

# Chapter 5

Time for a **CALL** to **ACTION**.

You have given us, your audience, everything we need to get started on the path you have laid out. But don't leave us hanging! This is the shortest chapter in the book.



**CREATE A LEAD MAGNET TO BUILD YOUR EMAIL LIST.**



**GIVE YOUR AUDIENCE A CHANCE TO STAY IN TOUCH WITH YOU.**



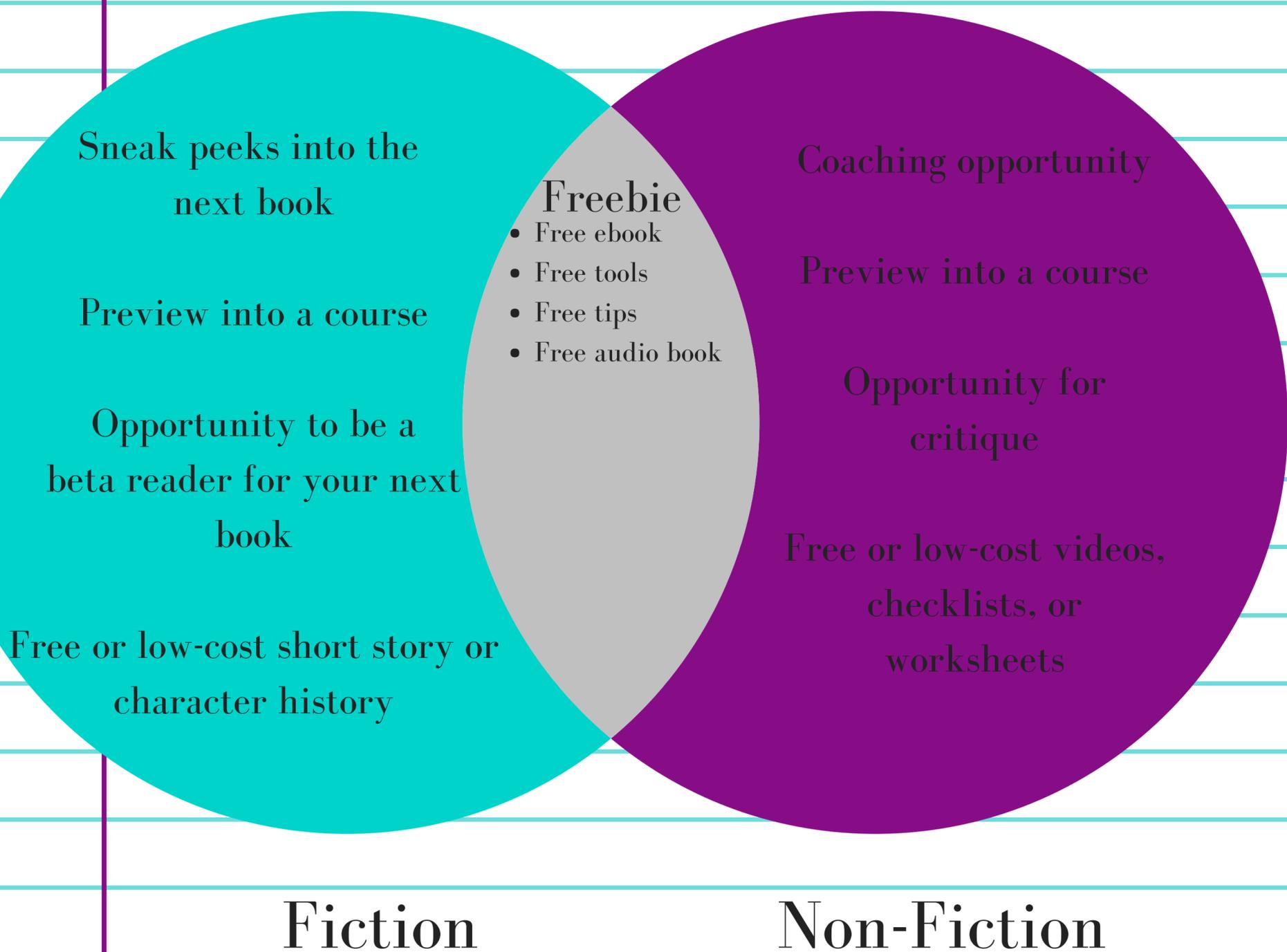
**SHARE A RELEVANT BIOGRAPHY TO FURTHER BUILD KNOW, LIKE, TRUST.**

Shaneequa  
Cannon



## Creating lead magnets.

To move into this chapter, you have to be smooth with your delivery. You brought lots of value in the previous chapters and this chapter should be no different. Here you want to establish a connection with your audience, one that will have them seeking to contact you. One way to do that is by creating a lead magnet, creating an opportunity to work together in some capacity. Let's take a look at some lead magnets you can offer for email capture.





## Writing an author bio.

An author bio is a great time for a *relevant* yet brief about me session. Try not to extend past the two-paragraph mark (or 250 words). In the bio include your relevant credentials (degrees, previous books, experience, associations & affiliations) and your contact info (website and/or email-- website is best bc then you have an opportunity to share social media, longer bios, etc.

The aim of the bio is to:

- 1) establish credibility (build know, like, trust)
- 2) show authority and
- 3) interest your reader

Don't skip it. And don't skimp it. Make it worth reading.

*You did it!*

You've finished Chapter 5!

Give yourself a high 5!

The easy part is over.



Ready to chat about what's next? Save 50% off a Starting Block for Author Entrepreneurs. In this 60-minute session, you will get clarity on your next steps for leveraging your book for increased credibility + income. Click the link and book your appt today!

*Shaneequa  
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