

# HOW TO CREATE A NEWSLETTER



BY  
CHRYS FEY

Thank you for downloading “How to Create a Newsletter!”

Please sign up for my **FREE** monthly newsletter, [Chrys' Chronicles](#) for more goodies and advice.

**Goodies:**

Writing Tips

Recipes

Special Excerpts

Random prizes

First dibs on giveaways

Self-defense tips

Story/character tidbits

Best blogs of the month

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## INTRODUCTION:

Hi! I'm Chrys Fey, and I am a writer. This PDF is a post on my blog, [Write with Fey](#). I wrote it because I love to help writers. It doesn't matter if a writer is new to the craft and thirsty for knowledge, or a veteran looking for ways to improve their craft; I want to help them all! Where does this wish come from? From when I was young and desperate for advice on writing, editing, and everything between. I would have loved to have the information I share on my blog back then, but I had to learn it all the hard way. And that was through years of trial and error as well as research. I created my blog to teach other writers what I've learned in the hope that they can grow as writers.

I fully believe that writers should help, inspire, and encourage other writers. And I don't think we should harbor our secrets and knowledge for ourselves. We should share it! That's why I turned this informative post on my blog into a PDF. I want writers to be able to download these tips and keep it on their computer for frequent reference.

If you find the information in this PDF useful, direct other writers you know to it so they can download it, too! LET'S PASS ON THE KNOWLEDGE! 😊

I started my author newsletter last year, and I love it! (Some authors decide not to do one for various reasons, which is just fine. The decision is up to the author.)

Dispel the idea that it'll take too much time. Once you create one newsletter to email to your subscribers, you can use that format to make another one in just minutes. And don't believe that you need hundreds of readers either. You can get subscribers to your newsletter without having readers.

## **BEFORE YOU START:**

Set up an email address domain. What is this? An email address domain is special, and it's just for you. After the @ symbol, instead of yahoo.com or gmail.com, it'll be your website domain. Such as Chrys@ChrysFey.com

**Note:** You don't need a website, though. All you need is a domain name. It can be one you've already purchased or you can purchase one when you create your email.

Why do I say to do this? Because personal email addresses from Yahoo, AOL, Gmail, and Hotmail won't work well. These email hosts make it extremely difficult to deliver mass emails. Many of them may not be delivered into your subscribers' inboxes and could bounce because the receivers' server could mark it as spam. If you don't get a domain email address, you're taking a big risk of being continuously marked as spam, which will blacklist your email address.

There are many sites that offer email address domains:

1. Zoho.com (free) This is the one I used.
2. Hover.com
3. Register.com
4. GoDaddy.com

Now that you have your spiffy new email address domain for the FROM SENDER ADDRESS, let's get started on your newsletter:

## 1. There are a lot of email hosts out there.

Do some research, compare the features and prices, make your choice, and sign up!

I use [VerticalResponse](#) for my author newsletter and work with [MailChimp](#) for the Insecure Writer's Support Group newsletter. Both are great and free up to a certain number of subscribers.

## 2. Know what you want to name your author newsletter.

Mine is Chrys' Chronicles. Nora Roberts' is Nora's News. It can be catchy or straight forward. This is also what you'll put in the Subject Line for your subscribers to see.

**TIP #1:** In the subject line also try to include the month.

For example: Chrys' Chronicles – August

## 3. Have a Banner

Make sure your banner has the same feel and graphics as the banner you use for your blog/website, etc. The banner for my newsletter has sparks on it. So does my banner for my blog and website. There are even sparks on my business card!

## 4. Select a Design/Layout

There are many designs for newsletters in VerticalResponse that you can choose from. Think about your personality, your blog/website's look, and try to find something to match it. Plus, check out the layout (single column, two columns) to see if you'll be able to include what you plan to share in your newsletter, such as images.

## 5. Build Your First Newsletter

After selecting your design and giving it a name, you need to make it look attractive. Most email hosts let you easily drag and drop the things you

want into your newsletter. So if you want to add text, select the “text” block, drag it to your newsletter’s body, and drop it where you want it to go.

**TIP #2:** Include a short bio and your author photo at the end of your newsletter. After all, you’re an author and you want people to know about you. Sometimes I change my photo for fun.

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**Newsletter Sign Up**

**ABOUT ME:**

Chrys Fey is the author of the Disaster Crimes series, 30 Seconds, Ghost of Death, and Witch of Death. She is currently working on books 3 and 4 in the Disaster Crimes series.

When Fey was six-years-old, she realized she wanted to be a writer by watching her mother pursue publication. At the age of twelve, she started writing her first novel, which flourished into a series she later rewrote at seventeen. Fey lives in Florida where she is waiting for the next hurricane to come her way.

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**TIP #3:** You may have to fiddle around with these tools before you get it too look how you want it to look. Experiment before you start emailing subscribers.

## 6. Share Features

Include social media share buttons at the top of your newsletter so people can share your newsletter. You want them to be able to do this, because if they do, their followers may be interested in signing up.

**TIP #4:** VerticalResponse allows you to add a button that subscribers can click on. Add a button linked with your opt-in form URL. This is a must if you allow subscribers to forward it to people they know.

## 7. Follow Features

Also add the follow buttons so people who have signed up for your newsletter can easily follow you on Facebook, Twitter, etc.

### 8. Add an Extra Button

I have a button in my newsletter called “Visit My Website!” If someone clicks on it, it brings them to [www.ChrysFey.com](http://www.ChrysFey.com).

### 9. Use Dividers

If you have a lot of different, small content, keep it neat and orderly with dividers. These dividers are black lines that separate things nicely.

### 10. Put the title of your newsletter beneath the banner and in bold.



11. Include a “Welcome Message” and make it a little different for each newsletter by briefly updating your subscribers on what you’ve been up to.

### 12. Save and Next

When your newsletter looks good and has all the content, save it. You don’t have to email it yet. You can keep it as a draft or schedule it to go out later.

### 13. Create an Opt-In (Sign Up) Form

Add your banner to the sign-up form. Put the title of your newsletter first in bold type. Include a short message telling people what they can expect to get with your newsletter. Then select the information you'll want to ask subscribers for.

**TIP #5:** Keep the information you ask for simple. Obviously ask for their email and their names. That's it!



**Chrys' Chronicles**  
Monthly Newsletter

Get special announcements about giveaways and new releases before anyone else. If you sign up, you'll also receive recipes, writing tips, unique tidbits about my books/characters, and an occasional prize!

\*All info is kept private.

First Name

Last Name

Email Address \*

[Sign Up](#)

Footer/Copyright Information

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### 14. Create a "Thank You" page

Once you save the details for your sign-up form, you'll be able to design the "Thank You" page. Again, add you banner. Include a header such as "Thank you!" Add a short message of thanks. Then add a note to remind

them to check for the email confirmation. For the IWSG Newsletter, I added a clickable gift.



**Thank you!**

Thank you for signing up for Chrys' Chronicles:  
A Monthly Free Newsletter!

\*Goes out the second to last Tuesday of every month. Check your spam.

You will be receiving an email in your inbox shortly with a link you'll need to click on to confirm your subscription. Please remember to do this or you'll miss all the goodness from my newsletter.

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**15.** Put the sign up form on your blog and website.

Once you're done with the "Thank You" page, you'll get a link. Use this link to create a separate page on your blog and website (yes, both!) so people can sign up. Title this page "Newsletter" or "Newsletter Sign Up."

**16.** Share the link

Share the link on your social media to let followers know they can sign up for your newsletter.

**17.** Create a badge for your blog and website

If you are good with computers and images, create a badge to put in the sidebar of your blog and website. Make it clickable by adding a link.

Here is my badge:



### 18. Add a “Newsletter Sign Up” APP to your Facebook page

I know MailChimp has one that allows you to add it by integrating MailChimp with your Facebook account. If you can't do that, though, search for “Static HTML – Thunderpenny” in your FB search bar.

- Click on “Go to App” then click “Add Static HTML to a Page”
- Choose your page and add the app.
- Now your page is a newsletter box. Hover over the App image and click on the little pencil icon in the corner then click “edit settings.”
- Change the image. I used the badge I made BUT it has to be exactly 111 x 74 pixels, so make sure to resize it. If it's off by a smidge, it won't upload.
- Customize the tab name to something like “Newsletter” or “Newsletter Sign Up.”
- Now click the tab and click “edit tab.” At the top it'll say Static HTML. Paste in the HTML code for your newsletter. You will get one at the same time as you get the link to your sign up form.
- Click “Save and publish” then “Done editing tab.”
- Finally, go to your page and test out the tab, even test out the form to make sure it works. If it doesn't, try pasting in the HTML again.

### 19. Get subscribers

Now that your newsletter is ready, the sign-up form is done, and you've added an App to your FB page, it's time to get subscribers.

**TIP #6:** Do your giveaway where people have to sign up for your newsletter to be eligible to win. I did this and got an amazing response!

**TIP #7:** Pass around a clipboard with sign-up sheets for your newsletter while you're doing a reading, so interested people can put down their name and email address.

**TIP #8:** Have a sign-up sheet at your table when you're doing a signing or at a book event.

**TIP #9:** Place a fishbowl on your table with a stack of white paper for people to write down their name and email address to enter some kind of giveaway and sign up for your newsletter. Make sure they know you'll be signing them up!

**TIP #10:** When you host a Facebook party, share a link to your sign-up form and ask them to sign up. Tell them that new active subscribers will be entered into a giveaway for something. Make the offer good!

**TIP #11:** Include a sign-up link in your email signatures.

**20.** Set a date each month to send out your newsletter.

Try not to do it within the first few days of the month because that's when EVERYONE sends out their newsletters. Yours will get lost in the mix.

The day your newsletter goes out, go back to your account, click on the sent newsletter, and check out the stats. In VerticalResponse, the stats will show you how many people opened your newsletter, who those people are, how many people unsubscribed or clicked on something within your newsletter, and emails that bounced. MailChimp doesn't show all of this.

**TIP #12:** Make your newsletter unique and don't make it all about you. That's boring! You can highlight one of your books, but do it in a way that'll be interesting to your readers. And don't just use your newsletter to be all

me-me-me or my book this, my book that. Give subscribers something more!

**TIP #13:** Offer occasional prizes only to those who have subscribed. You can give it to everyone (if it's something easily email-able), do a drawing (Rafflecopter), or first-come-first-serve by sending you an email.

**TIP #14:** Tell your newsletter subscribers your good news first before you share it anywhere else. This will make them feel valued and in-the-loop.

**TIP #15:** Share teasers from your WIP or an upcoming book, announce sales and giveaways, share recipes and poetry and photos from your life. Make it worthwhile for subscribers.

### **Final Message:**

There really is no right way to set up a newsletter, but if you follow these tips, you will have a newsletter you can be proud of. Just remember that getting subscribers takes time.



## **ABOUT ME:**

Chrys Fey is the author of Hurricane Crimes, Book One in the Disaster Crimes series, as well as these releases from The Wild Rose Press: 30 Seconds, Ghost of Death, and Witch of Death. She is an administrator for the Insecure Writer's Support Group.

When Fey was six years old, she realized she wanted to be a writer by watching her mother pursue publication. At the age of twelve, she started writing her first novel, which flourished into a series she later rewrote at seventeen.

Fey lives in Florida and is always on the lookout for hurricanes. She has four adopted cats who keep her entertained with their antics, and three nephews who keep her entertained with *their* antics. You can connect with her on Facebook, Twitter, and through her blog, Write with Fey. She loves to get to know her readers!

You can email me at [ChrysFey\(at\)yahoo\(dot\)com](mailto:ChrysFey@yahoo.com)

[Facebook](#) / [Twitter](#) / [Website](#) / [Goodreads](#) / [Amazon](#) / [Google +](#)

## **My Books:**

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