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**CONTENT IDEAS
FOR YOUR**

author newsletter





50 content ideas

for your author newsletter

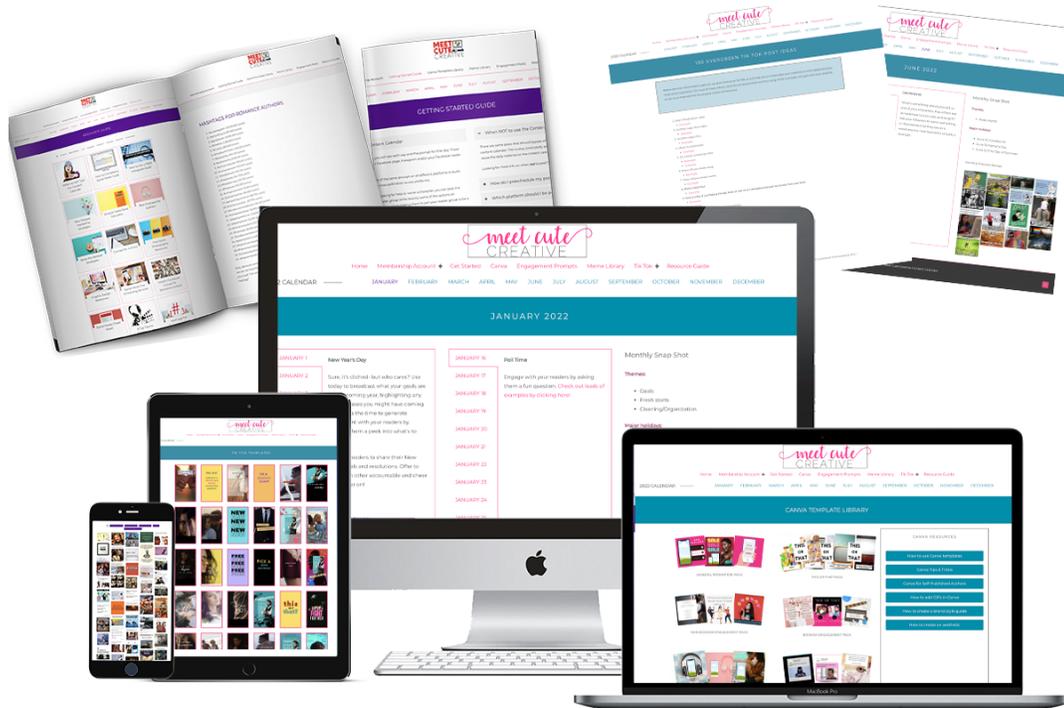
- Share an excerpt of your WIP or latest release
- Discuss your research into this WIP and some interesting facts or things you learned
- Discuss something that inspired your recent book
- Talk about a scene or chapter in your book that really challenged you, or that was fun to write and why
- Highlight a book in your backlist
- Highlight your favorite book you wrote, and why
- Talk about your writing process or habits
- Share a “round up” of all the projects and things you’ve been up to
- Share a “day in the life” and talk about what your average day looks like
- Share the top 5 lessons you’ve learned since publishing your first book
- Talk about the highs vs the lows of being an author
- Answer what inspired you to start writing
- Answer where you get your inspiration for books from
- Share your writing goals for the year
- Share your author bucket list
- Post your anticipated publishing schedule (with preorder links if available!)
- Talk about plans for an upcoming holiday
- Share pictures of your pets
- Ask readers for help naming a character or book title
- Interview an author in your genre
- Show off your writing space
- Share what music you listen to when writing
- Share your favorite writing tools/hacks
- If attending an event or panel, talk about it
- Give your take on a controversial opinion (stay away from politics and religion and focus on your genre. For example, “I will NEVER read a secret baby romance. Convince me I’m wrong) and ask your readers for feedback

- Share a deleted scene
- Highlight a meaningful review and shout out the reviewer (and remind people where they can leave reviews!)
- Highlight any fan art or TikTok videos made by readers
- Interview a member of your reader team
- Talk about some fun things you do in your Facebook reader group (and make sure to include a link to join!)
- Share character inspiration photos
- Share your WIP inspiration Pinterest board
- Interview your characters
- Have your character send the newsletter as themselves
- Share how your MC's are different or similar to you
- Talk about your MC's career and why you chose it for them
- If your characters have an interesting hobby, discuss why you gave it to them
- If your book has a scene set in a local setting, share why you chose that place (and take a picture of your book in that setting!)
- Talk about the book you're currently reading
- Discuss a TV show you're loving or a movie you recently saw
- Share a word bubble of your book (make one at <https://www.wordclouds.com/>)
- Share a funny meme or joke (We've got tons available in our [2022 Romance Author Content Calendar!](#))
- Share books similar to yours that readers might be interested in (but make sure to not overload them)
- Share some upcoming releases you are excited to read
- Share mini book reviews of books you've read
- Add any sales, promotions or giveaways you are participating in
- Shout out your cover designer, editor or other members of your team
- Share recipes from your books
- Add video content - repost popular TikTok or reels from your week
- Share your blog posts you've written, or blogs you've written for other sites

[more resources, tips and tools at meetcutecreative.com](https://www.meetcutecreative.com)



looking for more help with your content creation?



Romance Author Content Calendar

12 months and 365+ daily post ideas for social media including hashtags, social media holidays and ideas on how to promote your books and brand while also building engagement

300+ fully customizable Canva templates*

100 evergreen TikTok video ideas

85+ fully customizable TikTok Canva templates*

400+ memes for fun social media posts and Facebook group engagement

150+ Engagement Questions

Resource guide with 40+ articles on elevating your career and social media strategy

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