

Email Marketing Funnel #3

Objective: Direct to 'Not Really Random'

Message 1:

Hello **(NAME)**,

We want to thank you for your recent purchase of "Joy for the Journey" by Tamura Joy Gadson. While you may have just started reading, we're hoping it has already encouraged you to think about life in a whole new way.

If you're enjoying the inspirational writings of Gadson, we have some exciting news to share with you! Prior to writing "Joy for the Journey", Gadson and her sister, Lisa Sheppard Floyd, launched a blog entitled "Not Really Random." It features passages that are similar to those included in "Joy for the Journey."

We want to give you all the tools to be successful. We believe "Not Really Random" is a great additional resource that will deepen your confidence and appreciation towards life.

Learn more about "Not Really Random" here: <https://notreallyrandom.com/start-here/>

Message 2:

Hello **(NAME)**,

We're hoping you're feeling a renewed sense of fulfillment after reading the daily doses of inspiration from "Joy for the Journey."

While we all have great intentions, often things come up that change our plans. As life becomes gets more chaotic, it becomes hard to set aside time to journal and self-reflect. However, the lack of time doesn't make these actions any less important. Therefore, we wanted to further familiarize you with another resource that is available to you.

“Not Really Random” is a blog designed with the same mission of “Joy for the Journey”. It is made up of content written by Tamura Joy Gadson and her older sister, Lisa Sheppard Floyd. It uses the same format and features many thought-provoking passages included in the book. Yet, due to its digital nature, you can take the inspirational words you need with you wherever you go.

Read a passage here : <https://notreallyrandom.com/the-good-part/>

Message 3

Hello again (NAME),

How are you? We hope “Joy for the Journey” is proving to be the tool you need to unlock a more meaningful, confident life.

Everyone has a different journey that they are on in life. It is our belief that all of life’s challenges are meant to help us grow. We also believe that despite life’s difficulties, everyone has the potential to experience great joy.

However, we understand that due to different experiences, some may require more guidance along their journey. If you’re looking for more thought-provoking content, we encourage you to explore “Not Really Random.”

“Not Really Random” is a blog that includes writings by Tamura Joy Gadson and her sister, Lisa Sheppard Floyd. It features additional inspirational content that is identical in focus to that of “Joy for the Journey.”

Visit “Not Really Random” here: <http://notreallyrandom.com/>