

a) the minimum income per year you need to quit your job b) your ideal yearly income ([Location 68](#))

Create Attention-Grabbing Free Work They will create great work. It is distinctive and they carve out a space that no one else is quite occupying. Or they create something that other people really need. Often a large amount of their work, as much as 99%, is available for free, or they sell it at cost price or even at a loss. ([Location 147](#))

Convert Fans They will engage with their greatest followers and convert them into fans. They will interact with them, reply to their messages, take them behind-the-scenes. They will understand what these newly converted fans want most. ([Location 157](#))

With an information product, you will be able to earn a living by selling online coaching, an online course, an ebook full of never-before-published material, a subscription to a specialist magazine, or information that's behind a paywall. ([Location 208](#))

Be the Best. There's no substitute for becoming an expert in producing the thing you make. A lot of hard work will need to go into creating great work. ([Location 221](#))

If your free work can be created quite quickly, like a blog post or a photograph, actually produce an example, put it out there and ask people for feedback. If you can produce something that you think people will go directly to buying, put it up for pre-order on Amazon or elsewhere. Include great copywriting about the product, photos, book covers, etc. See if anybody actually buys your product while it is on pre-order. If enough people start buying it to give you encouragement, make the product. If not enough buy it, cancel the product and refund any one who did buy it. ([Location 252](#))

Write down the types of work that you can create and share for free. Write down a list of ideas about how you can make it distinctive, to communicate an identity or story, of offer value to people's lives. After finishing this book, you'll need to experiment with the ideas you just generated. Write down where you can test out your idea or free content, and see if you generate followers. ([Location 270](#))

Write down a list of ways that you think are most suitable to drive traffic towards seeing your work. Write down where you are going to keep your free content for people to see. ([Location 312](#))

Giving them an insight into how you make your work Running competitions and prizes for the most engaged followers Encouraging noncommercial fan fiction Creating a space where your best followers can talk to each other Going Live on Facebook, run a webinar, or similar ([Location 349](#))

Try to generate a range of potential products, from exclusive content that you sell for \$10 a month to 1000 fans, to things like exclusive residential workshops from which you make \$1000 income-per-fan after costs, which you sell to 50-100 fans per year. ([Location 426](#))

encourage fans to email you, promise that you read every email ([Location 681](#))

create a group identity, a story, or mythology surrounding your work ([Location 682](#))