

Welcome Email Series
for

AI_AUTHOR



Email 1: Welcome Email

Subject Line: Thanks for subscribing to the SouthWind Press Newsletter!

We’re starting a new chapter together



Hi Aki,

Thanks for subscribing to the SouthWind Press Newsletter. From now on, we’ll send you regularly an update on new releases, forthcoming titles, SouthWind in the Media, deals on our website and more!
As a new subscriber, we are pleased to offer you a FREE ebook of your favorite genre for joining our list.

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If you have any questions, feel free to contact us at info@southwind.com

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Email 2 : Book Announcement through interview with the author
call-to-action: pre order book

Subject Line: National Science Fiction day: Interview with John Sterling



Hi Aki,

This National Science Fiction day, SouthWind Press is interviewing John Sterling, the winner of 2012 Locus Award for Best Science Fiction Novel Rune. He is also talking about his next novel “**AI_Author**” coming out next month.



Tell me about your Next Novel “AI_Author” in a few lines?

AI_Athour is the story of a young **Canadian** programmer who created an AI, Zandra, who crafted a **novel**. He submitted his novel to a publisher and they accepted it, winning the **Giller prize**. Then, the truth about its authorship is revealed. And He risks losing not just his career but also his best friend.

Where did you get the idea for AI_Author?

“**AI_Athour**” was actually an old idea. I wrote the first draft twenty years ago. It’s been redrafted over time, and when I sent it to SouthWind Press it was accepted.

What are your views on AI and the technological singularity as a whole?

Overhyped. Yes, things will change but society will not undergo a sudden transformation into utopia.

What advice would you give a new Science Fiction writer?

First and foremost, write. Don’t get distracted by other things. Do what works for you, whether you’re a planner or a pantser (writes by the seat of their pants), or whatever else. Discover your own writing process.

National Science Fiction Day Promotion

Receive **15% off** AI-Author and preorder it from SouthWind Press.com with

code #AI_A

Promo code is valid July 1-30, 2021



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Email 3 : Book promotion and free except of the book
call-to-action: pre order book

Subject Line: John Sterling’s Next Novel Coming Soon: AI_Author

READ INDEPENDENTLY *SOUTHWIND PRESS*



Hi Aki,

I am pleased to announce **AI_Author**, the next novel of John Sterling, the winner of 2012 Locus Award for Best Science Fiction Novel. *Rune* will come out next month this time.

AI_Author by John Sterling will appeal to Cyberpunk readers and science fiction fans. It is the story of a young Canadian programmer who created an AI, Zandra, who crafted a novel. He submitted his novel to a publisher and they accepted it, winning the Giller prize. Then, the truth about its authorship is revealed...

Seamlessly weaving literary elements with speculative fiction, **AI_Author** is a thought-provoking novel that explores the eccentricities of technology, creation, and what it means to be human.

NEW FROM
JOHN STERLING
AVAILABLE September 15, 2021
www.southwindpress.com



[Read an Excerpt](#)

“AI_Author is filled with subtle humor and compelling character. Every page is perfectly programmed to draw you in and never let go.”
-Martha Wells, author of *The Murderbot Diaries*

STAY TUNED:

- Upcoming interview today on Wired on Thursday, March 5, 2021 at 11:30 AM EDT.
- Upcoming interview on Locus Mag, March 9 at 9:45 AM EDT.
- Upcoming interviews on Speculating Canada, March 12, 2021 from 2:30-6:30 PM EDT.
- Upcoming interview on AI Trends, March 16 at 9:45 AM EDT.
- Upcoming interviews on BuzzFeed Canada, March 20, 2021 from 2:30-6:30 PM EDT.
- Upcoming interview on Reader's Digest Canada, March 26, 2021 at 7:45 AM EDT.
- Upcoming interview on Quill & Quire on April 2, 2021 at 9:15 AM EDT.

[Pre order the book](#)



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Email 4: Unveil the book
Call-to-action: purchase the book

Subject Line: AI_Author: Another Masterful Work by John Sterling



Hi Aki,

We're thrilled AI_Author by John Sterling is finally out in the world! Next week on Wednesday, February 15 at 7 PM ET, we're celebrating the virtual book launch in partnership with the Ad Astra Science Fiction and Literary Festival live on Facebook and on YouTube!



You're invited to the virtual book launch for AI_Author by John Sterling. We'll be streaming live on Wednesday, February 5 at 7 PM ET. John Sterling will be joined for a discussion by Sheila McIlraith, AI Knowledge Representation expert at the university of Toronto for an informative chat about truth and myths regarding AI and the symbiotic relationship between science and fiction. On Thursday, February 16 at 9 AM ET, there will be a reading and a Q&A and a book giveaway. You could win a copy of the book!

PSVP to AI_Author Launch

ABOUT AI_AUTHOR:

Nick Pelletier, a young Canadian programmer, has created what no one else thought possible: an artificial intelligence with personality and creativity. Zandra, as the AI calls herself, crafts her own novel, spinning characters, plots, and settings out of nothing more than the universal knowledge of the internet. Nick doesn't realise how advanced his AI creation is until she submits her novel to a publisher — and they accept it. The novel is released to international acclaim, and seems likely to win the coveted Giller Prize. Then, the truth about its authorship is revealed...

Purchase AI_Author from SouthWind



John Sterling is a Canadian journalist and speculative fiction author. His first novel, Rune, won the 2012 Locus Award for best science fiction novel, and was a finalist for the John W. Campbell Memorial Award. Sterling's second novel, Distraction was nominated for an Aurora Award and was an Amazon bestseller.



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A WELCOME SERIES SCHEDULE

Email one: Immediately after subscribing

- Subject line: Thanks for subscribing to the South Wind Press Newsletter!
- Free eBook for joining our list
- CTA: Follow us on Social Media

Email 2: Tuesday 5 July three months before book launch

- Introduce book through an interview with the author on National Science Fiction day
- This pre-publication phase includes a gift with pre-order on Science Fiction day (1-30 July)
- Subject line: National Science Fiction day: Interview with John Sterling
- CTA: Pre-order the book

Email 3: Tuesday 5 August two months before book launch

- This email allow the audience to read a few free pages of the book and give more content about the book and also inform audience for upcoming author's interviews in Media
- CTA: Pre-order the book

Email 4: Tuesday 10 September few days before book launch

- Book launch announcement and celebrate release day. Those who still didn't pre-order the book can jump on it now
- CTA: purchase the book

- To create early buzz for our new book and alert consumers to pay attention to it, we have a pre-order campaign 3 months before book launch and send an email a month.
- The audience for this book are male/female people between 25-55, interested in science-fiction with a literary twist, technology cyborgs, and AI. They are also the readers of Can Lit. We personalize our email based on the interests of our subscribers and also welcome them by name.
- Because our primary audience is a 9-5 business person, the best time to send emails is midweek, where they consistently check their inboxes and we have higher open and click rates. So we send them on Tuesdays. However, we also test our email for Thursday, and Wednesday to see when we receive the most traffic. And then we send individual emails based on each subscriber's action
- Because over half of our users are mobile users and half use both mobile and desktop, so we test our email both in the evening (8 pm) and late morning (10 am). We also made our emails mobile friendly.
- We choose Canada Time zone to send emails, because majority of our audience are there.