

Author Platform Rocket

Email Marketing for Authors: How To Transform Subscribers Into Buyers

Handout for Part 5: Effective Marketing Techniques & Tools that Will Increase Your Sales and Save You Money

The live webinar covered a lot of the techniques we've covered through the course and reviewed the author platform as a whole. Here are some specific tips to crafting effective newsletters:

- K.I.S.S. – Keep It Short & Simple
 - Teaser/Excerpt Scenes – 350 words or LESS
 - Beginning of articles
 - Beginning of short stories or writing prompts
 - All should link back to the full either as a buy link or blog post/page
- Use headings to summarize
- Use images to break up the monotony of text
- Use buttons for CTAs

Canva Instructions

I reviewed very quickly about how to create a social media quote and a book plate, but here are the detailed steps.

Steps for Creating Social Media Quote

1. Open stock image in Gimp
2. Use eyedropper to sample the background color.
3. Get Hex number on sampled background
4. Choose "Social Media" in Canva
5. Import stock image into project
6. Drop the stock image onto the canvas and size down to the top-left corner of the workspace.
7. Click on BACKGROUND and then click on the + button to open the color pallet.
8. Paste the sampled background color into the color pallet
9. Arrange text as desired
10. Don't forget your Call to Action (CTA)!

Steps for creating Book Plate

1. At the Canva home page, click "Use Custom Dimensions" button (top-right)
2. Enter 1000 x 682 & click "Design!" button
3. Click Layouts & select top-left (whole picture)
4. Click Uploads & upload desired background
5. Drag the uploaded background onto the layout and it will replace the placeholder image.

6. Change the transparency to about 40
7. Click on Background & select black. If the picture doesn't darken, click the + button and drag the slider. Picture should dim. Drag slider all the way to the right for #000000 for a black background
8. Upload free eBook cover & drag image only PARTIALLY onto the canvas - otherwise it will replace the background.
9. Use SHIFT + arrow keys to position where desired. Also, resize cover to give a little bit of a margin. We're going to add a thin frame to the cover to be sure it stands out from the background
10. Click on Elements & Select Shapes
11. Click on the white square
12. Click on the white square in the canvas & click "Back" on the toolbar that appears. It should go behind the cover.
13. Resize and position the square to give the cover a thin frame. Use the color pallet on the toolbar if you wish to change the color of the frame.
14. Click on Text & select text arrangements and options
15. Recommended Pixel Dimensions for Various Images
16. All dimensions have width x height, in that order.
17. Desktop Wallpapers
18. Widescreen - 1366 x 768
19. Square Screen - 1024 x 768 - Canva's Presentation template has these dimensions
20. Smartphone Backgrounds
21. Android Phone - 720 x 1280
22. iPhone - 640 x 1136
23. Newsletter Header - height is not as important as width. Keep the width no larger than 600 pixels for best results. Keep in mind that people will be viewing your newsletters on mobile devices, so try not to have too much tiny text. Your author name should be the largest to stand out. Canva has a nice template with great suggested layouts: Email Header
24. Social Media - Canva also has a nice template to use called...you guessed it: Social Media

Click the "More...+" button next to the basic template suggestions on the Canva home page and you'll see a LOT more template options.

HTML for Freebie Wallpapers & Smartphone Backgrounds

So far, I've shared with you how to add freebies to your drip campaign, and in today's session, I show you how you can use Canva to create those graphic freebies. Where to host the images, however, might be a question on your mind. Though there are many different ways you can house the information, such as Google Photos, Photobucket or other such image storage services, I personally recommend uploading the images to your website if you have one, or your blog if you do not have a website. In either location, you can create a page with instructions for your readers on how to download their images for use.

I was a software instructor for over 15 years and I wrote dozens of training manuals as well as policies and procedures...so I'm aware that not everyone has the luxury of those precious skills. As such, I'm going to help out by giving you the raw HTML. On my website, I have instructions for my readers, showing them how to download and use their freebie backgrounds and wallpapers...and now I'm passing those instruction on for you to use on your own website or blog. You can, of course, change them as you see fit.

Inside the **Photoshop Templates for Freebies** folder, which I've already linked in previous sessions, I've added a new document called **HTML for Download Instructions**. Not only does it have the code and plain text of the instructions, it also has links to videos show you how to add HTML to a WordPress site with tips on how to find instructions for Blogger, Wix or whatever site you use.

Link to main folder:

https://drive.google.com/folderview?id=0B8ljxCAV3_wCQUJqZkhRMktTSHc&usp=sharing

Link to Download Instructions document:

https://drive.google.com/open?id=1BSqDRD3fR39aU25PR51o9_6dSIV2o5n_SNmzZGaMHSM

Questions?

Try as I might, I know I can't be 100% effective in my communications. What sounds clear to me might be really confusing to you. No problem! If you have any questions about the ideas I've shared above, just email us at aprgiveaways@gmail.com and either I, Brenda or Jonny can answer your questions.

I hope you found this handout helpful and you're enjoying the webinars.

Thank you!!

Arial Burnz

Author of HOT Scottish Vampires