**EMAIL LISTS: HOW AUTHORS CAN BUILD THEIR OWN**

Updated: 8-24-24

Building an email list is a fantastic way to promote your books and connect with your readers. Here are some steps to help you get started:

1. **Choose an Email Marketing Service**: Select a platform like MailerLite, ConvertKit, or Flodesk. [These services offer user-friendly interfaces and various features to help you manage your list effectively](https://www.bing.com/aclick?ld=e8qO8UE6Lack614uHHV9XZmTVUCUzszoGT-rg0Wxa9X1azva9rUoonCmBve53d186cKf-xdjKESXwA5o3h4JCkH7GlXHOKOh7cgbY1dgIGgO_JtYsnLpbyRe6lV66meYYUaEfKZ3NdBwIcjhn2vtPiG0UkGcZIy2EU622T2dOwEMDBSyaO&u=aHR0cHMlM2ElMmYlMmZ3d3cuem9vbWluZm8uY29tJTJmb2ZmZXJzJTJmZW1haWwtbGlzdHMlM2ZjcV9zcmMlM2Rnb29nbGVfYWRzJTI2Y3FfY21wJTNkNDg1NDI1MzE4JTI2Y3FfY29uJTNkMTE0MTI5NDgxMjEzNzg0NCUyNmNxX3Rlcm0lM2Rncm93JTI1MjBlbWFpbCUyNTIwbGlzdCUyNmNxX21lZCUzZCUyNmNxX3BsYWMlM2QlMjZjcV9uZXQlM2RvJTI2Y3FfcG9zJTNkJTI2Y3FfcGx0JTNkZ3AlMjZjYW1wX2lkJTNkNzAxRG8wMDAwMDBOMzZ3SUFDJTI2dXRtX3NvdXJjZSUzZGJpbmclMjZ1dG1fbWVkaXVtJTNkcHBjJTI2dXRtX3Rlcm0lM2Rncm93JTI1MjBlbWFpbCUyNTIwbGlzdCUyNnV0bV9jYW1wYWlnbm5hbWUlM2RESUdJX0JJX05BX1VTX0VtYWlscy1MaXN0X0FscGhhX0VYX1NyY2hfSE5CX0RPWl9FWFAtQ1BBJTI2dXRtX2NhbXBhaWduJTNkRElHSV9CSV9OQV9VU19FbWFpbHMtTGlzdF9BbHBoYV9FWF9TcmNoX0hOQl9ET1pfRVhQLUNQQSUyNm1zY2xraWQlM2Q3NWYxZjhhNzlkZWYxNzhkZDJmNzllN2YzNWMwODYwNQ&rlid=75f1f8a79def178dd2f79e7f35c08605). Mailchimp is an inexpensive alternative. Our NL Editor manages our Mailchimp list, and she freelances: if you need help, let us know, and we will connect you.
2. **Create a Compelling Opt-In Gift**: Offer something valuable to entice people to subscribe. [This could be a free chapter of your book, a short story, or an exclusive guide related to your book’s theme](https://blog.emailoctopus.com/authors-guide-to-building-an-email-list/).
3. **Set Up a Welcome Series**: Create a series of welcome emails to introduce yourself and your work to new subscribers. [This helps build a connection and keeps them engaged from the start](https://blog.emailoctopus.com/authors-guide-to-building-an-email-list/).
4. **Add Sign-Up Forms to Your Website**: Place sign-up forms prominently on your author website. [Make sure they are easy to find and fill out](https://blog.reedsy.com/author-email-list/).
5. **Promote Your Sign-Up Forms**: Use social media, blog posts, and other channels to drive traffic to your website and encourage sign-ups. [You can also include a link to your sign-up form in the back matter of your eBooks](https://blog.reedsy.com/author-email-list/). We have started doing that with our new eBooks (this will also appear in audiobooks developed from those eBooks);l in addition to our sign-up form, we can include your sign-up form.
6. **Engage with Your Subscribers**: Regularly send out newsletters with updates, exclusive content, and personal messages. [This keeps your audience engaged and looking forward to your emails](https://blog.emailoctopus.com/authors-guide-to-building-an-email-list/). See the Author Hub document, EMAIL PROMOTION STRATEGIES FOR AUTHORS.