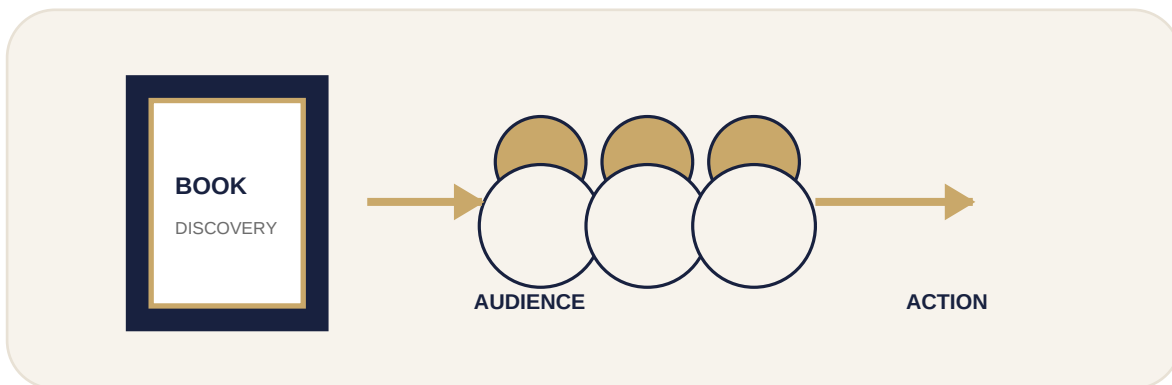


SOPHIE ELLIS CLARK

Author Outreach Templates

Professional, reader-first outreach templates for clubs, podcasts, blogs, newsletters and communities.



A practical resource for authors who want clearer positioning, stronger reader connections and more intentional book discovery.

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How to use this resource

Do not try to complete everything in one sitting. Work through the sections that match your current stage, mark the actions you will take, and return to the resource as your marketing develops.



READER COMMUNITY

Build relationships, not a list of targets.

Your reader-first rule

Good book marketing is not about being everywhere. It is about making the right message easier for the right reader to notice, understand and act on.

The Outreach Principle

Good outreach is specific, respectful and relevant. Your goal is to begin a relationship or open a useful conversation, not to force a transaction.



READER COMMUNITY

Build relationships, not a list of targets.

Before You Send Anything

- Read the person's website or profile.
- Understand their audience.
- Check whether they accept submissions or promotions.
- Identify one genuine reason your book fits.
- Personalize the first two lines.
- Keep your request easy to understand.

Book Club Template

Subject: A book that may fit your readers

Hello [Name], I came across [Club Name] and noticed your group enjoys [specific interest]. My book, [Title], is a [genre] story focused on [reader hook]. I thought it might be a natural fit for your reading community. If you are open to it, I would be happy to share a short overview and discussion material. Thank you for the work you do for readers.

Adapt the message. Do not send identical outreach to dozens of groups.

Podcast or Interview Template

Subject: Guest idea for [Podcast Name]

Hello [Name], I enjoyed your conversation about [topic]. I am an author of [Title], and I explore [topic or theme]. I believe the subject could offer your audience a useful conversation around [specific angle]. If you are considering guests on this theme, I would be glad to send a short pitch and background information.

Blog or Newsletter Template

Subject: Story or resource idea for your readers

Hello [Name], I have been following your work around [topic]. I noticed your readers respond to [specific subject]. I would love to suggest a useful piece on [topic], informed by my experience writing [Title]. If that fits your editorial plans, I can send a concise outline and supporting information.

Follow-Up Template

Hello [Name], I wanted to follow up on my note about [topic]. I know inboxes get busy, so no pressure if it is not a fit. If the idea is relevant to your readers, I would be happy to send the short details. Either way, thank you for your time.

Outreach Tracker

Area	1	2	3	4	5	Evidence / Notes
Contact						
Audience fit						
Personalization						
Date sent						
Response						
Next step						

Your next 3 moves

Choose three actions you can complete in the next seven days. Keep them small enough to finish and specific enough to measure.

1. _____

What will tell me this is complete? _____

2. _____

What will tell me this is complete? _____

3. _____

What will tell me this is complete? _____

A final reminder

Your book deserves more than random promotion. Give it a clear promise, a defined reader, a thoughtful discovery path and a consistent reason for people to care.

With purpose, clarity and reader-first strategy,

Sophie Ellis Clark

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