

MODULE 2, SESSION 4



SELLING FOR AUTHORS

The Simple Way to Set Up Your Email List

What You'll Learn:

- » How to set up your email list and landing page the easy way
- » The basics you need to get things rolling
- » A simple mistake most authors make that you can avoid



Lots of Different Choices

- » Many considerations when it comes to choosing your email list provider
- » Price, deliverability, features, support
- » I've done the research and here's my choice



I Recommend Mailerlite

- » It's free to start for up to 1,000 readers
- » It comes with landing pages that look nice
- » Contains auto responders, which are essential for a successful author career
- » The deliverability and support is on par with services that cost money up front



Set Up Your Account

- » Username and password
- » Payment information for later
- » Check out the inside (and our own tech walkthrough)



Create a Personalized Email Address

- » Create a non-Gmail, Yahoo, Hotmail address
- » Usually you can do this through your website's hosting company
- » You can also use Gmail for Business to handle creating your email
- » Looks more professional and looks better



Create Your List

- » Name it something you'll remember
- » Need to use a real address
- » Fill out all the necessary info



Create a Landing Page

- » This is where your readers sign up to join your list
- » Create a form that connects to your email list
- » Use your cover image and a bit of your description
- » Use a Call to Action right before the signup button
- » Tweak as necessary



Write Your First Email

- » Create an email that delivers the freebie
- » Keep things simple
- » Put yourself in a reader's shoes



First Email Placeholder

Here's an example to tide you over:

Welcome! Thanks so much for joining my email list. I'm (Your Name) and I can't wait to share my books with you. Speaking of which, [click here](#) to download a free novella.

I hope you're as big a fan of (Your Genre) as I am. If so, what's your favorite (genre) book? Let me know with an email reply.

Enjoy the book!

Sincerely,

(Name)



Insert the Link to Your Freebie

- » You should have created a link in BookFunnel by now
- » Simply copy the link into your email in the appropriate spot



Make It Automatic

- » Add your email to your automatic sequence
- » Make it go out right after somebody joins your list
- » This provides the instant gratification



Test It Out

- » Send yourself a test email
- » Look for typos and test all links
- » If changes are needed, fix it and re-send a test email



Have Someone Else Test It

- » When you're first starting out, see if someone can help
- » Remember, you have the Selling for Authors community who can assist you



You're in the Top 10%

- » By completing this right, you're in better shape than most authors
- » Finish this before you move onto complex stuff
- » There's no point in sailing your ocean liner of a career...
- » If the hull has holes



Recap

- » Follow the basic steps to get your list set up on Mailerlite
- » Write a short, automatic email to deliver your freebie
- » Make sure to test that everything works

