

Email Marketing Funnel #2

Objective: Promote Book Tour

Message 1:

Hi **(NAME)**,

Do you have a newfound sense of self-awareness, confidence, and happiness from reading “Joy for the Journey” by Tamura Joy Gadson? We hope you are beginning to find yourself on the path of deeper appreciation for your life’s journey!

Are you curious to know more about Gadson and her first book? If so, sign up for the “Meet the Author” session taking place through Zoom on **(DATE)**. During this event, attendees will have the opportunity to learn more from the author herself! Attendees will learn what inspired her first book and how Gadson feels about her book writing experience. Gadson will also review some of her favorite inspirational sections.

Learn more about the event here: **(LINK)**

Message 2:

Hello **(NAME)**,

We hope you are remaining inspired to make the most of each day even when faced with tough situations.

We wanted to check in and make sure you knew about a special event that is just around the corner! On **(DATE)** from **(TIME)** to **(TIME)**, there will be a special “Meet the Author” session taking place through Zoom for the book “Joy for the Journey”!

What can you expect from this event? Attendees will get the full scoop on what inspired “Joy for the Journey” and find out which sections Gadson enjoys most. Prior to the event, registrants are also encouraged to submit questions to the author. Select audience questions will be featured in a special Q&A portion on the day of the event.

Registrants will receive an email confirmation with a link to the Zoom event. Sign up here:

(LINK)

Message 3:

(NAME),

It's not too late to join in but time is running out! If you are enjoying "Joy for the Journey", we invite you to the "Meet the Author" session with Tamura Joy Gadson! This special information session will be taking place on (DATE) from (TIME) to (TIME). It is our hope that this event will deepen the value and significance attendees receive from reading the book.

During this event, Gadson will discuss the inspiration for her book and review some of her favorite sections. Attendees are also encouraged to submit questions ahead of time to be potentially discussed during the event.

Registrants will receive an email confirmation with a link to the Zoom event.

Spots are limited! Reserve yours here: (LINK)