



**BEST PAGE  
FORWARD**

# **HOW TO ATTRACT YOUR FIRST 500 EMAIL SUBSCRIBERS AND SELL MORE BOOKS**

**with Bryan Cohen, Creator of Email Lists from Scratch**

# WHERE IS EMAIL ON YOUR TO-DOS?

- As we all know, there are countless tasks that we set out to complete in the self-publishing journey
- Beyond writing, we have plenty of ongoing and one-time marketing items on our growing lists
- Creating an email list and setting up your automated messages is a one-time action that can pay dividends, but we often put it off
- Taking the time to do it right can lead to cumulatively stronger launches, better readthrough, and more customer reviews
- Whether you're starting on marketing your first book or your 20th, setting up your list sooner gives your books a better chance of success later

# HERE'S WHAT YOU'LL LEARN

- How to set up a simple landing page that turns browsers into lifelong readers
- The step most authors miss with group promos, and the value of a strong followup
- How to automatically grow your launch team to get more reviews on day one

# HERE'S WHAT YOU'LL NEED

- Your undivided attention
- About 60 minutes for the teaching and 30-60 minutes for the Q&A session
- A willingness to learn, grow, and adapt



# I HOPE YOU'LL STAY UNTIL THE END

- We'll give out a link to the slides
- We'll also have a Q&A where we answer all of your questions
- I'll be sharing more about your Email Lists from Scratch course bundles
- And we'll have a contest drawing for three \$20 Amazon gift cards during the Q&A session (you need to be there live)
- But first, let's talk about email

# HOW EMAIL MARKETING WORKS

- Email marketing is when you get permission from readers to join your "list" in return for a free story/book (the permission is key: you can't just email random people)
- You store the list with an email service provider (like Mailerlite, Mailchimp, or AWeber) and using that ESP you can send automated and regular emails
- Because you have the freedom to message these subscribers whenever you want (as long as they stay subscribed), you can inform them about new releases, discounts, and progress on your upcoming books
- But each email is also an opportunity to make a deeper connection with your readers, often by inspiring a two-way conversation through personal anecdotes and questions
- Authors who continue to grow their list through group promotions, advertising, and links in their back matter collect more fans and see greater launches over time

# IT STARTS WITH A LANDING PAGE

- Authors gather readers with a Landing Page (a.k.a. a Squeeze page) that has one purpose: to get a person to provide their email address
- This is why it's helpful to create a special page on your website (or use a service like LeadPages) that has no extraneous links
- Many email service providers can also create a Landing Page for you, which is often the best and most affordable option
- On this landing page, you can offer a Reader Magnet, which is a free story or entire book to entice future fans to sign up
- If you can bring a relevant reader to your landing page and provide them with a relevant offer, then they're more likely to join your list

# EMAIL CONVERSION RATE

- In Amazon Advertising, Conversion Rate is about how many Clicks it takes to get a Sale or a KU Full Read
- When it comes to your Landing Page, Conversion is about the percentage of visitors to your page who actually sign up for your list
- This number can vary depending on if you're targeting warm traffic (an existing email list) or cold traffic (Facebook Ads, newsletter swaps, etc.)
- I've seen too many authors fail to optimize their page (cutting down the # of links, testing the form to make sure it works, writing clear ad copy) and run promos to a page that doesn't convert well
- Even cold traffic can convert at 30% or higher with a page that you've tested and improved upon (optimizing your page is like editing your novel, you must do it!)



# START SIMPLE

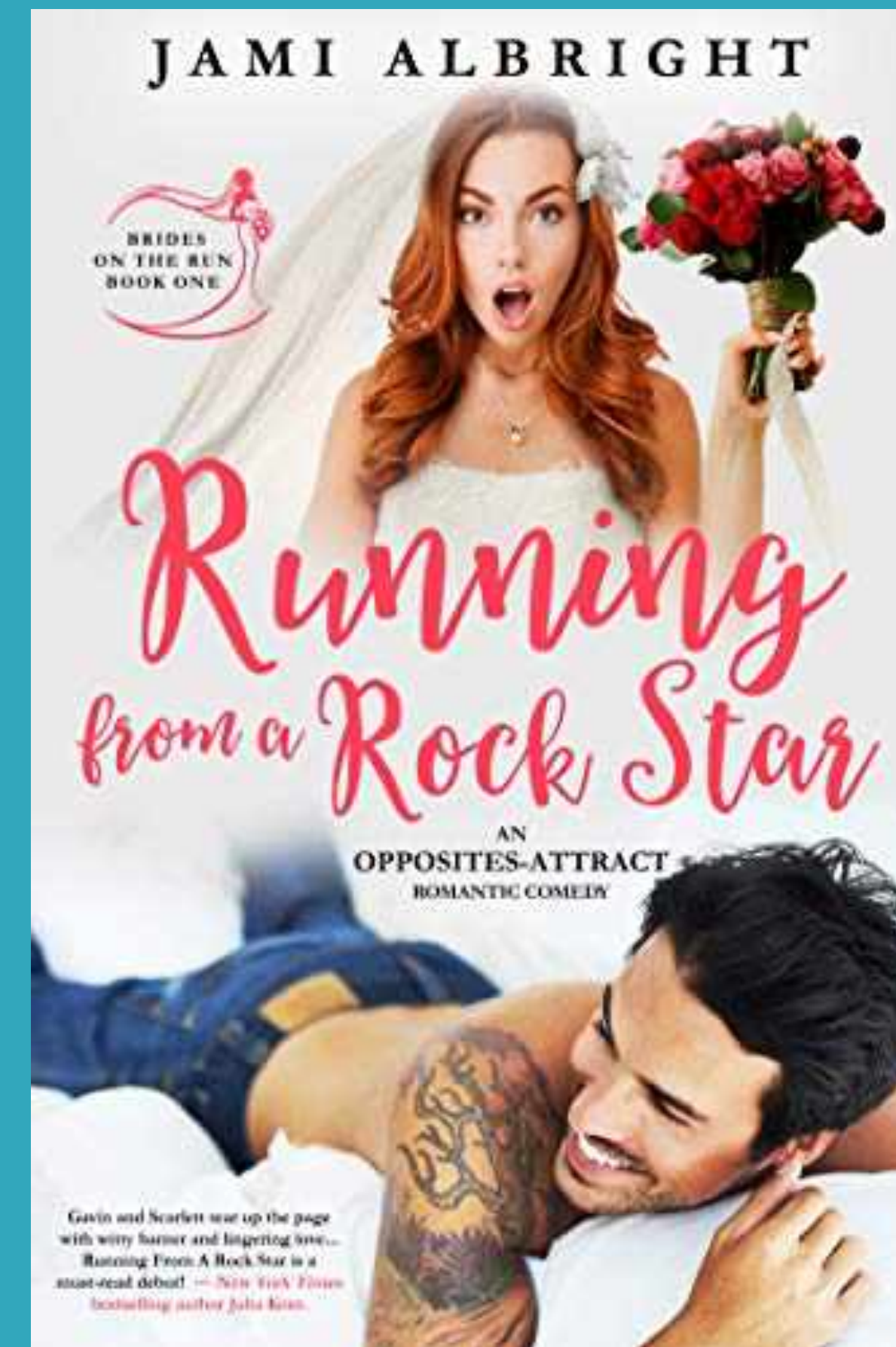
- There are plenty of bells and whistles when it comes to landing pages, but it's best to just start with the one from your ESP (Mailerlite, Mailchimp, etc.)
- Use one offer of one free (and relevant) short story featuring a character from the book or series you want to sell (yes, you'd have to write this)
- Get an affordable cover for the freebie (a premade or through GetCovers) and include that image and some direct copy (Enter your email and name below to get your free copy of *Book Title* instantly!)
- Test your page to make sure it works (I use the Gmail+ trick of bryan+test1@gmail.com) and then share the offer with your FB Fan Page or any other group of fans you've accumulated
- It's a good idea to research what other authors in your genre are doing by signing up for their lists and offers as well

# THINGS TO LOOK OUT FOR

- **A Glitch in the Matrix:** Whenever you create a new page or test out a tweak, you must try it yourself first to make sure it works (enlist a friend or two to test as well if you can)
- **The Leaky Cauldron:** If you put a link to your email list on a page with too many links, your page will leak readers like crazy (ideally, the only thing they can do on the page is sign up)
- **Manual Freebie Sending:** Email is meant to be automated, so you should ensure it's easy to download your freebie as part of your auto sequence (I use Damon Courtney's BookFunnel service for delivery)
- **Real People Responding:** This is a surprise for many new email list creators, but actual readers may respond to you. It's a good idea to reply to them within 48 hours so they know you're actually reading them! (Heed Gary V's advice)



# JAMI ALBRIGHT'S 1ST LAUNCH





# IT'S ALL ABOUT GROWTH... RIGHT?

- It can be discouraging for authors to hear that there are others out there with 1,000, 2,000, or even 5,000+ subscribers already
- First and foremost, you shouldn't compare your beginning to somebody else's middle, but secondly...
- It's not about how many followers you have, it's about how you connect with them
- I once heard of an author who gathered 7,000 subscribers but who never actually emailed them until months after they signed up (in that time, many had forgotten who she was!)
- This is why even when you have fewer than a dozen signups, it's a great idea to set up an automatic series of emails that will go out to every new reader



# START WITH YOUR FOLLOWUP

- While it's called different things in different ESPs (Automation, Followup, Sequence, etc.) your automated email sequence is the backbone of your list
- Each email in your sequence should serve a purpose (like downloading your freebie or buying a book) as well as forging a deeper connection between you and your reader
- As a reader gets more and more of these emails from you, they should get to know you better AND know how they can support you and your books
- Even though the emails are automated, readers will see your message as an attempt to reach out and provide entertainment, education, or both
- And while it takes time and effort to write these emails in the first place, once they're up and running for you, you can mostly set them and forget them (how does that sound?!)

# MY PERSONAL FOLLOWUP SEQUENCE

- Email #1: Share the Freebie and Mention a Few Things About Me (sent right away)
- Email #2: Check in About the Freebie and Share One Short Personal Story (sent 2-3 days later)
- Email #3: Send to Social Media and Tell a Deeper Story About Me (sent 7 days after first email)
- Email #4: Describe How Much Your Book Means to You and Ask Them to Buy It (sent 10-14 days after first email)
- Email #5: Tell Them How Much You Love Free Things and Send Them to Your Street/Launch/ARC Team)

# AND THEN YOU CAN GROW

- Only after you've set up your sequence (and tested that it works), can you start to grow your list
- There are two main categories to email list growth strategies...
- You can hustle and put in the hours to connect with readers and set up group promotions
- You can also use cash to build your list through things like paid promos and ads
- In the beginning, you'll probably go with the hustle first, but eventually you'll want to supplement with cash to grow a little faster

# BUILDING WITH HUSTLE

- One of the best ways to grow your list is to become a person who organizes group promotions (using sites like BookFunnel and Evan Gow's Story Origin)
- You can absolutely just join someone else's promos, but when you're the person in charge, you get to control when they happen and improve upon them with each new promo
- You can also become a person who organizes list swaps (where two authors each share their list/books in each other's newsletters), but this becomes easier once you've gotten 100+ signups
- For list growth and friend-making purposes, it's also helpful to become a person who is always connecting with other authors (with no expectations while hoping that the connections lead to something)
- You can also set your book up to do the hustling for you by including a link to join your email list at the back of your series starter (you can do this **AFTER** you link to your next book)



# BUILDING WITH CASH

- One of the most common ways that authors grow their lists with cash is to run Facebook Ads directly to their landing page (FB ads are hard and have a learning curve, but some have used them to great ends)
- Another way is to use the back matter tip from the last slide, and run more Amazon Ads to their book to get sales and eventual back matter signups
- There are also paid promos you can be a part of like BookSweeps and Prolific Works that may help you to gather additional signups too
- One method that's growing in popularity is to skip Amazon entirely and sending readers to your own website to buy, where you can capture the reader's email as well (very complex but when mastered can be quite lucrative)
- With either set of these methods, you **MUST** test and improve your Conversion **AND** write your email sequence first to get the most out of your time and money

# THINGS TO LOOK OUT FOR

- **Doing Things Out of Order:** If Conversion improvement and Writing the Emails come first, you'll be in much better shape for email list growth
- **Not Giving It Enough Time:** Plenty of authors have tried one promo ever and said it was a waste, but sometimes the 2nd, 3rd, or 10th promo can be the most successful (the Zen Lemur writes emails too)
- **Pouring Money Down a Hole:** Running ads to grow your list is tempting, but you need to do it slowly (putting in too much money too quickly is unlikely to work)
- **Trying to Do Everything:** We recommend you pick one way to grow your list for at least the next 90 days and stick with it (rather than eating everything from the buffet and getting sick)



# PIERRE ALEX JAUNTY'S WAREHOUSE



# ONE PATH TO 500 SIGNUPS, PART 1

- Here's one example of how you could gather 500 signups in the next 6-12 months
- First, you join several authors' email lists in your genre to get inspired by their Landing Pages and Email Sequences
- Then you create your own page and write at least five emails for your own sequence (before testing them extensively)
- You choose to start small by joining one or two group promos at BookFunnel and StoryOrigin to learn the ropes [Total Subscribers: 75]
- Using what you've learned and the authors you've connected with, you create your own group promos and the 2nd one you organize is a success [Total Subscribers: 150]



# ONE PATH TO 500 SIGNUPS, PART 2

- Now that you've got some signups to work with, you begin to organize some list swaps with your new author friends and you even get an author with 1,000 followers to share your offer [Total Subscribers: 250]
- While you're organizing more group promos, you start running some low cost Amazon Ads to your book to collect some sales and new signups [Total Subscribers: 300]
- As your list grows, more authors are willing to do swaps with you and your promos attract even more authors from your genre [Total Subscribers: 400]
- With your monthly income growing slightly from your list growth efforts, you funnel back some of those earnings into Facebook Ads or paid promos to put you over the top [Total Subscriber: 500]
- It's a slow and steady build, but all of these efforts work well to increase sales BECAUSE you put in the effort to strengthen your foundation first

# MORE SUBSCRIBERS, MORE REVIEWS?

- In addition to seeing more sales and forging a greater connection with your readers, growing a list can also get you more reviews
- It's a good idea at least once per quarter to ask your existing list to post a review on your series starters (as this will improve your Sales Page Conversion Rate)
- But you can also automate more reviews by making these requests a part of your email sequence
- And the best way to make this happen on a regular basis is to automatically send your readers onto your Street/Launch/ARC Team list

# GROWING YOUR LAUNCH TEAM

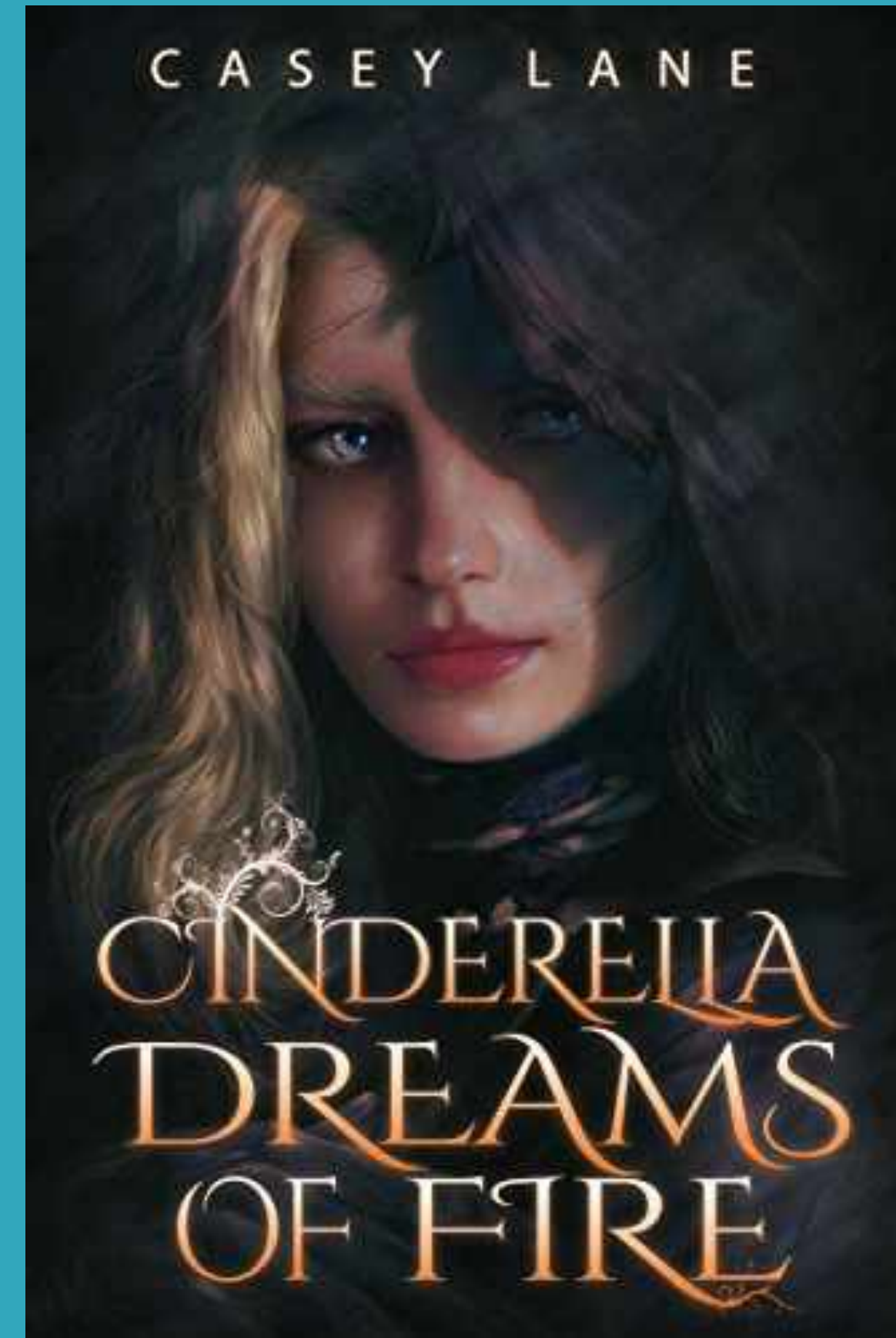
- As I mentioned earlier, the 5th email in my automated sequence sends readers onto my Launch Team list
- I accomplish this by creating a 2nd Landing Page and a 2nd Email List (with all the requisite testing) that will serve as my Launch Team list
- I usually title this email "Get My Books Free Forever" and talk about how much I appreciate when readers leave a review (many readers don't know how much this can help authors)
- Once these readers join my Launch Team list, they're actually sent into another automated sequence that requests that they leave a review of my Book 1
- If out of the 500 new subscribers you recruit about 75 join your Street Team and then 10% of them actually review Book 1, then you'll have 7-8 new reviews without lifting a finger

# THE STRANGER CYCLE

- More customer reviews can start a fantastic cycle that actually leads to more email signups
- When you get more reviews on your books, your Conversion Rate improves, leading to more strangers buying your books
- Some of those new readers enjoy your book so much that they actually go ahead and join your list at the back of your novel/nonfiction
- A portion of those new subscribers go on to join your Street Team list and leave a review
- This gets you more social proof on your books, leading to more strangers buying, and the cycle continues (as long as your foundation is set up for success)



# BRYAN'S FAIRY TALE



# PUTTING IT ALL TOGETHER

- By creating your Landing Page and optimizing it first, you ensure that your later hard work will convert more readers to join your list
- Writing the emails in your sequence before you start marketing the list will ensure all readers see your freebie and learn more about you automatically
- Using hustle and/or cash through promos and/or ads will give you more readers you can connect with and potentially more sales as well
- Growing your Launch Team as part of your sequence helps you to get more lifelong fans and reviewers
- Increasing your number of reviews activates the Stranger Cycle by funneling in new readers each and every month

# I'M NOT SURE WHY YOU CAME HERE TODAY

- I hope you GET the importance of investing your time and care into building a strong email list foundation
- I also hope you understand that there isn't some great mystery to this process, but there is value in following the lead of those who've mastered their mailing lists
- And with hard work and a clear plan of action, you can absolutely turn your own email list into the hard-working book-selling tool it was meant to be
- Also, while you may not love writing emails, you can approach the task with the confidence that your efforts now will make a BIG difference in your publishing success



# SO, HERE'S THE NEXT ESSENTIAL QUESTION...

- How do I ensure my email list is as strong as it can be?
- You always have the two options
- You can do it **slow** with trial and error and some of the tips you've learned today...
- Or you can do it **quickly** by having the right email marketing tools at your disposal just when you need them!
- But before I share more, I want to get your permission, so please type **YES** into the questions box if you want to hear more about this special offer



# BECOME GREATER

FORGET WHAT WE  
BECAME. FOCUS  
ON WHAT WE'RE  
CAPABLE OF  
BECOMING.

ANIEKEE TOCHUKWU EZEKIEL



**INTRODUCING...**  
**BEST PAGE FORWARD'S**  
**EMAIL LISTS FROM SCRATCH!**

# WE KNOW THERE'S A LOT OUT THERE

- But chances are that focusing on your email list will help you make a lot more progress through the rest of 2023
- Whether you're just starting, ready to optimize your existing email funnel, or looking for new ways to grow...
- We've got the tools to help you reach your email marketing goals.



# EMAIL LISTS FROM SCRATCH

- Our *Email Lists from Scratch Tutorials* to walk you through all the initial steps you need to succeed with email marketing
- The *100 Email Writing Prompts* eBook filled with 100 reusable email writing prompts to inspire you to connect with your fans
- A copy of the *Self-Publishing and Email Marketing* eBook

# TUTORIALS & CHALLENGE

- The Get More Subscribers 5-part DIY Challenge to work through at your own pace
- replays from all FIVE Get More Subscribers Challenge Q&A sessions
- Access to our members-only Email Marketing Facebook Group to ask questions and connect with your fellow author-marketers
- Everything from the previous slide, including: Our *Email Lists from Scratch Tutorials*, the *100 Email Writing Prompts* eBook, and a copy of the *Self-Publishing and Email Marketing* eBook

# CHALLENGE & CONFERENCE

- Replays from our two-day virtual event focused around the theme of helping you sell more books with email marketing
- Presentations from prolific and six-figure authors like Pierre Alex Jeanty and Erika Everest that lay out a clear path for success
- Classes conducted by industry leaders like Damon Courtney, Evan Gow, and Bryan himself to help you achieve your goals faster
- Everything from the previous slide, including: The *Get More Subscribers* DIY Challenge, our *Email Lists from Scratch* Tutorials , the *100 Email Writing Prompts* eBook, and a copy of the *Self-Publishing and Email Marketing* eBook



# IT HELPS YOU UPGRADE FROM THIS . . .





# TO THIS . . .



# AUTHORS LOVE OUR EMAIL TRAINING



"Cohen covers so many areas, like onboarding sequences, how to write emails to connect with your readers, and how to grow your list, just to name a few. This is definitely an invaluable tool to reference over and over again."

- Dineen Miller, Email Challenge Attendee



# AUTHORS LOVE OUR EVENTS

“Bryan Cohen and his team created a conference where I felt so connected rather than just sitting, listening, and taking notes. I highly recommend Self Publishing conferences to any indie author who wants to learn, interact, and feel part of the community.”

- Elizabeth Meyette, Self Publishing Live Attendee



# TURN READERS INTO SUPERFANS



"If you want to know how to become a more successful author, and learn how to go from randomly selling books to having a following of fans, this course is for you!"

- Julian Hilton (Author )



# IN SHORT

- Instead of trying to do it all and do it on your own...
- You can focus on your Next One Thing to grow your list, and we'll help you make it happen



# HOW MUCH ARE THESE EMAIL OFFERS AND HOW DO I GET STARTED?

- Trial and error with multiple different email service providers could cost you **\$200+** just to figure things out
- Some courses that cover email marketing, could cost you **\$500+** to learn how to grow your list
- To get someone to write all your emails for you and manage your inbox could cost you **\$1,000+**

# INVEST IN BUILDING YOUR LIST OF READERS

- You can get started with the Email Lists from Scratch today for **\$69 or three payments of \$29**
- You can add our DIY Challenge with the Tutorials & Challenge bundle for **\$99 or three payments of \$49**
- Or dive into the expert replays from our recent Self Publishing Live email marketing event for **\$199 or three payments of \$79**
- **Go to [BestPageForward.net/Email23](https://BestPageForward.net/Email23)** or click the link/button to order your Email Marketing deal today!

# HERE ARE YOUR OPTIONS

## Email Lists from Scratch

Three Monthly Payments of

**\$29**

## Tutorials + Challenge

Three Monthly Payments of

**\$49**

## Challenge + Conference

Three Monthly Payments of

**\$79**

*Visit [BestPageForward.net/Email23](https://BestPageForward.net/Email23) to order your bundle!*





# IS IT REALLY JUST \$29, \$49, OR \$79 A MONTH?

- We always want to give you the best possible deals to improve your email marketing
- We want to put more profit in your pocket, so if spending less per month on some great training can help you get there, then we're all about making it happen
- Plus, you'll get lifetime access to all of these materials to review throughout the year (and beyond)

The background of the entire image is a solid teal color. It is decorated with a repeating pattern of white line-art icons of open books. These icons are arranged in rows along the top, bottom, and sides of the teal area, creating a border effect. The text is centered within this teal area.

**WANT TO LEARN HOW TO KEEP YOUR COSTS  
LOW WHILE YOU GROW YOUR LIST?**

**IF YOU ORDER IN THE NEXT 30 MINUTES...**

# CUT YOUR COSTS WORKSHOP

- We know that setting up and growing your email list can come with extra expenses along the way
- And you'll often hear of one more tool or tactic you can purchase that will make all the difference...
- But email marketing doesn't have to be as costly as you might think
- This informative workshop replay will help you focus on the best steps to grow your list with sustainable actions that won't strain your bottom line
- This special bonus (**value of \$97+**) is yours when you purchase a any of the three Email Marketing offers in the next 30 minutes



# IF YOU'RE WATCHING THE REPLAY

## WEBINAR REPLAY:

How to Optimize Your Amazon Sales Page to  
Sell More Fantasy Books Forever

6

DAYS

10

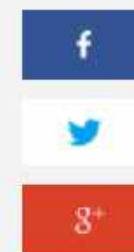
HOURS

51

MINUTES

30

SECONDS



**HERE ARE YOUR OPTIONS**

1 Book Description Package	2 Book Description Package	3 Book Description Package
<b>\$267</b> <small>(one-time fee)</small>	<b>\$727</b> <small>(one-time fee)</small>	<b>\$1,067</b> <small>(one-time fee)</small>
<small>Book Description Package includes: - One (1) book description - One (1) book blurb - One (1) book trailer - One (1) book cover - One (1) book back cover - One (1) book spine - One (1) book title page - One (1) book subtitle page - One (1) book author bio page - One (1) book about the book page - One (1) book about the author page - One (1) book about the series page - One (1) book about the genre page - One (1) book about the audience page - One (1) book about the publisher page - One (1) book about the distributor page - One (1) book about the retailer page - One (1) book about the reviewer page - One (1) book about the blogger page - One (1) book about the influencer page - One (1) book about the podcast host page - One (1) book about the podcast guest page - One (1) book about the podcast producer page - One (1) book about the podcast editor page - One (1) book about the podcast host page - One (1) book about the podcast guest page - One (1) book about the podcast producer page - One (1) book about the podcast editor page</small>	<small>Book Description Package includes: - One (1) book description - One (1) book blurb - One (1) book trailer - One (1) book cover - One (1) book back cover - One (1) book spine - One (1) book title page - One (1) book subtitle page - One (1) book author bio page - One (1) book about the book page - One (1) book about the author page - One (1) book about the series page - One (1) book about the genre page - One (1) book about the audience page - One (1) book about the publisher page - One (1) book about the distributor page - One (1) book about the retailer page - One (1) book about the reviewer page - One (1) book about the blogger page - One (1) book about the influencer page - One (1) book about the podcast host page - One (1) book about the podcast guest page - One (1) book about the podcast producer page - One (1) book about the podcast editor page - One (1) book about the podcast host page - One (1) book about the podcast guest page - One (1) book about the podcast producer page - One (1) book about the podcast editor page</small>	<small>Book Description Package includes: - One (1) book description - One (1) book blurb - One (1) book trailer - One (1) book cover - One (1) book back cover - One (1) book spine - One (1) book title page - One (1) book subtitle page - One (1) book author bio page - One (1) book about the book page - One (1) book about the author page - One (1) book about the series page - One (1) book about the genre page - One (1) book about the audience page - One (1) book about the publisher page - One (1) book about the distributor page - One (1) book about the retailer page - One (1) book about the reviewer page - One (1) book about the blogger page - One (1) book about the influencer page - One (1) book about the podcast host page - One (1) book about the podcast guest page - One (1) book about the podcast producer page - One (1) book about the podcast editor page - One (1) book about the podcast host page - One (1) book about the podcast guest page - One (1) book about the podcast producer page - One (1) book about the podcast editor page</small>
<a href="#">Add This To Cart</a>	<a href="#">Add This To Cart</a>	<a href="#">Add This To Cart</a>

Go to [SellingForAuthors.com/Romance19](https://SellingForAuthors.com/Romance19) or click the link/button to order your custom description today!

*Email us your screenshot or email us the time listed to claim your bonus!*

A teal rectangular banner with white text is centered on a white background. The background is decorated with a repeating pattern of stylized open book icons. The banner has a solid teal color and contains two lines of text in a white, sans-serif font. The first line is in all caps and bold, followed by three dots. The second line is also in all caps but in a regular weight, split across two lines.

**AND IF YOU BUY NOW . . .**

**YOU'LL ALSO GET THESE  
SPECIAL BONUSES!**

# IF YOU ORDER EMAIL LISTS FROM SCRATCH

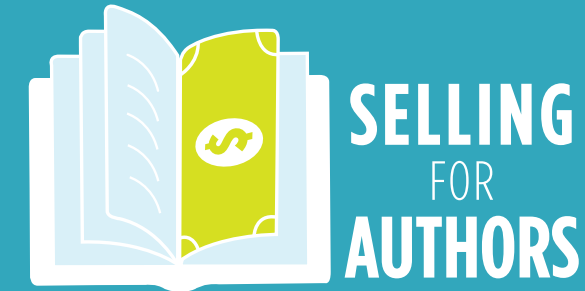
- *Email Lists from Scratch Tutorials* to walk you through all the initial steps you need to succeed with email marketing (\$99 value)
- *100 Email Writing Prompts* eBook to inspire you to connect with your fans (\$49 value)
- A copy of the *Self-Publishing and Email Marketing* eBook (\$10 value)
- A total value of \$150+ for just \$69 or three payments of \$29
- **Go to [BestPageForward.net/Email23](https://BestPageForward.net/Email23)** or click the link/button to order your Email Lists from Scratch deal today!





# WITH A SPECIAL BONUS

- Our Email Lists from Scratch Tutorials, the 100 Email Writing Prompts eBook, and a copy of the Self-Publishing and Email Marketing eBook (\$150+ value)
- If you've struggled to get started before and want to see a step-by-step guide on how to specifically get your next 100+ signups, then you'll love our How to Get Your Next 100 Subscribers cheat sheet
- This simple but effective mini guide (value \$97) will help you to know what's first, what's next, and what to plan for to find an additional 100 readers for your books
- A total value of \$250+ for just \$69 or three payments of \$29
- **Go to [BestPageForward.net/Email23](https://BestPageForward.net/Email23)** or click the link/button to order your Email Lists from Scratch deal today!



# IF YOU ORDER THE TUTORIALS & CHALLENGE

- Our Email Lists from Scratch Tutorials, the 100 Email Writing Prompts eBook, a copy of the Self-Publishing and Email Marketing eBook, the How to Get Your Next 100 Subscribers cheat sheet (\$250+ value)
- The Get More Subscribers 5-part DIY Challenge to work through at your own pace (\$199 value)
- Replays from all FIVE Get More Subscribers Challenge Q&A sessions (\$99 value)
- Access to our members-only Email Marketing Facebook Group to ask questions and connect with your fellow author-marketers (\$99 value)
- A total value of \$700+ for just \$99 or 3 payments of \$49
- **Go to [BestPageForward.net/Email23](https://BestPageForward.net/Email23)** or click the link/button to order your Email Marketing deal today!



# WITH ANOTHER BONUS

- Our Email Lists from Scratch Tutorials, the 100 Email Writing Prompts eBook, a copy of the Self-Publishing and Email Marketing eBook, the How to Get Your Next 100 Subscribers cheat sheet (\$250+ value)
- The Get More Subscribers DIY Challenge, including all the lessons, Q&A recordings, and members-only Facebook group (\$397+ value)
- A replay of my Email Marketing Q&A with dozens of authors to help answer your FAQs about email before you even get started (\$97 value)
- A replay of our Email Landing Page Gauntlet to show you how to structure a landing page that hooks new subscribers (\$97 value)
- With the Bryan's Best Email Advice two-pack, the total value rises to \$900+ for just \$99 or 3 payments of \$49
- **Go to [BestPageForward.net/Email23](https://BestPageForward.net/Email23)** or click the link/button to order your Email Marketing deal today!





# IF YOU ORDER THE CHALLENGE & CONFERENCE

- Everything from the previous two slides, including: The *Get More Subscribers DIY Challenge*, our *Email Lists from Scratch Tutorials*, the *100 Email Writing Prompts* eBook, and a copy of the *Self-Publishing and Email Marketing* eBook (\$900+ value)
- replays from our two-day virtual event focused around the theme of helping you sell more books with email marketing (a \$199 value)
- Presentations from prolific and six-figure authors like Pierre Alex Jeanty and Erika Everest that lay out a clear path for success (a \$199 value)
- Classes conducted by industry leaders like Damon Courtney, Evan Gow, and Bryan himself to help you achieve your goals faster (a \$199 value)
- A total value of \$1,300+ for just \$199 or 3 payments of \$79
- **Go to [BestPageForward.net/Email23](https://BestPageForward.net/Email23)** or click the link/button to order your email deal today!

# AND ONE MORE BONUS

- Everything from the previous two slides, including: The *Get More Subscribers DIY Challenge*, our *Email Lists from Scratch Tutorials*, the *100 Email Writing Prompts* eBook, and a copy of the *Self-Publishing and Email Marketing* eBook (\$900+ value)
- replays from our two-day virtual event focused around the theme of helping you sell more books with email marketing with presentations from six-figure authors and classes conducted by industry experts (a \$600+ value)
- One of the biggest struggles for many authors is getting the landing page right, so for this bonus, I'm going to hop on a group Zoom LIVE to look over YOUR landing pages
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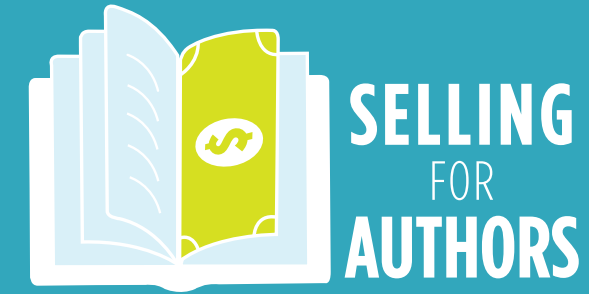
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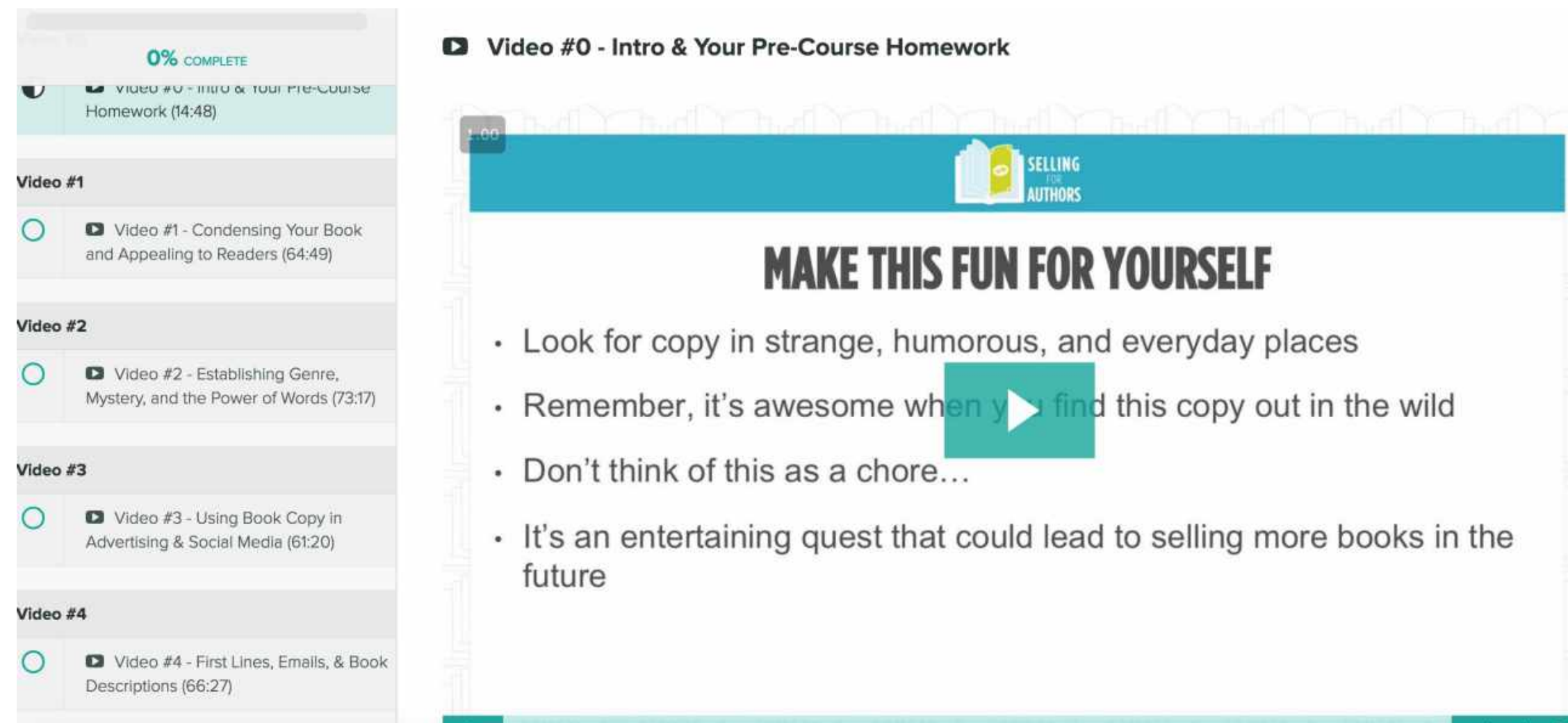
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