**MAILING LISTS**

Updated 7-24-24

**Why you need a mailing list**

One of the most potent means of selling books is direct outreach to readers. Most publishers nowadays expect authors to have their own mailing lists. They consider this one of the most important venues for selling books. Some publishers will not take a book from an author without a mailing list—and some of the small presses that are bigger than we are require a minimum mailing list size of 12000; that is the minimum they establish for accepting a book for publication.

**How to use your mailing list**

Use your mailing list regularly. Pick a day of the week and send out information weekly or monthly about your book. It can be a small eblast, but it needs to go out regularly to be effective. A weekly or monthly eblast does not have to say, “Please buy my book,” but there needs to be a clear call to action. Provide some useful information related to your topic (or use an alteration of your blog posts) and include a picture of your book cover and a link to the Amazon site for purchasing it (or to our webstore) at the end.

**How to build a mailing list**

If you have a website or blog, it will be easier to build a mailing list; work into the blog or website a mechanism for collecting email addresses.

Whenever you hold an event, collect email addresses for your mailing list.

Alternatively, mailing lists can be purchased, but purchased lists are less effective than ones you make yourself through gathering email addresses from those who visit your internet sites, attend your seminars, or meet you at your book events. If you do purchase a mailing list, make sure it is not for one-time use but a more permanent list. Subscription lists have value because some else is keeping them up to date for you, but they are more costly and require periodic fees (generally, annual).

If you are working on a mailing list and need help with how to do it, we might be able to provide useful advice. Contact us.