

# **Building Your Newsletter and Creating Superfans**

*presented by Dineen Miller*

## **Section One: Planning & Structuring Your Newsletter**

1. Advantages
2. Why do you want to do a newsletter?
3. What is your newsletter goal now?  
In three months?  
In six months? In one year?
4. Think of three things you want to accomplish with your newsletter based upon questions 1 and 2, and prioritize them:
  - a.
  - b.
  - c.
5. How can you carry your branding and genre to your newsletter appearance and tone (brand)?
6. What kind of content do you want to give your readers (interests, genre, value)?
7. How often do you want to communicate (consistency)?
8. Do your research. Which author newsletters can you sign up for to study how they operate?

## **Section Two: Growing Your Newsletter**

### 9. The Reader Magnet

### 10. Organic Growth

- a. E-book back matter optimization: Are you showing your readers what to read next?
- b. Social Media: Are you giving followers a chance to become subscribers?

### 11. Newsletter Swaps & Builders

- a. Individual
- b. Group

### 12. Onboarding sequences

### 13. Calls to Action

### 14. Creating Superfans

## **Resources**

### **Newsletter Building Sites**

- BookFunnel - <https://dashboard.bookfunnel.com/>
- Story Origin - <https://storyoriginapp.com/>
- BookSweeps - <https://www.booksweeps.com>
- AuthorXP - <https://authorsxp.com/>
- Fiction-Atlas Author Builders - <https://www.facebook.com/groups/fabuildandpromo>

### **Tools**

Kindlepreneur - <https://kindlepreneur.com/>

Booklinker - <https://booklinker.com/links/books>

Newsletter Ninja - <https://newsletterninja.net/links/>

David Gaughran - <https://davidgaughran.com/>

Author Ad School - <https://learn.bestpageforward.net/>

Canva - <https://canva.com>

### **Affiliate Links:**

MailerLite: <https://www.mailerlite.com/a/3mk0p5nrabcf>

Crewfiction: <https://crewfiction.com/author-platform?via=dineen>

### **Books and Resources**

Newsletter Ninja (1 & 2) by Tammi L. Labrecque

Becca Syme's Quitcast (YouTube and Patreon)

Self-Publishing and Email Marketing by Bryan Cohen

Superfans by Pat Flynn