

Sell More Books With an E-mail Newsletter

By Alexandria K. Brown

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Boost Business With Your Own E-zine <http://www.ezinequeen.com>

If you're selling your book online, you're practically guaranteed to increase sales by publishing an e-mail newsletter, or "e-zine."

Why? Well, for a start, it's a super way to give readers a taste of your expertise and style along with samples of your content. This ensures they'll come to be familiar with you, trust you, and hopefully buy your book when they're ready for more information.

Also, it's a great way to *capture prospects* who aren't ready to buy your book when they visit your site, but are still interested in the info you have to share.

Based on my own experiences in marketing my manual, "Boost Business With Your Own E-zine," here are 7 ways to help increase book sales using an e-mail newsletter.

1. First thing: Encourage e-zine SIGNUPS on your Web site where you promote your book.

Before you even begin publishing, start collecting e-mail addresses. Place a signup form in many places on your site to invite visitors to subscribe to your free e-zine. This way, if a visitor isn't interested in buying your book today, she can sign up for your free e-zine. Now you haven't lost her, and she'll learn even *more* about your book from being a subscriber.

E-zine publishers also report GREAT signup results using pop-up and pop-under boxes at their Web sites.

Examples: On my main site, <http://www.ezinequeen.com/>, I feature a signup form on EVERY page, as well as a pop-up box. On my book sales site, <http://www.boostbizezine.com/>, I have

a pop-under box that appears once you close the main window.

Remember: NEVER sign anyone up without her permission!

2. Feature EXCERPTS and/or TIPS from your book in your e-zine.

These can be either direct excerpts or short tips that summarize some of your content. Go through your book and highlight individual tips or small sections that could stand well on their own. Just don't give away the whole store! For example, giving your readers a whole chapter of your book in each issue is going overboard.

Besides lifting material directly from your book, try some other spins on your topic such as a list of top 10 tips, a how-to article, a list of resources, or a review of a trend in the industry.

Example: One of my clients, a life coach, has a hard-cover book out right now that features 101 tips on how to attract what you want in life. Each issue of her weekly e-zine features one of those tips, along with a brief explanation of how to implement it.

3. Directly after your article, give a quick PROMO BLURB that shamelessly plugs your book.

Why right after the article and before anything else? If someone reads your article/tip and says to themselves, "Gee, that was great information," they'll be ready to hear what else you have to share on that subject. Really pump it up and have a good time with it.

Example: "Did you like today's article? If you did, you'll LOVE my new e-book, 'Double Your Business in Six Months.' It's jammed with more than 257 great ideas to help you grow your business FAST. Satisfaction guaranteed or your money back. Order now at [Web address here] and you can begin using my best tips within minutes."

4. In each issue, offer a TESTIMONIAL from one of your book purchasers.

Let your readers know that many other people just like them ARE buying your book and LOVE it. Idea: Create a small section in your e-zine for this purpose. In each issue, feature a short testimonial from one of your readers here.

Example: "What 'Beauty Blastoff' Readers Are Saying:

'I can't tell you how much your book has helped me improve my appearance. Thanks to your tips, I've lost 20 pounds, cleared up my skin, and rid of all my unwanted hair. Now my rich ex-husband even wants me back. You're a saint!' -- Suzy Smitten, Los Angeles, Calif.

5. Offer your readers a SPECIAL DISCOUNT for a limited time.

Make your readers feel special by offering them a special discount on your book when you can. For best response rates, make it a limited time offer to lend a sense of urgency. I did this with my manual when it first came out and got great results.

Example: "For Subscribers Only: Buy my book before midnight this Friday and receive a 20% discount!"

If you can't give your subscribers a discount, offer something else to make them feel special, such as a bonus report or free phone consultation with their purchase.

6. Mention your book in as many other places as possible in your e-zine.

Bottom line: The more you mention your book, the higher your chances they'll buy. While your opportunities are endless, here are a few ideas to start with:

- in your masthead (This is where you give the reader info about your publication - usually at the very top.)
- in your editor's or publisher's note (This is where you give a personal note to your readers.)
- in your article (If you mention a certain point that you cover wonderfully in your book, say so!)

7. To attract even more prospects, advertise your e-zine in your everyday e-mail SIGNATURE FILE.

You know what a signature (or "sig") file is, right? It's that little blurb with contact info that you can automatically insert at the end of every e-mail you send. Besides your obvious contact information, give a quick plug for your book AND e-zine.

Why? Well, if you just advertise your book, some people will read your sig file and think, "That's cool, but I don't want to buy anything right now." BUT if you advertise your FREE e-zine, they'll likely take advantage of your offer. THEN you've got them on your list.

Example: Here's what I have at the END of my sig file, after

my contact information: "BOOST BUSINESS by publishing your own e-mail newsletter! Learn how now -- sign up for FREE how-to tips at "><http://www.ezinequeen.com/>"

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ABOUT THE AUTHOR

Alexandria K. Brown, "The E-zine Queen," is author of the award-winning manual, "Boost Business With Your Own E-zine." To learn more about her book and sign up for more FREE tips like these, visit her site at "><http://www.ezinequeen.com/>

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