

Email Marketing Funnel #6

Objective: Holiday Bundle/Sales Promotion

Message 1:

Hello (Enter Name Here),

When a new year is close, many people start coming up with resolutions to make the next year better. However, they often do not end up sticking with their resolutions for long.

If you are looking to make serious changes this year, put “Joy for the Journey” by Tamura Joy Gadson on your wish list! “Joy for the Journey” is the first book by Gadson that aims to help readers gain a new perspective on life. It is filled with thoughts, stories, and anecdotes to guide readers on finding self-confidence and embracing everything, especially struggles.

Are you interested in learning more about “Joy for the Journey”? If so, go to <https://joyforjourney.com/product/joy-for-the-journey-book/>

Message 2:

Hello (Enter Name Here),

The holiday season is lots of fun but it can have its stressful moments! Are you ready with present ideas for all your family and friends? Don't settle with just buying average gifts for your loved ones this year.

Do you know someone who is looking to turn their life around? If so, help them make the new year their best yet by buying them “Joy for the Journey”!

“Joy for the Journey” is a new book with stories, thoughts, and anecdotes to help them:

- Know they aren't alone in their struggles
- Love who they are and the life they live
- Find a path forward

If you purchase “Joy for the Journey” for them this holiday season, they will receive it along with a customized candle for the special low price of

\$39.00!

Message 3:

There are many different things that your loved ones may choose to buy you during the holiday season. Is “Joy for the Journey” on your wish list? If not, you can learn more about it here:

<https://joyforjourney.com/product/joy-for-the-journey-book/>.

If “Joy for the Journey” is already on your wish list, I'm so excited! But how can you convince your loved ones that it's the right gift to get you?

- 1) Let them know what you'll learn (ex.how to live life to the fullest, how struggles can make you stronger)
- 2) Tell them the book is only \$39.00 (for a limited time!)
- 3) Did I mention a special candle is included in that price?

I'm happy to help you start the new year off right with 90-days of inspiration!

Best Wishes,

Tamura Joy Gadson