



BUILDING AN EFFECTIVE EMAIL MARKETING SYSTEM FOR BOOK AUTHORS

EXAMPLE TOPICS FOR COMMUNICATING WITH YOUR SUBSCRIBERS



Create
Great
Books
Write. Finish. Publish.

AGENDA OVERVIEW

Promoting your book through Email

- Author Email Checklist
- Types of Communication Emails
- Writing Journey Emails
- Ideas and Insights
- Personal Reflections
- Progress Updates
- Reader Involvement
- Motivation to Finish Your Book



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THE AUTHOR EMAIL LIST CHECKLIST

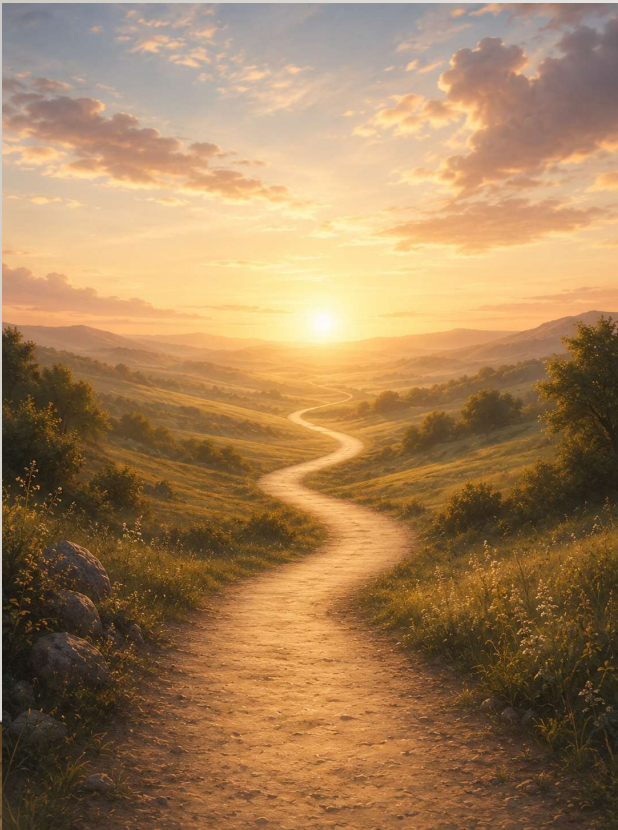
Signup Form Essentials

- Concise
- Focused
- Practical
- Meaningful
- Powerful
- Readable
- Clear

Email Frequency Planning

- You don't need to send emails every week. You just need to stay in touch so people remember you and your book. (But weekly is best)
- Be consistent – Email services reward pattern, whatever it is

AUTHOR EMAIL FORMULA (SEE ALSO DOCUMENT **THE AUTHOR EMAIL FORMULA**)



- Something I am working on
- Something I am learning
- Something related to my book topic
- A short story or example
- An update about the book

More Than a Book. A Journey We Take Together.

While I write, you're part of the story.
These emails keep us connected along the way.



WRITING JOURNEY EMAILS

Behind-the-scenes updates, lessons learned, challenges, surprises, and what's happening as the book comes to life.

*Writing the book.
Sharing the journey.
Building something
that matters.*



PROGRESS EMAILS

Milestones, celebrations, next steps, and what's happening as the book moves closer to completion and release.



IDEA / INSIGHT EMAILS

Key ideas, biblical truths, insights, and discoveries I'm exploring in the book —shared in a way that sparks thought.



READER-INVOLVEMENT EMAILS

Questions, feedback, prayer requests, cover opinions, and ways your voice can be part of the journey.



PERSONAL REFLECTION EMAILS

Personal stories, struggles, realizations, and moments that shaped the message and the heart behind the book.



These emails aren't just updates — they're conversations that build connection, community, and anticipation for what's ahead.

Thank you for being part of this journey!

♥ One book. Many hearts. A shared purpose.

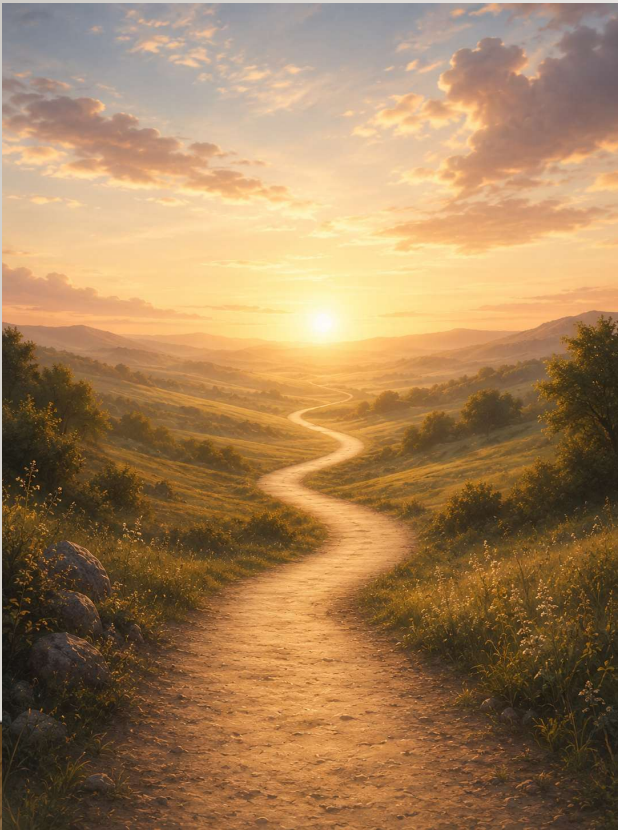


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WRITING JOURNEY EMAILS

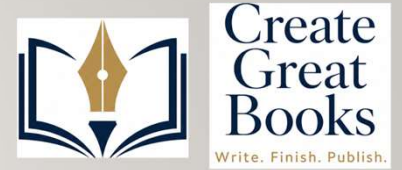


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Why I decided to write this book
What first sparked the idea
What has surprised me while writing
The hardest chapter to write
The easiest chapter to write
A section I completely rewrote
A story I almost removed
What I learned while editing
Why this topic matters to me personally
A question I kept wrestling with
A misconception the book addresses
Why I chose this title
How long I've been thinking about this topic
What I hope readers take away
What I removed from the manuscript and why
The challenge of simplifying complex ideas
What I discovered while researching

WRITING JOURNEY EMAILS - APPLIED



- What has surprised me while writing
- The hardest chapter to write
- A realization I had while editing



WRITING JOURNEY EMAILS – APPLIED NOTES

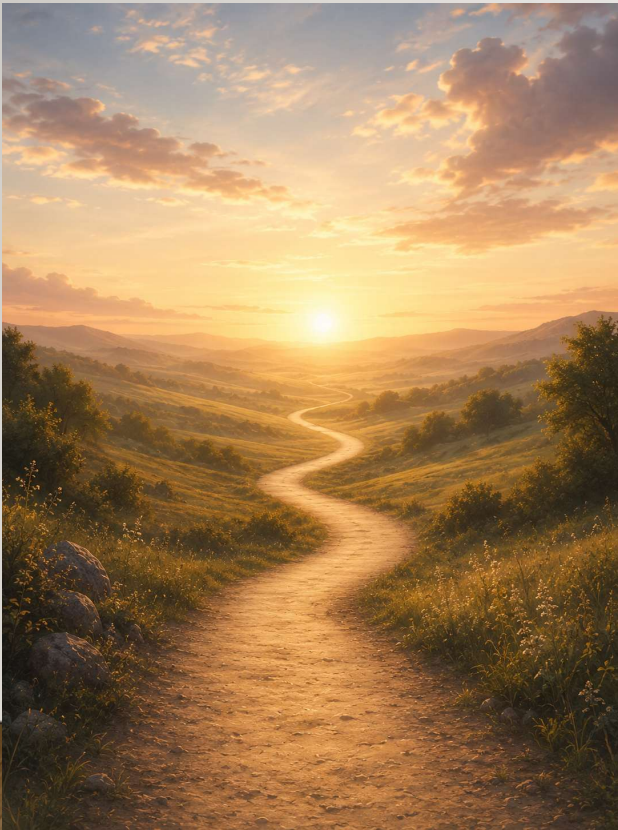


- These emails do not try to teach the entire chapter.
They introduce an idea, a tension, or a realization in a way that **creates interest and reflection.**
- All three emails:
 - sound conversational
 - sound reflective
 - sound incomplete in a good way

IDEA / INSIGHT EMAILS



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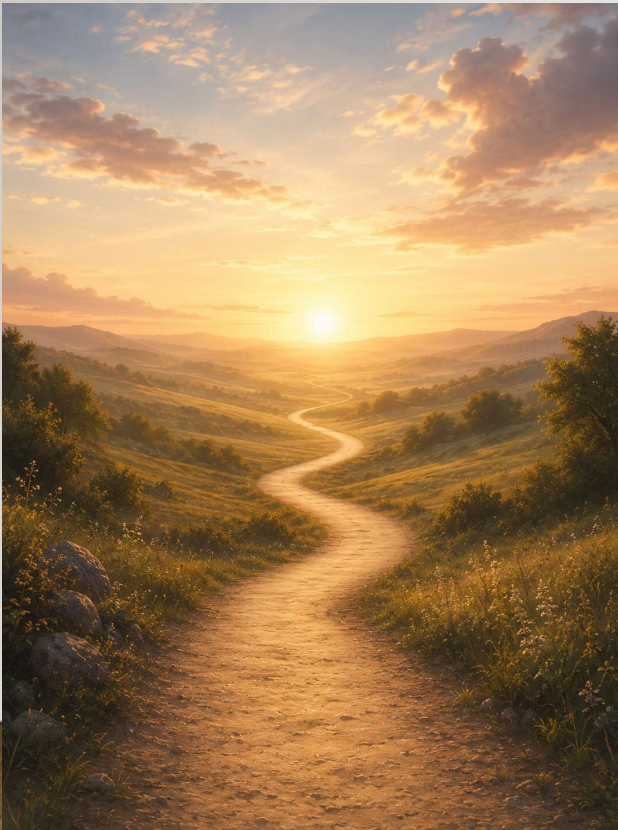


A practical lesson I keep seeing
Why small decisions matter
More than dramatic moments
Something that affects everyday life more than people realize
Why timing matters
Why preparation matters
What experience taught me about this topic
A pattern I've noticed repeatedly
A question I keep wrestling with
A tension I keep noticing
Why this issue is difficult to solve
Two ideas that seem to conflict
Why simple answers often fail
A contradiction I noticed while writing
Why this topic requires balance

IDEA / INSIGHT EMAILS - APPLIED



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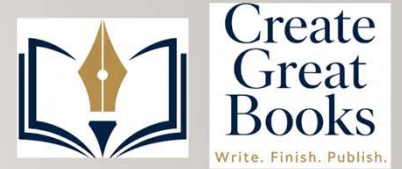
Why knowledge alone does not solve problems
Joseph's strategy vs Joseph's revelation
Why timing matters spiritually
The difference between information and direction
Why wisdom often arrives quietly
What Scripture means by wisdom
When God gives a plan instead of a miracle
Why discernment matters in leadership
Wisdom and patience
Wisdom and speech
Why spiritually gifted people still need wisdom
Why supernatural direction still requires obedience
How wisdom and preparation work together
Wisdom before crisis vs wisdom during crisis

IDEA / INSIGHT EMAILS – APPLIED



- A distinction most people miss
- An idea that changed how I think
- A tension I keep seeing in Scripture

IDEA / INSIGHT EMAILS – APPLIED NOTES



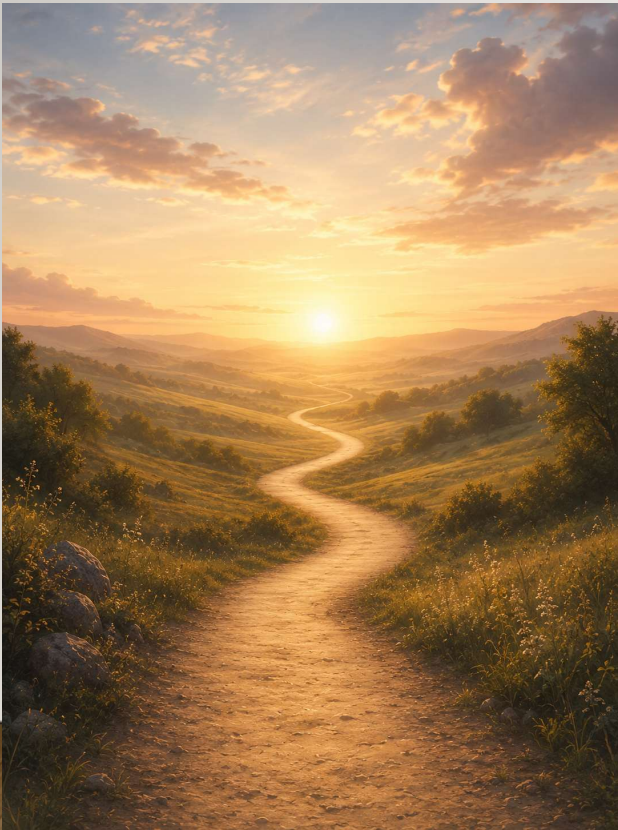
The goal of an insight email is not to completely teach the subject.

The goal is to make the reader think:
“I want to explore this idea further.”

PERSONAL REFLECTION EMAILS



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- A personal struggle related to the topic
- A mistake that taught a lesson
- A moment that changed perspective
- Why the book became emotional to write
- A conversation that influenced the book
- A life event connected to the message
- Something the author changed their mind about
- A prayer related to the book topic
- A difficult decision connected to the book theme

PERSONAL REFLECTION EMAILS - APPLIED



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- A situation that made me think differently
- A mistake that taught something important
- A realization during the writing process



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PERSONAL REFLECTION EMAILS – APPLIED NOTES

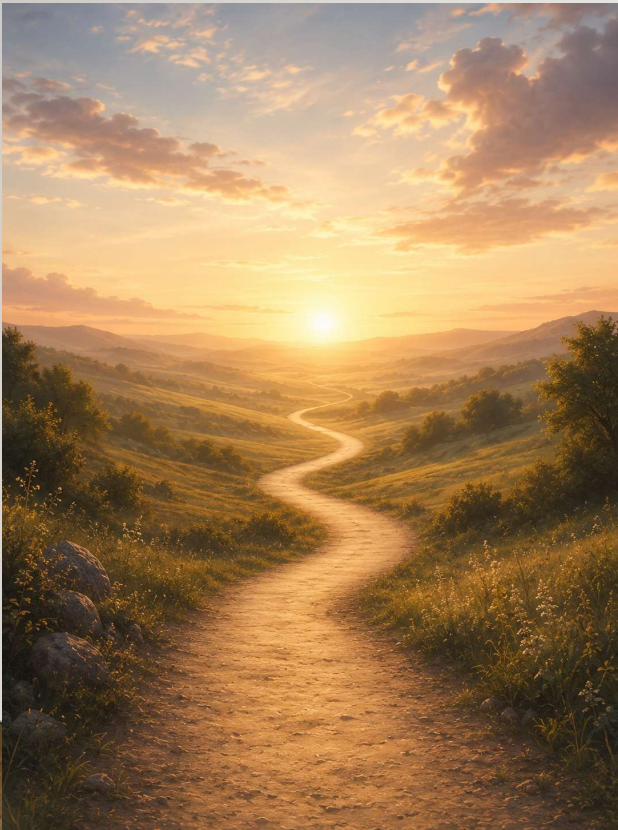


Personal reflection emails are not about making yourself the focus.

They are about **helping readers connect emotionally and personally** to the ideas behind the book.

Readers connect deeply when authors reveal growth, reflection, struggle, or learning — not perfection.

PROGRESS EMAILS



Most authors think:

“Nobody cares that I finished edits.”

But readers actually enjoy:

- movement
- momentum
- milestones
- anticipation

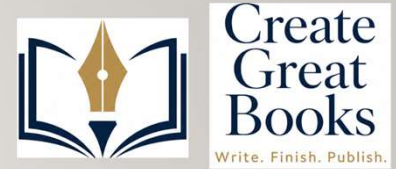
These emails make readers feel:

“I’m watching this book come to life.”

And importantly:

- progress emails are easy to write
 - they keep the audience warm
 - they prevent long silence between updates
- 👉 Progress emails should still contain meaning or emotion—not just announcements.

PROGRESS EMAILS



Writing Progress

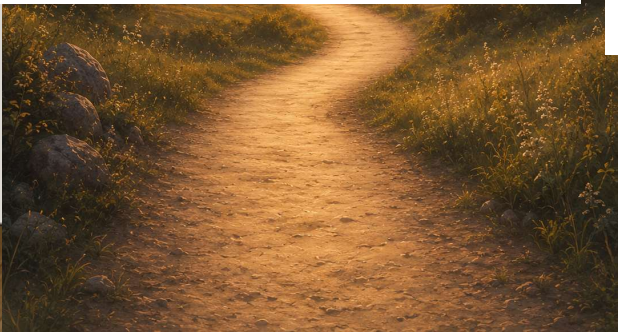
- First draft started
- First chapter completed
- Halfway through the manuscript
- Final chapter finished
- First draft completed
- Major rewrite completed
- Difficult chapter finally solved
- Writing schedule or routine update

Editing Progress

- Editing phase started
- Working through revisions
- Learning from the editing process
- Tightening and simplifying the message
- Removing unnecessary material
- Clarifying the book's central idea
- Final edits completed
- Manuscript sent to editor

Book Development

- Choosing the final title
- Subtitle ideas
- Developing chapter structure
- Discovering the book's core theme
- Research insights
- Realizations during writing
- Unexpected direction the book took
- Defining who the book is really for



PROGRESS EMAILS - APPLIED



- I finally finished a difficult chapter
- The editing phase has begun
- I reorganized several chapters
- I moved a topic to a future book
- The book is becoming more concise

PROGRESS EMAILS – APPLIED NOTES

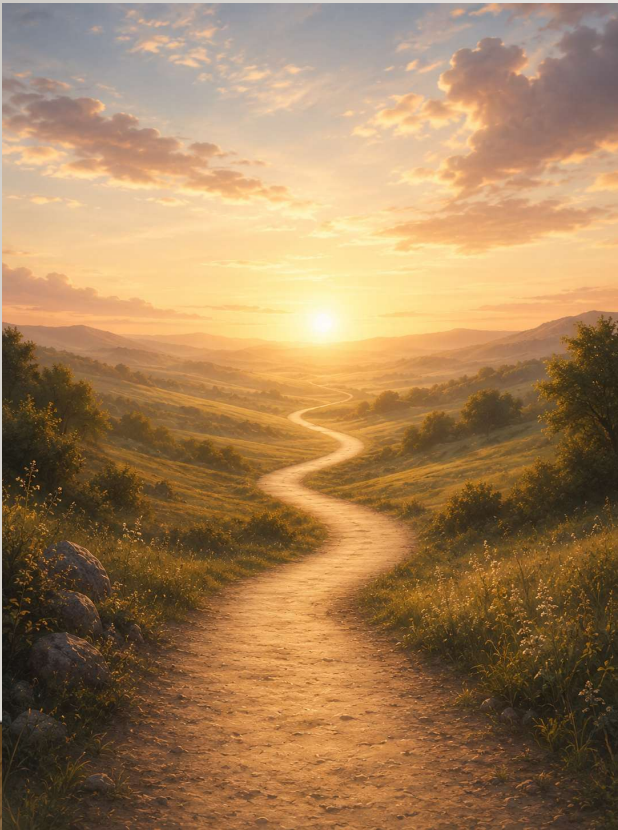


- All emails:
 - communicate real progress
 - make readers feel included
 - increase anticipation
 - imply the book is being refined
 - carefully reinforce the book's themes naturally
 - don't sound salesy, repetitive, overly professional

READER INVOLVEMENT EMAILS

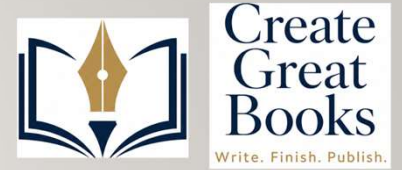


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Topic & Idea Questions
Personal Experience Questions
Curiosity & Reflection Questions
Community & Conversation Questions

READER INVOLVEMENT EMAILS - APPLIED



- Asking About a Key Distinction
- Asking About Reader Experience
- Asking About Reader Interest

READER INVOLVEMENT EMAILS – APPLIED NOTES

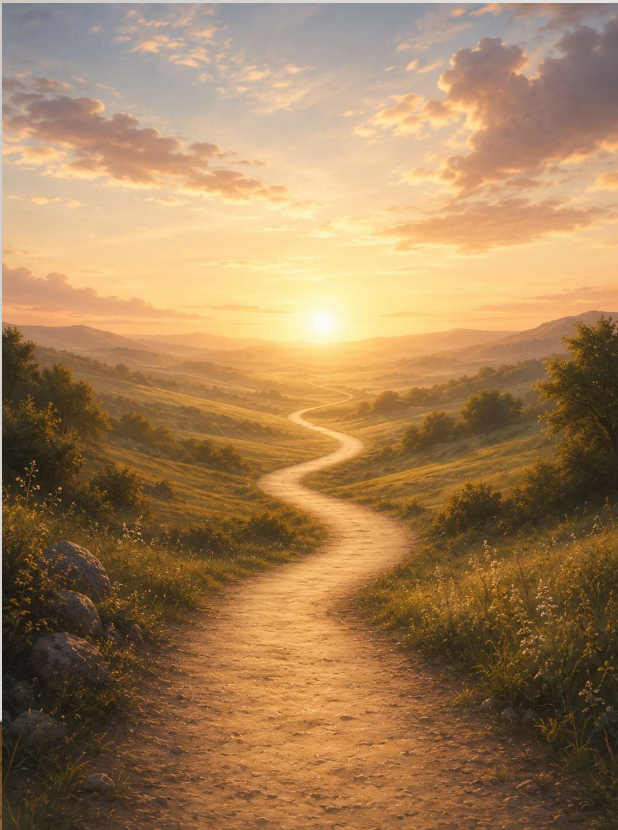


- Good reader questions:
 - thoughtful
 - easy to answer
 - emotionally safe
 - naturally connected to the topic
- Avoid:
 - overly personal questions
 - controversial traps
 - pressure questions that feel manipulative
 - too many questions in one email – just ask one

PERIPHERAL TOPIC EMAILS



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Tangential or Footnote or Non-Core Emails

Deepen the world around the book

Reinforce credibility

Naturally create intellectual and emotional texture

Imply the book contains depth beneath the surface

Think about:

What small observation changed your perspective?

What detail became more meaningful the longer you studied it?

PERIPHERAL TOPIC EMAILS - APPLIED



- Gospel Quote Observation
- Joseph's Administrative Structure



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HOW TO KEEP EMAILS OUT OF SPAM AND PROMOTIONS

Authentication Protocols

Using SPF, DKIM, and DMARC records ensures email authentication and improves inbox placement rates significantly.

Avoiding Spam Triggers

Eliminating spam-trigger words and using relevant content helps foster engagement and avoid spam filters.

MOTIVATION TO FINISH

- **Writing Feels Different When Someone Is Waiting**
 - Someone is waiting
 - Someone is interested
 - Someone wants the book
 - Someone will read it
- **An Email List Creates Accountability**
 - When readers are following your progress, it becomes much easier to keep writing and finish the book.
- **Writing a Book is Easier When It's a Journey with Readers**