

# INSTRUCTIONS FOR USING THESE TEMPLATES

These templates were designed to help you build a relationship with current and prospective readers. Their structure and the order in which they are laid out follow well-established marketing methods that serve to help authors stimulate interest in their work, provide potential buyers with intriguing information to hold their interest, nudge readers to provide glowing reviews, and boost sales—all without sounding too salesy and self-important.

In business marketing, templates such as these are known by a number of terms, such as:

- PLR, which stands for Private Label Rights
- DFY templates, which stands for Done For You

In some circles, they are also casually known as *swipe copy*. That is, sections of design and wording from which you can draw ideas and inspiration to use with your own project.

You may have collected ideas from around the internet about how you'd like your book's sales page laid out. Or how a particular author worded an email you read.

However, it's important to note that casually collected swipe copy is for personal reference only. It would be copyright infringement to use it as is for your own purposes. Even switching up a few words or phrases could be construed as plagiarizing.

## Need to Know . . . The Important Legal Stuff

There are a few important things to know about these templates.

The first is that **you have been granted the legal right to use them as if you had written them yourself**. There's no need to worry that you'll be plagiarizing anyone or infringing on anyone's copyright. The emails in this packet come with public label rights (PLR).

The second is that you shouldn't use them as is, mainly because they won't help you gain new readers and sell more books. Instead, think of them as swipe copy in its broadest sense—something to energize your own bank of ideas and inspiration.

These templates are meant for you to edit. The goal is to personalize each one so it reflects your writing voice, style, and personality. Switch out suggestions based on your own manuscript and interests. Once personalized for your project, no one will even suspect you started with a template!

Third, **you do not have the legal right to sell them or give them away free to anyone else.**

The bonus material is copyrighted. You do not have permission to change any of the content.

**Bonus 1** – Email Planner: **This may not be shared.** It is for your **personal use only.**

**Bonus 2** – How to Leave a Review On Amazon. This may be shared with those you want to have leave a review for your book, however, no changes to the content are permitted.

## Notes about the Structure and Order

This packet contains a total of 10 email templates, including two versions of Emails 1 & 2 designed to work for you if you have a free gift (opt-in) for the reader or not.

There are also 10 example emails using each template. The author and book mentioned in the example emails are fictitious, used for illustration purposes only. Study the examples for ideas and inspiration.

The order of emails is important because each email builds on the previous message, moving subscribers naturally from early interest to book launch to post-publication. This order works well whether you are planning to email your subscribers daily or weekly during your launch.

For a longer launch period, consider adding additional emails to the sequence. See the next section for some tips to personalize the emails.

## Personalizing the Templates

The importance of personalizing these templates can't be stressed enough. Infuse them with your voice and style. Give your email subscribers and prospective readers of your new book intriguing glimpses behind the scenes of you as the author, as well as additional information or excerpts from your soon-to-be published book.

Here are some ideas for you to incorporate:

- Background info about you
  - What subscribers may not know about you
  - Interesting or fun facts about you
  - What prompted you to write this book
  - The hardest thing you faced writing this book was \_\_\_\_\_.
  - The easiest thing you faced writing this book was \_\_\_\_\_.
  - The strangest thing happened when you \_\_\_\_\_.
  - What you learned while doing research for this book \_\_\_\_\_.
  - Something you learned while writing this book \_\_\_\_\_.

- Something you wish you'd known before you started writing this book.
- Invite subscribers to like you on Facebook, follow you on Twitter, engage with you on Instagram, etc. Be sure to put the links to your social media in the email so it's an easy click for them to follow you.
- Include snippets relevant to your genre, your book's setting, plot, or characters
  - Include a map of a location depicted in your book
  - Devote an email(s) to sharing more about the principle people/characters
  - Include additional excerpts or even offer full sample chapters
  - Share book covers you're considering. Ask for your subscribers to respond with their favorite choice.
- Conversation starters such as:
  - I don't know who impresses me the most \_\_\_\_, \_\_\_\_, or \_\_\_\_.
  - Favorite books you've read
  - Favorite authors you admire
  - Snippets of history and insight into your chosen genre or period of history
- For pre/post publication share:
  - Insight into working with an editor, publisher, writing, or marketing coach
  - Offering review copies
  - Early reviews
  - Unboxing/opening your first copy of the book
  - Your recommended resources to subscribers/readers interested in knowing more about your topic
  - Offer a special bonus for early-bird purchases
- Requests to prompt return replies. Examples:
  - What types of books do you like to read the most?
  - How many books do you read in a month/year?
  - Have you ever visited \_\_\_\_ (location/region/country)?
  - Have you published a book? Tell me about it.
  - Do you prefer to buy books or borrow them from a library?

Example of postscripts (P.S.) to switch in/out. Be sure to include links where needed.

- Early Bird (+ notification sign-up)
- Pre-order now
- Buy your copy here
- Potential exists for authors offering bonuses for early-bird purchases
- Want an autographed copy?
- Countdown for bonuses expiring

Wishing you great fun connecting more deeply with your subscribers and readers. And here's to lots of sales of your new book!