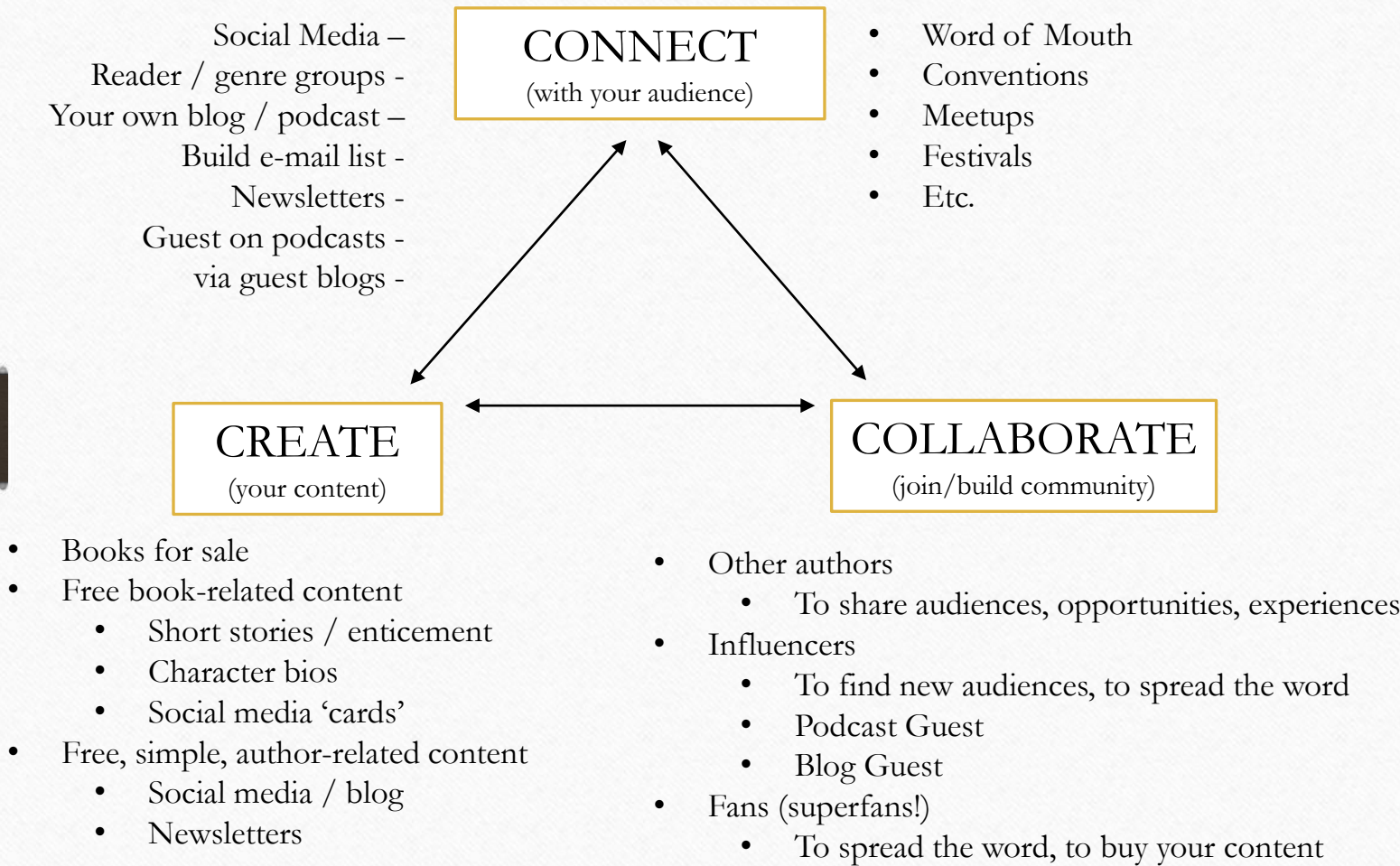


The 3Cs Your Way



To Compare is to Despair
e.g. for older authors
“Don’t compare yourself to younger authors when it comes to productivity”
- M. Louisa Locke

There are many options within the general blueprint.
Your choices depend on:

- Goals
- Time
- Money
- Energy
- Comfort Zone
- Preferences
- Other resources

Your Newsletter: How to Use Your E-mail List

Provide fun, useful, relevant content related to you and your books

Generally, don't write about the craft of writing
(but interesting insights are okay). Unless intentional for marketing.

Regular Newsletter

- Monthly, friendly
- Pick a day of week that suits you
- Tweak as you become more experienced or get feedback from subscribers

Irregular

- Beta Readers wanted
- ARC availability
- Book Launches
 - 6-12 week plan
- Superfan events and bonuses

Other Ideas

Book Launch...

Scheduling... example

1. Set for pre-order **6 weeks before launch**
2. Notify e-mail list (best source of unpaid advertising) → contact friends and family (works for 1-2 books)
3. Start dripping out information to networks
4. Send ARCs **4 weeks before**
5. Cover reveal
6. **2 weeks before**, upload final revisions
7. ramp up e-mails to list, provide a bonus for people who leave reviews after pre-order (e.g. send ARC upon confirmation)
8. Launch!
9. Thank you e-mails and update during follow-up week

Some useful tools...

E-mail managers

- Powerful, convenient, free (to 500-1000 subs), and keep everything legal
 - Mailerlite
 - Mailchimp
 - Convertkit

Schedulers

- Paper (Canva.com)
- Trello, Monday, etc.
- Google Calendar
- ...

Website Hosts

- Google Sites/Domains
- Wordpress.com
- Wix.com

Blogs (can schedule in advance)

- Wordpress.com
- Blogger.com
- Substack.com
- Vocals.com

Social Media

- Wherever your audience is (can automate)