



Autoresponders using Mailchimp

Author List Management

Resources and Links (From Mailchimp slides)

Subscribe to these self published authors to see what they do for email traffic and autoresponders:

- <http://adamcroft.net/>
- <http://jfpenn.com/>
- <http://www.agriddle.com/>
- <http://www.eliciahyder.com/>
- <http://www.charlotte-byrd.com/>
- <http://www.natashaboyd.com/>
- <http://tjgarrett.com/>
- <http://www.rachel-abbott.com/>

Mailchimp Information:

- Start to Finish Mailchimp tutorial <https://www.youtube.com/watch?v=OE0k7tuKEa0>

Assumptions

You have the following:

- Basic understanding of mailchimp (review earlier slides for more info)
- Have an account set up
- Have a lead magnet (free book, first three chapters, etc)
- Ability to promote your optin (webpage, facebook page, twitter page)

What providers are out there?

- MailerLite - Free up to **1000 subscribers**
- Mailchimp - Free up to **2000 subscribers**
- Both Mailchimp and Mailerlite support free auto responders in their free package.
- Mailchimp just opened this option up to free customers in **May**.

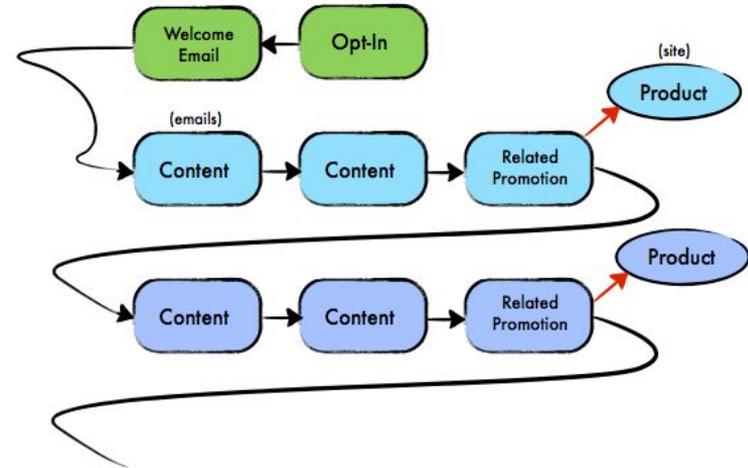


Mailchimp Free

- Free up to **2000 subscribers** or 12,000 monthly emails.
- Will not be picked up by spam filters (immediately)
- **Widely used and lots of online help** content (youtube, tutorials, web posts, etc)
- Send emails to your lists
- Automatic sign ups
 - Web
 - Embedded forms
- Deliver free content (lead magnets, opt in giveaways, etc)
- Build sublists (advanced)
- <https://mailchimp.com/pricing/entrepreneur/>

What is an Autoresponder?

- An email or **series** of emails sent to **new subscribers** to direct them to **take a action**
 - Buy Books
 - Give them a reason to like and trust you
 - Stay on the list
 - Create an Advanced Reader Team



Autoresponder Terms

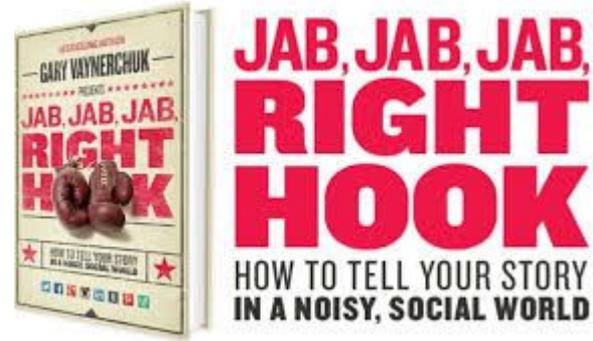
- Sequence - Clear set of emails that drives the user to an action
- Triggers - What triggers the next email in the sequence (Time or Action)
- Templates - Email templates that create consistency and “brandability”. Your readers see an email they expect something. Focus on the content, not some flashy new graphic or template layout.

More than a “Welcome” email

- Autoresponders are more than just welcome emails, you are trying to build a more **compelling experience** for the reader and follower.
- Allows you to build good will with a new reader.
- The Gary Vaynerchuk ‘**Jab, Jab, Jab, Right Hook**.
 - Give give give give give, and then the ask.
- **Build that trust** over a series of short emails, instead of one massive email.
- Every email should be **giving something to the reader** (experience, understanding, enjoyment, etc) that will lead them **to take action**.

Jabs and Punches

- Jabs
 - Free book
 - Free Second book
 - Free short story
 - Personal story about yourself
 - Why writing is so important to you
 - Free book in my second series
 - My favorite books
- Right Hooks
 - By my next book
 - Reviews
 - ARC team
 - Here's my other series



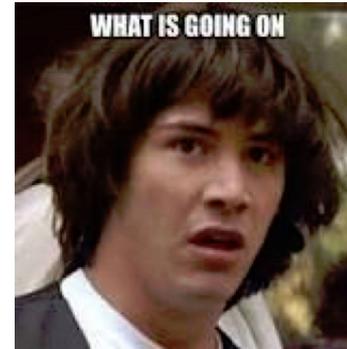
Tips for Using Autoresponders



- **Schedule emails**, bundle online tasks
- **Define specific intervals** based on the subscribe date
- Don't number the messages
- **Don't overwhelm** your subscribes
- People are more likely to read messages that are **short and focused**
- **You should be the first person to subscribe** to this list so you can experience it first
- Help your audience get to **know you and trust you**. You are what's being sold as much as your books.
- **Plan** out the entire sequence before you start writing
- **Don't oversell** in every email

Where do I use this?

- Do you have **two series**? You can create multiple sub lists within your larger list.
- **Multiple genre support.** An autoresponder for your fantasy list and one for your sci-fi list.
- **Create multiple optins** (twitter, Facebook, website, etc.) You can build custom actions based on the customers you are reaching.
- **Sync sub list with master list.** People do not get your newsletters until they have completed the autoresponder.



Keep It Simple (12 days sequence)

- Welcome email
 - link to download their freebie again, just in case they missed it.
- +3 Days
- More information on the free book they got
 - What is your inspiration for writing it?
- +3 Days
- Would you mind leaving me a review on that book?
- +3 Days
- You can get the next book here (Sell or giveaway)
- +3 Days
- Would you like to be part of my advanced reader team

Sample Email Sequence (Welcome Email)

I know, it feels like I just emailed you. Ferrick Flogenhoffel, my main character, feels the same way when his parents bug him about his chores when all he wants to do is dance!

I'm back in your inbox today because I wanted to make sure you were able to download Ferrick's adventures. Here's that link again to the free first part of Ferrick the Dancing Viking.

If you need any help figuring out how to get that book onto your Kindle, Nook or computer, here's a great resource to check out. Trust me, I needed to go through this video three or four times before I got it right.

Have you downloaded your free book? Let me know with a quick message.

Sample Email Sequence (Who are you?)

I'm back with another story, but this one isn't about Ferrick at all. It's about me!

I started writing in the margins of my math and science textbooks back in middle school. A couple of years into my time at Central Tech State, I had the idea of a boy who couldn't stop dancing no matter what. After taking a Norse mythology course my junior year, I started doodling pictures of a kid I called Ferrick the Viking.

It took years for me to get up the confidence to write the first short story of Ferrick's life. I received two-dozen rejections from publishers, but after self-publishing the story, I got the confidence I needed to write a full-length novel. The rest is Viking history.

I've been posting my old Ferrick the Dancing Viking doodles on Facebook. If you'd like to connect there, here's a link to my profile.

Have you ever tried to turn one of your daydreams into a work of art? I'd love to hear about it in a reply.

*Sincerely,
Hans Franz*

Sample Email Sequence (Join my ARC team)

Thanks for following along with me so far. I hope you've enjoyed reading Ferrick the Dancing Viking. If you have, one of the best ways to help me write more books is to leave a review of the first one on Amazon.

Let me explain. New readers who stumble upon the book's listing page are much more likely to consider a purchase if the book has 20 reviews vs. 10 reviews. I'm currently at 10, and I'm only able to keep up writing if I sell enough books. I'm sure you understand.

Please leave a review of Ferrick the Dancing Viking here on Amazon.

I know that it's a pain to carve out any time in our busy lives. Heck, Ferrick barely had any time to learn salsa in the midst of his farming chores, so I understand completely. In return for you reviewing my books here and in the future, I'll send you the next book in the series for free!

Check out this page to sign up to my advance reader list. You'll get free books to review, as well as some cool giveaways of Ferrick merchandise. Sign up today!

Thanks again for your reviews. They literally keep the lights on for Ferrick and company.

Would you be willing to post the review? Let me know in your reply.

*Sincerely,
Hans Franz*

Sample Email Sequence (promote book two)

You may have thought that Ferrick the Dancing Viking's adventures were over. You were as wrong as Flogdor the Dragon wearing a tutu. Ferrick is the main character in a series of books that continues with Ferrick The Dancing Viking Two: Foxtrot Fever.

You can get the book on Amazon [here](#).

I had so much fun writing Ferrick's second adventure, but it was a lot of work too. I actually took three weeks worth of dance classes to make sure I got all his moves correct. It was a good time, but my calves were pretty sore. And here I was, thinking that my writing career would give me more time to sit.

I hope you enjoy Ferrick's continuing story. Have you ever taken dance lessons? Has Ferrick inspired you to try? Let me know.

*Sincerely,
Hans Franz*

Sample Email Sequence (promote other series)

Did you know that Ferrick has friends? Thousands of miles away from Scandinavia, Samba Sam has his own dance-related troubles to deal with in Brazil.

Check out the first part of the Samba Sam series [here](#).

I created Samba Sam when I realized it'd be fun to have a whole new crew of dancing fools in other parts of the world. I hope you enjoy Sam and her friends as much as you did Ferrick and his.

Where else in the world should I put my characters? Let me know with a speedy reply.

*Sincerely,
Hans Franz*