



presents

Autoresponder Swipe Copy

by Tim Grahl • outthinkgroup.com

Helping authors build their platform, connect with readers and sell more books

Dear Author,

Welcome to *Autoresponder Swipe Copy*. I'm excited to share this with you as it's one of the most powerful email marketing tools you can add to your author platform.

I have spent many years working with bestselling authors such as **Dan Pink** (#1 New York Times bestselling author of *To Sell Is Human* and *Drive*), **Chip and Dan Heath** (New York Times bestselling author of *Decisive*, *Switch* and *Made to Stick*), **Hugh Howey** (New York Times bestselling author of *Dust* and *Wool*), **Charles Duhigg** (Wall Street Journal and New York Times bestselling author of *The Power of Habit*) and many others. I have also spent countless hours researching marketing, reviewing successful case studies and interviewing professionals in the publishing industry to learn the most useful techniques for building your platform.

I created this PDF after working with so many authors and helping them take advantage of their email marketing. My goal is to make this a jumping off point for you. Feel free to tweak, edit and customize the content to make it yours.

On the following pages you'll find copy for three different emails to help new subscribers to your email list get acquainted with you and your work.

I look forward to seeing the success you have. Please feel free to email me at tim@outthinkgroup.com with your questions, feedback and success stories.

Thanks!



Tim Grahl
Out:think

tim@outthinkgroup.com

Autoresponder #1

Send immediately on signup

The goal of this email is to deliver on the “hook” that you used to get people to sign up for your email list. Did you promise a PDF, video or other download? If so, make sure they get it right after signing up! This is a great way to establish the initial connection and get them ready for email number two.

Hi XXX,

Thanks for signing up for my email newsletter! As promised, here is the [PDF, Video, etc] titled [download title] that you can access for free:

<http://linktothedownload.com>

You've made a great choice trusting me with your email address. I'll always respect your privacy and never share it with anyone. Also, I'm going to continue sending you great [content, stories, resources] to help you [lose weight, pass the time, etc].

Thanks for reading!

Tim

Autoresponder #2

Send 2 days after sign up, only between Monday and Friday

The goal of this email is to introduce yourself, the story behind your writing and give your new reader a few places they can find out more about you online.

Make sure you're putting your story in this and being personable. This isn't an email from your PR department. Share your love for writing and books.

Hi XXX,

Thanks again for signing up for my newsletter! In the last email I sent you the [PDF, Video, etc] titled [download title]. If you haven't already checked it out, make sure you don't miss it:

<http://linktothedownload.com>

[Fiction Example:]

My goal with this email newsletter is to share with you sneak peeks at my upcoming stories, favorite books I'm reading and, basically, anything fun I find on my adventure as a writer. To get started, if you don't know much about me, here's a couple places you can connect and find out more:

- [My website](#) - this has my bio, latest book projects and blog
- [Facebook](#) - connect with me! This is where I put all the great stuff that doesn't make it into the email list or blog.
- [\[ARTICLE TITLE\]](#) - A short review of my latest book [or an interview with me or a piece I wrote for this blog]

[Non-fiction Example:]

My goal with this email newsletter is to help you [sell more books, lose more weight, be a better public speaker, etc]. Every [month, week, 'so often'], I'm going to send out new content that will help you be successful. To get started, here's a couple things I think you'll like:

- [My website](#) - this has my bio, latest book projects and blog
- [Facebook](#) - connect with me! This is where I put all the great stuff that doesn't make it into the email list or blog.
- [\[ARTICLE TITLE\]](#) - A short review of my latest book [or an interview with me or a piece I wrote for this blog]

--

Until next time!

Tim

Autoresponder #3

Send 4 days after sign up, only between Monday and Friday

The goal of this email is to invite your subscribers to purchase your books.

In all of the emails you send to your list, you want to look for opportunities to reference -- and link to -- your books. However, in your autoresponder series it's an imperative!

The two rules of thumb are to 1) make your latest title top priority and 2) reference your backlist.

You've laid the groundwork with free content and information about who you are and why you write. Now is the time to make sure they know they can purchase something!

Hi XXX,

A few days ago you signed up for my newsletter and made a great choice trusting me with your inbox. I'm going to continue sending you great content over the coming months, but first, I want to make sure you know about my latest projects!

Recently I released [book title] and it's about [book summary - Amazon description]. It's gotten a lot of great reviews like:

[blurbs]

If you've enjoyed my other content, I know you'll love this. You can pick up a copy of [book title] at [links to online stores].

In addition, I've also written [three] other books that you might enjoy. They are:

[list of books and links to buy]

Thanks again for being a part of my newsletter and I'm looking forward to having you on board!

Until next time,
Tim

It's that simple!

By setting up a series of autoresponders, you're ensuring that everyone that comes onto your email list gets introduced to who you are, why you're right and what titles you've released.

Once you have this in place, you can confidently invite people to join your email list knowing they'll get great content and will be more likely to buy your books.

I hope this has been helpful and, as always, feel free to email me with any questions. Thanks!

A handwritten signature in black ink, appearing to read 'Tim Grahl', with a stylized flourish at the end.

Tim Grahl
Out:think

tim@outthinkgroup.com