

## // MORE NEWSLETTER TIPS //

*"What is the purpose of my Newsletter? I'm nervous to start. Do people really want to hear from me?"*

Remember, whoever has signed up to your Newsletter is a person who already wants to hear from you! *(They signed up, didn't they??)* So what's your job now? To develop and GROW that relationship so they become a *superfan*, becoming more invested in your author journey/books/etc...

*"How often should I send out a Newsletter?"*

My opinion? Once/twice a month is great! You can even start out with once a quarter (but you want to work up to once a month so that people don't forget about you).

*"What are some Best Practices?"*

- **Always share something of VALUE.** Educational, Entertaining, or Inspirational
- **Share something "EXCLUSIVE"** with this "inner circle" (something that you won't be sharing anywhere else or that you're sharing before you share anywhere else!)
- **Make your email's subject line SHORT and engaging** (Also, using all lowercase letters helps make sure you don't get stuck in spam!)
- **Be personal, using your VOICE.** Write to them like you're writing to a friend!
- **Break up big blocks of text with HEADERS** so they can see the highlights at a glance
- **Use PICTURES / aesthetics / banners** to help break things up as well!
- **Use LINKS/BUTTONS** to other parts of your platform to keep them engaging. (i.e. a page on your website, new video/blog post, your social media account...)
- **Have a lot of things you want to share in one email?** Start your Newsletter with a "What's Inside" bullet point list so your subscribers know they can scroll to what's most interesting to them.
- **Trying to reach multiple audiences?** Separate into sections with headers. (i.e. I usually have a section For Writers, For Readers, YouTube Recap...)
- **ASK THEM to respond / engage in some way!** i.e. ask them to respond to your email answering a question / voting for something you need to make a decision on.
- **BEFORE you send out your newsletter, share on social media that you're going to send out your newsletter soon** (and share a sneak peak of what VALUE will be in it). This might help you get new subscribers.

## "What kind of **CONTENT** should I put in my Newsletters?"

Here are some ideas!

- **For your FIRST Newsletter:** share about your author website and what's in it!
- **Share your writing**, book progress, about your process, what you're learning
- **Share first looks** (cover reveals, chapter sneak peak, etc...)
- **Share new elements** you've added to website / Members Page
- **Ask for Beta Readers / Street Team**
- **Share something related to the "Writing Calendar":** Nanowrimo, Pitchwars, etc...
- **Share about a Writing Event** you went to/hosted: book signing, retreat, etc...
- **Share a Writing Resource you've found helpful** (book, article, video, etc...)
- **Link to recent content that they might have missed** (blogs, videos, IG posts...)
- **Share Book Recs / Book Reviews** (Bonus: Put in a blog or Rec Reads page!)
- **Ask subscribers to RESPOND to your Newsletter - ENGAGEMENT IS KEY!!!**

### **EXAMPLES: Some of my past Newsletters:**

NEWSLETTER 1: [https://shoutout.wix.com/so/bfN1\\_0H7a#/main](https://shoutout.wix.com/so/bfN1_0H7a#/main)

NEWSLETTER 2: <https://shoutout.wix.com/so/85MznmIMu#/main>

NEWSLETTER 3: [https://shoutout.wix.com/so/87MypKa\\_q#/main](https://shoutout.wix.com/so/87MypKa_q#/main)

### **PRO TIPS:**

1. **Keep a running list of ideas throughout the month:** things you are learning , events, things going on with your book - so you already have NL content ready.
1. **Sign up for other Author Newsletters and save their newsletters in a folder.** Use to get inspired and to learn from (+ respond to them to connect with those writers!)

### **Some Newsletters I think do a good job of using these tips:**

**Mine!** - <https://www.authorbrittanywang.com/>

**Bethany Atazadeh** - <https://www.bethanyatazadeh.com/>

**Jessi Elliot** - <https://www.jessielliott.com/>

**Jenna Moreci** - <https://www.jennamoreci.com/>

**Susan Dennard** - <https://susandennard.com/>

**JJ Otis** - <https://www.jjotis.com/>

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