



Newsletter Che@t Sheet



»» Personal Updates ««

- What you are writing
- What you are reading
- Book recommendations
- Personal updates (as much as you are comfortable with)

»» Behind the Scenes ««

- Updates on current WIP
- Research related to your WIP or recently released work
 - Pictures of your writing space/location
 - Interviews with other authors

»» Promotion ««

- New releases
- Promotions/sales
 - Pre-orders
- Links to blog posts

Newsletter



DOs and Don'ts



DO be personal. Write as if to one person	DON'T use words like 'everyone' and 'you all'
DO ask your subscribers questions	DON'T ignore their reply emails
DO write short, catchy paragraphs	DON'T write several sentence long paragraphs
DO be consistent	DON'T send letters ONLY for a new release