

# Author Newsletter Starter Worksheet

What to send, where to put it, and  
how to get people to care



## 1. Choose an email platform

\_\_ MailerLite  
\_\_ ConvertKit  
\_\_ Substack  
\_\_ Flodesk  
\_\_ Other: \_\_\_\_\_

Login info: \_\_\_\_\_  
Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## 2. Write the welcome email

Opening Line  
What they'll get from you  
Bonus/Freebie (if they get any)  
Closing sign-off



## 3. Plan your reader magnet

What are you offering your readers?

Where are you hosting it?

\_\_ BookFunnel  
\_\_ StoryOrigin  
\_\_ Google Drive  
\_\_ Dropbox  
\_\_ Other: \_\_\_\_\_

\_\_ Short story  
\_\_ Sneak Peek/Samples  
\_\_ Bonus scenes/Exclusive POVs  
\_\_ Downloadable art  
\_\_ Moodboards/Playlists  
\_\_ Other: \_\_\_\_\_

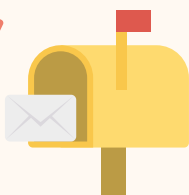
## 4. Plan your next 4 emails:

Email 1:  
Topic: \_\_\_\_\_  
Content: \_\_\_\_\_

Email 2:  
Topic: \_\_\_\_\_  
Content: \_\_\_\_\_

Email 3:  
Topic: \_\_\_\_\_  
Content: \_\_\_\_\_

Email 4:  
Topic: \_\_\_\_\_  
Content: \_\_\_\_\_



## 5. Grow your list:

Where will you promote yourself?

\_\_ Website signups  
\_\_ Socials bio  
\_\_ Back of book  
\_\_ Newsletter swap  
\_\_ Facebook groups  
\_\_ Other: \_\_\_\_\_

**Legal Reminder:** You MUST include your author name + business address (PO Box is fine), only email people who signed up, and include an unsubscribe link in every email.