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Give It Away:
How Free Digital Content Creates Paid Book Sales

Rob Eagar - President of WildFire Marketing
www.StartaWildFire.com
Most readers only need one good reason to buy a book.
When it’s time to market a book, FREE is an author’s best friend.
Excuse Me,
Pass the Shame ... Please
Based on Chapter 5 of Made to Crave

Thought for the Day: We were made for more! More than this failure ... more than this cycle ... more than being ruled by our taste buds, body image, rationalizations, and guilt. We were made for victory. Sometimes we just have to find our way to that truth.

More than once, I’ve held the latest, greatest, diet book in one hand with my other hand wedged into the back pocket of my ever-tightening jeans. But the thought of taking the plunge and signing up for another diet made me want to sit down and cry. I’d return the book to the shelf, toss my head back, and sigh, "Another day, another time. I'm doing the best I can right now."

It is so tempting to quit the health struggle entirely and pretend it doesn’t really matter spiritually. But it does matter and not just for the physical or emotional setbacks. It’s the denial of a fundamental spiritual truth. What is this truth?

Your parents might have said it to you when you got sassy and disrespectful ...

"More is expected of you. You aren’t a brat, so don’t act like one." Your teacher might have said it to you when turned in a halfhearted term paper ...

"You have more potential as a student than what you’ve shown here."

Your friends have definitely said it when your loser boyfriend dumped you ...

"He didn’t deserve you. You’re worthy of a better love than he could offer."
A “free resource” is content from your book or author expertise that answers the reader’s question, What’s in it for me?
For novelists, free short stories and novellas are effective ways to attract fiction fans.
Novelists can create free resources based on the research for their stories.
“Share buttons” make it easier for readers to spread word of mouth when they see something they like.
Use success stories to let happy readers explain “what’s in it for me” to other readers.
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What reason are you giving your readers?
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