



# Mailchimp Introduction

Author List Management

# Resources and Links

## Authors:

- <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>

# Why does everyone talk about “Your List”

## Why an email list?

- Mailing Lists are the most powerful tools we have
- Book sellers do not share customer contact info
- Email is personal
- Supports: Reviews generation, Launching, Sales
- Every successful indie published author says “Build your list”

“Email is a critical part of how I connect with my audience, as well as how I make income, because once you have a list of people who have opted in to hear about your work, then you can tell them when you have books and products available.” - Joanna Penn

# What providers are out there?

- ConvertKit - \$29 per month
- AWeber - \$19 per month
- Infusionsoft - *if you are making enough \$\$\$ for this, then you should be giving this talk.*
- Gmail/Spreadsheets - Free, but will pick up as spam and it's illegal in some countries
- **Mailchimp - Free! No spam issues.**

 AWeber

 ConvertKit



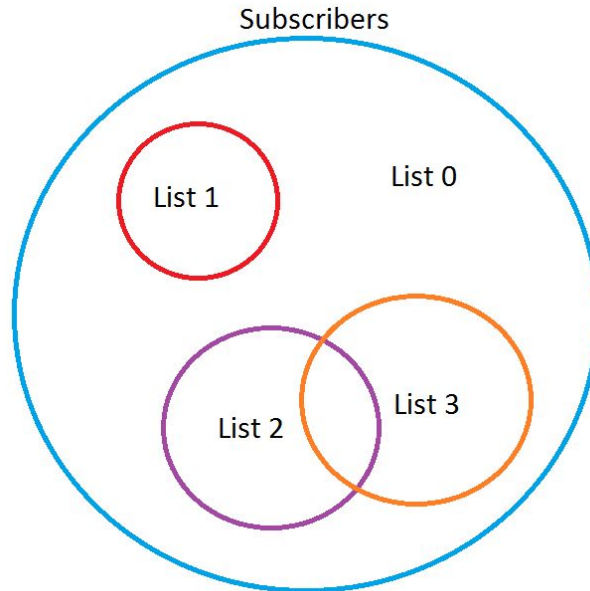
 Infusionsoft.

# Mailchimp Free

- Free up to 2000 subscribers or 12,000 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/>

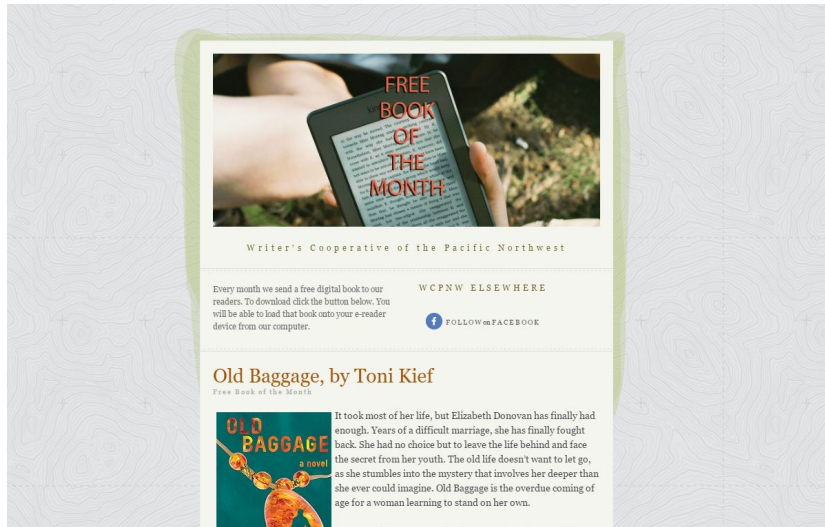
# Mailchimp Terms

- Subscribers - complete list of all of the people who have opted into you.
- List - A subset of your subscribers

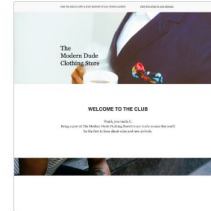


# Mailchimp Terms - Continued

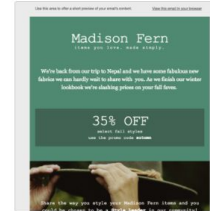
- Template - Template email. Premade to be used as a starting point for email development. Create your own or use existing templates
- Campaign - The act of sending out an email out to a list and the metrics around that email.



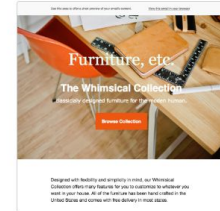
## Featured



Member Welcome



Monthly Contest



New Collection

## E-commerce



Boutique



Color Box



Contrast

# Mailchimp Terms - Continued Continued!

- Form - Embedded on a webpage or the unique mailchimp webpage where an interested customer can enter in their details and become a subscriber
- Opt-in/Opt-out - The ability for the subscriber to validate they signed up or the ability for the subscriber to leave your subscription list.

<http://writers-coop.com/free/>

## Free Book of the Month

Simply provide your email to subscribe to our monthly free book give away. Each month we will send a free digital book from one of our members to our subscribers.

### Subscribe to our mailing list

\* indicates required

Email Address \*

SUBSCRIBE



# Templates - WCPNW Example

- Templates are key
  - Reduce work
  - Allow for consistency
  - Ease of generating announcements
- Example - Monthly free book giveaway
- Example - New Releases announcement
- Additional Author Announcements:
  - What's going on newsletter (“I've got a new hot tub, no time machine feature”)
  - New Content (blog post, short story, essay, video interview, print interview, etc)
  - Create a beta list for a new book (street team)
  - New book release or launch announcement



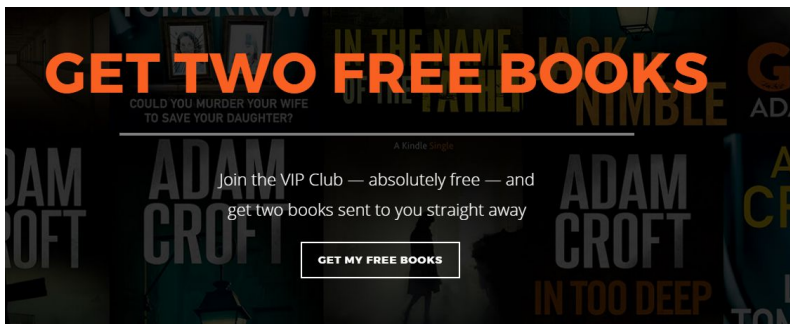
# Opt-in Forms/ Web Links

- **Each list** has it's own opt-ins
- Emails can be added manually or automatically, automatically is best
- Can be embedded in emails
- Facebook links
- Webpages
- Blog posts
- Types of forms:
  - Embedded forms
  - Mailchimp free optin webpage
- Examples - WCPNW

# Lead Magnet

- Value for value
- No one wants your ramblings, they want to taste the soup.
- Free items
  - Book, novella, short stories, first book in a series, first four chapters, etc
- It is expected to give away something for free.
- Examples

“I built up quite a big list from giving away the free starter library.” - Adam Croft



# Deliver Lead Magnet

- Example - WCPNW
- Welcome page
- How and where to host your free giveaway?
  - Dropbox (3rd party)
  - Your webpage
- Delivering free content is a paid feature for mailchimp but there is a workaround!

# Where do I advertise my lead magnet?

- Top portion of your web page, first thing readers see
- Facebook links
- Pinned Twitter link
- Custom Landing pages
- Examples - WCPNW

**GET TWO FREE BOOKS**

COULD YOU MURDER YOUR WIFE TO SAVE YOUR DAUGHTER?

Join the VIP Club — absolutely free — and get two books sent to you straight away

[GET MY FREE BOOKS](#)

By joining my VIP Club, you can get access to FREE books and short stories which are exclusively available to email club members.

All new members will get TWO free short stories: my Kempston Hardwick story, *A Cry for Help* and my standalone thriller *No Rest for the Wicked* on joining the VIP Club.

Joining is absolutely free, and also gives you access to all the latest news regarding my books and much more, making you the first to hear of anything.

To join, just fill in the form below.

(Please enter your usual email address — not your @kindle.com email address. Thank you.)

Your email address  [SIGN UP](#)

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tselling crime fiction & thriller author. Over a d. plus TV series lopment.

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Pinned Tweet

Adam Croft @adamcroft · Feb 1

Me? Oh nothing really. Just currently the bestselling author in the world 😊

PublicRadioAllis Follow

RABBITS @rabbit Follow

TrifectaPublish Follow

Follow

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Trends · Change