

The background features a light beige color with various abstract shapes and line art. In the top left, there are grey and brown organic shapes with white line art resembling leaves or branches. In the top right, a large brown circle is partially visible with white concentric arcs. In the bottom left, a brown circle is partially visible with white concentric arcs. In the bottom right, there are grey and brown organic shapes with white line art resembling leaves or branches.

Planning a Series

SERIES NAME

BOOK ONE

TROPES

BOOK TWO

BOOK THREE

Planning a Series

SERIES NAME

FUTURE BOOKS

TROPES

The 3 Unbreakable Rules of Series Planning [AKA how to not lose your readers halfway through]:

Rule #1: Start strong with a crowd-pleaser.

Pick the most bingeable, irresistible trope from your idea stash for Book One. Think universal appeal—something that hooks fast, hits hard, and makes readers scream “WHERE’S BOOK TWO?” before they’ve even closed the cover.

Rule #2: Keep your word count consistent.

It’s okay if the books grow in size [hello, emotional chaos takes space], but don’t serve readers a chunky novel up front and then follow it with a novella-length sequel. It feels like a bait-and-switch. Your readers want consistency.

Rule #3: Your next series? Same vibe. Bigger bite.

When you’re ready to launch your next series, don’t reinvent the wheel. Think: same energy, same emotional pull, but leveled up. Readers don’t want new you, they want evolved you.

Building A Newsletter

CHOOSE YOUR NEWSLETTER PLATFORM

Pick an email marketing provider that fits your needs. Some popular options:

- MailerLite [great for beginners, free up to 1,000 subscribers]
- ConvertKit [author-friendly with powerful automation]
- Substack [best if you like a blog-style format]
- Mailchimp [popular, but more expensive long-term]

SET UP YOUR ACCOUNT

- Create a professional sender name
- Use a custom domain email if possible
- Upload your logo/author photo and brand colors

CREATE A READER MAGNET

Give people a reason to subscribe!

- Ideas: Free short story, novella, sample chapters, deleted scenes, a printable, audiobook sample, or exclusive bonus content
- Deliver it via your platform's automation sequence or a service like BookFunnel

DESIGN YOUR SIGN-UP FORM + LANDING PAGE

WRITE YOUR WELCOME SEQUENCE

This is an automatic series of emails new subscribers get when they join. Here's a basic 3-email example:

1. Email 1 [Immediate]: Deliver your reader magnet + thank them for subscribing
2. Email 2 [2-3 days later]: Introduce yourself, what you write, what to expect
3. Email 3 [3-5 days later]: Share behind-the-scenes or favorite book recs—build connection

Building A Newsletter

PLAN YOUR NEWSLETTER SCHEDULE

- Start with monthly [minimum] or biweekly if you're ready
- Stay consistent: show up when you say you will

CONTENT IDEAS

- Book updates & cover reveals
- Writing progress
- Reader polls or Q&As
- Behind-the-scenes insights
- Book recommendations
- ARC signups or giveaways
- Personal life glimpses [if on-brand]
- Exclusive scenes or character interviews
- 📌 Golden Rule: Provide value—make your readers excited to open your emails.

BONUS TIPS!

- Subject lines matter: make them short, curious, and benefit-driven
- Always include a clear CTA [reply, click, preorder, follow]
- Keep your emails readable on mobile—simple layouts, short paragraphs
- Track your open rates and click rates to see what your audience enjoys