

Previewing your email on a **mobile device** for quality ensures maximum reach and engagement.

A **subject line** that provides a sneak peak at the best content in the email encourages recipients to read more.

< Inbox (771) ^ v



From: Blue Apricot Press (inquiries@blueapricotpress.com)  
 Subject: **Are Your Books e-Ready?**

**From email address** that professionally represents your organization.



**Short copy** makes it easy for recipients to gain interest and increases the likelihood they will read the whole email.



**Logo and brand colors** lets recipients quickly recognize the email is from a business or person they know and trust.

## Hey Writers: Are Your Books e-Ready?

### How to Publish for Kindle, Nook, and iBook

As more people move online, whether on an e-reader, tablet, laptop, or even a smartphone, it is important for authors to have digital versions of their book available soon after publishing. Blue Apricot Press will work with you to create these digital formats to maximize your readership.



**LEARN MORE**

One **call-to-action** for each message telling recipients exactly what you want them to do will help reach your marketing goals.

## New Author Profile

### Meet Elise Geller, Author of *Traffic Patterns*

In her debut novel, *Traffic Patterns*, Elise Geller has demonstrated a profound understanding of the human condition. The novel reads more like a series of short stories that can stand on their own, until the end, when she ties everything together. Geller explains her process in a Q&A with our senior editor, Abbie Stein.



The use of a **few small images** brings order and visual appeal to the page, making it easy to read.

**READ THE INTERVIEW**

A **single column** ensures your email can be easily viewed on a mobile device.

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