

# EMAIL TAKEAWAY newsletter

Seemingly the best way to connect with (older) customers

① ABA = ALWAYS BE ADDING

\* I haven't done this WE HAVE A SIGN UP FORM @ ME REGISTER - IT WORKS!

SIGN UP FOR OUR LOYALTY PROGRAM

USE WIDGETS ON YOUR WEBSITE, BLOG, SOCIAL MEDIA?

② PICK AN EMAIL PARTNER

PICK A FORMAT & TEMPLATE MOST OF ALL, PICK A COLOR PALETTE!

BOSWELL address name

BOSWELL NEWSLETTER

DEAR DANIEL,

③ TAKE FEEDBACK AND LISTEN TO YOUR CUSTOMERS

- AND tried to ... SOME TIMES - WE SCRAPPED TWO COLUMN FORMATS

- BUT I still use haettenschweiler! for headlines

I love Groovy type faces!

BOSWELL'S UNWIELDY 2-COLUMN NEWSLETTER

④ Keep your format clean + interesting

I am obsessed with photos being around me some size.

GOOFUS:

GALLANT:

ITS OK TO CROP. I blame Facebook!

⑤ FOLLOW MARKETING RULES & THEN BREAK SOME!

OUR OPEN RATE = GOOD

OUR CLICK RATE = BAD

OUR NEWSLETTER IS TOO LONG THIS IS WHAT IT WOULD LOOK LIKE PRINTED OUT

THIS IS MY IN BOX FROM ONE RETAILER

GAP, GAP, GAP, GAP

GAP, GAP, GAP - & matts one day

⑥ MAKE IT PERSONAL

INCLUDE A NICE EVENT PHOTO

WE USE THE VOICE WE USE

DEAR JANE WE'RE SO EXCITED...

EVENT

REC

we all sign our newsletter at the end

DANIEL AUTHOR TODD KELLY

DAVID BARCAY MOORE

\* I loved his 1st novel, THE STARS BENEATH OUR FEET

⑦ EVENTS DRIVE OUR NEWSLETTER - INCLUDING BOOK CLUBS & STORYTIMES

- find interviews & reviews to link to

- link to sponsors & of course promote book purchases

JOIN US FOR SCOTT KELLY AT LHM

VIDEO

BLAH BLAH REVIEW

⑧ REVIEWS MAKE YOU SPECIAL

Take your STAFF REC CARD & put it here

REpurpose but also find fresh reviews

Probably for another panel: If your booksellers want to see if you can have them tell them to you.

SCAFFOLD

⑨ MAKE YOUR NEWSLETTER CONNECTED TO THE COMMUNITY

Take whats going on here

MUSEUM

and put them here

whats going on around town

STORE

LIBRARY

⑩ PROOFREAD, PROOFREAD, PROOFREAD!

MAKE A CHECKLIST

1. MATCH DATES

2. CHECK ADDRESSES

3. TEST LINKS

This puts pots the errors

We always apologize in advance for our errors. Here too

Good! @ Daniel

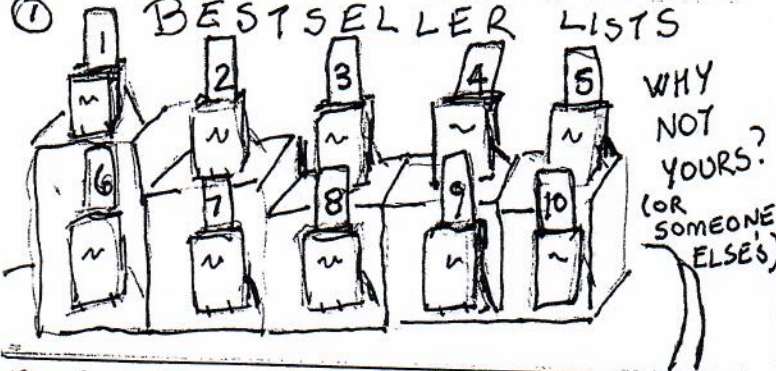


HEARTLAND FALL FORUM

# DISPLAY TAKEAWAY

BENNY HOWARD'S HEADLINES: TEN SIMPLE IDEAS FOR COMING UP WITH DISPLAY TITLE LIST

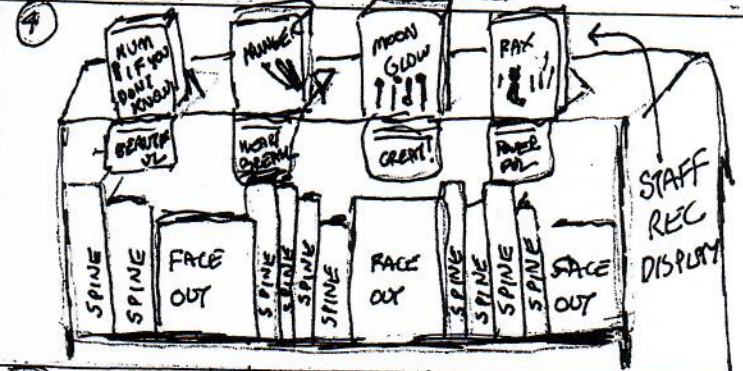
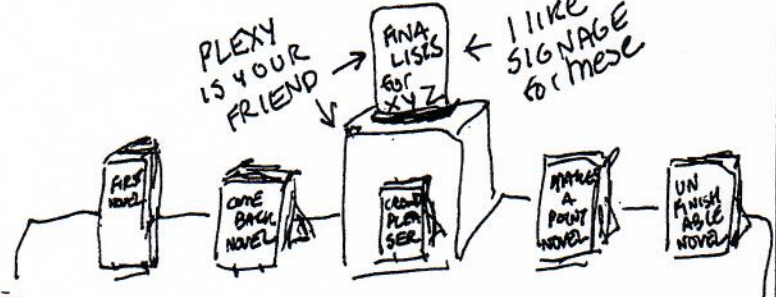
## 1 BESTSELLER LISTS



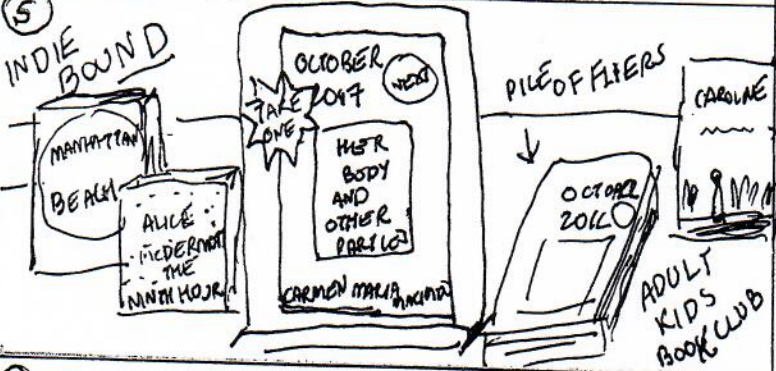
## 2 AWARD WINNERS



## 3 AWARD NOMINATIONS!



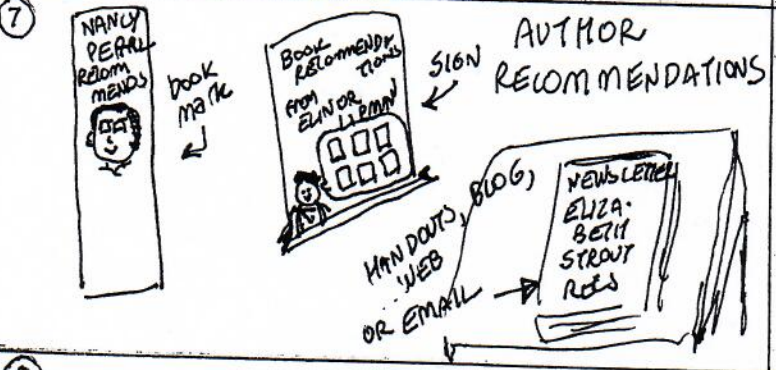
## 5 INDIE BOUND



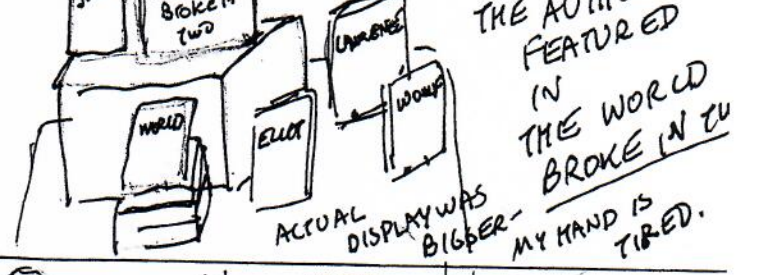
## 6 MOVIE/TV TIE INS



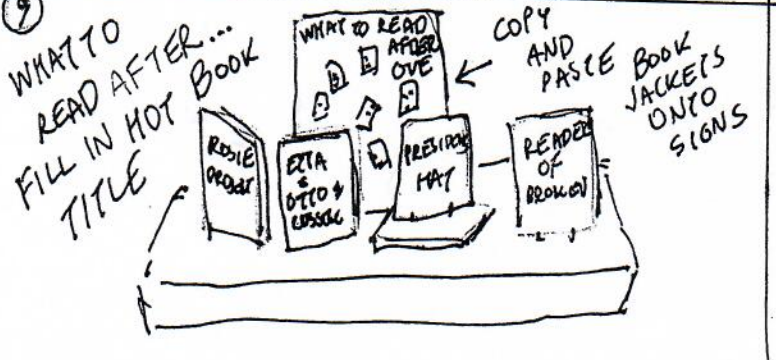
## 7 AUTHOR RECOMMENDATIONS



## 8 DISPLAYS THAT TIE INTO OTHER BOOKS, LIKE THE AUTHORS FEATURED IN THE WORLD BROKE IN TWO



## 9 WHAT TO READ AFTER... FILL IN HOT TITLE



## 10 JASON GOBBLES STAFF REC TABLE

