Finding and Building Your Community of Readers with TinyLetter and Twitter

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Your Expert Nation

What is TinyLetter?
- A free personal e-newsletter service by Mail Chimp, TinyLetter is ideal for writers who want a clean and simple format to send updates, posts, and dispatches to subscribers.
- Unlike MailChimp or Constant Contact, TinyLetter has few restrictions. While it doesn't have all the features necessary for a business, it allows up to 5,000 subscribers with no limit on how often you can send a newsletter. Basic analytics such as the amount of unique opens and unique clicks are offered.

Why TinyLetter?
- Send directly from your email without logging in. Just use the unique/secret email given to your account to hit send and TinyLetter will do the rest.
- You may also delete subscribers at any time. If a subscriber abuses the "reply" function, simply delete the user off your list. These features make TinyLetter an ideal "safe space" for sharing and building community without having to worry about nasty comments.

Examples of Successful TinyLetters:
- [Updates from the Shirley Jackson Files](#) by Ruth Franklin
- [QUEEN](#) by Alexander Chee
- [Eff](#) by Lyz Lenz
- [Charlotte Shane's Prostitute Laundry](#), which she is now self-publishing.

Why Twitter?
- Not just for self-promotion, Twitter can provide an avenue for conversation and getting to know your readers. Using caution is wise, however. Comment sections aren't the only places where trolls lurk.
- How you use Twitter is up to your personal comfort. Some authors like [Roxane Gay](#) use their platform to share everything from their favorite show to the writing process, or even to engage with detractors. Others like [Ashley Ford](#) build their Twitter following by asking questions and engaging with users over favorite books.
- Whereas TinyLetter allows for more intimate and private community building, Twitter offers a more public option.

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