



40 EMAIL IDEAS FOR AUTHORS

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Your email list is your most powerful marketing tool. Unlike social media, where algorithms decide who sees your content, your email list gives you *direct access* to the readers who genuinely care about your work. These are your superfans—the ones who pre-order your books, leave reviews, and tell their friends about your stories.

Consistent communication builds trust, deepens the reader–author relationship, and keeps your name top of mind between releases. Whether you send updates monthly or quarterly, regular emails remind readers that you’re not just an author—they’re part of your world.

To help you stay inspired and consistent, here are 40 email ideas you can use throughout the year, divided into easy categories.

Behind the Scenes

1. Share your current writing setup or workspace.
2. Give readers a peek at your writing playlist or music inspiration.
3. Reveal how you name your characters (and ask for reader input!).
4. Share a “deleted scene” or an early draft snippet.
5. Talk about the hardest or funniest scene you’ve written lately.
6. Introduce your writing routine (or your lack of one).
7. Share your favorite writing tools, software, or notebooks.
8. Show the evolution of a book cover or character concept.

Promote Your Upcoming or New Release

1. Announce your new release with a pre-order link and bonus incentive.
2. Share your book’s first line (and ask readers what they think happens next).
3. Reveal your book cover with a fun story behind it.
4. Offer an exclusive sneak peek or first chapter.
5. Share early reviews or endorsements.
6. Highlight book launch events, signings, or virtual appearances.
7. Create a “Meet the Characters” feature for your main cast.
8. Send a “countdown to release” email with fun teasers.

Reader Connection + Community

1. Ask readers for input (cover vote, book title vote, etc.).
2. Run a “reader of the month” spotlight or feature a fan photo.
3. Share what you’re currently reading and ask for recommendations.
4. Celebrate a reader milestone (10K subscribers, 100 reviews, etc.).
5. Create a “reader survey” to learn what they love most.
6. Send a heartfelt thank-you message after a milestone or release.
7. Encourage readers to reply and share their favorite character or scene.
8. Start a fun challenge (e.g., a reading bingo or quote quiz).

Your Life Beyond the Books

1. Share what you’re binge-watching or obsessed with right now.
2. Introduce your pets (with pictures, of course).
3. Share a personal win or life update—big or small.
4. Talk about your favorite travel destination or dream writing retreat.
5. Give readers a glimpse into your hobbies or creative outlets.
6. Write about a lesson you’ve learned lately (writing or life-related).

Value + Education for Readers or Aspiring Writers

1. Share your top book recommendations in your genre.
2. Offer writing advice or your favorite craft book suggestions.
3. Teach something small—like how to build suspense or write a great twist.
4. Share your publishing journey (from idea to finished book).
5. Provide book club questions for one of your novels.
6. Offer a printable or download—like a reading tracker or quote art.
7. Recommend other authors your readers might love.
8. Write a “story behind the story” email explaining your inspiration.

Seasonal + Fun Extras

1. Send a holiday or seasonal greeting with a themed book list.
2. Do a “year in review” recap with your highlights and upcoming projects.

Think of your email list like a friendship—one that grows through authenticity and consistency. Not every message has to sell something. The best emails make readers *feel* connected to you, your stories, and your world. Choose a few ideas each month, mix personal moments with book updates, and most importantly—have fun connecting with the people who make your author career possible.