

author newsletter ideas

(to make your life easier)

by
Lopt & Cropt
Editing



What if writing newsletters didn't have to be a chore?

Everyone says you need to have an author newsletter, but between writing, promoting your book, and regular social media (and, y'know, the whole non-author part of your life too), the newsletter is usually the thing that gets pushed waaaay down the to-do list.

Why do you need to have a newsletter in the first place? It's a powerful promotional (and inexpensive) strategy to sell more books and develop a fanbase. You get direct access to your readers rather than just hoping they'll see your posts on social media. You stay connected to them when you're in between book launches, keeping you top of mind as they wait for you to release a new book. And you show that you care about your readers and that you're glad they're supporting you so that they'll become (and remain) fans who buy everything you write.

How do you get them to open your emails? If they're willing to give you their email, they WANT you to slide into their inboxes, so use your newsletter to your best advantage! Make sure you have a killer subject line. Go through your own inbox and see what kind of subject lines made you open the newsletter emails that you've received. Were they shocking, intriguing, funny? Did they promise something informative or a giveaway or a sale? Did short subject lines (one or two words) stop the scroll, or were there a ton of emojis or capital letters that made you take notice? Vary these strategies and experiment to discover what works for your own audience.

Once your readers have opened your email, keep them engaged and interested by sharing a little bit about yourself and your work, asking them questions and responding to the answers, and giving them exclusive content, bonuses, and giveaways to reward them for trusting you with their email addresses. (More on this to follow!)



How often do you have to send a newsletter out? Don't worry, it's not that often. If you can **commit to once a month**, that's just 12 newsletters per year, which should (hopefully) be totally doable. They don't have to be long, and they shouldn't take you days to write—most readers don't want to read pages and pages in a newsletter. Keep it short and sweet!

Remember, no one wants to be sold to all the time so as much as your newsletter should be part of your promotional strategy, make sure you're giving more than you're asking. Marketer Gary Vaynerchuk's rule of thumb is "**give, give, give, ask**"—give something to your subscribers (info, insight, sneak peeks, giveaway opportunities, sales, etc.) at least three times/newsletters before you ask them to buy your book or support you in some other way. This doesn't necessarily mean that you can't include a link to your book or your pre-order in a "give" newsletter, just that the purpose of the newsletter shouldn't always be "buy my book!"

So what kind of newsletters are going to keep people engaged and excited about you and your books AND opening up your emails every time you send one? Read on for a list of newsletter content ideas that will get you dashing off newsletters and take out the stress and worry of "what do I write about?" every month!



content ideas

Get to know each other

- **Introduce yourself** – do this at least once a year or when you get an influx of new subscribers; share a story from real life to connect with them
- **Repurpose content** – rework a blog post or a social media post that did well and tell the story behind it
- **Share any interviews or media that you've done** and give the behind-the-scenes scoop
- **Poll** – ask subscribers what they want to see in your newsletter and invite them to email you (and promise to respond!)
- **Ask Me Anything (AMA)** – two newsletter posts for the price of one: the first soliciting questions, the second answering them

Reader Bonuses/Exclusives

- **Deleted scenes** from current book or previous books
- **Excerpt** from an upcoming book
- **New freebie** – if you've created a new lead magnet for new subscribers, make sure you give it to your old ones as well!
- **Advance notice** of upcoming sales/promotions

When you're in a writing period

- **Describe your current research** – show what you've learned and get readers excited for your upcoming story
- **What you're writing** – tease the plot, tropes, characters from your new book; explain what's been fun or challenging about it
- **Why you're writing this story** – how did your story develop?
- **Share your playlist** – what's inspiring you as you write
- **How you're prepping for your next book** – a behind-the-scenes look at your writing, cover design, marketing process, etc.

When you're in a promotional period

- **Character/book aesthetic or casting ideas** to give more insight into characters
- **Cover reveal**
- **Release day blast** – share a story behind the creation of this story; share the first chapter or excerpt
- **Appearances/blog tour dates** (include links to the blogs!)
- **Thanks for reading and share reviews** a couple of weeks after release
- **Giveaway of ebook/signed paperback/swag**

Seasonal

- **Highlight sale/BookBub**
- **Promote seasonal work** – if you have a holiday release or a backlist book that takes place at a certain time during the year, schedule a newsletter about it for the same time
- **Holiday bonus** (e.g. summer break, December holidays) – surprise readers with a giveaway or freebie to celebrate the holiday

Collabs

- **What are you reading** – show what books and authors are inspiring you right now and why
- **Highlight author friends' books**
- **Chat/interview** with another author
- **Newsletter swap** – cross-promote with another author whose audience similar to yours

I'm Sarah, freelance romance editor at Lopt & Cropt Editing. I hope these ideas will make newsletter writing less of a headache for you. I'd love to hear how this PDF has helped you! You can reach out directly at sarah@loptandcropt.com or find me over at my home base of loptandcropt.com for more ideas and support to rock your romance writing career!

