

The **Fiction** TRAP System

By
ServeNoMaster.com

Welcome to the TRAP System. This is a series of SEVEN powerful emails that will turn your readers into raving fans, get you more reviews and generate more sales for your business.

Please make sure to use the correct version of this system for your genre. There is a fiction and a non-fiction version of the TRAP system. Make sure you grab the right one!

This is the **FICTION** version.

If you don't write fiction, please open the other document now.

Do not simply copy and paste these emails into your autoresponder without reading them. Each email has sections that you will need to customize, such as the name of your book. Those sections are in [brackets] to make them easy to find.

If you don't have an email service yet, I recommend ConvertKit ->
<https://servenomaster.com/convertkit>

They are the company I use for all my email needs.

Email #1 (Sending your opt-in freebie)

SUBJECT: Grab Your Free Gift!

Thank you so much for reading [**name of book**]!

I have your gift waiting below, but first I want to ask you to take one tiny little step.

I'm going to send you some additional content that I've developed since finishing the book.

I want to give you as much value as possible and help you on the path to achieving greatness.

Please whitelist this email to be sure that my future emails get through.

That's all you have to do to ensure you get the rest of your bonus content :)

Here is your [**free gift**]:

[**LINK**]

Talk soon,

ServeNoMaster.com/TRAP

- [your name]

P.S If you aren't sure how to whitelist an email, I put these instructions together for you:

[LINK to instructions on your website like <https://servenomaster.com/whitelist/> or write in email]

Email #2 (Introduction email & encouraging them to read your book)

SUBJECT: The first step toward [result of reading your book]...

Hey, it's [your name] again, the author of [name of book].

Just in case you missed your freebie, here's the link again:

[LINK to download free gift]

You may be wondering who the heck I am.

[brief personal intro + interesting facts about you]

I hope you had a chance to read over the first chapter or two of [name of book].

I hope you've dug into it, and I hope it **[result of reading your book—inspired, helped, entertained etc]**

But I've got one quick question for you...

[Insert an intriguing question about your books main characters or plot]

[describe the situation further to encourage curiosity to open your book]

What would you do in that situation?

I'd love to hear your thoughts.

Hit reply to this email and let me know!

Talk soon,

- [your name]

P.S I know you have a busy life and I just want to remind you that we have a TRIBE where you can **[meet other fans of [name of book, story, character]** and get exclusive updates and content from yours truly!

If you haven't yet, please make sure to join my special Facebook group filled up to the brim with amazing and supportive people who can't wait to meet you.

[LINK to group]

Don't wait! Join Us NOW.

Email #3 (Asking people to join your tribe)

SUBJECT: Want to be part of my secret club?

Psst... **[first name]**

I've got something for you.

It's an invitation to join my secret club.

[LINK to group]

Whether you've read **[name of book]**, or haven't had the time yet, I want to invite you to my tribe.

You know when you finish a great book and you get 'post-book withdrawals', where you're desperate to read more, but the story is finished?

The journey doesn't have to end.

When you're part of a tribe, you have the opportunity to discuss how gripping the story was, how annoying that villain got or whether those two characters are going to fall in love.

You get direct access to me and can ask any questions you want. I might even give out hints about what's to come ;)

You'll also get **[describe benefits—side stories, maps, artwork, prequels, free copies etc]**

There's a community of like-minded people ready to welcome you.

I'd love for us to connect, because my tribe is like my second family.

And I want you in it.

[LINK to group]

I can't wait to see you inside!

- **[your name]**

Email #4 (Encouraging engagement & conversation)

SUBJECT: I'd love to talk with you

The best part about being an indie author is having direct contact with readers.

I'd love to hear about you, your favourite authors and your favourite part about **[genre]**.

Hit reply to this email right now and tell me all about it.

There's no automated reply or virtual assistant, I'll personally answer every single email.

My favourite part about **[genre]** is **[topic or theme related to your story]**.

[describe why]

It's part of what inspired me to become a writer.

There's a couple amazing articles about this **[topic or theme related to your story]** and I'd love for you to check them out:

[LINK to a few articles/blog posts]

Hope to hear from you soon,

- **[your name]**

Email #5 (Asking for feedback)

SUBJECT: Can you help me out?

Hey **[first name]**,

I hope you've had a chance to read **[name of book]**.

I was hoping you could help me out.

I would LOVE to hear any honest feedback you have and how I can do better.

If you could just answer one question, I'll send you a **[free gift]** as thanks!

What was your favorite thing about **[name of book]**?

As soon as you reply, I'll send over your **[free gift]**

I am so grateful for your help.

You are awesome,

- **[your name]**

Email #6 (Respond to positive feedback)

SUBJECT: Thanks [first name]!

Thank you so much **[first name]** for your awesome response!

I loved hearing about **[favorite or most impactful part of their response]**.

Since you're enjoying the book so much, I was wondering if you'd be able to copy and paste your comment into an Amazon review?

[provide copy of their comment + direct link to Amazon]

It would only take a minute of your time, and it helps a LOT.

I'd love for others to enjoy **[name of book]** as much as you did.

Talk soon,

[your name]

Email #7 (Follow up with non-responders)

SUBJECT: I want to hear from you...

Hey **[first name]**,

Just checking if you got my last email. I know my inbox can get super swamped.

I could really use your help if you've read my book **[name of book]**.

If you've got just 10 seconds, would you please give me your honest opinion of **[name of book]**?

I'll send you your **[free gift]** right away!

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You've still got until [**deadline**], and I don't want you to miss out on your [**free gift**].

Just shoot me a reply to this email saying 'please send the questionnaire'.

I'll be looking out in my inbox for you :)

- [**your name**]