



# Building A Trustworthy Newsletter

Author List Management

# Resources and Links

Authors:

- <http://www.agriddle.com/>
- <https://www.erikcarterbooks.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 do I do now?

I've got a small list of people 250-3000+ people.

- A young list is a **delicate** list
- The subscribers don't know who you are
- There's **no emotional investment**
- They may have **forgotten** why they signed up



# What's my focus?

- **Simple and Clean**
  - Look and feel of my emails
  - Not cluttered, easy to read on both desktop and mobile (mobile is key!)
- Provide an **intimate setting** to communicate to your readers or interest groups
- Building Trust through **giving**
  - **Short Stories**
  - **Excerpts**
  - **Previews**
  - **Recommendations**
- **Simple Calls To Action**



What should my newsletter NOT contain?



# What should my newsletter contain?

- Why did people sign up to your mailing list?
  - For your books?
  - For your blog?
  - Youtube video about the 57 different types of aliens deep inside underground cities (Nords, reptilians, and Greys)
- KISS
  - Simple colors
  - Clean fonts
  - Centerpiece content
  - Side Content
  - Call to Action
  - Quality images





# Newsletter Protips

- Always send a test newsletter to yourself before you send it to your list
  - My wife proofreads my emails
  - **CHECK ALL YOUR LINKS**
- Always schedule your newsletter
  - **You will forget** or you might have something come up
  - Finalize newsletter the day before and schedule it
- Consider what day (Monday vs. Friday vs. Sunday)
  - **Avoid weekends**
  - If emails falls on Monday I refer to 'Weekend Reading' or 'Weekend Giveaways'
  - Consider holidays
- What time are you sending it (EST vs. PST)
  - I send my at 3 a.m. PST. East coast wake up and early morning west coast. Ensure a **big open rate for the day** and if there are **purchases it will ensure they stack** in the single day.



# Newsletter Protips

- **<500 words** in the email.
  - Don't kill mobile users
- **<5 links** in the email.
- Link quality **DIES** the farther you go down.
- Always work from a previous email or newsletter template.
  - NEVER NEVER NEVER design the email every time
  - I copy my previous email in mailchimp


<input type="checkbox"/>		<b>9/15/2017 Weekend Read (Free Book)</b> Regular · Matthew Buza Author Web Page Sent Sat, September 16th 3:00 AM to 4K recipients	<span>Sent</span>	1,550 Opens	815 Clicks	<a href="#">View Report</a> 
This Month (1)						
<input type="checkbox"/>		<b>9/01/2017 Necromantia Box Set (Free for 48 hours)</b> Regular · Matthew Buza Author Web Page	<span>Sent</span>	41.3% Opens	27.3% Clicks	<a href="#">View Report</a> 

View email

~~Replicate~~

Replicate

~~Social Share~~



# How often do I send?

- Newsletters is **like running a blog**
  - Pick a **cadence**
  - **STICK WITH IT!**
- If you subscribed to an author to get a free book what would be the number of emails per month that would drive you to unsubscribe?
  - The number you choose is often indicative of the type of marketing mentality you have.
- Good starting point is **one email a month**
- If you are working with the giveaway sites then more might be useful
  - Once a week or twice a month
- More than once a week is likely too much, unless it fits with what you are doing
  - example, Rachel's review website
  - T.S. Paul and his weekly short stories
  - Affiliate style author website or blog



# Newsletter Structure

**Logo (optional)**

**High Resolution Image**

**Text**

**Call to Action**

**Additional Information (links, images, small text)**

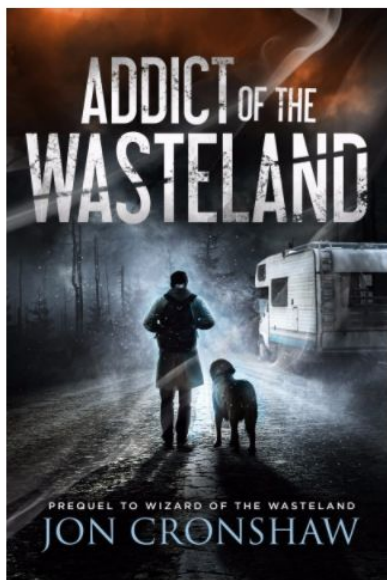
**Final Call to Action**

# Newsletter Example

- [Example Newsletter](#)

# Email

## Part 1



### Addict of the Wasteland (Free Book)

[Download](#)

#### Author's Note

I just finished my draft of my new sci-fi horror novel, *Dead Red*. Now it's time to dive into editing. I'm working quickly to get that out to you, but in the meantime enjoy the free book linked above. I read *Addict in the Wasteland* earlier this month and enjoyed Jon's take on the post-apocalyptic landscape. For fans of *The Road*, *Alas, Babylon*, or *On The Beach* I think you might enjoy this. It's a good introduction to Jon's main character and his struggles in the dying world. It's a prequel that will hopefully launch you into this series. Great little pickup for the weekend.

Enjoy!  
MattB

## Part 2

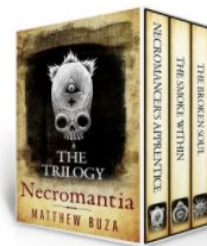
### What Else to Read?

Click on the images to check out new authors and titles.



### Could you leave me a review?

Reviews help me reach new readers. If you haven't left me a review please head over to Amazon and help a poor, starving (not really I need to lose a few), stay-at-home-dad-currently-playing-princess-party-with-my-daughter author :)



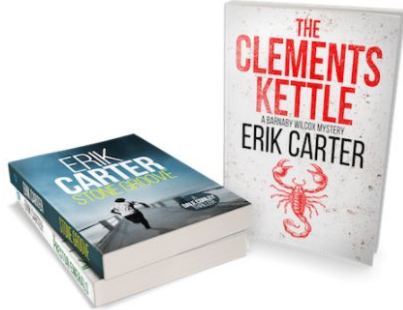
Want to change how you receive these emails?

You can always [unsubscribe](#) from this list.

# Mailerlite Newsletter Example (part 1 and 2)

**ERIKCARTER**  
Author

Thank you for subscribing  
*FREE Novel & Samples*



Are you ready for an adventure?

Thanks for joining my mailing list. I send out messages periodically with **discounts, FREE books, and exciting news** about my series.

Click the buttons below to get your **FREE copy of *The Clements Kettle* AND**

Are you ready for an adventure?

Thanks for joining my mailing list. I send out messages periodically with **discounts, FREE books, and exciting news** about my series.

Click the buttons below to get your **FREE copy of *The Clements Kettle* AND 10-chapter samples of my other books.**

I use a service called **BookFunnel** to deliver my books. If you have trouble getting the samples, just tap the **Help Me** link at the top of the book download page and their friendly support team will help you get your books.

And be sure to click the logo at the top of the screen to **visit my website**

Cheers,

A handwritten signature in black ink that reads 'Erik'.

**The Clements Kettle (Barnaby Wilcox Book 1)**

**The Preston Emerald, Sample (Barnaby Wilcox Book 2)**

**Stone Groove, Sample (Dale Conley Book 1)**

# Mailchimp Newsletter Example (part 1-3)

MICHAEL WISEHART

**Shackled is Live!**

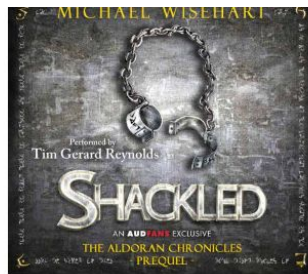
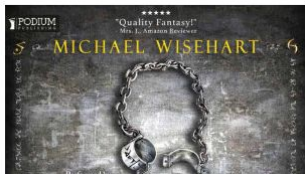
Greetings Wielder Council,

I hope everyone made it through Hurricane Irma. I was without power for a couple of days, had around ten trees go down, but none hit the house. I'm very blessed. There are many in Florida and the coastal islands who are now finding themselves homeless. They are in our thoughts and prayers.

#### On A Brighter Note:

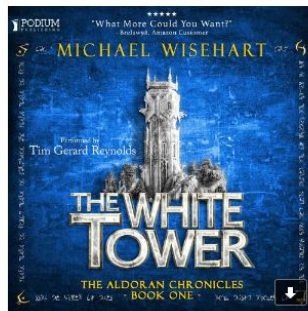
Many of you have been anxiously waiting to get your hands on the audiobooks for *Shackled* and *The White Tower*. I'm excited to say that *Shackled* is available for live-streaming on Audfans.com. Like the ebook, it will be FREE for anyone to listen to indefinitely. Again, the book is live-streaming and not a download. You simply click on the link below and it will take you to the AudFans member signup page (It's free). Once you create your username and password you'll be taken to the page where the soundcloud player is set up for *Shackled*. All you need to do is hit play and enjoy.

<http://audfans.com/shackled-aldoran-chronicles-prequel/>



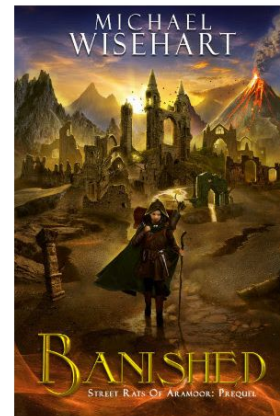
#### UPCOMING #1

*The White Tower* audiobook will be launching on Audible next week - Tuesday, September 19. Make sure to mark your calendars. Tim Gerard Reynolds has done an incredible job on the narration. He is one of the most sought after narrators in the fantasy world. I am privileged to have him bring my words to life.



#### UPCOMING #2

*Banished*, the prequel story to the Street Rats of Aramoor series, will be hitting the Amazon shelf on Monday, September 25th.



All the best,  
Michael Wisehart

# I'm afraid to sell

I feel like a used car salesman.

- You will make mistakes when sending your first few newsletters
- Focus on giving for the first dozen+ emails.
  - You can't be a used car salesman if you're giving
- Include 'soft sells' at the bottom of your email (review request, links to your books)
- If people unsubscribe don't stress there are millions of other readers out there
- If people unsubscribe... "They didn't want to be there and you don't want them there."
- 1-5% unsubscribe rate is OK with your first waves of newsletters



# What should I give?

The newsletter should be focused on your readers and bringing them into your world and the best way to do that is **giving**.

- I only have 1-2 book what can I give?
  - Do you have maps for your world? Can you make some?
  - Do you have handwritten notes from your planning?
  - Is there a backstory behind your book?
  - Did you pull from specific locations that inspired your novel?
  - Were there deleted scenes?
  - Do you have backstories written up on your book?
- Can you commit to writing a short story a month?
- Do you have a Blog?
- Do you have back content that you can repurpose?
- Do you have a war-chest of short stories?

# What else can you use the newsletter for?

- Drive readers to give reviews
- Promote your next book or series
- Promotions or temporary price drops on existing books
- Bundling multiple books into a boxset
- Running Amazon free promotions
- Newsletter swaps
- Instafreebie/bookfunnel promotions
- Driving readers to a blog post
- Driving readers to listen to a podcast or read a guest post
- Affiliate Sales