



A Cheat Sheet for Authors:
**10 Profitable Ways to Use Email
to Create SuperFans Who Help You Sell Books**

from Joan Stewart, The Publicity Hound

1. Bring your fans up to date on **how you're writing or publishing** your book: how you overcome writer's block, vendors you're using, etc. Link to a page where you're pre-selling or selling the book.
2. Let them know about the next live or virtual event **where they can meet you**: a book signing, Google Hangout, a Meetup, etc.
3. Link to your latest **blog post** or **article** and invite them to comment.
4. Tip them off to a favorite **free online tool** you use. Include the link.
5. Share **breaking news** or **an emerging trend** in your industry.
6. Let them know about **a book you just reviewed**, and link to it.
7. Invite them to **"Ask Me Anything,"** a way to let them know you care and want to help. Be sure to answer their questions as soon as you can.
8. Tell them **a fun story** about your book or your life.
9. Tell them about a **special discount** just for them and not available to the general public.
10. In your email management program, create an **autoresponder series** of how-to tips on a hot topic. Give them the link to subscribe. Within the tips, link to your book sales page.