EMAIL NEWSLETTER

TAKEAWAY

1. APA = ALWAYS BE ADDING
   SIGN UP FOR OUR LOYALTY PROGRAM
   USE WIDGETS ON YOUR WEBSITE, BLOG, SOCIAL MEDIA?

2. PICK AN EMAIL PARTNER
   PICK A FORMAT TEMPLATE & MOST OF ALL, PICK A COLOR PALETTE!

3. TAKE FEEDBACK ALLA
   LISTEN TO YOUR CUSTOMERS
   AND TRY TO... SOMETIMES
   WE SCRAPped TWO COLUMN FORMAT
   I love groovy typefaces!

4. Keep your format clean & interesting
   I am obsessed with photos being around the same size.

5. FOLLOW MARKETING RULES & THEN
   BREAK SOME!
   OUR OPEN RATE: GOOD
   OUR CLICK RATE: BAD

6. MAKE IT PERSONAL
   INCLUDE A NICE EVENT PHOTO
   WE USE THE WEBSITE VOICE

7. EVENTS DRIVE OUR NEWSLETTER INCLUDING
   BOOK CLUBS & STORYTIMES
   - find interviews & reviews to link to
   - link to sponsors & of course, book purchase

8. REVIEWS MAKE YOU SPECIAL
   Take your staff picks & pot it
   Repurpose, but also find fresh reviews
   Probably for another panel, if your booksellers won’t wave recommendations down
   See if you can have them tell them to YOU.

9. MAKE YOUR NEWSLETTER CONNECTED TO YOUR COMMUNITY
   *when it makes sense!
   Take what's going on HUC

10. PROOFREAD, PROOFREAD, PROOFREAD!
    MAKE A CHECKLIST
    MATCH DATES
    2-CHECK ADDRESSES
    3-TEST LINKS
    WE ALWAYS APOLOGIZE IN ADVANCE FOR OUR ERRORS. HERE TOO
DISPLAY TAKEAWAY

1. BESTSELLER LISTS
   - Why not yours or someone else's?

2. AWARD WINNERS
   - Sell books!
   - Obscure awards
   - Edgar
   - Gold CONCOUR
   - Booker

3. AWARD NOMINATIONS!
   - Plexy is your friend
   - Signage & decor

4. INDIE BOUND
   - October 2013
   - Hot Body and Other Plays
   - The Last Word

5. MOVIE/TIE-INS
   - Adult Kids Book Club
   - Sometimes we hang stars
   - So many we have to spine some
   - In addition to publish resource use movie website

6. DISPLAYS THAT TIE INTO OTHER BOOKS, LIKE
   - The Author's The world broke in two
   - The authors featured in the world broke in two
   - Actual display was bigger
   - My hand is tired

7. WHAT TO READ AFTER
   - Copy and paste book jackets onto signs
   - Fill in hot book

8. DISPLAYS VS. RECOMMENDATIONS
   - How to design
   - Book recommendation
   - Newsletter
   - Web or email

9. NANCY PEAL RECOMMENDS
   - Book displays
   - Sign
   - Man chick blog
   - Newsletter

10. JASON GOBBLE STAFF REC TABLE
    - We put a table in front of a load bearing post
    - Jason gobbled azaleas
    - Actual display was bigger