
Your “Oh Shit” Quick Guide to Content

You need TWO things to email readers. 1.) A greeting. 2.) An action for THEM to take.

That's it. Zip. Zero. Zilch else is needed.

Opening Paragraph

- Say hello. Hi. How are you?
- Tell them why you're emailing
- Lead them to what you want them to do
- Say goodbye.

- You can also: Give them an update on what you've been up to. Rely on your author persona to fill this in.

Action point

- Always have a reason to email them.
 - Don't have anything happening but it's time to email your list?
 - Make some shit up. Run a 'just because I love my readers' contest, or wax poetic about how much you love lima beans and how they inspired a scene in your upcoming book and you just had to share. And link to your upcoming book or a backlist title that could use a bump in sales.
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Newsletter Content You Can Include

New News
Cover Reveals
Audio Releases
Contests
Sneak Peeks
Exclusive Content

Old News
ON SALE
Backlist Features
Throwback Thursday
Exclusive Features
Free books for signing up

Reader Focused
Contests
Polls
Book Recs
Holiday Greetings
Personal Stories

Additional Topics

Top 10 lists

Recommendations

Q&A

FAQ's (about your books)

Events

Review Quotes

Graphics

Behind the scenes pics

AMA's Ask Me Anything's (with google form to collect the questions)

Recipes (if it applies to you or your books)

Pinterest boards (inspiration or dream boards)

Funny stories

Inspirational stories
