



# Email Update Checklist

Consult the list below every time you [write an email update to your fans](#). Before long, you'll be an old pro at this stuff, and having a blast while building awesome relationships with your readers!

## OVERALL ITEMS

- My template looks like a traditional email, not a snazzy newsletter.
- My email has a single purpose/action.
- My subject line is engaging and attention-grabbing.

## EMAIL BODY

- My opening line is personal and non-robotic.
- My email sounds like it's written to a single reader.
- I use short sentences to break up the email.
- My email flows conversationally when read out loud.
- I've included my call to action at least twice.
- I included a PS (if appropriate).

### Confuzzled?

If you have questions about anything in the list, don't be shy -- shoot me an email ([toni@selfpublishingteam.com](mailto:toni@selfpublishingteam.com)) and I \*will\* help you out!

- Toni @ Duolit

[selfpublishingteam.com](http://selfpublishingteam.com)

## SAMPLE EMAIL

SUBJECT: NEW Halloween-y Short Story Inside (I'm eager to hear your thoughts!)

Hey there!

October is already here — are you breaking out the fall decorations? Even though there's not the slightest hint of a chill in the air here in Florida, I'm already plotting out the design for my front porch Halloween display!

Believe it or not, Halloween is my favorite holiday. Something about it signals the beginning of an exciting holiday season, and I've always been drawn to that.

Plus, you know, all the candy. I can't lie, I'm a sucker for the candy (pardon the pun).

Anyways, I was struck by a bit of inspiration over the weekend, and whipped up a short story about new beginnings, old candy and the costumes we wear year-round. I'd love for you to check it out:

[Click here to read 'Did They Make All The Candy Corn in 1976?'](#)

It's a bit of a departure from my normal fare, so I'm interested to hear what you think. After you've read the post, would you leave a short comment and share your thoughts (be honest!)?

I've been stressing over whether I should flesh it out, and your feedback will help a ton.

[Click here to read the short story and leave a comment!](#)

Thank you for taking the time to check it out and I can't wait to hear your thoughts!

Happy October,

Toni Imnotanauthor

PS: Did I mention that the story involves a costume made completely out of candy corn? [You know you can't resist finding out more about that!](#)

## BEFORE SENDING I:

- Tested my email by sending a copy to myself.
- Read my email out loud to check for mistakes.

*duolit*