

**Darren Lloyd**

# **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**