

Breaking Down Your Royalty Goal

I Would Like to Earn this much in Royalties per Month? → £

I Have this Many Different Books For Sale? →

My Books

Royalty (e-book)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

Average Royalty per Book →

(I) Desired Income per month → £

(R) Average Royalty per book → £

(M) = (I) / (R)

Average books to sell per month →

(D) = (M) / 30

Average books to sell per day →

For a series, incorporate read-through %

Ways to grow your e-mail list

Live Events

- Bring sign-up sheets
- Mention list at end of presentation

Online

- Sign-up on Homepage of website
- Sign-up at bottom of each blog post

General

- Discuss what they get in newsletter (latest book release, short stories? Other?)
- Mention frequency
- Enticement for signing up?

Books

- Back (and front) matter notice, including enticement

Other

Newsletter Schedule + Topics

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

Don't write about the craft of writing (but interesting insights are okay).

Regular Newsletter

- Fortnightly, friendly
- Pick a day of week that suits you
- Send 1st week of month (share content)

Irregular

- Beta Readers wanted
- ARC availability
- Book Launches (reviews by a certain day)
 - 6-12 week plan
- Superfan events and bonuses

Other Ideas