



Let's Get Technical:

# NAVIGATING NEWSLETTERS FOR AUTHORS

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## BIO

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Hannah R. Conway is a military wife, mother, former teacher, best-selling author, podcast host on “What’s Your Story? With Stephani & Hannah”, and popular speaker. Hannah also works as the Women’s Ministry Director and Social Media Marketing & Communications Coordinator at her local church and can usually be caught with a coffee cup in her hand. She and her family live near Nashville, Tennessee.

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## CONNECT

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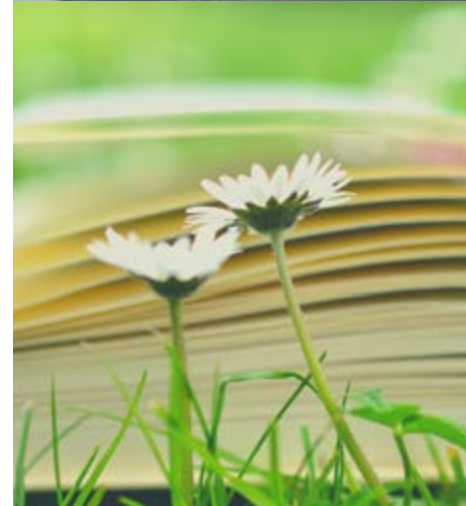
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## GUIDELINES

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## EMAIL NEWSLETTER Q & A

### **Why have one?**

We own our email list; we don't own our social media platforms/followers  
It's the second most effective way to market/communicate; word of mouth is first

### **Companies to use?**

Mailchimp, Mailerlite, Mailjet, Converterkit, Mailpoet

### **Can't I use my own email account to send emails?**

Sort of...typically, your business email is not for newsletters; sending group messages often get caught in spam filters; limit of 500 emails; limited to 500 at a time; email newsletters legally have to have a concrete address attached to the account

### **How to set up an email list?**

It depends. Do some research. Decide what company you want to go with, and look up tutorial videos on YouTube if you need help.

NOTE: YouTube hint; try to find videos less than a year old to teach you about the topic you're interested in

### **How to add a pop-up/opt in options on my website/social media to get subscribers on my email list?**

You'll need to spend time researching again. I would highly suggest going to YouTube.

### **How do I get people to subscribe to my email list?**

Giveaways, FB Ads, Booksweeps, in-person events, ask them, put it on your website & social media accounts, add links & QR codes in the back of your books | slow growth is okay & people will unsubscribe--it's okay.

### **What do I say? What do I give away? How long does it have to be? How often should I send it out?**

Take a deep breath. Let's talk. The answer is...it depends; just have a plan.

## RESOURCES

How to Build Your Mailing List: <https://www.youtube.com/watch?v=Rg97eNmWLUA>

Booksweeps: <https://www.booksweeps.com/authors/>

How to Build Your Mailing List with Facebook Ads:

<https://www.youtube.com/watch?v=eyscQ27itGc>



## NEWSLETTER TIPS

This works for me...

You'll need to find a newsletter that works for you and your audience. Take what you find beneficial from this lesson, and leave behind what you don't.

- **Make it shorter, more conversational**
  - 3 paragraphs, MAX; preferably shorter
- **Think “I’m writing to a friend”**
- **Break up long paragraphs**—it helps the readers eyes
  - Use shorter sentences. One-word sentences.
- **Use good ad copy** to keep your reader reading...
  - Examples:
    - Wow...can you believe it?
    - Incredible...
    - Oh. My. Gosh.
    - Have you heard?
    - Stop.
    - What?
    - Guess what?
- **Provide one call to action**
  - What’s the one thing you want your reader to do, and then ask them to do it
- **Keep your template/email plain**
  - Stats show fewer picture, less sales-y approach—remember, you’re writing to a friend
  - Including a picture or two or even a gif is fine, but remember you’re writing to a friend
  - Keep text as plain as possible
- **Have a P.S.**
  - The P.S. is the most read part of an email
  - The P.S. will reflect your one call to action
- **Include 1-2 hyperlinks to the same location:** 1 within the body of your email & the other in the P.S.
- **Blogging:** stats are showing a decline in blogs; BUT many people are using their blogs as their newsletter...to keep their readers updated...consider using your blog as “updates”

## WHAT TO SAY & WHEN?

Your newsletter is going to add value--it's going to encourage, share freebies, share good news, share tips etc.

What messages would you to send a friend? Then share it in your newsletter.

When to send your newsletter? Decide what works best for you & your schedule. Weekly, monthly, 2x a month, quarterly? Daily?



## LET'S GET A PLAN

This is your homework!

Take a moment to brainstorm, answer/fill out each section or question:

How often will I send a newsletter?

**Newsletter Date:**

**Description: What's  
it about | What value  
are you offering?**

**Title:**
