

AUTHOR NEWSLETTERS



Stumped for ideas on what to write in your author newsletter? We've done this prompt map for you, including what actor would play your main character/s; BTS (behind the scenes); fashion choices (this or that); name a side character or a character's pet; contest that they have to reply to enter; your inspiration for current WIP etc...

Remember the name of the game is **ENGAGEMENT** with your subscribers - you want them to recognise, open, read and respond to your newsletter.

Encourage subscribers to hit the reply button and respond to a question or survey.

Make it really easy for them (not time consuming response).

In subsequent newsletters refer (anonymously) to some of the replies you've had to show you're reading replies and value their input.

Experiment and track what works best - look at your open and response rates.