

NEWSLETTER GROWTH
AND ONBOARDING

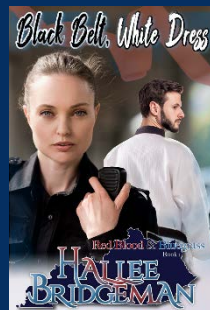
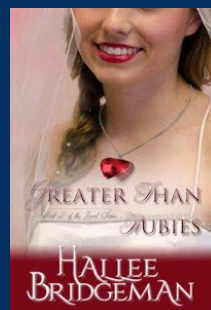
HALLIE
BRIDGEMAN



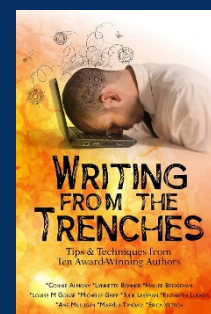
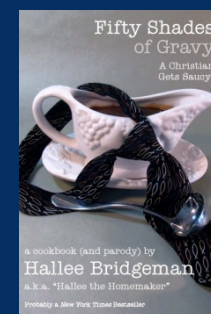
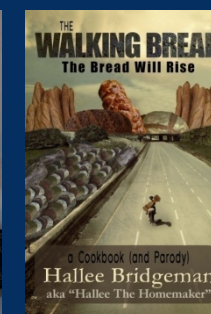
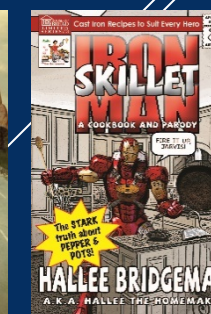
- ▶ Started publishing in 2012
- ▶ Published 32 books with over 800,000 sales
- ▶ Has taught all over the world

ABOUT ME

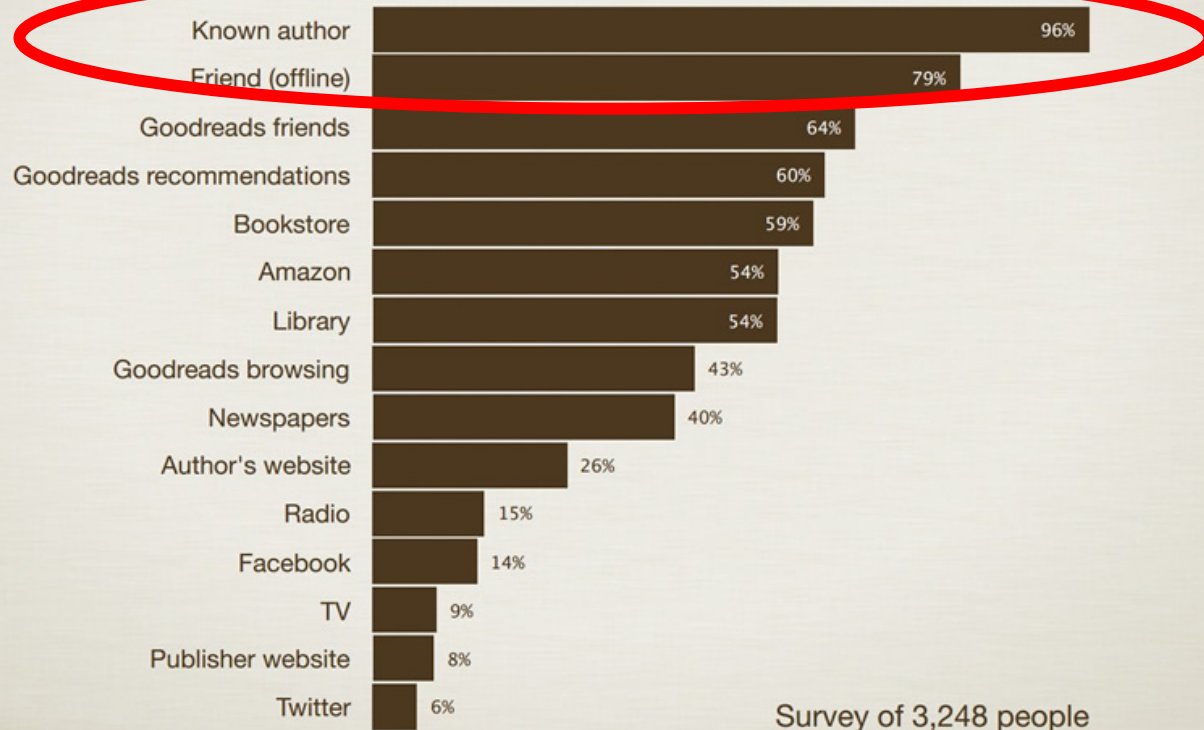
A series of several parallel white lines of varying lengths, slanted diagonally upwards from left to right, located in the bottom right corner of the slide.



ABOUT ME



Do you often find books from the following sources?



Survey of 3,248 people

goodreads

ESTABLISHING A PLATFORM AS A WRITER



NEWSLETTER

KNOWN AUTHOR - NEWSLETTER

- ▶ The most important part of your platform
 - ▶ The people who sign up for your newsletter want information from you
 - ▶ You are not at the mercy of a social media site's algorithm
 - ▶ Choose how you want to send it out
 - ▶ Weekly/Bi-weekly/Monthly
 - ▶ Quarterly
 - ▶ Only on release days
 - ▶ Use a service to manage your newsletter
- 
- A series of white lines of varying lengths and angles, located in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ Mailchimp is free for 2,000 subscribers and 12,000 emails a month – no automation, restricted usage

My list is 4,116

- ▶ For plans 0-4,999 subscribers:
 - ▶ Mailchimp: \$49.99-\$74.99/month (\$74.99 if you want automation)
 - ▶ Mailerlite: \$30/month
 - ▶ MadMimi: \$27/month
 - ▶ Constant Contact: \$65/month
 - ▶ Mailjet: \$8.69/month basic, \$20.95/month with automation
 - ▶ **My website host, Ionos (formerly 1and1) uses Mailjet: \$1/month (I pay \$8/month to send 25K emails)**

► Off

►

►



ev

Can Victor fight to save Ruth, or is their love ON THE ROPES?

ON THE ROPES

HALLEE BRIDGEMAN

<http://www.halleebridgeman.com>

The complex block contains a movie poster for 'On the Ropes'. The poster features a shirtless male boxer in a fighting stance on the left and a close-up of a woman's face on the right. The title 'ON THE ROPES' is at the top right, and 'HALLEE BRIDGEMAN' is at the bottom right. A website URL is at the bottom left.

WAYS TO GROW LIST

- ▶ Offer an incentive
 - ▶ I offer a free ebook
 - ▶ One subscriber wins \$25 Amazon gift card every month
- ▶ List your newsletter signup in the front of everything
 - ▶ Pinned tweet
 - ▶ Pinned Facebook post
 - ▶ Prominent on website
 - ▶ In the back of every book

WAYS TO GROW LIST

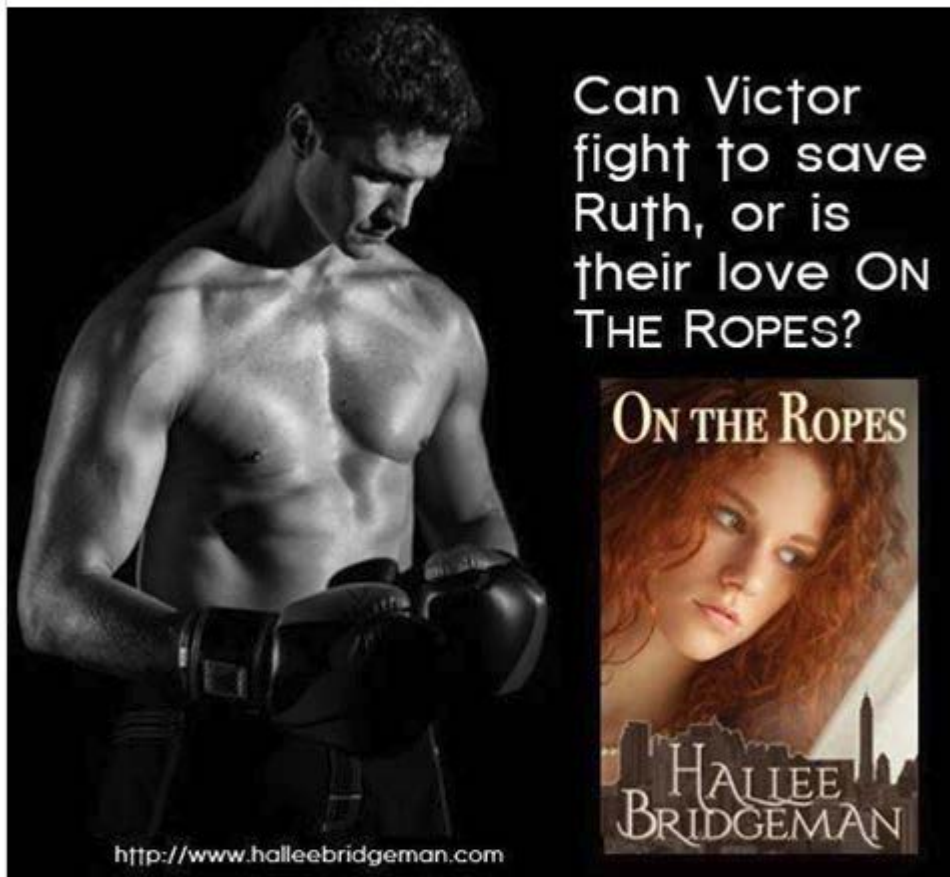


Hallee Bridgeman

Published by Hallee Bridgeman [?] · December 12, 2018 ·



Subscribers to my newsletter get my exciting #romanticsuspense ON THE ROPES for free! #christfic #inspyromance #christiansuspense #romance <http://www.halleebridgeman.com/newsletter>



Hallee Bridgeman

Author

Sign Up

3,054

People Reached

86

Engagements

Boost Again



Pinned Tweet



Hallee Bridgeman @halleeb · 12 Dec 2018

Sign up for my newsletter and get ON THE ROPES for free! halleebbridgeman.com/newsletter #christfic #christiansuspense #romanticsuspense #inspyromance





Hallee Bridgeman

Published by

Subscribers to my newsletter
THE ROPES for free!
#romance <http://www.halleebridgeman.com>

HALLEE BRIDGEMAN

Author of True Romance, Gripping Suspense, Real Heroes, Genuine Faith



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Join my mailing list and get ON THE ROPES for free!

ON THE ROPES



Hallee Bridgeman

Author

3,054

People Reached

Welcome friends!



I'm so happy you could visit me here. Take your time and browse around. In my blog area, you'll find interviews with hundreds of Christian authors, links to my weekly Monday Morning Coffee and Chats, and occasional devotional thoughts.

Wanting to connect with me? Click any of the social media buttons on the sidebar, or click the [Contact Hallee](#) link.

Want to know more about me? You can read my bio, find my press kit, or contact my agent in the [About Hallee](#) section.

Want to sample one of my romantic suspense books? If you sign up for my newsletter, you get a free ebook of [On The Ropes](#).

She drew me into the plot and into the lives of her characters very intensely. The plot in this case is on the side of dangerous and, I felt, well handled. -reader review of On The Ropes

My most recent release:



Five Gold Rings: Some of today's best-selling Christian authors weave five completely new, unique, interconnected stories where once jilted lovers find worth more precious than gold.

Featuring my book **The Seven Year Glitch** Seven years earlier, Timothy left Leanne at the altar stealing years of happiness. Leanne

- ▶ Offer an incentive
 - ▶ I offer a free ebook
 - ▶ One subscriber wins \$25 Amazon gift card every month
- ▶ List your newsletter signup in the front of everything
 - ▶ Pinned tweet
 - ▶ Pinned Facebook post
 - ▶ Prominent on website
 - ▶ In the back of every book
- ▶ Use a list growing promotion company
 - ▶ Ryan Zee, Bookfunnel, Litring, etc.

WAYS TO GROW LIST

- ▶ Automatically send a series of newsletters giving your readers a chance to get to know you.
- ▶ Don't make them sales pitches – make them personal.
- ▶ Industry average open rate is 25.7%.

ONBOARDING PROCESS

Enjoy reading my novella *On the Ropes*!

Hello friend:

Thank you for subscribing to my newsletter. To get your free copy of my novella *On The Ropes*, [click this link](#) and it will take you to the website where you can download the book in your format.

This book was an absolute adventure to write. I fell in love with Victor and felt such empathy for his struggles in dealing with his father and the life he was expected to lead. Once you throw Ruth into the picture and see what kind of decisions Victor had to make, I was hooked into his story and rooted for the two of them all the way through. I hope you feel the same way and pray that the story blesses you in some way.

I love to hear from readers! Let me know what you thought of the story when you're finished reading it.

In Christ,

HALLEE BRIDGEMAN

Please feel free to email me at hallee@halleebridgeman.com, or find me on my [Facebook page](#), [Twitter](#), or [YouTube](#)!

This message was sent to [[EMAIL_TO]] because you subscribed to our mailing list.
If you don't want to receive any of the communications sent to this list, [please unsubscribe here](#).

Author Hallee Bridgeman, P.O. Box 470, Fort Knox, KY 40121 US

**Immediately
Subject line:
Here's Your Free Book**



Enjoy reading my novella *On the Ropes*!

Hello friend:

Thank you for subscribing to my newsletter. To get your free copy of my novella *On The Ropes*, [click this link](#) and it will take you to the website where you can download the book in your format.

Immediately
Subject line:
Here's Your Free Book

Open rate 79.1%



Audience average 51.0%

Industry average (Arts and Artists) 25.7%

Click rate 62.1%



Audience average 15.1%

Industry average (Arts and Artists) 3.9%

3,358 Opened	2,636 Clicked	13 Bounced	58 Unsubscribed
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[Facebook page](#), [Twitter](#), or [YouTube](#)!

This message was sent to [[EMAIL_TO]] because you subscribed to our mailing list.
If you don't want to receive any of the communications sent to this list, [please unsubscribe here](#).

Author Hallee Bridgeman, P.O. Box 470, Fort Knox, KY 40121 US

Welcome to the family!

Hey friend!

I hope you're deep into reading ***On the Ropes*** (and loving it). It certainly brings up several interesting questions to me -- how would I keep a secret that deep? How far would I go to do what I know is the right thing to do?

And, where do I find an amazing dog like Major??

I love romance novels - my first romance hero was Almanzo Wilder of the Laura Ingalls Wilder **Little House on the Prairie** series. He was handsome, strong, determined, and absolutely adored Laura Ingalls. He set the bar for the romance heroes in my heart and mind, and from then on, I was hooked. I couldn't read romances fast enough. My love of romance gave me the background for the books I write.

The Jewel Series is a favorite of so many readers around the world. **The Dixon Brothers Series** is being written with the same kind of emotional and spiritual impact. **The Song of Suspense Series** has thrilled readers for years through all different styles of mystery/suspense stories, and the ongoing **Red Blood, Bluegrass** series will celebrate all different kinds of suspense and lots of romance in a Kentucky small town. I even managed to insert a romance or three into my World War II **Virtues and Valor Series**. It's so much fun to create heroes that rise to the bar that Almanzo set for me so many decades ago.

Thanks for reading! I can't wait to hear how you enjoyed the story

!!In Christ,

HALLEE BRIDGEMAN

P.S. - if you want to know more about the books I mentioned above, check out [my website](#). Or, if you want to chat with me, drop me an email to hallee@halleebridgeman.com. I love getting mail from my readers.

24 hours later
Subject line:
Welcome to the Family



Welcome to the family!

Hey friend!

I hope you're deep into reading *On the Ropes* (and loving it). It certainly brings up several interesting questions to me -- how would I keep a secret that deep? How far would I go to do what I know is the right thing to do?

And, where do I find an amazing dog like Major??

24 hours later
Subject line:
Welcome to the Family

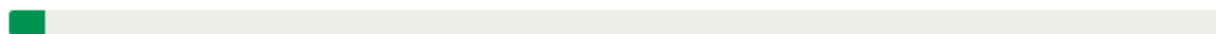
Open rate

63.3%



Click rate

3.1%



Audience average

51.0%

Audience average

15.1%

Industry average (Arts and Artists)

25.7%

Industry average (Arts and Artists)

3.9%

2,644

Opened

131

Clicked

6

Bounced

93

Unsubscribed

Thanks for reading! I can't wait to hear how you enjoyed the story

!!In Christ,

HALLEE BRIDGEMAN

P.S. - if you want to know more about the books I mentioned above, check out [my website](#). Or, if you want to chat with me, drop me an email to hallee@halleebridgeman.com. I love getting mail from my readers.

Do you love romance like I do?

Hello again, friend!

I hope you're finished reading ***On The Ropes*** (and have fallen in love with Victor and are imagining owning a dog as amazing a Major!) and are ready to dive into one of my other series.

If you like just straight-up contemporary romance, try out [Sapphire Ice](#) or [Courting Calla](#). If you're looking for a fun, action-packed romantic read, you don't want to miss [A Melody for James](#) or [Black Belt, White Dress](#). Or, if you love WWII as much as I do, check out [Temperance's Trial](#) (which is free on all ebook platforms), the story of a wireless operator in Occupied France.

Do you love romance? I L-O-V-E romance! To me, every story is made better when a romance is included. I remember writing the **Virtues and Valor Series** - my WWII series - and halfway through the first book, I realized that I'd somehow inserted a possible romance. It was completely unplanned, but by the time all 8 novellas were written, I had three romances happening! HA! I guess at heart, no matter what I'm writing, romance will be involved.

While you're busy sampling my other reads, I'd love to invite you to join my newsletter-subscriber exclusive Birthday Club! [Click this link](#), and it will take you to the Google form. Once it's filled out by you, I will mail you a birthday card, signed by me, on your birthday, along with a bookmark and an ebook coupon. It is something I started on a whim and as the list has grown and the hours increased that I spend signing cards and filling out envelopes, the blessing of praying for my readers has filled my heart in abundance. It gives me an opportunity to pray for so many individuals, and I love it so much. If you joined, it would bless me. I don't care where you live -- I mail cards all over the world.

Now, get back to reading! I want to hear from you when you're finished!

In Christ,

HALLEE BRIDGEMAN

I love to hear from readers! Connect with me on [Facebook](#), or send me an email to hallee@halleebridgeman.com.

3 days later
Subject line:
Are You A Lover of Romance, Too?

Do you love romance like I do?

Hello again, friend!

I hope you're finished reading *On The Ropes* (and have fallen in love with Victor and are imagining owning a dog as amazing a Major!) and are ready to dive into one of my other series.

While you're busy sampling my other reads, I'd love to invite you to join my newsletter-subscriber exclusive Birthday Club! [Click this link](#), and it will take you to the Google form. Once it's filled out by you, I will mail you a birthday card, signed by me, on your birthday, along with a bookmark and an ebook coupon. It is something I



Audience average	51.0%
Industry average (Arts and Artists)	25.7%

Audience average	15.1%
Industry average (Arts and Artists)	3.9%

2,344 Opened	772 Clicked	6 Bounced	62 Unsubscribed
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3 days later
Subject line:
Are You A Lover of Romance, Too?

It actually began with a dream...

Hello [[data.firstname:""]]

I'm so happy we're able to connect this way. I thought I would share a little bit more about me, now that you've had time to sample reading [On The Ropes](#) and possibly looked at one of my other books I have out there.

Often, I get asked if I always wanted to be a writer and how I started. Well, the truth is that I never, ever imagined myself a writer -- however, I LOVED reading. I told you that my first book crush was Almanzo Wilder -- I don't think I told you that I was 10 when I read that series. Well, when I read it for the first time. I think I might have been 35 when I read it for the 999th time. Anyway, that began my love of romances and romances in reading and I couldn't get enough. It didn't even matter what the time period of the romance was - I read everything from early Rome to futuristic and everything in between. I LOVE romance.

Way back in 1999, my bosses updated our computer system to accommodate the whole Y2K fear, and gave me one of the old computers. I took it home over Christmas, and on New Year's Eve, woke up at 2AM after having a dream, and sat down at my first ever personally owned computer and started typing. Six weeks later, the book that I eventually modernized and published as [A Melody for James](#) was written. I was 27 years old, and never ever considered writing before then.

I thought maybe that was a fluke - that I'd just had this weird dream and had to get it out. But, as soon as I hit the return button after typing, "The End," it was like the ideas floodgate opened. For the next three years, I wrote every morning between 4am and 6am.

A divorce happened, [my own personal love-at-first-sight story happened](#) (I blogged about it on our 10th anniversary - click that link to read how it went down!) with a new marriage, a new husband's deployment, and eventually two new babies happened. During all that time, I didn't write. Then, when our youngest son was fully weaned, potty trained, and sleeping through the night, my husband encouraged me to pick my writing back up again.

2 days later
Subject Line:
How It All Started



In March of 2012, I published [Sapphire Ice](#). Since then, I've published 31 more titles, and have many more plans for publishing in the future.



Audience average 51.0%
Industry average (Arts and Artists) 25.7%

It has been a wonderful adventure and I'm so thankful daily that God gave me this gift of writing. Here is my mission statement: **To prayerfully craft stories as modern-day parables to uplift fellow believers and minister to seekers in our fallen world.**

I hope I've been able to uplift you and minister to you. I love to hear from my readers. You can email me at any time by replying to this email.

Thank you for reading.



Audience average 15.1%
Industry average (Arts and Artists) 3.9%

2,277 Opened	498 Clicked	6 Bounced	48 Unsubscribed
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Thank you for reading.

In Christ,

HALLEE BRIDGEMAN

I love to hear from readers! Connect with me on [Facebook](#), or send me an email to hallee@halleebridgeman.com.

I really love my readers.

Hi [[data.firstname:""]!]

I have to tell you that writing a book is a very solitary existence. I hole up in my office and work in quiet, occasionally getting jostled by my boxer Emma or my blue-tic-coon-hound Nina who want to go outside.



3 days later
Subject line:
I Love You, Really.

But, in this wonderful modern age of emails and social media, my lonely job suddenly becomes much less lonely, because I'm able to communicate with my readers -- and they're able to communicate with me! Long gone are the days when a reader has to look up the publisher's address and mail a letter to an author, hoping that the publisher forwards the mail.

Nope, with one click or a series of clicks, readers have access to me all the time. And I love it! There is nothing more encouraging than to read a review about how much a reader loved a book I wrote, or to receive an email with a personal testimony related to my book.

Every Monday, I answer reader questions in my Monday Morning Coffee and Chat. I'd love to hear from you. If you have a question about me, my writing, or any of my books/characters/series, you can send me that question [at this link](#). If you want to see any of my past chats, here is the link to my [Youtube channel](#).

I pray that my writing is a blessing to you. If it is, let a friend know about my books! Maybe someone else needs a blessing, too!



Audience average 51.0%

Audience average 15.1%

Industry average ([Arts and Artists](#)) 25.7%

Industry average ([Arts and Artists](#)) 3.9%

2,241
Opened

89
Clicked

4
Bounced

45
Unsubscribed

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Remember my mission statement? **To prayerfully craft stories as modern-day parables to uplift fellow believers and minister to seekers in our fallen world.**

That's not pretend, my friend, that is my true heart. So, when you reach out to me, when you encourage me under the umbrella of my mission statement - I get energized! I feel validated and so very much used for God's purposes.

I cannot tell you how many times the enemy has gotten me down inside my head, and an email will come *in that instant* to abolish those thoughts!

So, thank you. Thank you for any reviews you've left. Thank you for any love you've shown me.

Now, if you haven't reached out to me before -- I'd LOVE to hear from you! Did you enjoy the novella ***On The Ropes*** that went out to you when you first signed up for my email list? Have you tried any of the first books in my other series? Who has been your favorite character so far? (It's okay if the answer is Major! HA!)

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In Christ,

HALLEE BRIDGEMAN

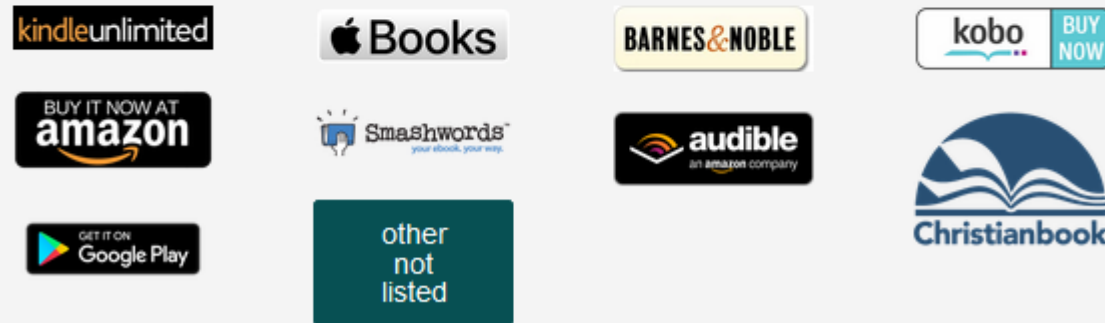
I love hearing from you! Leave me a review at [Amazon](#) or [Goodreads](#). Or, send me an email to hallee@halleebridgeman.com.

Hi [[data:firstname:""]]:

I'd love to know your preferred platform for purchasing books. It helps me, especially if I'm running a sale on one platform but not others.

Please click the button below for your preference. If you have more than one, you can click more than one.

Thank you for helping me with this!



3 days later
Subject line:
Where Do You Get Your Books?



I miss this part.

Hi [[data.firstname:""]]]!

I'm sure you'll agree with me that there is hardly anything better than the first time you read a really great book. You get pulled in and you stay up all night long reading, turning the pages as fast as you can until finally you reach the end and you're left breathless and wishing you could read it again for the first time.

I wish I could be you reading my books for the first time.

So very often, I hear from readers who couldn't turn the page fast enough, who stayed up too late or were late to work or missed looking at that beach sunset on vacation because they couldn't tear themselves away from the story.

I don't get to experience that with my books. I do get to live them in my mind as I write them, and that is an adventure in itself!

4 days later
Subject line:
I Wish I Could Be You!

In case you missed them, here are [The Jewel Series](#), three half-sisters who were raised in terrible circumstances, but who stand together and eventually fall in love with amazing men who love them and who love God. I continue with the [Second Generation Jewel Series](#) books at the holidays. One recent release was **Jade's Match**, a Valentine's Day story about two Olympic athletes.



Chasing Pearl, book 8 of **the Jewel Series**, is available in the [Yesterday's Mail](#) collection (5 contemporary Christian romances for just 99 cents!).



The series I'm currently writing is [The Dixon Brothers Series](#). Book 1, [Courting Calla](#) is available in the [Out of the Blue Crossroads Collection](#).



Books 2 and 3 are available, and book 4 is releasing on January 12th!



Here are [The Song of Suspense](#) books. I wanted to write different suspense styles. We have thrillers, a murder mystery, and an action/adventure, all rolled into 4 page-turning books!



Book 1 of my **Red Blood Bluegrass Series**, *Black Belt, White Dress*, is in [The Wedding Dress Yes Crossroads Collection](#).



Book 2 of my **Red Blood and Bluegrass Series**, *Blizzard in the Bluegrass*, is in the Christmas [When Snowflakes Never Cease Crossroads Collection](#).



Book 3 of my **Red Blood and Bluegrass Series**, *The Seven Year Glitch*, is in the Christmas [Five Gold Rings Crossroads Collection](#).



And, [The Virtues and Valor Series](#). My female team of spies in Occupied France in WWII, who have to plan and execute the rescue of their sister in Christ, who has been captured by the Nazis! A very exciting serialized story with each segment ending in a cliffhanger that will have you desperate to know what happens next!



Open rate 56.9%

Audience average 51.0%

Industry average (Arts and Artists) 25.7%

If you enjoyed *On The Ropes* and also love audio books, you can find that book and others at [Audible](#) and [iTunes](#). My voice-over artist, Gene Rowley, is amazing. Truly. He brings my characters to life exactly as I imagined them.

I hope you have been able to dig into my books and have fallen in love with them like so many before you. If you have, why don't you share them with a friend? Every book I have that I can say, "This one was a favorite of mine," was recommended by a friend! There is nothing better than spreading that love and joy.

Click rate 14.4%

Audience average 15.1%

Industry average (Arts and Artists) 3.9%

2,037

Opened

514

Clicked

6

Bounced

48

Unsubscribed



I love to hear from readers! You can email me at hallee@halleebridgeman.com, or find me on my [Facebook page](#), [Twitter](#), or [YouTube](#)!

And, [The Virtues and Valor Series](#). My female team of spies in Occupied France in WWII, who have to plan and execute the rescue of their sister in Christ, who has been captured by the Nazis! A very exciting serialized story with each segment ending in a cliffhanger that will have you desperate to know what happens next!



I also have a series of whole food/real food cookbooks called the [Parody Cookbook Series](#) (yes, that really IS a gravy cookbook!):



If you enjoyed **On The Ropes** and also love audio books, you can find that book and others at [Audible](#) and [iTunes](#). My voice-over artist, Gene Rowley, is amazing. Truly. He brings my characters to life exactly as I imagined them.

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If you would like to join my team of superfans, [click this link](#) to become one of Hallee's Allies! You will be given access to exclusive information, private chats with me, and the opportunity to beta read and join launch teams for my books!



In Christ,

HALLEE BRIDGEMAN

I love to hear from readers! You can email me at hallee@halleebridgeman.com, or find me on my [Facebook page](#), [Twitter](#), or [YouTube](#)!

3583

Subscribers who have completed

24039

Emails sent

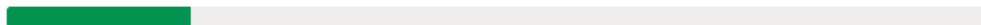
Open rate

62.1%



Click rate

19.3%



Audience average 51.0%

Audience average 15.1%

Industry average (Arts and Artists) 25.7%

Industry average (Arts and Artists) 3.9%

14,901

Opened

4,640

Clicked

41

Bounced

354

Unsubscribed

Total opens 24,022

Clicks per unique opens 31.1%

Last opened 11/6/20 9:52AM

Total clicks 4,640

Forwarded 0

Abuse reports 1

16 total days

BEGAN ONBOARDING
SERIES SEPTEMBER 2017

- ▶ You want people to open your newsletter. It looks good for the mail service, and it means your word is getting out
 - ▶ Chance to win \$25 Amazon gift card
 - ▶ Ask a question that encourages a response
 - ▶ Run a giveaway that requires a response

NEWSLETTER INTERACTION



HALLEE'S HAPPENINGS

the official newsletter of Hallee Bridgeman

true romance, gripping suspense
real heroes, genuine faith

LIVE A LIFE OF LOVE. EPHESIANS 5:2



Happy December!

Happy holidays to you! This is a busy month for our family for celebrations. We celebrate a Messianic Hanukkah, my husband has a birthday, and we have Christmas! It's a joyous month filled with all sorts of

opportunities for family time and fellowship time. I pray that you have a wonderful holiday season.

Last month, I asked about your favorite holiday dish. The person who wins the paperback of her choice is Dee at de--vis@alphadata.net! (fill in the -'s). Email me with your paperback choice and your mailing address and I'll get it to you!

This month I'd love to see a picture of your Christmas tree or your favorite decoration. My favorite decoration is my Town of Bethlehem. I recorded a video of it a couple of years ago. You can see it on my channel on YouTube [at this link](#). Reply to this email or email me at hallee@halleebridgeman. I'll pick a random winner to win your choice of a paperback from my books.



☐	☆	● November 2020	Hallee's November Happenings a...	3,783	36.9%	30.28%	11/05/2020 10:53 AM	Manage ▾
☐	☆	● Bookfunnel Romance N...	Free Christian Romance Reads!	3,466	50.95%	44.85%	10/28/2020 11:05 AM	Manage ▾
☐	☆	● October 2020 unopen	Do you want to keep receiving em...	734	3.95%	44.83%	10/23/2020 11:10 AM	Manage ▾
☐	☆	● Five Gold Rings Releas...	Did you see my latest release?	4,205	35.84%	13.41%	10/18/2020 04:08 PM	Manage ▾
☐	☆	● Five Gold Rings Release	Five Christmas Romances for 99 ...	4,215	35.57%	21.36%	10/15/2020 10:05 AM	Manage ▾
☐	☆	● October 2020 (Copy)	I don't want you to miss the 99 ce...	3,439	41.61%	18.74%	10/12/2020 02:45 PM	Manage ▾
☐	☆	● October 2020	What is your favorite fall activity?	4,244	34.9%	20.51%	10/08/2020 10:12 AM	Manage ▾
☐	☆	● Alexandra Release rese...	Did you see that Alexandra's App...	2,037	8.01%	12.27%	10/02/2020 07:34 AM	Manage ▾

Industry average (Arts and Artists) 26.0%

Industry average (Arts and Artists) 4.1%

- ▶ 1 week after campaign, resend with a different subject line: “***I don’t want you to miss this exciting news!***” etc.
- ▶ Before the next campaign, clean your list:
 - ▶ blocked
 - ▶ soft-bounced
 - ▶ hard-bounced
 - ▶ retrying

AFTER SENDING

Every 6 months, I send an email to anyone who hasn't opened an email in the last 6 months, requesting them to click a link.

KEEPING LIST HEALTHY

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anyone
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KEEPING



HALLEE'S HAPPENINGS



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true romance, gripping suspense
real heroes, genuine faith

LIVE A LIFE OF LOVE. EPHESIANS 5:2



I don't want you to miss out!

My newsletter service reporting is saying that you haven't been opening my newsletters.

It's possible that your email server is not connecting with my newsletter server and the bots are all confused. If that's the case, [click this link](#) and you will stay on my list. Want to get off? Go ahead and hit the unsubscribe link below and/or do nothing. I'll remove you before the end of the month.

Thank you!

HALLEE BRIDGEMAN



HALLEE BRIDGEMAN

Christian Fiction Novelist
Author of Whole Foods Cookbooks

true romance, gripping suspense
real heroes, genuine faith

LIVE A LIFE OF LOVE. EPHESIANS 5:2



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Thank you!

I'm so happy you have chosen to continue to receive my newsletter and announcements.
Thank you for clicking the link so that the bots know you're still with me.

HALLEE BRIDGEMAN

 [Print](#)  [PDF](#)

Releases 10/22
Preorder your
copy today!



If they don't click within 2 weeks, they are removed from my list.

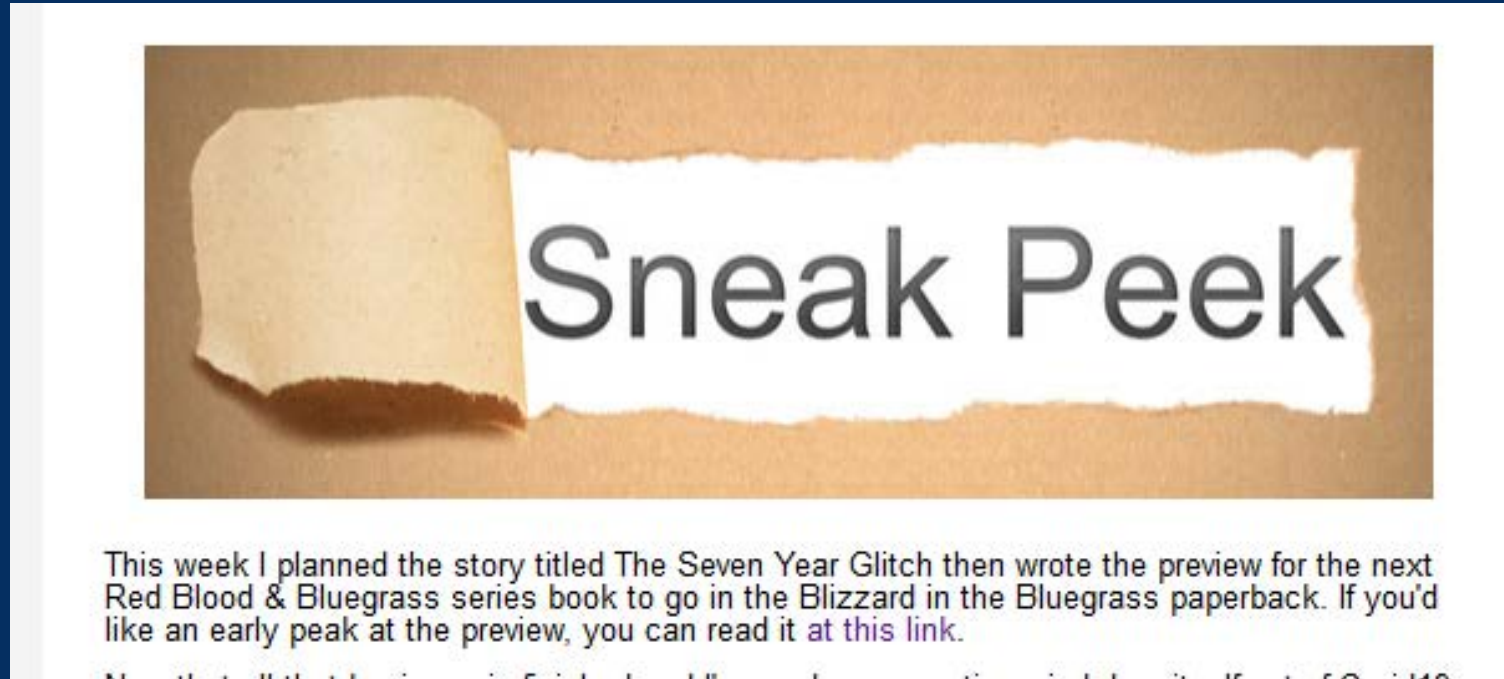
KEEPING LIST HEALTHY

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the slide, extending from the right edge towards the center.

- ▶ Book release at special price as a direct sale by me
 - ▶ Sell through Paypal & Bookfunnel for ebook
 - ▶ Sell through Squareup for paperback
 - ▶ Determine special price based on royalties from other locations
 - ▶ Amazon royalty on \$5.99 book (with delivery fees) appx. \$3.93
 - ▶ Price on Paypal \$4.99 = \$4.55 (2.9% +\$0.30 per transaction)
 - ▶ Reader saves \$1. I make \$0.62 more per sale

NEWSLETTER EXCLUSIVES

Exclusive Sneak Peaks



NEWSLETTER EXCLUSIVES

▶ Birthday Club

- ▶ Currently have 1208 members
- ▶ Receive a signed birthday card from me
 - ▶ 50% off one ebook coupon
 - ▶ Bookmark for upcoming series
 - ▶ ***Captive marketing audience***

NEWSLETTER EXCLUSIVES



wow that is what makes
you a great writer you have a caring loving
spirit

Like · Reply · 14w



100 Kentfield Rd
Bayview, Auckland
NZ 0629

Suana
Biran, Laguna 4024
Philippines

Windhoek, Namibia
9000

Leamington, Ontario
Canada N8H 5J1



HALLEE
BRIDGEMAN

I hope you have a
wonderful birthday and
pray God blesses you in
amazing ways in the
coming year!

In Christ,
Hallee Bridgeman

QUESTIONS ABOUT NEWSLETTER?



A PDF of this Powerpoint can be found here:
<http://successfulchristianselfpublishing.com/newsletter-class/>