



**LibraryAware**



# **NextReads Newsletters**



**A GUIDE TO**  
Getting started,  
growing subscribers,  
and engaging  
readers no matter  
your staff size.

Learn more: [www.ebsco.com/novelist](http://www.ebsco.com/novelist)

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# Welcome to NextReads Newsletters!

Readers want convenience, so getting books in the hands of readers means getting them in their inboxes as well. NextReads newsletters have been making that easy for libraries since 2006 with award-winning hand-crafted annotations from the book experts you trust. NextReads allows you to consistently offer a wide variety of reading lists for all kinds of readers. Your library will be able to keep your patrons' to-be-read lists stocked, even if your staff doesn't have the time or expertise to create book lists themselves. And best of all, this book recommendation service is already included in your LibraryAware subscription.

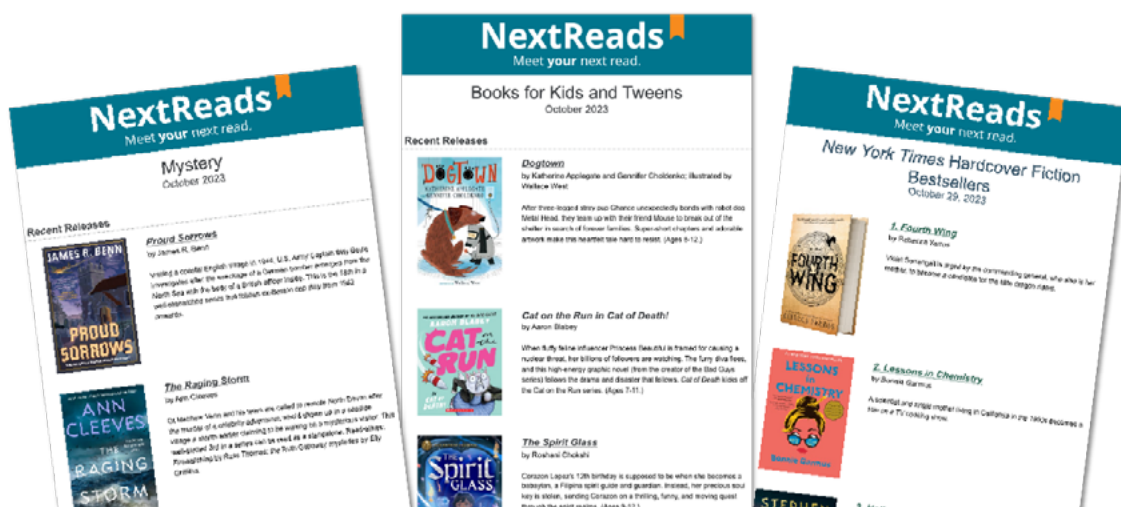
Good customer service means making sure your community knows they can turn to your library for books they'll love. Let our bibliographers pick well-reviewed books and write engaging and informative annotations for you, with quality recommendations linked to your catalog for easy checkout. We'll make sure the newsletters reflect an inclusive collection development ethic while providing fresh inspiration for creative book displays and share-worthy content for your social media.

Thank you for all you do to inspire a love of reading. We appreciate the opportunity to support your work. Let us know about your NextReads success stories at [novelistcommunications@ebSCO.com](mailto:novelistcommunications@ebSCO.com).

Sincerely,



Danielle Borasky  
Vice President  
NovelList, a division of EBSCO Information Services





## What are NextReads Newsletters?

NextReads newsletters deliver reading recommendations on popular topics sent by your library directly to patron inboxes. The curated lists include award-winning, hand-written annotations from the book experts at NoveList. They're the easy way to provide a valuable readers' advisory service with as little effort as you want. In fact, they can be a lifesaver for busy libraries of any size (sound familiar?).

### What's involved on my part?

If your LibraryAware account isn't yet set up with NextReads newsletters, email us at [libraryaware@ebSCO.com](mailto:libraryaware@ebSCO.com). You can request all newsletter lists or just a few. Each issue arrives finished and ready to go out to your patrons on a set [schedule](#) year round. You don't have to do anything (unless you want to edit the draft). The titles automatically link to your catalog for more information or to place a hold.

### How much does it cost?

All the lists are included in your LibraryAware subscription. Why pay for another service when you already have expert recommendations available from NoveList?

### What books are included?

Each title featured in a NextReads newsletter is one that you are likely to have in your collection and that you would be pleased to recommend to your patrons.

#### When making selections, we:

- Comb through hundreds of book reviews and keep up with the latest news in publishing.
- Check out reviews from readers to ensure that the books we select have broad appeal.
- Examine popularity indicators to ensure that most titles are likely to be in your collection.
- Consider the diverse needs of your patrons by selecting titles across a variety of genres, sub-genres, and topics.
- Reflect an inclusive collection development ethic featuring titles from authors from a variety of races, cultures, nationalities, genders, sexual orientations, abilities, and religions.

### Want an easy way to promote new and buzz-worthy books?

We've done the work for you, and it's all included in your subscription with lists like Must-Read Books, Page to Screen, LibraryReads, and the New York Times Fiction and Nonfiction Bestsellers.

### What if I want to only include books in my collection?

We work hard to make sure the featured titles are found in most libraries, but we know that collections can vary. That's why we provide the [Advance List](#) for a sneak peek of titles we'll include in upcoming issues. You can flag any title so that when you get the draft to review, you'll be reminded to take action before it's sent to your patrons.

**PRO  
TIP!**

Take a look at our **NextReads Newsletter Delivery Schedule** and add the dates to your work calendar.

## How do I get the new NextReads header?

NextReads newsletters use the default email branding in your LibraryAware account. Want to use our new NextReads header on all your newsletters? [Here's how.](#)



**NextReads**  
Meet your next read.

## Do I have to call it NextReads?

No! While many libraries love that name, others want it to reflect their own library's branding or RA service. Here are a few ways libraries have personalized their newsletters.

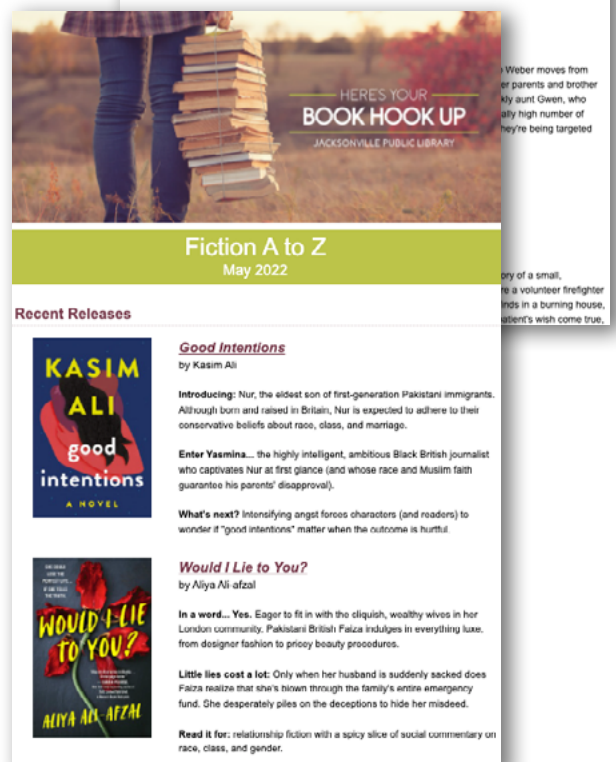
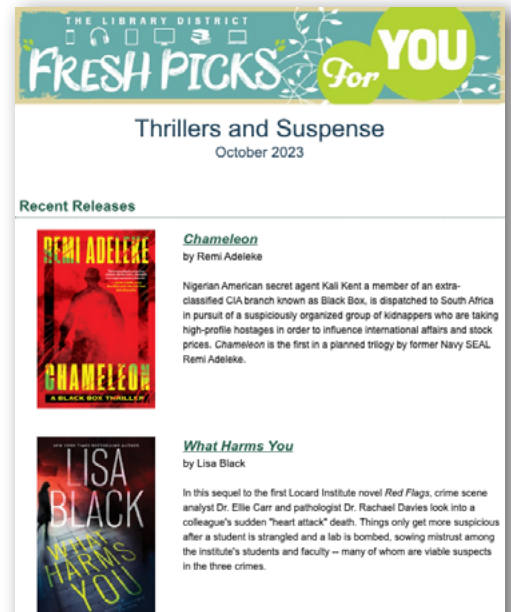
For an easy way to create themed looks for each list, let us do the work for you with our professionally designed headers. [Take a look!](#)

## How can NextReads help with collection development?

Many libraries use our newsletters to help them make purchasing decisions. If you don't have one of the books we've listed, you can easily [add it](#) to your Baker & Taylor cart straight from the Advance List.

## How are they sent to patrons?

We distribute NextReads newsletters to your patrons using syndication. The newsletters will flow through your LibraryAware account to your patrons' inboxes.





# Saving Time with the Advance List

Stay up to date, check your collection quickly, and more!

## Predict the future

Know what titles will appear in NextReads newsletters as much as two months ahead with the [Advance List](#). This gives you time to order books you may not have (and it's easy using the [Baker & Taylor cart](#)). The items are automatically linked to your catalog so you can get more information on the title easily.

**PRO  
TIP!**

Get reminded when the Advance List is ready. Select the newsletter lists you want to be notified about under Email Notification Preferences in your **personal settings**.

## Check your collection holdings without clicking on every link

This one tip saved a library several hours every month. Instead of opening each newsletter and clicking on each link to see whether it's in your collection, check the Advance List to see all titles in one place. Plus, if your library has [On the Shelf](#) set up, you will see real-time holdings information here. If OTS isn't enabled for your library yet, email us at [libraryaware@ebSCO.com](mailto:libraryaware@ebSCO.com) to see if it's compatible with your ILS.

## Mark titles for deletion

If for any reason you don't want to feature a title, click on the [Flag for Deletion link](#). Then when the draft of that issue comes out, there will be a red box around the title to remind you to delete it from the newsletter, or swap it out for a different title.

## Build your collection

The Advance List can also be used as a collection development tool for new and recommended titles that you may want to purchase for your collection. Baker & Taylor customers can [click this link](#) to add titles to their B&T cart for purchase.

## What if book publication dates change after the books appear on the Advance List?

Every now and then, we need to make changes to the Advance List to accommodate for delayed book publications or other unforeseen issues that arise after a book is selected. On these rare occasions, we'll remove the title from the Advance List, and we'll let you know right away. We'll also send you occasional emails with time-saving tips, promotion ideas, and inspiration to help make your NextReads newsletters a success.

**Note:** The titles from the Hardcover Fiction and Nonfiction New York Times Bestseller newsletters, Page to Screen newsletter, Must-Read Books, and LibraryReads newsletters do not appear in the Advance List.



# The Drafts are Ready. Now What Do I Do?

## Option A: Nothing!

That's right. Many libraries leave in books that they don't own and allow patrons to request them in their catalog. Others add a "Request" button linked to a webpage where patrons can request the library purchase books. It's a great way to know which books your patrons want most. This is our **recommended option**.

## Option B: Review/edit the draft.

NextReads newsletters will be listed under "Scheduled" because NextReads staff **have already scheduled** the issue to be sent to your patrons. You could:

### Check your collection.

You can do this easily from your **Advance List** if you have your **local collection file** uploaded and **set up** in LibraryAware's Basic Settings. Our **On The Shelf** feature gives you real-time availability information. Email us at **libraryaware@ebSCO.com** to see if it's compatible with your ILS.

### Swap out titles if you want.

It's easy to **add** or change books. If you need help locating a book, please see **What if I have trouble finding the book that I want to add to my item or newsletter?**

### Add a section tag for any additional annotations.

Our annotations are formatted into sections using **section tags**. If you add a new title, you can keep your annotation simple by just adding the "What it's about:" section tag before the publisher's annotation.

## Bonus Ideas:

### Add information about upcoming events.

You're already emailing readers about a topic they love. Now's the time to tell them about a program, **event**, or service they'll love, too. Talk about target marketing! For example, Picture Books is perfect for sharing your storytime schedule. **Here's how** one library promotes several services at the end of their newsletter **and another** that promotes an e-resource at the top. Ready to try it? **Start here**.

### Add an e-book or e-audiobook button.

Using a call-to-action button can make it easier for patrons to see right away how to get the e-book or digital audiobook version. See **step-by-step instructions** here.

The screenshot shows a library newsletter header for St. Charles City-County Library with the myLibrary.org logo. Below the header is a section for "New York Times Hardcover Nonfiction Bestsellers" dated June 5, 2022. The main content area features a "special event" for the "St. Louis Symphony Ensemble in Your Neighborhood" at 370 Lakeside Park on Tuesday, June 7 at 7 pm. A small photo of a lake scene is included. At the bottom, there is a promotional section for "The Office BFFs" e-book by Jenna Fischer and Angela Kinsey, with a call-to-action button labeled "E-BOOK".



# Getting Readers Subscribed

So now that you're all set up and ready to go, how do you get your library patrons subscribed to receive these fantastic reading suggestions? We make that easy, too!

Every LibraryAware account comes with an [opt-in page](#) that is automatically populated with NextReads newsletters. Here's what a [standard opt-in page](#) looks like; below are two examples of custom opt-in pages. You can even add book carousels like [this library](#) did.

To request a custom opt-in page, click the "Stuck? Chat with us!" icon in LibraryAware or email us at [libraryaware@ebSCO.com](mailto:libraryaware@ebSCO.com).

**NextReads**  
Meet your next read.

Looking for a great new book? Sign up for Your Public Library's eNewsletters and get insightful recommendations just for you!

To receive newsletters by email, select your favorite topics and fill out the brief form. Explore the links below to learn about or preview each newsletter.

**Featured Newsletters**

- New York Times Fiction Bestsellers
- New York Times Nonfiction Bestsellers
- Must-Read Books
- Page to Screen

**Adult Fiction**

- Fiction A to Z
- Historical Fiction
- Romance
- Thrillers and Suspense

**Teens and Kids**

- Books for Kids and Tweens
- Picture Books
- Teen Scene

First Name:

Last Name:

Email Address:

By submitting your personal information, you acknowledge that your information will be collected and processed by Training Library in accordance with its Privacy Policy and by EBSCO Information Services in accordance with its Privacy Policy, including the categories and purposes of use for such information as described here.

I'm not a robot

Las Vegas-Clark County Library District

**FRESH PICKS For YOU**

Home | Catalog | eBooks | eResources | Events | Contact Us

Looking for something great to read? Sign up for Las Vegas-Clark County Library District's Fresh Picks newsletters, and we'll email you reading recommendations for a variety of genres and ages. Click the boxes below to choose your favorite topics, and then enter your contact information.

Select all newsletters

**Featured Newsletters**

- Top Ten
- New York Times Fiction Bestsellers
- New York Times Nonfiction Bestsellers
- Staff Picks - Kids & Teens
- Staff Picks

**Fiction**

- Fiction A to Z
- Christian Fiction
- Fantasy and Science Fiction
- Horror
- Historical Fiction
- Romance
- Mystery
- Thrillers and Suspense
- Page to Screen

**Nonfiction**

- Armchair Travel
- Biography and Memoir
- Healthy, Wealthy, and Wise
- History and Current Events
- Home, Garden, and DIY
- Nature and Science
- Spirituality and Religion



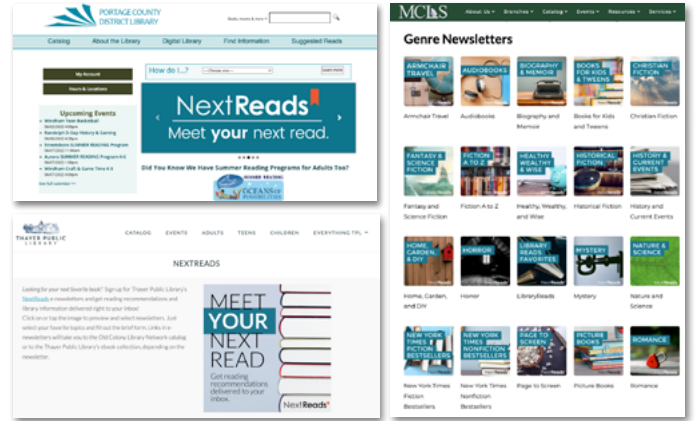


# 10 Ideas for Growing Your Subscribers

Below you'll find a checklist of ideas and inspiration to make it easy to spread the word everywhere!

## □ Put the link to sign up on at least 5 different places on your website

Include the link to your opt-in page everywhere! You can even [embed your opt-in page](#) like [this library did](#) on your website. Don't forget your Kids, Teens, and Adults pages. Those are great places to feature newsletters targeted to each age range. Create a [newsletter widget](#) to showcase [book jacket carousels](#), [embed newsletter issues](#), or include [archive links](#) to previous issues.



## □ Place reminders throughout your library

We offer signs, bookmarks, and flyers to promote your NextReads service to patrons in your library. To find them, search **NextReads** in LibraryAware.



## □ Have your staff ask patrons to subscribe

Word-of-mouth marketing is free and incredibly effective. Library staff can talk up your NextReads newsletters in their face-to-face patron interactions, at the desk, or in the stacks. Ask staff to add a sentence in their email signature linked to your opt-in page such as: Ready to meet your next read?

## □ Make it part of library card registration

Include newsletter sign-ups with your library card application—that way, as people are checking boxes anyway, they can select the newsletters they're interested in.

## □ Add NextReads bookmarks to holds

Print out our pre-designed bookmarks or quarter-sheet flyers to promote your NextReads newsletters. Then, slip them into holds, checkouts, and grab-and-go bags!



## □ Mention it in your library newsletter

Consider adding a promotion for different NextReads newsletters every month. Use our [Editorial Calendar](#) for ready-to-paste text.

## □ Talk up NextReads in your social media channels

Social media is a great place to promote NextReads. Need a graphic? Search **social + NextReads** in LibraryAware. Remember to link to your opt-in page.

## □ Send targeted email invitations to patrons

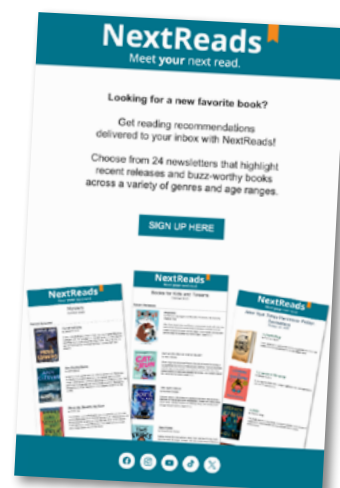
For example, to promote your Fiction A to Z NextReads newsletter, [send an e-blast](#) to your book club members. Or promote your Teen Scene NextReads newsletter to teens, parents, and educators.

## □ Gather subscriber emails during programs and outreach

Storytime is a great opportunity to have parents and caregivers sign up for the Picture Books newsletter to help them select stories to read at home. At other events, pass out a bookmark or flyer with your opt-in page link. When out on the road, ask your outreach teams to bookmark the opt-in page on their laptops or tablets and let people sign up for newsletters on the spot.

## □ Leverage community partners

Know of a local travel group? Tell them about your Armchair Travel newsletter and make it easy for them to promote it to members. What about a local comic book store? They might want to know about the Fantasy and Science Fiction newsletter. What about daycare centers and schools? Tell them about the Picture Books, Teen Scene, and Books for Kids and Tweens newsletters. You get the idea!



### PRO TIPS!

Create an email to introduce staff to NextReads and encourage staff to sign up for the newsletters that interest them.

Print a sign for your desks about NextReads. To encourage patrons to sign up, include a link to the opt-in page on your website (you can use either [bit.ly](#) or [tinyurl.com](#) to create a shortened URL) or print out the subscription form for users to fill out, then have staff enter the user's subscription details for them. Here's how to **add**, **edit**, or **delete** subscribers from your lists.

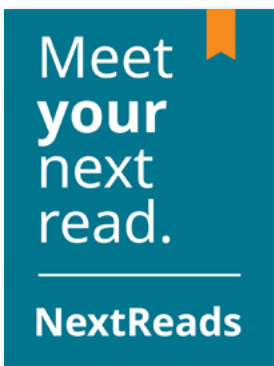
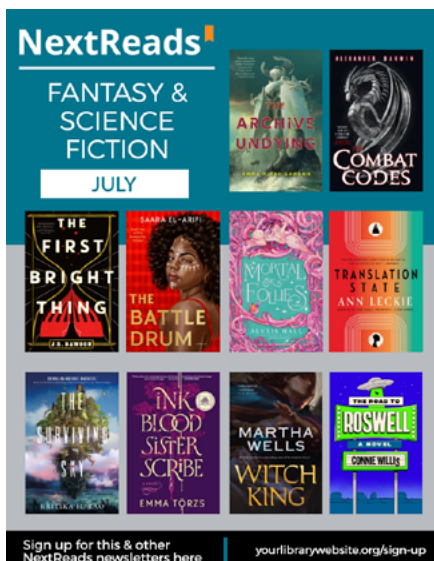
Post daily reading recommendations pulled from NextReads newsletters. [Here's how to post to social media](#)



# Promotional Tools

Promoting your NextReads newsletters is the fastest way to get more subscribers.

We've done the design work for you with graphics perfect for your website, social media accounts, and digital displays, plus plenty of flyers, signs, and even an e-blast template. Choose from [ready-to-go downloads](#) or head to LibraryAware to customize our NextReads promotional templates. Search **NextReads** on the homepage and filter by format to find what you need — here's a few templates we offer:





# Editorial Calendar

Here's some inspiration for promoting one to two newsletters per month over a 12-month period. Start anytime during the year. Use these on social media, in your library newsletter, or on your website. Just get the word out!

## January

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### Newsletter List:

#### Fantasy and Science Fiction



[\(Download Here\)](#)

### Suggested Text:

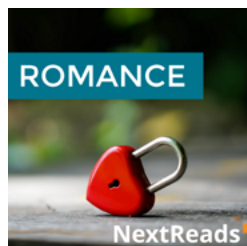
Discover the final frontier on National Science Fiction Day and beyond with our Fantasy and Science Fiction recommendations. Beam them into your inbox now! [[link to opt-in page](#)]

## February

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### Newsletter List:

#### Romance



[\(Download Here\)](#)

### Suggested Text:

Flirt with romance this Valentine's Day — whether you like enemies to lovers or falling for a friend, this newsletter will deliver, sealed with a kiss. [[link to opt-in page](#)]

### Newsletter List:

#### History and Current Events



[\(Download Here\)](#)

### Suggested Text:

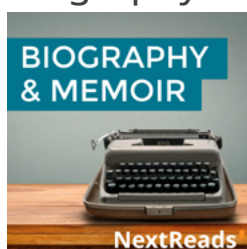
Stay on top of issues shaping our world both past and present with the History and Current Events book recommendation newsletter. Get it monthly in your inbox. [[link to opt-in page](#)]

## March

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### Newsletter List:

#### Biography and Memoir



[\(Download Here\)](#)

### Suggested Text:

Celebrate Women's History Month by reading biographies and memoirs of women who have shaped our world. Sign up for our Biography and Memoir recommended reads delivered to your inbox monthly. [[link to opt-in page](#)]

# April

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## Newsletter List: Nature and Science



[\(Download Here\)](#)

**Suggested Text:**  
Celebrate Earth Day with books that help you explore the wonders of our world. Sign up now for our Nature and Science book recommendation newsletter. [\[link to opt-in page\]](#)

## Newsletter List: Christian Fiction



[\(Download Here\)](#)

**Suggested Text:**  
Like a little Christian faith with your fiction? These titles, from historical fiction to romance to suspense, will hit the spot. [\[link to opt-in page\]](#)

# May

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## Newsletter List: LibraryReads



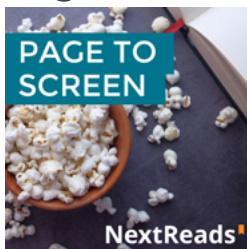
[\(Download Here\)](#)

**Suggested Text:**  
Read the books librarians love! Get a new list of top 10 faves in the LibraryReads newsletter every month. [\[link to opt-in page\]](#)

# June

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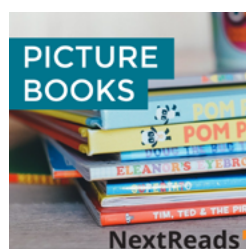
## Newsletter List: Page to Screen



[\(Download Here\)](#)

**Suggested Text:**  
Get red carpet ready with our Page to Screen picks. The books that have been adapted into movies and shows with the most buzz will make this list. [\[link to opt-in page\]](#)

## Newsletter List: Picture Books



[\(Download Here\)](#)

**Suggested Text:**  
Picture books help young children learn to read. Get ideas each month of books sure to capture the imaginations of kids ages 0-8. [\[link to opt-in page\]](#)

# July

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## Newsletter List: Books for Kids and Tweens



[\(Download Here\)](#)

### Suggested Text:

Keep kids reading over the summer break with fun, fascinating fiction (plus great nonfiction, too) every month. Sign up now! [link to opt-in page]

## Newsletter List: Teen Scene



[\(Download Here\)](#)

### Suggested Text:

Escape into another reality or dive into a real-world experience with books in our monthly Teen Scene newsletter. Perfect for high school readers age 14 and up. [link to opt-in page]

# August

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## Newsletter List: Must-Read Books



[\(Download Here\)](#)

### Suggested Text:

Love to read what's trending and hot? You'll find the most compelling recent books, featuring fresh picks for all ages every month in our Must-Read Books newsletter. Sign up now! [link to opt-in page]

# September

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## Newsletter List: NYT Nonfiction Bestsellers



[\(Download Here\)](#)

### Suggested Text:

Stay on top of the best in nonfiction books with the New York Times Nonfiction Bestsellers newsletter. We can hook you up. [link to opt-in page]

## Newsletter List: Historical Fiction



[\(Download Here\)](#)

### Suggested Text:

Become part of history, without having to slop through the mud or face the guillotine. Immerse yourself in another time and place with picks from our monthly historical fiction newsletter. [link to opt-in page]

# October

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## Newsletter List:

### Horror



[\(Download Here\)](#)

### Suggested Text:

Haunted houses, creepy woods, and scary basements. The books featured in our Horror newsletter are sure to send chills down your spine. [\[link to opt-in page\]](#)

## Newsletter List:

### Mystery



[\(Download Here\)](#)

### Suggested Text:

Love whodunits? Solve the what-to-read-next puzzle with our monthly Mystery newsletter, available here. [\[link to opt-in page\]](#)

# November

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## Newsletter List:

### Fiction A to Z



[\(Download Here\)](#)

### Suggested Text:

Nanowrimo [\[link to https://nanowrimo.org\]](https://nanowrimo.org) is the perfect time to brush up on top authors. They're easy to find with our Fiction A to Z newsletter. Sign up here [\[link to opt-in page\]](#).

## Newsletter List:

### New York Times Fiction Bestsellers



[\(Download Here\)](#)

### Suggested Text:

Escape with top fiction picks each week in our New York Times Fiction Bestsellers newsletter. Sign up and never miss the list. [\[link to opt-in page\]](#)

# December

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## Newsletter List:

### Spirituality and Religion



[\(Download Here\)](#)

### Suggested Text:

Get enlightened and inspired by the devotional and uplifting books in our Spirituality and Religion newsletter. Good news awaits here. [\[link to opt-in page\]](#)

## Newsletter List:

### Thrillers and Suspense



[\(Download Here\)](#)

### Suggested Text:

If you're seeking white knuckles and a racing heart, you've come to the right place. We'll keep you on the edge of your seat with our Thrillers and Suspense book picks newsletter each month. [\[link to opt-in page\]](#)