

# List Building for Authors

## Getting Started Action Guide

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## A Message from D'vorah



Welcome to List Building for Authors! Congratulations on taking steps towards reaching more readers and growing relationships with your audience. In this packet you'll find a program overview and tips for making the most of this opportunity.

In order to maximize your success, you'll want to take action towards your goals. By going through each lesson and participating in the suggested action steps, you will accomplish a great deal!

This program is designed to provide you with results and an enjoyable experience. Our private Facebook group ([www.facebook.com/groups/reachmorereaders](http://www.facebook.com/groups/reachmorereaders)) is a fantastic place to make new friends, network with other authors, share ideas and get your questions answered.

I'm excited to be on this success journey with you and look forward to celebrating your success!

D'vorah

## About D'vorah

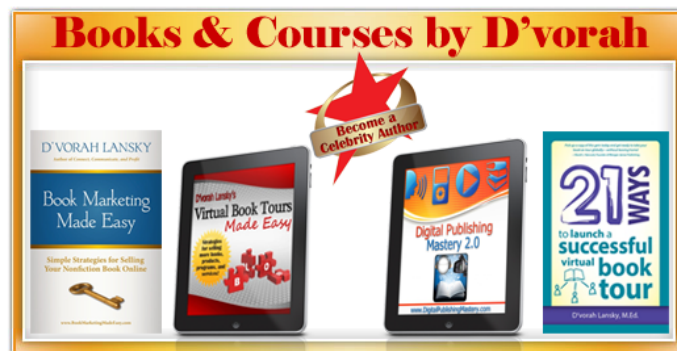
D'vorah Lansky, M.Ed. is the author of the Amazon bestseller, *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online*. She is the producer of the annual *Book Marketing Conference Online* and the founder of Reach More Readers.

Through her coaching and training programs, D'vorah works with authors, across the globe, in developing their online presence while increasing their credibility and their book sales.

In addition to more than a dozen books, D'vorah's work has appeared in *Chicken Soup for the Network Marketer's Soul*, *Corporate Mom Dropouts*, *365 Days of Gratitude*, *Ignite Your Passion*, *The Future of Ink* blog, and several other publications. You can connect with D'vorah and find out more about her books and programs at:

[www.BooksByDvorah.com](http://www.BooksByDvorah.com)

[www.ReachMoreReaders.com](http://www.ReachMoreReaders.com)



## Program Materials and Ways to Make the Most of This Opportunity

The course content for the List Building for Authors program is delivered via PDF Action Guides, Recordings in our Audio Library and discussions in our private Facebook Group. You may find it helpful to download each of the action guides, so you have direct access to the training, tracking sheets, and suggested action steps.

### By interacting with other participants you'll:

- Develop friendships and compound your learning
- Get your questions answered
- Have the opportunity to share successes and challenges
- Gain momentum and encouragement by tapping into the group synergy

### Getting Your Questions Answered

- The fastest way to get your questions answered and/or share your successes is via our Facebook group. You'll get input from me and from other participants.

### It's Time to Get Started: Suggested Action Steps

- You may want to get a dedicated notebook so have easy access to your course notes.
- Create a dedicated folder on your computer where you can file the handouts, audio files, etc.
- Schedule time to go through the action guides.
- At the end of each lesson you'll find suggested action steps. By completing these steps you'll be able to apply what you've learned.
- Make a list of questions as they come to mind.
- Keep a look out for our program emails with [Author List Building] in the subject lines.
- Spend time in our Facebook group [www.Facebook.com/groups/reachmorereaders](http://www.Facebook.com/groups/reachmorereaders)
- You'll find a tracking form in this packet. You may want to make copies to help you make the most of your experience. This will help you to monitor your activity and results.



Enjoy this experience and be sure to participate in our private forum over on Facebook, where you'll be able to connect with other participants and make the most of this opportunity! Building your list will allow you to reach the exact people who are interested in your topic, your book, and your message.

Participate in discussions with fellow participants in our private Facebook group:

<https://www.facebook.com/groups/reachmorereaders>

## Getting Started Goals Worksheet

What excites you most about your participation in this program? \_\_\_\_\_

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What is your primary reason for wanting to build your list? \_\_\_\_\_

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How would you describe your ideal reader or target audience? \_\_\_\_\_

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What would it mean to you to have a list of subscribers who are highly interested in your topic and your book, and interested in what you have to say?

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What questions do you currently have about list building for authors? \_\_\_\_\_

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*Tracking Sheet for the Week of: \_\_\_\_\_*  
*Keep track of your successes, challenges, goals, questions, and progress.*

This Week's Goals / Plan of Action: \_\_\_\_\_  
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My Questions and Successes: \_\_\_\_\_  
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Notes: \_\_\_\_\_  
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