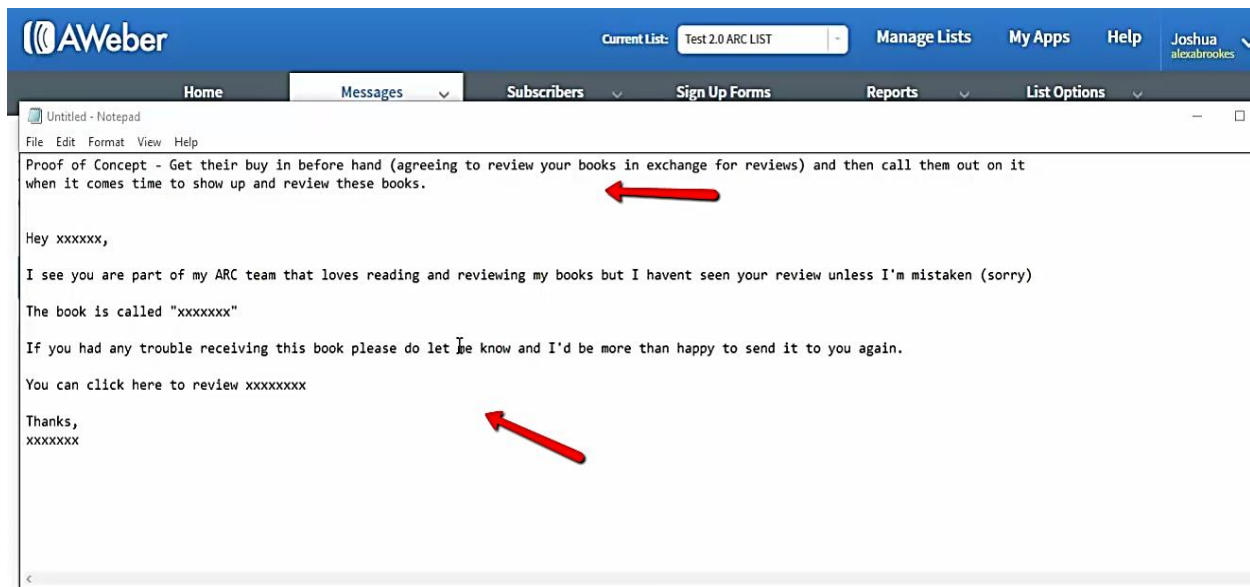


## Email Marketing

### PART 3. AUTOMATING EMAILS

1. After getting reviewers sign up to your Arc List, it is time to ask them for a feedback. Create 4 auto emails. Send the email below no later than a week after you sent your first book to your Arc List.



Click Create Message and then click Drag and Drop Email Builder

**Legacy Follow Up Series**  
An automated series of emails sent to new subscribers.

**Want more from your follow-ups?**

With Campaigns, you can create as many follow up series as you want, all in the same list! To avoid sending duplicate messages, you can create different follow up series for different campaigns. This will let you send subscribers to different campaigns based on how they sign up. To get started, just create a new campaign and add the Legacy Follow Up Series visible in Campaigns. Not ready for Campaigns? Your legacy follow up series will continue to work the same way.

[Show this Series in Campaigns](#)

Drag and drop messages to change their order.

**Create a Message**

- Drag & Drop Email Builder**  
Use templates to create custom emails.
- Plain Text Message**  
Create a text only message.
- HTML Editor**  
Use WYSIWYG or edit the raw HTML.

Draft your message as instructed in #13, 14, 15 and 16 – Save and Exit

Thank you (and a bonus short story)

Hi {{firstname\_fix}}

Thank you so much for subscribing to my mailing list to receive free xxxxxx books, updates and so much more!

I hope you are enjoying your free books and I'm excited to hear your feedback!

You can click [here](#) to receive your xxxxxx books.

Have a great day,  
XXXXXX

**Message Properties**

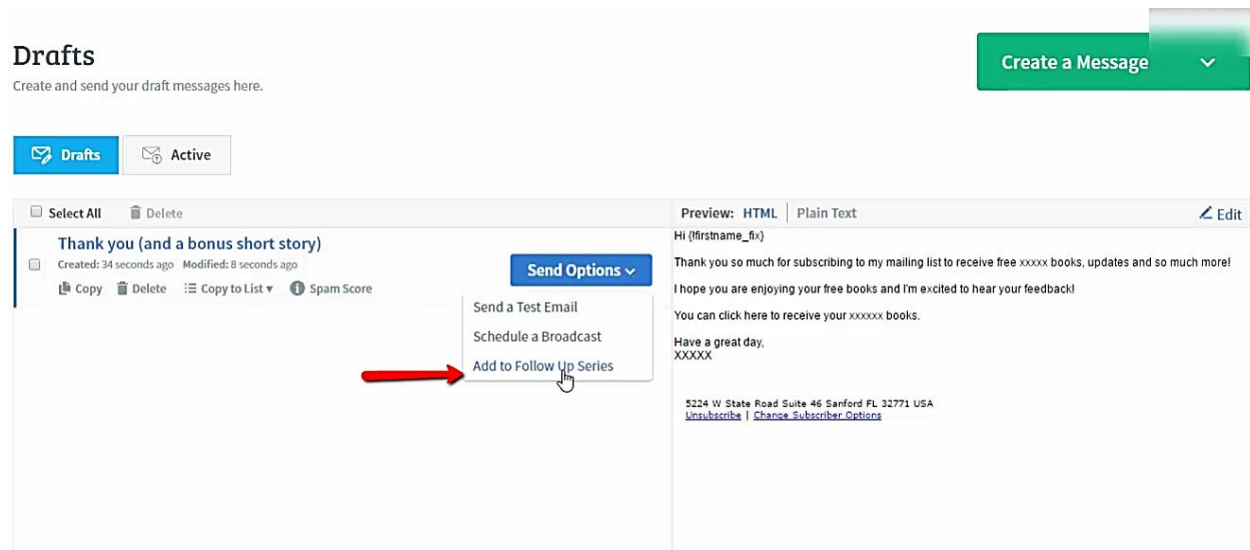
Current Template:  
Plain (Left Aligned)

[Templates](#)

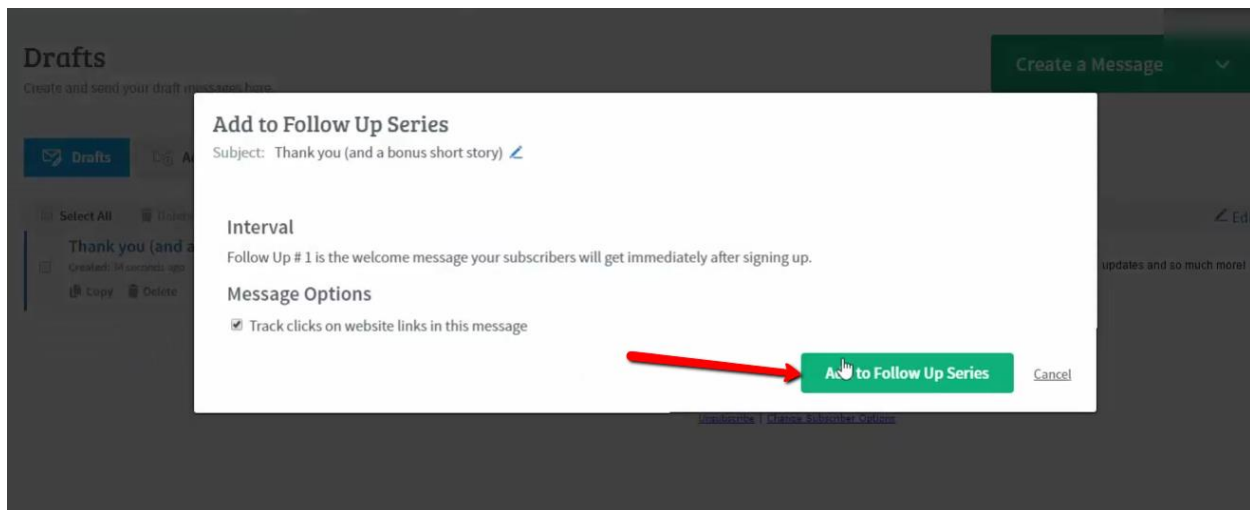
Background Color:

[Undo](#) [Redo](#)

2. Click Send Options then click Add to Follow Up Series



3. Click again Add to Follow Up Series



4. Create 3 more Emails for the templates below:

Subject Line: Have you got your FREE book? (send immediately after first email)

Hey xxxxx,

You joined my mailing list and I just wanted to make sure you were able to get your free books without problems. If for whatever reason you couldn't get your book please shoot me an email over at xxxxxxxx@gmail.com

I just want to make sure you get these free books

Have a great day,  
xxxxxx

Subject Line: [Have you read this?](#) (send 5 days later)

Hey xxxx,

Have you read this book by xxxxxxx I came across it the other day and thought I'd suggest it to you because I really enjoy this author and his/her books are amazing!

If you havent read it yet you can click here to check it out and let me know what you think or if you have even heard of this author before.

Have a great day,  
xxxxxx

I

Subject Line: [Bonus read check it out...](#) (send 5 days later)<sup>I</sup>

Hey xxxxx,

I'm working on the second book in my series and I need your opinion on the flow of the story if you dont mind.

I've included a sample of my book inside of this email. If you would please read and just give me any feedback you may have to strengthen my story it would be much ap

Have a great day,  
xxxxxxx

These emails will be sent automatically by its condition individually.