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How to sell your passion to your audience!



Passion

It all starts with passion!

If you are not passionate about your subject and are just interested in a get rich quick scheme, you need to stop reading this and go elsewhere!

This will take dedication and work

- 1. Building your audience**
- 2. Giving value**
- 3. Having direct contact with your audience**
- 4. Creating an amazing product & offer**
- 5. Marketing to your audience (& others)**

What to sell

**Sell something that you
are passionate about and
have expert knowledge!**

**I sell jazz etude ebooks and in a
variety of ways!**

That is my Niche!!

How to sell

I have and do sell in a variety of ways!

Some of these include -

- **Sheet music plus website (how I first started)**
- **My own website**
- **My own funnel**
- **Amazon (just starting this as I create this document)**

Who to sell to

You need an audience!

I use YouTube

This can be built up in a variety of ways!

- **Social media**
- **Ads**
- **Blog**
- **Podcast**

Lead magnet

Create a lead magnet

Give away something of value to encourage people to give you their email address!

Direct contact

Create and grow your email list!

**Once you start to build followers,
you want to invite them to your
newsletter - email list.**

**This way you can easily market to
them when you have a new product!**

Your book

Create your book

Make sure you create something that people actually want! Many people create things where the market is saturated! Stand out from the crowd!

Create anticipation

Create anticipation!

**People love to see testimonials of
likeminded customers!**

**They want to see rave reviews about
your book!**

**Give you book away to a select
amount of people in exchange for a
great testimonail!**

Selling your book

Sell, sell, sell!

**Create your website or funnel where
you can sell your books**

Help

Stay subscribed!

I plan on creating lots of helpful information on all of the elements to make you a successful ebook author!

Stay subscribed for more help!

Audience

Lead magnet

Email list

Create the book

Testimonials

Sell on your website/funnel

Market to your audience

Create another book