



THE LAW OF ATTRACTION

The Ultimate Guide to Reader Magnets for Fiction Authors



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Introduction

"You must have a newsletter." If I had a dime for every time someone told me this, I'd be rich. And so I have a newsletter (two, in fact—one for my editing business and one for my author persona—which is either going to be amazing or a disaster of epic proportions). For now, I'm going with amazing because, while neither has a record-setting number of subscribers, I feel confident and comfortable in my ability to manage each in the most useful way possible.

As for growing the subscriber list, that's an ongoing job of appealing to the right people at the right time and offering value. And "value" doesn't just have to mean something that helps people get results. "Value" can be anything that enhances someone's experience, whether as education or entertainment. And one of the first places to start is the immediate value subscribers will get by joining up.

If the title of this guide didn't give it away, I'm talking about the reader magnet, and if you have no idea what that is, that's okay—that will be covered, along with lots of other information about finding the perfect immediate value to offer. I won't lie, this guide is long and packed with information. But it will walk you through your options for creating a reader magnet, why the reader magnet is important, and tips for making the entire reader-magnet creation process as simple and stress-free as possible.

So without further preamble, welcome to The Ultimate Beginner's Guide to Reader Magnets for Fiction Authors!

In this guide, you'll learn:

- What a reader magnet is
- How to develop your reader magnet
- Options for distributing your reader magnet
- Tips on promoting your reader magnet and newsletter
- A few other important reader magnet things

Onward we go...

What Is a Reader Magnet?

Since we'll be spending many pages talking about reader magnets, the first step is to define what it is. A reader magnet (also known as a lead magnet in other industries) is a free piece of content that attracts (magnetizes) people (readers) to your newsletter. It's the immediate value I mentioned in the introduction. Subscribers get instant access to your reader magnet upon joining your newsletter, which is presumably why they handed over their email address in the first place—to get the value they've been offered. Happily, this also means you have a direct line to their inbox. Email marketing is the number one way to keep in touch with your fans/customers, and if you want to hear about all the ways a newsletter can benefit you, [check out this article from SEO Sandwich](#).

While the above article isn't fiction author-specific, its principals can be applied to authors. Same goes for the reader magnet. As an author, your immediate value is giving your fans more of what they've come to love from you or something they'll think they love based on what they've read about you. To really see the value of the reader magnet, let's start with some key questions.

"Do I really need a reader magnet?"

The short answer is no—you absolutely don't "need" one. However, there's a big difference between needing something and benefitting from something that is a strong marketing tool. Readers who find and enjoy your books may sign up for your newsletter regardless of whether you offer something in return, but offering them something increases the likelihood they'll sign up and also makes them feel appreciated—like you're sharing something exclusive just with them. On the flip side, some readers might be sort of interested, sign up to get that free story, and get hooked enough to go buy everything you've ever published.

"Do I really give it away for free?"

Yes. And I'll tell you why. Because it really isn't "free." You are giving it away in exchange for an email address—for a reliable way into that reader's life and inbox once a week or month or however often you send out your newsletter. You are giving something away with the hope that your email subscribers will read this free thing and then, as I said above, decide they must go buy everything you've ever written and leave each of those things a glowing review on your sales platforms. Not all value is monetary. That email address could sell you more books and do more for your author career than a host of \$3.99 book sales.

"Okay, I'm listening. So what do I give these people?"

Something special that's relevant to your author brand and offers value to your readers—a short story from the world of your novel, character profiles/interviews, book-inspired artwork—you get the idea. Give people more of something that is related to what you're selling. If they find your newsletter before they buy anything from you, you want them to be inspired to buy books because they enjoyed your reader magnet. If they read your books and then sign up for your newsletter, you want them to be excited to get more of something they enjoyed.

Pro Tip: The reader magnet should be something that's complete on its own—such as a short story. Give readers something that will be its own experience, rather than something like deleted scenes or rough drafts that are a piece of something else. You can always share these early looks at your work in an email you send out.

These are the basics of what a reader magnet is and does—we'll get into lots of specifics in the following sections. As we go, remember that reader magnets don't need to be complicated. They just need to offer something that your readers will find valuable. Like I said, short stories, character profiles—lots of authors, including me, use things like this. There's no need to reinvent the wheel. If you do have an awesome different idea, that's great too, but don't feel like you're doing it wrong or being lazy because a short story sounds like the way to go.

Okay, we've defined a reader magnet as immediate value that your fans will enjoy. If you want to pause here to think on what to offer, go for it, and in the next section, we'll cover how to get your reader magnet to your readers once you've decided on what to give them.

How to Distribute a Reader Magnet

So you've decided what to offer readers, written your story or drawn up your character art, and now you're ready to create that newsletter and start collecting subscribers. The first thing you'll need is to pick your newsletter software.

"What's newsletter software?"

I knew you were going to ask that. (How? Because I'm psychic, kinda.) Newsletter software is a service that lets you build a contact list and send emails all from one convenient dashboard. Newsletter software comes with neat capabilities like being able to send different emails to different subscribers based on their interests and setting up automatic emails to take some of the pressure off things like welcoming new subscribers. Depending on your list, you may not need all these features in the beginning, but they are very nice to have as you grow.

"Can't I just make a spreadsheet and BCC people every month?"

You could, but I truly wouldn't advise it. In addition to the features I mention above, newsletter software is designed with functions that will help you track who opens and clicks any links in your emails. It also helps with deliverability—meaning that your newsletter will end up in peoples' inboxes, rather than their spam folders. Even more, different countries have different rules about email marketing, and good newsletter software will have built-in tools to make sure you're adhering to privacy policies around the globe. It sounds complicated, but I promise it's not (remember, I have two of these and haven't exploded from confusion, yet).

"Where do I find newsletter software?"

Why, on the internet, of course! Seriously, there are lots and lots of options, which could get a bit overwhelming. But I have a few recommendations to help narrow the pool.

[Email Octopus](#): I use this for my author newsletter, and I love it. The free plan has an amazing amount of functionality, and I find the platform easy to use. It has both drag-and-drop and html options for building your emails, so whether you're a visual builder or a coder, you're covered.

[Convert Kit](#): I use this for Writelight, and it's simple but robust. Not quite as much functionality on the free plan, which is only free up to 300 subscribers, but it's got plenty for beginner purposes. I will say that Convert Kit can get pricy quickly as you scale up, so that's something to be aware of. But it's at least worth looking at, I think.

[MailerLite](#): I have used MailerLite in the past. It's big on drag-and-drop and offers tons of templates to make your newsletter pretty. Drag-and-drop is not really my thing, so it wasn't for me, but if you are all about pointing and clicking to get things where you want them, MailerLite is a fantastic option.

These are only three—there are lots more options if none of these end up meeting your needs. I'd be glad to chat about any of them (or finding another one) if you'd like some additional perspective, so drop me an email at mary@kitnkabookle.com.

"I've picked newsletter software. Now what?"

Now, you'll need to set up your welcome sequence—the process of getting people from signing up to obtaining their copy of your reader magnet. The exact details of how to do this will vary depending on which software you've chosen, but for some ideas about what to include in your welcome email or series, [check out this article from Omnisend](#). In addition, how you'll distribute your reader magnet will play a part in exactly how you set up your welcome sequence. I deliver my two reader magnets in different ways, and each means a slightly different experience for my subscribers.

Writelight: For Writelight, after readers confirm their subscription, they receive an automated email with a link to a password-protected page on my site, plus their password to access the page and download their PDF copy of Dark2Spark, my guide for filling that blank page with your novel.

The Seeing Pool: This one's a bit more involved. Since Twining is an actual book, I use BookFunnel, which I'll talk a bit more about in a second. After having the book formatted as an EPUB and setting up my BookFunnel account, I uploaded Twining, which BookFunnel then converted to various EPUB and Kindle formats. When readers sign up, they do so on my BookFunnel landing page (which I link to from my site), and BookFunnel handles sending emails, which I've customized to say exactly what I want to tell new readers. Readers can then choose what device they want to read the book on, and BookFunnel provides the right file format.

"BookFunnel sounds really cool. Why didn't you use it for Writelight?"

A couple of reasons. First, Dark2Spark isn't a book, so to speak—it's a mix of blog posts and exclusive content that I put together as a one-stop guide for novel drafting. It doesn't have cover art, and I intended to offer it only as a PDF, rather than in multiple e-reader-friendly formats. In short, BookFunnel wasn't the right avenue for it.

Which brings me to a bit more about BookFunnel. If you're planning to have a book (novel or novella) as your reader magnet, I highly recommend using BookFunnel. There is a cost associated with doing so, but BookFunnel takes a lot of the stress out of the process and has a great number of resources. Let's take a closer look.

A Closer Look at BookFunnel

I took myself literally.

Anyway, BookFunnel can help with your reader magnet and a lot more. I personally find it very easy to use, and their help people are fantastic. I thought there was an issue with how my reader magnet uploaded. When I contacted them, they tested all my files and confirmed they were working properly. Color me impressed.

Aside from the lovely customer service, BookFunnel offers some great perks. Here are just a few:

- As I mentioned in the last section, if you upload an EPUB (or MOBI file), BookFunnel will create a few of the most popular ebook formats for you, meaning you don't have to convert the files yourself.
- If readers have trouble downloading or opening your book, BookFunnel makes it very easy to contact them, and they provide instructions for getting different file types onto their appropriate reading devices. (I've already talked up how responsive and helpful they are, but just to say it again, they are great.)
- If you don't already have a website set up or aren't ready to make one yet, BookFunnel gives you a landing page for your newsletter, which means you can start collecting email addresses while you continue to fill out your online presence.
- In addition, BookFunnel can help with ARC (Advanced Reader Copy) distribution, newsletter group promos with other authors, and even let you sell directly without

going through Amazon and other retailers (though I don't recommend this if you don't have a decent following yet, as the bigger stores can help readers discover you).

So, what's all this going to cost? It depends. BookFunnel has a few different tiers that offer different options, [which you can check out here](#). I personally use the Mid-List plan (\$100/year) because it lets me protect my reader magnet behind my newsletter signup—meaning if someone tries to share the link to my download page, it will redirect to the signup form, rather than let someone who hasn't signed up download the file.

One more thing to be aware of is that with the First-Time and Mid-List BookFunnel plans, you'll need to transfer subscribers who signed up through BookFunnel to your email server manually.

😞 If that sentence made you look like this guy, here's a breakdown of what that means.

What usually happens:

- Normally when you create a newsletter, you would build a signup form directly with the built-in software (so if you signed up with Email Octopus, you'd create a form on Email Octopus's site).
- You'd then place that form on your site or on a landing page that you would also create with the built-in software.
- Anyone who signs up for your newsletter would automatically be put into your contact list—the people who get your emails.
- So when you send an email, all your subscribers are right there in your contact list for you to select as email recipients.

In short, the newsletter software handles getting people signed up and put where you can find them.

With BookFunnel's First-Time or Mid-List plans, getting all this done will require a few extra steps.

What happens with BookFunnel:

- When you use BookFunnel to distribute your reader magnet, you build a signup form with BookFunnel.
- This form becomes a landing page on BookFunnel's site, where readers can join your mailing list.
- Anyone who signs up for your newsletter will be put into a list in your BookFunnel account, but they won't be put into the contacts list of the newsletter software you're using (Convert Kit, MailerLite, etc.).
- So in order for new subscribers to get your emails, you'll need to take their information from BookFunnel and manually add it to your newsletter software's contact list.

In short, BookFunnel handles getting people signed up, but you need to put them where your newsletter can find them.

A lot of words, I know, but I promise it isn't as difficult as it sounds. BookFunnel generates a downloadable CSV (Comma Separated Values—a file type used by Excel) file that you can then upload to your email provider, which is smart enough to recognize email addresses and add them to your contacts list.

And if you're still looking like this guy (😞), this entire process is not mandatory by any stretch. BookFunnel offers three different options for getting people on your mailing list. I've already talked about importing contacts, so the other two, real quick.

Send a Link: With this, you would upload your reader magnet to BookFunnel and create a download page. You would then put the link to the download page into your welcome email. The signup form to your newsletter would go directly on your site or be hosted on your newsletter software's site, and subscribers would be immediately added to your contact list upon confirming their subscription.

A word of caution: While this approach may be fewer steps, it does mean that anyone with the link can download your reader magnet. So if someone subscribes to your newsletter and sends the link to their friend (who didn't subscribe), said friend could download the reader magnet and never actually subscribe.

Direct Integration: This involves linking your BookFunnel account to your newsletter software account, which would mean anyone who signs up on BookFunnel will be added to your newsletter software's contact list. Basically, BookFunnel imports the contacts for you with no extra steps needed.

A note on pricing: If you want to add direct email integration on the Mid-List plan, it will run another \$50/year (so total of \$150/year). This doesn't work with all newsletter services, but if you're seriously considering this, [here's a list of services BookFunnel can integrate with](#). I personally wouldn't recommend jumping in with integration before you're getting lots of subscribers on a frequent basis, but that's just me. If you have the resources and don't want to fiddle around with importing subscribers, go for it.

So we've covered BookFunnel and why I think it's a great resource for distributing novel-form reader magnets.

"But what if I'm doing character art or something that isn't a book?"

What a coincidence—that's what the next section is about.

Other Ways to Distribute Reader Magnets

Fortunately or unfortunately, this section is much shorter than the BookFunnel section, mostly because I'm not introducing an entire website. If you have a non-book text (such as character profiles or interviews) or anything that isn't text-based (images, video, etc.), there are a few options.

If you have a website with the functionality to make a password-protected or otherwise private page, you can do something like what I do with Writelight and offer your reader magnet as a download from your site. The biggest benefit of doing it this way is that it brings readers to your website, and once they're there, something else might catch their eye. If they've already signed up for your newsletter, they are likely familiar with what you do, but having people on your site and browsing around is rarely a bad thing.

If you don't have a website or don't have the functionality described above, you can redirect your newsletter subscribers to download your reader magnet from a file-hosting site, such as [Dropbox](#) or [Google Drive](#). The nice thing about this is that you can customize who's allowed to view and download the file, and also, odds are good that anyone randomly browsing around the internet isn't going to stumble across your reader magnet by accident. If you go this route, you'll first upload your file to your

hosting site of choice, then you can adjust the sharing settings and generate a link that you'll put in your welcome email.

Pro Tip: If you are offering a text-based reader magnet as a download from your site or a hosting site, I suggest saving it as a PDF, not a Word doc or any other file format that's easily edited. Pictures will likely be saved as a JPG or PNG, but you could also put them in a PDF, especially if you want to have one big file with multiple images.

So there you have it—a bunch of information, resources, and ideas for getting your reader magnet in the hands of your loyal fans. But how to get those loyal fans to sign up for your newsletter so they can get your awesome reader magnet? For that, I present..

Simple Ways to Get Your Newsletter Out There

Create a newsletter, toss up a reader magnet, and watch signups pour in, right? If only it were so simple.

The thing about the internet is, it's huge and crowded. With few exceptions, the days of putting something out into the world and sitting back while it's discovered are long gone (much to my chagrin, let me tell you). If you want people to subscribe to your newsletter, you need to put your newsletter where people can find it, and you need to put yourself where people can find you. Honestly, I could write a whole other guide on making yourself discoverable, which I may do someday, but if you'd like to do some further reading, check out [this guide from Hootsuite about social SEO](#).

The above article is all about growing your social following, which is great, but making yourself visible doesn't do much if you don't put your newsletter where people can see it. And so, rather than try to fit an entire dissertation about marketing and discoverability into this guide, I'm going to focus in on some quick and easy actions you can take that will make it easy for people to find (and thus subscribe) to your newsletter.

Places to Put Your Newsletter

1. Your Website

No matter the newsletter software you choose, you'll have the option to create signup forms to put on your site. Ever gone to a website and had a little signup form pop up after a few seconds? That's what's called a "popup" form (they got real creative naming that one), and this effect is achieved with a piece of code.

Whether it's with a popup or embedded form, your website is a critical place to make your newsletter as visible as possible, and you really can't have that signup form in enough places. At the bare minimum, I suggest the following.

A dedicated signup page. This will be a page on your website that consists of nothing but your newsletter signup form, a bit about what/when you'll send emails, and the details of your reader magnet. Nothing else. Why? Because you want to make it absolutely clear what the goal of this page is. If you have links to other pages or multiple buttons to click to do multiple actions, it will detract from the goal—getting

people to subscribe. Keep it simple and direct so people will be drawn to fill out the form.

A quick note about BookFunnel newsletters: If you are offering your reader magnet through BookFunnel, there is currently no way to put a BookFunnel form on your website—at least, none that I know of (if you find one, let me know). Instead, you will focus the newsletter page on your website around having people click a button that will take them to your landing page on BookFunnel's site. As an example, [check out what I've done for the Seeing Pool here](#).

In the footer of your site. The footer of a website is that content toward the bottom of the page that shows up no matter what page of a site you're on. This is important because it means no matter where someone is on your site, your newsletter will be there for them to see. It isn't as direct as the dedicated signup page, but that's okay because if someone finds your site through your About or Contact page, they may not even notice you have a newsletter signup page. Having the form (or button) in the footer makes your newsletter discoverable no matter where someone is on your site.

At the bottom of your "About" page. A good About page tells visitors who you are, but it is also a prime place to earn their interest and, thus, their email address. If you'd like a fantastic resource with tips on crafting your About page, [check out this article](#), and once you've got it how you want it, drop that signup form and make it personal. The point of this page is to introduce people to you, and if you transition this naturally into "and if you're interested in more about me and my work," people might sign up for your newsletter because they feel a connection and want to support you.

Your pinned blog post (if you have one). Before I go into this, I'll start by saying you don't need a blog. Blogging isn't for everyone, and if coming up with blog posts triggers burnout, don't force yourself to do it. But if you do have a blog, making your newsletter into a blog post and pinning that post to the top of your blog gives it prime visibility. In fact, you may have downloaded this guide from my pinned blog post.

Popup forms. I'm actually not a huge fan of popups, despite the stats on how well they work. This is very much a "me" thing, so if you want to use them, go for it. Depending on your newsletter software, you may be able to customize when and how often they pop up, if they pop up on all pages or just some, and a myriad of other things, and if you'd like a bit more on how to make the most out of them, [here's an article with tips for good popups that won't annoy your website visitors](#).

A note about putting signup forms on your site: In most cases, this will involve adding either JavaScript or HTML code to a page or to the source code of your site. Your website hosting service should have help pages on how to do these things, but if the word "code" makes you cringe and is the big reason you haven't made a website yet, you might consider hiring someone to help set up this stuff. It's another expense, but a simple, inviting website will give people a place to find you, your newsletter, and your work, which can be invaluable.

2. social Media

Everywhere you're active, your newsletter should be active there too. I spend my time on Twitter and Facebook because I'm social-media-ly stuck in the early 2010s, but my newsletter is discoverable on my profiles, and if I ever expand into Instagram or TikTok, it will follow me there. Depending on your newsletter service, there may be a way to integrate directly with some social media sites to add a subscribe link to your profile.

I'll say it again, whether you put it there yourself or integrate with your newsletter service, get that link on your social media profiles. Social media is, in general, a balancing act of being social and promoting yourself (aim for 10-20% promotion and 80-90% socializing). If you're engaging with people, they're more likely to check out your profile, and if they do, you want that newsletter link where they can see it.

Before I move on, I want to talk about Goodreads for a minute. Goodreads often gets overlooked as a social media site, including by me until recently when someone said "Goodreads is a social media site for books" and my entire life changed (well, at least my outlook on Goodreads changed). Goodreads doesn't offer the same way to post as Twitter, Instagram, or other social media sites, but it gives each of your books their own landing page, which can be very useful. For the following Goodreads tips, you'll need to create your author profile, [which you can find instructions for here](#). Once you do that, I recommend linking to your newsletter in the following places.

Your author bio. Once you are a "Goodreads Author," you'll have a page where people can follow you, find all your books, and learn more about you. This page has a bio section, and following the engaging bio you write, I suggest adding a link to your newsletter in one of the following two ways.

- Just adding the link. If the link is something simple like <https://kitnkabookle.com/newsletter>, just paste it into your bio. It will look nice, and Goodreads will automatically make it a hyperlink so people can click on it and be redirected to your newsletter signup page.
- HTML. If you're using BookFunnel or just have a longer, more complicated link, I suggest using HTML to make it look pretty. There's a little "tips" link where you edit your bio that will show you how to format the HTML, but real quick, the proper format is `TEXT`. For example, `join my newsletter here` would make it so clicking "join my newsletter here" would bring people to my newsletter page at <https://kitnkabookle.com/newsletter>.

Your review of your book(s). Once you've claimed your author profile, you can still leave reviews on your own books, and rather than giving yourself 5 stars and using lots of exclamation points to rave about how fantastic this book is, your review can be a marketing tool where you post a link to your newsletter and tell people what cool thing they'll get by signing up. Like with your author bio, you can just paste the link or use HTML to make it pretty.

Tip for book-form reader magnets: If you're offering a novel or novella as your reader magnet, you can actually create a book page for it on Goodreads, [as I've done here for Twining](#), my Seeing Pool reader magnet. I then left a review stating that this title is free to my newsletter subscribers and provided the link to the signup page. Bonus, you can direct your readers to leave a review of your reader magnet on Goodreads, and if you ever decide to publish it to sell, it already has some reviews.

3. Your Email Signature

I have many, many (many) email addresses, and I send many, many (many) emails. Every email I send means someone is (hopefully) reading what I sent, which is also a golden opportunity for building a relationship and getting people to sign up for my newsletters. Putting your newsletter signup link in your email signature is like putting it in the footer of your website—it's there for people to see, and if they can see it, they might do it.

I'm not talking about the signature of the emails you send your newsletter subscribers. Though putting it there isn't a bad idea because it's possible someone will forward your

newsletter to a friend, and if said friend likes that one newsletter, you want to make it easy for them to subscribe. But I really meant the email signature of emails you just send to friends, family, people you might be interested in working with, etc. Email signatures are fairly common, so most people won't bat an eye to see one at the bottom of your message, and whether it's a friend you haven't gotten around to telling about your writing or someone you're hoping to collaborate with, they might see that link and sign up.

Every email service (Gmail, Yahoo, etc.) has a different process for adding a signature, so have a look under "settings" and see what you've got. Some might support html and/or images. Others might be text only, but the fanciness of your signature matters less than just having one.

4. In ALL Your Books

ALL. Say it with me. ALL your books. If someone buys your book and loves it, you want them to have a clear path to join your newsletter. I suggest putting the link to your signup page in the front and back of every book, even if it's not from the same series or story world as your reader magnet. A reader is a reader.

Right, so that about does it for simple ways to make your newsletter visible. At this point, you have everything you need to get your newsletter and reader magnet set up so you can start gathering subscribers. In the final section of this guide, I want to touch on a few miscellaneous things about reader magnets, so let's do that now.

A Few Other Reader Magnet Things

This last bit is a few extra things I've picked up in my travels. They aren't necessarily reader magnet-specific, but they are important considerations to make before putting your polished reader magnet up for the world to grab.

1. Quality

This is probably clear from the fact I wrote this entire guide about reader magnets and stressed how important they are, but I'll say it anyway (and I'll even put it in all caps): DO NOT SKIMP ON YOUR READER MAGNET.

I'm very serious about this. The quality of your reader magnet is just as important, maybe more important, than that of your books. Imagine you find this new author. You're super excited to join their newsletter to see what their work is all about, and you download their promised amazing reader magnet only to find this, pardon my French, half-assed content. You'd be disappointed, and you do not want to be the author who does this to your hopeful readers.

Give your reader magnet the time and attention you would a book you're planning to sell. If it's a novel/novella, get it edited, find professional-looking cover art, have it formatted. If these are things you struggle with and can afford to outsource, outsource them. Self-publishing has the reputation of producing shotty work because so many authors skip the steps of making their work look professional.

So once more for the people in the back: DO NOT SKIMP ON YOUR READER MAGNET.

Pro Tip: If you're like me and have no visual artistic talent to speak of, check out [The Book Cover Designer](#) for affordable premade covers. They have lots to choose from, and the designers I've worked with have been professional and friendly. (Bonus Tip: The Book Cover Designer occasionally runs discounts—[check out their blog](#) to see if there's one you can use before purchasing.)

2. Fonts

Have you noticed this guide isn't in Times New Roman or Courier New? There are all kinds of awesome fonts out there, including the ones that came preloaded on your Windows or Mac, so if none of the ones that came with your computer are doing it for you, have a browse through [Google Fonts](#), [Adobe Fonts](#), or any of the other sites on [this list](#).

Regardless of the fonts you decide on—whether preloaded or downloaded from a third-party site—make sure they're licensed for commercial (business) purpose. What's a business purpose? Anything you'll make money on, either directly or indirectly. Directly is simple—a book you're going to sell. Indirectly is a bit more complicated but could be like, say, a free guide you've written that could convert readers into paying customers. I'm not saying this to get you to hire me or buy my books. I'm using it as an example of how quickly the lines can get blurred. I'm not making any money off this guide directly, but someone could read this, decide I'm the editor for them or that they must read my fiction, and all of a sudden, this *free* guide is indirectly making me money (AKA, being used for commercial purposes). Is this a stretch? Possibly, but I'm stretching for good reasons, and for a very comprehensive guide on this plus extra resources, [give this article from Design Shack a read](#).

Pro Tip: You'll need to install any font you download to your computer before you use it, but fortunately, this is very simple. This [article gives instructions for Windows 10 and 11](#), and [here are instructions for Mac](#).

3. Images

Let's say you want to do character profiles for your reader magnet, and you decide to find stock images to use as "character mugshots" or something else fun. And you find some lovely (free!) images that are just perfect, and they even have commercial licenses. No problem, right?

Not quite. To legally use many stock images for business purposes, they need to have more than a simple commercial license. If they include people who can be identified, those people need to have signed a waiver. If the images have recognizable landmarks or logos, there need to be release forms. You get the idea. Free sites get their images from many sources, some of which may not exactly be above-board, meaning the

licenses and waivers may not all be present and accounted for. So if you use an identifiable picture of someone who didn't give permission for their image to be used, they have the right to make you stop using their picture. Likely, this will be a letter asking you to remove their picture. If you do, you're all set, but what a bummer you lost that perfect picture. And if things escalate, you don't want to be that person.

This is why I suggest buying your stock images. Paid sites will make sure all the waivers and forms are taken care of, and if there is an issue, the responsibility is on them for not making sure, not on you. I quite like [Istock](#), but all the paid sites on [this list](#) are worth checking out. As an example, I got the image I use on my [Seeing Pool landing page here](#) from Istock. It's a simple landscape—no people, logos, or identifiable locations. But even so, better safe than sorry because this picture felt just perfect. And it was only \$12.

Pro Tip: If you browse around stock image sites, you might find discounts or promo codes. For example, Istock has had 10% off credit packs to purchase images for as long as I can remember—a great option if you don't want to subscribe but need more than one image.

Thanks For Reading

I hope you found this guide helpful. I know I said this at various points above, but if you have any questions about anything I've included or just want to chat reader magnets, don't hesitate to drop me an email at mary@kitnkabookle.com.

And if you'd like some more free stuff from me, you can subscribe to Writelight (my editing newsletter) and/or the Seeing Pool (my author newsletter). Each has its own unique reader magnet that was invaluable in choosing what to include in this guide.

Writelight Reader Magnet: Dark2Spark, Everything You Need for Blank Sheet to Draft Complete

A blank page (whether digital or physical) can be intimidating, and as someone who aims to take as much fear out of working with an editor as possible, I wanted to also provide something that took the fear out of writing the book in the first place.

Seeing Pool Reader Magnet: Twining, A Tale of Grimmfay

An exclusive story from the world of Grimmfay, my fairy-tale inspired circus. Twining tells the story of how the mistresses of the circus met and offers some background context to relationships I explore in the novel.

Again, thanks for downloading this guide, and I hope it's been helpful. If you'd like to connect, you can subscribe to my [blog](#) or follow me on [Facebook](#), [Twitter](#), and [Goodreads](#). See you around the internet!