

# INTRODUCTION – EMAIL FOR MEMOIR AUTHORS

You're excited the book you've worked so diligently to complete is nearly ready to be released to the world.

But the marketing side of things . . . it's not excitement you feel, it's fear.

Fear, mixed with confusion, frustration, and overwhelm.

Questions swirl in your mind while you nibble your nails to the quick.

- How do you generate interest for your soon-to-be-published book?
- How will you stoke that interest without boring potential buyers to the point of losing their interest?
- How can you encourage them to pre-order copies?
- How can you get them to provide glowing pre-publication reviews?
- . . . and how do you continue stoking interest so you sell more books after the book is published?

How can you do all that without feeling like a sleazy salesperson blatantly hocking your wares on a busy street corner?

## Good News

The *PLR for Memoir Authors* packet provides you with practical marketing advice and professionally crafted email templates designed to help you connect with interested readers and, more importantly, turn them into eager buyers.

Rather than bore them, you'll pique their interest even more as you share insight about yourself, your book, and keep them wanting to hear more from you.

By following some of these basic principles, you will learn how to easily write emails after you've used the initial templates.

Let's get started.