

# Newsletters, Newsletters: Learn All About Them!

## **Benefits:**

## **Getting Subscribers:**

- Speaking gigs
- Other events
- Promote on social media
- Website sign up
- Offer freebies (using lead magnets and landing pages)
- Mention on media interviews and podcasts
- Partner with influencers

## **Ideas for Content:**

## **Popular Email Service Providers:**

- ActiveCampaign ([www.activecampaign.com](http://www.activecampaign.com))
- AWeber ([www.aweber.com](http://www.aweber.com))
- ConvertKit ([www.convertkit.com](http://www.convertkit.com))
- Constant Contact ([www.constantcontact.com](http://www.constantcontact.com))
- Campaign Monitor ([www.campaignmonitor.com](http://www.campaignmonitor.com))
- Vertical Response ([www.verticalresponse.com](http://www.verticalresponse.com))
- MailerLite ([www.mailerlite.com](http://www.mailerlite.com))
- Mailchimp ([www.mailchimp.com](http://www.mailchimp.com))
- Emma ([www.myemma.com](http://www.myemma.com))
- Substack ([www.substack.com](http://www.substack.com))
- Others?

Pricing structures vary based on number of contacts. Some of the programs start out free for up to 500 or 1,000 contacts.

## Tips:

- Think about your audience.
- Provide consistent value and keep it interesting.
- Only send emails related to the reason people signed up (newsletter, new book release details, updates, etc.).
- Use people's email addresses with respect.
- Refrain from adding names without permission.
- Always include an unsubscribe option.
- Maintain subscriber trust by keeping messages intimate and in your voice.
- Use links.
- Keep articles brief.

## Recommended Resources:

Patricia Durgin, Online Marketing & Strategy Specialist – [www.MarketersOnAMission.com](http://www.MarketersOnAMission.com)

Join Patricia's Facebook Group -

<https://www.facebook.com/groups/MarketersOnAMissionENGAGE>

Rob Eagar, Marketing Consultant – [www.startawildfire.com](http://www.startawildfire.com) (Click on Free Tips and you'll find over 30 helpful articles. Rob also has a weekly newsletter that is full of good info. Old newsletters are archived on his site.)

Book: *The Author's Guide to Email Marketing* (by Rob Eagar)

Article: How to Build a Large Email List (by Rob Eagar) -

<https://www.startawildfire.com/2023/08/how-to-build-large-email-list.html>

Article: Email Newsletters for Authors: Get Started Guide (by Jane Friedman) -

<https://janefriedman.com/email-newsletters-for-authors/>

Good article about lead magnets (by Kevin McGrath) -

<https://blog.hubspot.com/marketing/creating-lead-generation-offers-from-blogs>

For examples of lead magnets, visit [www.marketersonamission.com](http://www.marketersonamission.com), [www.startawildfire.com](http://www.startawildfire.com), or [www.tamafortner.com/freebies](http://www.tamafortner.com/freebies)