

NEWSLETTER GROWTH
AND ONBOARDING

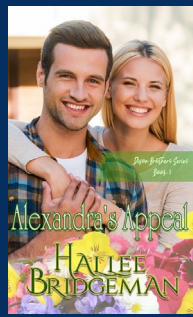
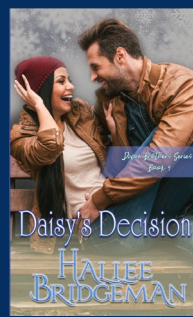
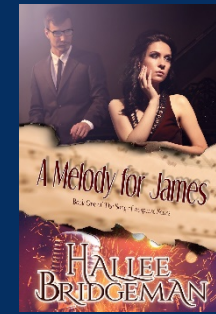
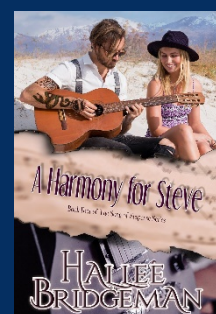
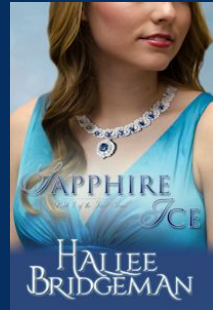
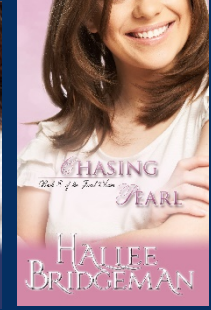
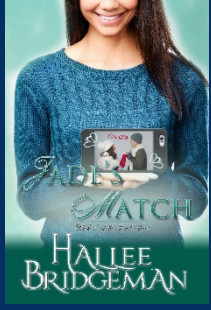
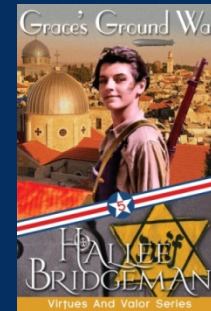
HALLIE
BRIDGEMAN



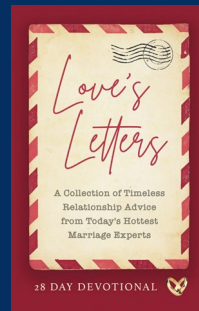
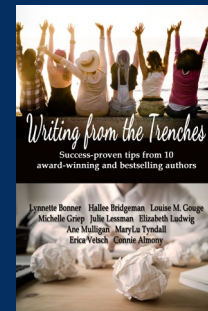
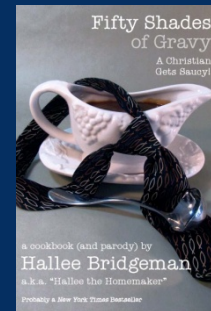
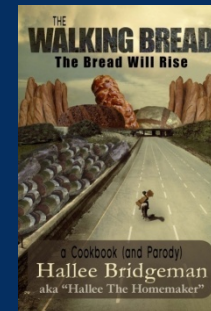
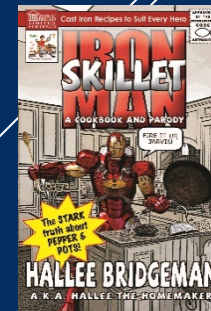
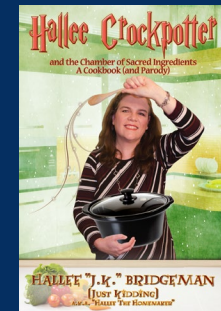
- ▶ Started publishing in 2012
- ▶ Published 35 books with over 850,000 sales
- ▶ Has taught all over the world

ABOUT ME

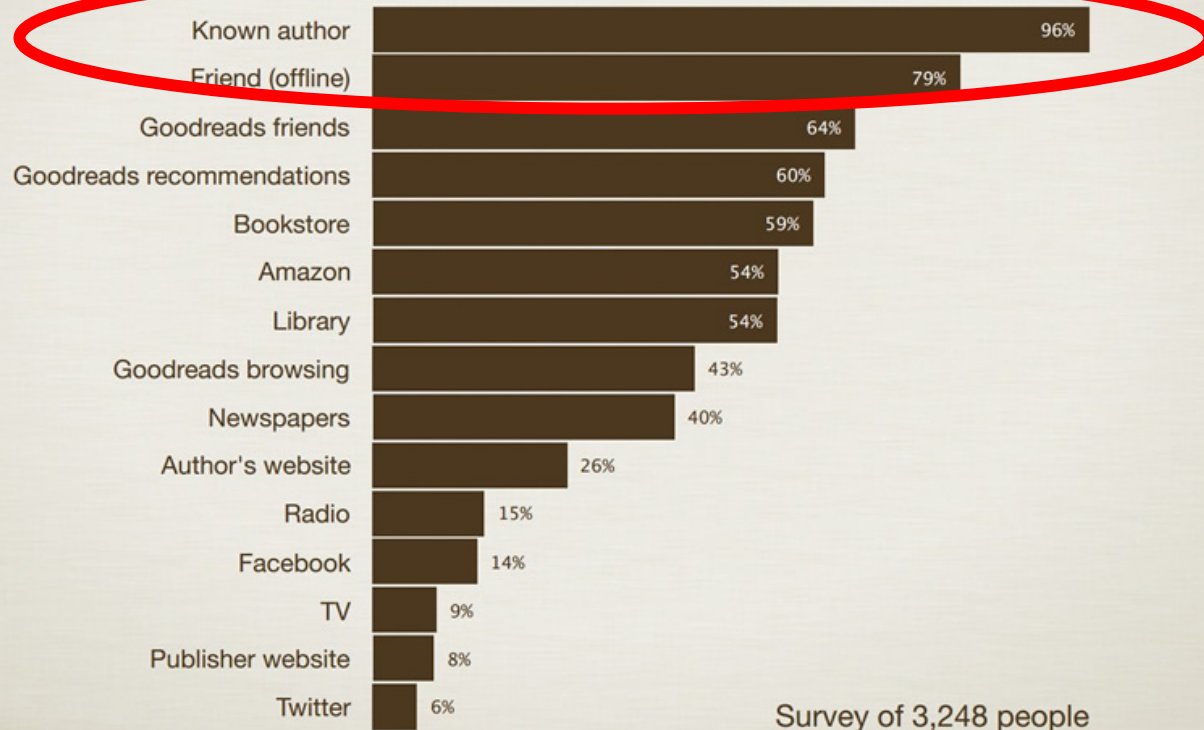
A series of several parallel white lines of varying lengths, slanted diagonally upwards from left to right, located in the bottom right corner of the slide.



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
 - ▶ According to Forbes, email is the #1 digital marketing trend for 2022:
<https://www.forbes.com/sites/henrydevries/2021/12/16/10-trends-for-digital-marketing-in-2022/?sh=7df084f0755a>
- ▶ 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 send your newsletter.
Pricing of different plans

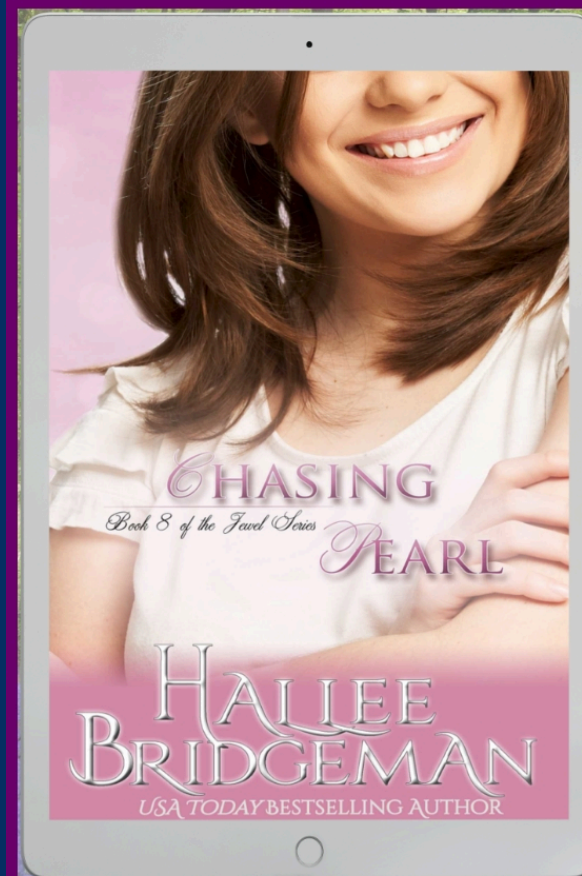


- ▶ Offer an incentive
 - ▶ I offer a free ebook
 - ▶ One subscriber wins \$25 Amazon gift card every month

WAYS TO GROW LIST



WAYS TO GROW LIST



A package
lost in the
mail since
1940 brings
a modern
couple
together in a
miraculous
way.

Subscribers to my newsletter get
Chasing Pearl for free!
www.halleebridgeman.com/newsletter

- ▶ 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

USA TODAY bestselling author HALLEE BRIDGEMAN

Home

Blog

Get Your Free Book!

About Hallee ▾

Hallee's Books ▾

Speaking

Contact Hallee

Hallee's Brew

Hallee's Store

Statement of Faith

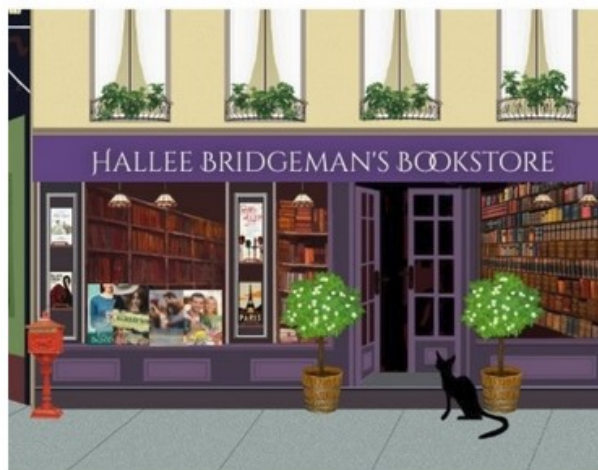
Videos

Welcome, Friends!



Broken and battered, Valerie
comes home and finds a
lifetime of love waiting for her

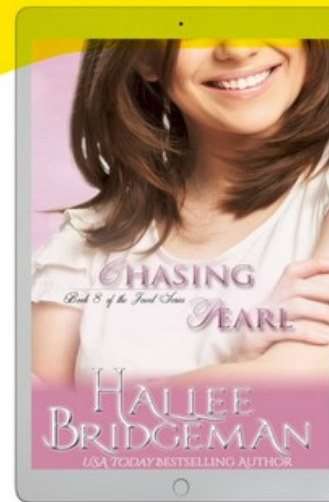




Hallee's Store

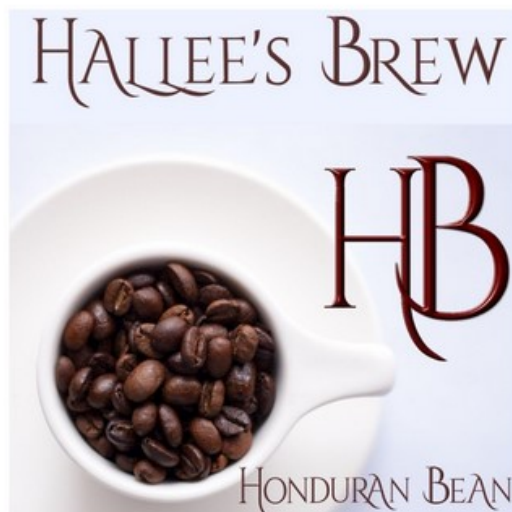


About Hallee



Join
Hallee's
newsletter
and get
*Chasing
Pearl* for
free!

Get your free book!



Pinned post

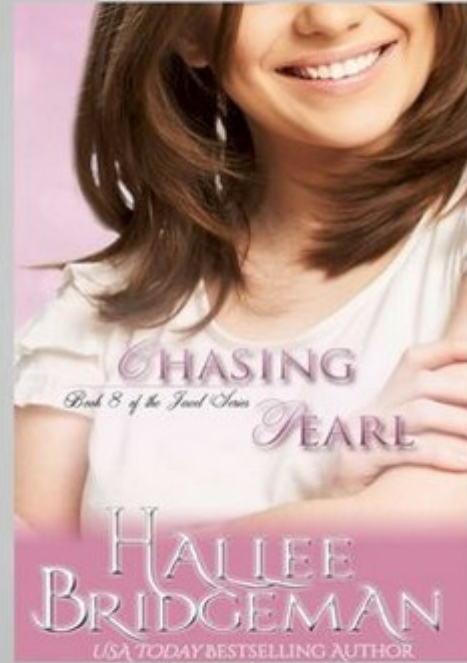


Hallee Bridgeman, Author

Published by Hallee Bridgeman · January 12 at 2:39 PM ·

Subscribers to my newsletter get Chasing Pearl for free!

<http://www.halleebridgeman.com/newsletter>



A package
lost in the
mail since
1940 brings
a modern
couple
together in a
miraculous
way.

Subscribers to my newsletter get
Chasing Pearl for free!
www.halleebridgeman.com/newsletter



halleebridgeman

Edit Profile



4,293 posts

1,307 followers

495 following

Hallee Bridgeman

Author

❤️ USA TODAY bestseller 📖 🍳 real food cook 🍓 🥦

✝️ ✨ follower of Yeshua ✨ ✝️ ☕ coffee connoisseur 🍵

👤 homeschooling mom 👨‍👩‍👧 autism mom 🍀

👉 Want a Free Book? 👉

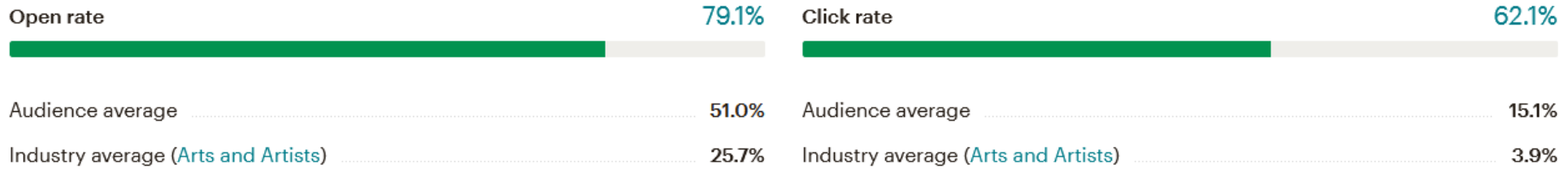
www.halleebridgeman.com/links

- ▶ 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%.
- ▶ See the video at <https://successfulchristianselfpublishing.com/building-a-platform/> for my onboarding I

ONBOARDING PROCESS



3,358 Opened	2,636 Clicked	13 Bounced	58 Unsubscribed
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Immediately
Subject line:
Here's Your Free Book

HERE'S YOUR FREE BOOK!

FROM: NAME
Hallee Bridgeman

FROM: ADDRESS
hallee@halleebridgeman.com

TEMPLATE
onboarding 1

Enjoy reading
my book
Courting Calla!

Hello friend:

Thank you for subscribing to
my newsletter. To get your free

EMAILS SENT
517

LAST SENT
Thursday 01/14/2021 12:40 PM

More Stats

DELIVERED
97.18%

OPENED
60.93%

CLICKED
51.43%

BLOCKED
0.38%

SPAM
0.38%

HARD-BOUNCED
0.56%

SOFT-BOUNCED
1.88%

RETRYING
0%

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



WELCOME TO THE FAMILY!

FROM: NAME
Hallee Bridgeman

FROM: ADDRESS
hallee@halleebridgeman.com

TEMPLATE
calla email 2

Welcome to the family!

Hey friend!

I hope you're deep into reading
Courting Calla (and loving it).

Have a confession. I had a plan

EMAILS SENT

496

LAST SENT

Wednesday 01/13/2021 01:02 PM

[More Stats](#)

DELIVERED
96.88%

OPENED
55.24%

CLICKED
4.74%

BLOCKED
1.17%

SPAM
0.2%

HARD-BOUNCED
0.2%

SOFT-BOUNCED
1.76%

RETRYING
0%

Open rate	57.3%	Click rate	18.9%
Audience average	51.0%	Audience average	15.1%
Industry average (Arts and Artists)	25.7%	Industry average (Arts and Artists)	3.9%

2,344

Opened

772

Clicked

6

Bounced

62

Unsubscribed



ARE YOU A LOVER OF ROMANCE, TOO?

FROM: NAME
Hallee Bridgeman

FROM: ADDRESS
hallee@halleebridgeman.com

TEMPLATE
Calla email 3

Do you love
romance like I
do?

Hello again, friend!

I hope you're finished reading
Courtina Calla (and have

EMAILS SENT

489

LAST SENT

Thursday 01/14/2021 12:45 PM

[More Stats](#)

DELIVERED
97.02%

OPENED
41.92%

CLICKED
21.46%

BLOCKED
1.39%

SPAM
0%

HARD-BOUNCED
0.2%

SOFT-BOUNCED
1.39%

RETRYING
0%

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

Open rate	56.6%	Click rate	12.4%
Audience average	51.0%	Audience average	15.1%
Industry average (Arts and Artists)	25.7%	Industry average (Arts and Artists)	3.9%

2,277 Opened	498 Clicked	6 Bounced	48 Unsubscribed
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2 days later
Subject Line:
How It All Started



HOW IT ALL STARTED

FROM: NAME
Hallee Bridgeman

FROM: ADDRESS
hallee@halleebridgeman.com

TEMPLATE
Calla email 4

It actually began with a dream...

Hello [[data:firstname:"Friend"]]

I'm so happy we're able to connect this way. I thought I

EMAILS SENT

167

LAST SENT

Thursday 01/14/2021 01:16 PM

More Stats

DELIVERED

95.98%

OPENED

45.51%

CLICKED

13.16%

BLOCKED

1.15%

SPAM

0%

HARD-BOUNCED

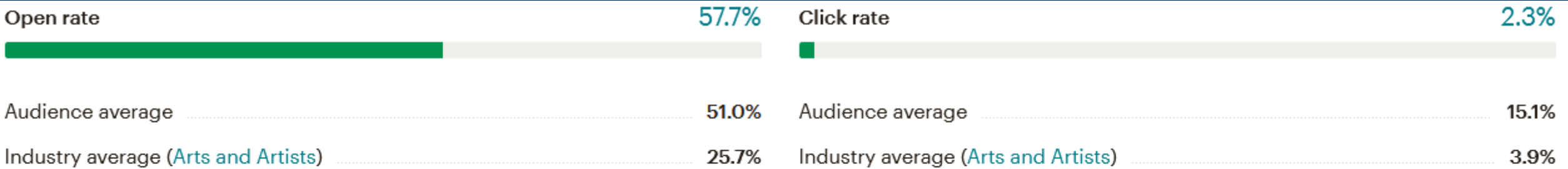
0%

SOFT-BOUNCED

2.87%

RETRYING

0%



2,241 Opened	89 Clicked	4 Bounced	45 Unsubscribed
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I LOVE YOU. REALLY.

FROM: NAME

Hallee Bridgeman

FROM: ADDRESS

hallee@halleebridgeman.com

TEMPLATE

Calla email 5

I really love my readers.

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

I have to tell you that writing a book is a very solitary existence. I hole up in my office

EMAILS SENT

162

LAST SENT

Wednesday 01/13/2021 06:53 PM

More Stats

DELIVERED

98.78%

OPENED

49.38%

CLICKED

2.5%

BLOCKED

1.22%

SPAM

0%

HARD-BOUNCED

0%

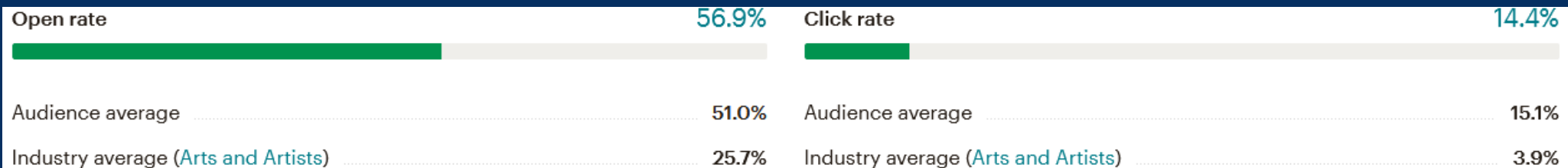
SOFT-BOUNCED

0%

RETRYING

0%

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



2,037 Opened	514 Clicked	6 Bounced	48 Unsubscribed
-----------------	----------------	--------------	--------------------

I WISH I COULD BE YOU!

FROM: NAME
Hallee Bridgeman

FROM: ADDRESS
hallee@halleebridgeman.com

TEMPLATE
Calla onboarding final

I miss this part.

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

EMAILS SENT	LAST SENT		
157	Wednesday 01/13/2021 10:26 AM		
DELIVERED	OPENED	CLICKED	BLOCKED
98.74%	49.04%	16.88%	1.26%
SPAM	HARD-BOUNCED	SOFT-BOUNCED	RETRYING
0%	0%	0%	0%

More Stats

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

3583

Subscribers who have completed

24039

Emails sent

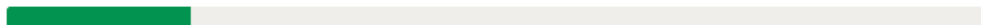
Open rate

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

14 total days

BEGAN ONBOARDING
SERIES SEPTEMBER 2017

Workflow Statistics

This dashboard shows the performance of your overall workflow

2170 Emails Total	99,68% 2147 Delivered ?	0% 0 Retrying ?	68,51% 1111 Opened ?	26,73% 297 Clicked ?
0,09% 23 Blocked ?	0,22% 0 Soft-bounce ?	0,02% 0 Hard-bounce ?	0,01% 3 Spam ?	1,1% 51 Exited ?

14 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



To view a sample of my newsletter, click this link:
<https://www.halleebridgeman.com/sample-newsletter>

NEWSLETTER SAMPLE

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

- ▶ 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

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

Every
anyone
in the
to a c

KEEPING



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



I don't want you to miss out!

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

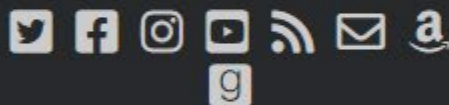
It's possible that your email server is not connecting with my newsletter server and the bots are all confused. If that's the case, [click this link](#) and you will stay on my list. Want to get off? Go ahead and hit the unsubscribe link below and/or do nothing. I'll remove you before the end of the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

Thank you!

HALLEE BRIDGEMAN

HALLEE BRIDGEMAN

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



Home

Blog

Get Your Free Book!

About Hallee



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.

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

HALLEE BRIDGEMAN

KEEPING LIST HEALTHY

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

KEEPING LIST HEALTHY

Several thin, parallel white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

- ▶ 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

NEWSLETTER EXCLUSIVES



Exclusive Sneak Peaks



NEWSLETTER EXCLUSIVES

▶ Birthday Club

- ▶ Currently have 1250 members
- ▶ Receive a signed birthday card from me
 - ▶ 50% off one ebook coupon
 - ▶ Bookmark for upcoming series
 - ▶ ***Captive marketing audience***

NEWSLETTER EXCLUSIVES



HAILEE
BRIDGEMAN

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

In Christ,
Hailee Bridgeman



...mentfield Rd
Bayview, Auckland
NZ 0629

Suana ...
Biran, Laguna 4024
Phillippines

...
Windhoek, Namibia
9000

Leamington, Ontario
Canada N8H 5J1

QUESTIONS ABOUT NEWSLETTER?

HALLEE@HALLEEBRIDGEMAN.COM



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