

5 Email Ideas You Can Send Tomorrow

Directions:

- Use one or all 5 of these email ideas and schedule them to send every other day if you want to jumpstart engagement with your readers.
- Schedule these to send 1x/week and you have 5 weeks of emails already done! Keep going to maintain that consistency!

1. Behind the Scenes Peek

Readers love feeling like insiders. Share something from your writing or publishing journey.

Subject line: “A little sneak peek...”

Body:

- What I’m working on right now: _____
- Share a bit about the benefits of the community you built at the Stockholm Writers Festival 2025
- A quirky/funny struggle along the way: _____
- Why I’m excited to share this with you: _____
- Snap a pic of your writing space and ask your readers where they feel most inspired

CTA: Hit reply and tell me what you think about [character/cover/title idea].

5 Email Ideas You Can Send Tomorrow

2. Personal Story with a Book Tie-In

A quick slice of your life that connects back to your book themes.

Subject line: “This reminded me of my book...”

Body:

- Share a personal moment (childhood memory, trip, funny fail).
- Connect it to your story or message: _____
- Bridge to your book: “That’s exactly what inspired [scene/book theme].”

CTA: Have you ever experienced something like this?

3. Reader Spotlight / Appreciation

Show your community they matter to you and you see them.

Subject line: “Reader shout-out 🎉”

Body:

- Thank a reader or share a *kind comment/review: _____
- Why it meant a lot to you: _____
- Invite others to join in: “Want to be featured? Send me your thoughts!”

*If you’re brave, share a 1-2-star review and mention how grateful you are for ALL reviews, even the negative ones ;-)

CTA: Reply with your favorite [character/scene/line] and I might feature you next.

5 Email Ideas You Can Send Tomorrow

4. Bookish Recommendation

Share something you loved that your readers would too.

Subject line: “If you liked [Your Book], you’ll love this”

Body:

- Quick blurb of what you’re recommending (book, podcast, film).
- Why it connects to your own work: _____
- Keep it short and warm, like you’d text a friend.

CTA: What’s something you’ve read/watched lately that stuck with you?

5. Ask for Input

People engage when you ask their opinion.

Subject line: “Help me decide…”

Body:

- Share 2–3 options (cover design, title ideas, character names).
- Invite them to vote or reply.
- Promise to share the results in the next email with a “Keep an eye on your inbox for the results!”.

CTA: Reply with your choice—A, B, or C.

✨ Bonus Tip: Your email doesn’t need to be long. One idea, one story, one CTA is enough.