SAVE THE DATE

You & Your Reader

ARE WAKING UP MARRIED!

How to Get (and Keep) Non-Organic Subscribers

What just happened?

- Advertising
- Booksweeps Giveaway
- Bookfunnel Bundle
- Cross-Promotion
- Newsletter Swap

What now?

- **Offer an annulment**
  - BIG unsubscribe button, in
  - EVERY onboarding email
- **Give this thing a shot**
  - Be direct
  - Get to know each other
  - Make promises you can keep

Introduce yourself

- **Who/what/when/where/why?**
  - **You, spouse, kids, pets.**
  - **Country, city, etc.**
  - **What you write, why, how long.**
  - **Authors/books.**
  - **Directors/movies.**
- **BE YOURSELF.**
  (It's what you're best at.)

Get to know them

- **Questions for them:**
  - Them, spouse, kids, pets, country, city, authors/books, directors/movies
- **Questions for you:**
  - What store?
  - Buyer or KU?
  - Polls — character names, favorite authors, favorite tropes, what do they like, what do they want to see?
- **ASK. GOOD. QUESTIONS.**
  - A good question is one people WANT to answer. (Ninja, Chapter 15)

Are you compatible?

- Do they open?
- Do they click?
- What do they click?
  - Only your freebies?
  - Only gifts/cards?
  - Only KU?
  - Only other authors?
- Do they click on recommendations?
- Do they want the things you want?
- Track all this data. Use it to:
  - Make list-building decisions
  - Refine your onboarding

Breaking up is hard to do

- On the rocks
  - Who opens every email?
  - Who opens every second or third email?
  - Who used to open but doesn't anymore?
  - Who has never opened anything?
- Last chance–can go 1 of 2 ways
  - Wow them with largesse, or
  - To heck with those cheap @#$!*
  - Give them a way to stay in touch

An amicable divorce

- Automate purging
  - It's easier
  - It hurts less
    (but also, get over it)
  - Don't watch it
- Move on
  - Check your automation
  - Re-evaluate your list size
  - Plan some new list-building, or
  - Downgrade your service

Thank You!

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