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HOW TO BUILD YOUR AUTHOR EMAIL LIST FROM SCRATCH



Why Do I Need An Email List?

Email lists are critical to an author's success because email lists are how you differentiate casual readers from loyal fans.

When your followers opt-in to your email list, that's their way of saying they want a relationship with you!

Email lists are extremely important to authors because a) they're not limited by the dreaded social media algorithms, so almost everyone on your email list will see what you send them when you send it and b) email subscribers are loyal fans. They will become your repeat buyers not just your one-time buyers.

Build Your Email List in 5 Steps

01

STEP 1: Choose a Free Email Marketing Host

I recommend:

Mailerlite (free up to 1,000 subscribers)

Mailchimp (free up to 2,000 subscribers)



Both of the email marketing platforms above are excellent for growing your email list but I find Mailerlite the most user friendly.

Don't stress about which platform you choose, if you don't like it, each platform provides an option for you to move your email subscribers over to a different platform if you choose.

02

STEP 2: Offer a Reader Magnet

Your Reader Magnet, as the name suggests, should attract your readers and make them want to opt-in to your email list.

Your reader magnet should consist of three things:

1. Something specific to you, your audience, and your books.

2. Something that your ideal readers might be searching for and would LOVE to have for free.

3. Something that your subscribers don't have to wait for, something they can get right away.

Build Your Email List in 5 Steps

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Examples For Your Reader Magnet:

- **First few chapters of your book**
- **First book in a series**
- **Worldbuilding Questionnaire**
- **Character Interview**
- **Exclusive Q&A**
- **Scene Templates**
- **Writing Challenge/Accountability challenge**
- **Signed copy of your book**
- **Tutorials/Guides/courses to help your readers with their writing**
- **Resource library**
- **Free Ebook**
- **Exclusive Novella or companion novel**
- **Publishing Checklist**
- **Access to exclusive podcast/videos**

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STEP 3: Design Your Opt-In Freebie

Once you've decided on which reader magnet you want to offer, create a PDF and an opt-in email so that your followers will receive the free content after providing their email to you.



I recommend making an attractive reader magnet via Canva or PicMonkey. There are a ton of templates you can use to make worksheets, guides and more.

04

STEP 4: Create a Landing Page or Popup

Create a landing page or popup on your author website so your readers can easily opt-in to your email newsletter. I recommend creating a pop-up so that your website visitors won't miss it!

05

STEP 5: Tell Everyone!

Post about your opt-in on your Instagram story or in an Instagram post. Paste the link to the freebie in your Instagram bio so your followers can easily find it and opt-in.

Thank you For Reading!

Congratulations on taking the first step to becoming a successful author! However, downloading the guide is only the first step.

Are you ready to learn and execute the best marketing strategy for your book?

Are you looking to build relationships with readers and gain a community of loyal readers?

Do you want to be a position where your fans will market your book on your behalf free of charge?

Book a free 30-minute discovery call with me to see if 1:1 coaching is right for you!

Even if we decide on the call that coaching is not for you at this time, I will still provide you with actionable marketing strategies specifically tailored to you and your book so that you can walk away feeling confident about your next steps.



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Click the link below to schedule a FREE discovery call with me!

Click the link below to schedule your FREE 30-minute call!

BOOK ONLINE

Checklist

Track your progress!

- Choose a free email marketing platform
- Create an attractive opt-in freebie using Canva or PicMonkey
- Create a pop-up form on your author website/blog
- Add the link to the opt-in form to your Instagram bio
- Post an IG story/Post announcing your freebie!