**EMAIL PROMOTION STRATEGIES FOR AUTHORS**

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1. **From Brian Feinblum’s blog   
   The emails that work best to sell a book**:
2. \* Have a catchy subject line to seduce one to open it.
3. \* Present an alluring headline and descriptive sub-headline for people to see when they start reading the body of the email.
4. \* Make a claim or states a fact or raises a question that helps filter out or qualify for whom your book is targeted to.
5. \* Says something that most or all would agree and identify with — an ethical, philosophical or spiritual or human rights principle or values statement.
6. \* Warns of negative consequences one could suffer unless they grab on to the solution that you offer.
7. \* Communicate a big idea or challenges the norms. It could cite a stat, fact, or poll results that rallies readers to your side.
8. \* Establish credibility — quote a review, show a testimonial, mention an award, or say something that validates you or your book.
9. \* Are not too long but include a link to a site that could expand upon why one should buy your book.
10. \* Use aspirational language: state things in the ideal and associate your book with such an outcome.
11. \* Ask for the sale.
12. \* Provide a guarantee.
13. \* Present info in short paragraphs that are easy to understand and don’t come off as spammy.
14. \* Present clear reasons why one should buy the book — usually in bulleted copy.
15. \* Include a visual that draws them in and seems to best represent your message.
16. \* Offer a bonus of free content to supplement the book.
17. \* Give a deal or discount — with a deadline to respond.
18. \* Sound personal and customized, as if they came from a friend.
19. \* Speak to the wants and/or desires of the recipient.
20. \* Thank or praise the reader for being able to take the next step: buy the book and enhance or transform their life.
21. \* Add a P.S. that provides a deal-clinching extra.
22. Emails that sell books are ones that convey a likable message and combine it with the offering of something of value.

*Brian Feinblum is a book marketer with a good reputation (but a bit pricey – you get what you pay for, if you can afford it).*