUBS AND PDFS (WINDOWS)
- **VELLUM** – MAKE PRETTY EPUBS AND PDFS (MAC)
- **CALIBRE** – FREE FILE CONVERSION SOFTWARE

LINKS:



MAKING MAGIC WITH READER MAGNETS

SOME RESOURCES

READER LIST GROWTH & FILE DELIVERY

- **GOOGLE DRIVE – FREE FILE DELIVERY**
- **BOOKFUNNEL – DELIVER SECURE FILES & NEWSLETTER SWAPS**
- **STORYORIGIN – DELIVER SECURE FILES & NEWSLETTER SWAPS**

LINKS:



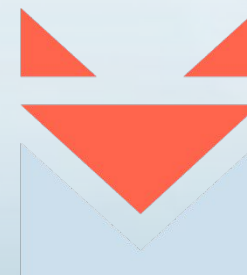
MAKING MAGIC WITH READER MAGNETS

SOME RESOURCES

IMAGE CREATION & EMAIL MANAGEMENT

- CANVA – CREATE LOADS OF IMAGES TO USE EVERYWHERE!
- MAILER LITE – PRETTY EMAIL MANAGEMENT (START FREE)
- SENDFOX – AFFORDABLE EMAIL MANAGEMENT

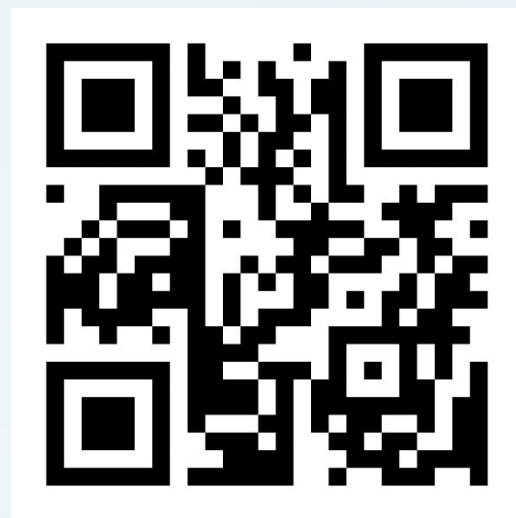
LINKS:



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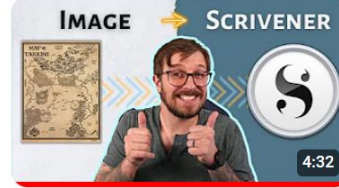









SOME RESOURCES

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ZSDIAMANTI.COM/LINKS

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 <p>How to Compile a Manuscript in Scrivener 2.7K views • 1 year ago</p>	 <p>Start Selling Short Stories Digitally in 7 Minutes! - FREE 2.3K views • 1 year ago</p>	 <p>How to Create a Beautiful Short Story PDF - And Sell It! 430 views • 1 year ago</p>	 <p>Web.com For Authors? 57 views • 1 year ago</p>
 <p>How to Build an Author Website - FAST 68 views • 1 year ago</p>	 <p>What's A Good Web Builder For Authors? Zyro? 144 views • 1 year ago</p>	 <p>Creating a Fantasy World Map with Author Z.S. Diamanti 303 views • 1 year ago</p>	 <p>How to get an EPUB into your Kindle library - EASY 437 views • 1 year ago</p>

