

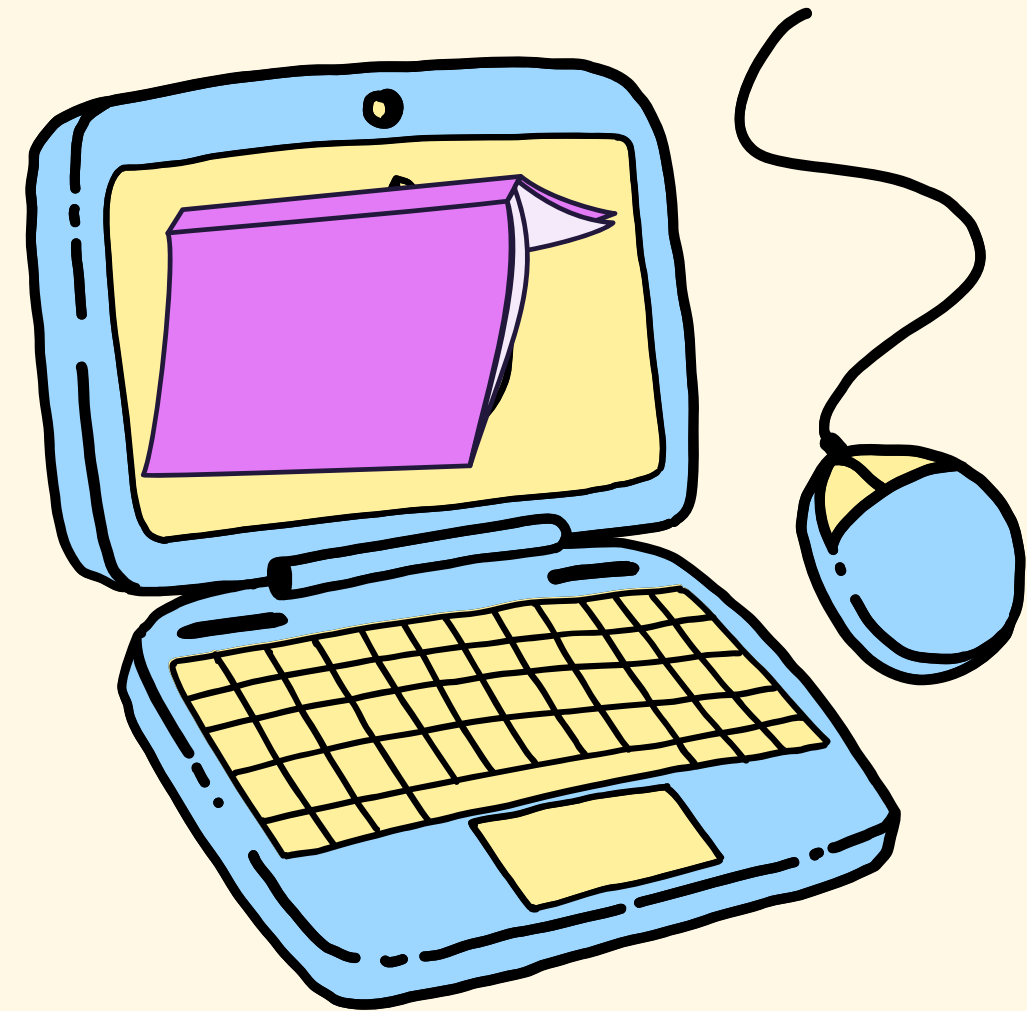


# INDIE AUTHOR NEWSLETTERS

**BUILD YOUR FANBASE,  
SELL MORE BOOKS, AND  
ACTUALLY OWN YOUR  
AUDIENCE**

# WHY NEWSLETTERS MATTER FOR INDIES:

- Social Media is rented space. Your email list? That's **yours**.
- Email is direct, personal, and algorithm-free.
- It builds reader loyalty, boosts launch visibility, and can increase sales.
- Even if you only have 10 readers-  
START NOW! Grow later.



# CHOOSE YOUR PLATFORM:

## **Some beginner-friendly options:**

- MailerLite (free up to a certain number of subscribers, great for authors)
- ConvertKit (great for automation, slightly more advanced)
- Substack (more blog-style, good for serialized stories)
- Flodesk (aesthetic-heavy, flat-rate pricing)

## **Start with:**

**easy drag and drop builders**  
**free or low-cost tiers**  
**ability to segment or tag readers**





# WRITE YOUR WELCOME EMAIL

It should include:

- A warm thank-you
- What they can expect (frequency, vibe, genre)
- A freebie or welcome gift (if you are offering one)
- A teaser for your current/future works

# READER MAGNETS

## (OPTIONAL, BUT POWERFUL)

A reader magnet is a free gift readers get for subscribing. Some ideas:

- A short story or deleted scene (delivered via PDF or BookFunnel)
- Printable art or quote graphics
- Character Moodboards
- Character Playlists
- An exclusive POV or epilogue

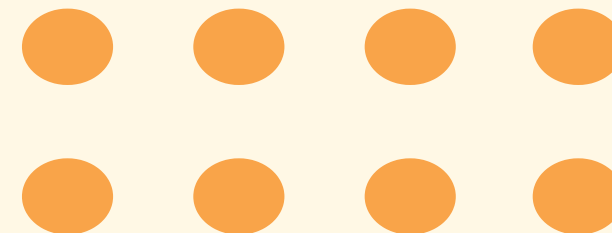


# WHAT TO EMAIL:

You don't need to email weekly. Once or even twice a month is perfect!

- Behind-the-scenes writing updates
- Cover reveals or title polls
- Moodboards, playlists, or sneak peeks
- Launch info + preorder links
- Book Recs or "Here's What I'm Reading"
- "Spill the Tea" character moments
- Newsletter-exclusive scenes/bonus content
- Personal life updates (nothing too deep, keep it casual)

Pro tip: Always include a question to reply to (boosts engagement)



# PLAN YOUR EMAILS:

You don't need a rigid schedule—just a plan!

Start with this simple 3-month plan:

- Month 1: Welcome email + intro into your world
- Month 2: Sneak peek of WIP + a fun character quiz
- Month 3: Cover/title reveal or ARC reader call

Optional ideas: Use a content calendar spreadsheet or Trello board to stay organized





# GROWING YOUR LIST:

- Offer a juicy freebie on your website or socials
- Add the signup link in your bio, back of your book, and email signature
- Post about your reader magnet 1X a week on socials
- Do newsletter swaps with other authors
- Use BookFunnel or StoryOrigin to promote
- Add a signup form to your Linktree/Carrrd







# FINAL TIPS:

- Always include a “call to action” (CTA): “Preorder now”, “Reply to this email”, “Read the bonus chapter here”
- Be YOURSELF. Casual, professional, spicy - let your true self shine
- You don’t need thousands of subscribers - 100 engaged readers can launch a book



# LEGAL NOTICE:



To be compliant with anti-spam laws:

- Include your author name + address (use a PO Box if you can)
- Make it EASY to unsubscribe
- Only email people who OPT-IN