

SWIPE COPY TEMPLATES

PLR for Fantasy Authors

Email 1 (for users with lead magnet opt-in)

[Subject Line]: Open to get your short story prequel to *Angel of Dawn*

Hi Anna,

Josephine here from *The War of Angels* series.

I'm delighted with your interest in my book, *Angel of Dawn*. While it won't be available to purchase until May 2023, I'm eager to share some exciting behind-the-scenes info and insights with you.

First though, here's where to download the prequel, *Angel Dreams*, that I promised you.

<https://WarOfAngels>

In the prequel to *The War of Angels* series, it's disclosed how some of the angels banded together despite the efforts of the fallen angel, Dagon, to keep them unaware and separated. Later on, this will be on sale, but for now it's my gift to you for subscribing to get my emails—and it's not available commercially.

In the meantime, I'd really love to know more about you and your interests. Are you a long-time fan of fantasy books? Perhaps you have a favorite author whose work you admire? Do you have a favorite book you've read in the past?

Hit REPLY right now and tell me your answer. I'd love a suggestion from you on what to read next. My own "To Read" list could use some new titles to explore.

Thanks again for your interest in my upcoming book! Watch for another email from me tomorrow.

Until then, dream your biggest dreams,

Josephine Stewart

P.S. If you know someone who'd also like a copy of the prequel, *Angel Dreams*, share this link with them! <https://WarOfAngels>

Email 2 (for users with lead magnet opt-in)

[Subject Line]: A terrible feeling came over me when . . .

Hi Anna,

Josephine Stewart here from *The War of Angels* series.

George R.R. Martin, author of epic fantasy novels *A Song of Ice and Fire*, which were adapted into the Emmy Award-winning HBO series *Game of Thrones* had his character Arya Stark comment:

"Fear cuts deeper than swords."

How true that was in real life when I discovered that two of my lead character's names were identical to those in a newly released bestselling book.

Many writers claim their characters come alive for them. For me, this was so true and renaming my characters almost felt like I'd be killing them off.

Thank goodness I knew the foundation was solid. Eventually, the shock disappeared and I pulled it all together. I told myself the new names were their middle names that they were now going by. How crazy is that? But you know how writers are, lol.

I owe a lot to fantasy authors such as Frank Herbert and Madeleine L'Engle. In addition to diving deep into solving the plots of the stories they so expertly crafted, learning of the struggles they faced as writers or their challenges around getting published provided much needed motivation to keep writing when nothing seemed to be coming together in any measurable manner.

My new book, *Angel of Dawn*, is finally complete. As book one in *The War of Angels* series, the lead characters, Angel Elise, and the human she needs to help her, Michael, can't form the connection needed to overcome dark angel, Dagon, and his puppet, Rastile. This evil pair have activated a plot to start the war that will end mankind.

While I hope to have this become as popular as the George R. R. Martin series (a girl can dream), I'm eager to launch it into the world to see how readers respond.

In the meantime, have you read about George R.R. Martin? I find his story to be fascinating. You can read it here: https://en.wikipedia.org/wiki/George_R._R._Martin.

In the next email, I'll share one of the things that spurred me to write this series.

Until then, dream your biggest dreams,

Josephine Stewart

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Email 1 (for users without a lead magnet opt-in)

[Subject Line]: So excited to share this journey with you

Hi Anna,

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Hit REPLY right now and tell me your answer. I'd love a suggestion from you on what to read next. My own "To Read" list could use some new titles to explore.

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Josephine Stewart

From here forward, these emails work whether or not you have offered a lead magnet.

Email 3 [Subject Line]: Is this amazing or what?

Hi Anna,

Josephine Stewart here from *The War of Angels* series.

I can hardly believe how close we are to publication now! I swear the anticipation is worse than waiting to get the early copy of my book in my hands.

In my next email I'll share some early reader comments about my manuscript that are just starting to come in. I've been on pins and needles worrying that no one will like it. Fingers crossed!

But before I sign off on this email, I promised to tell you what spurred me to write this book.

I'd been tossing around ideas for a series, knowing that I wanted to write epic fantasy. None of the ideas felt energetically right. Then something magical happened . . . or at least it felt like that to me. I'd done a big favor for a good friend's mother. As thanks, she sent me a necklace that had a pair of angel wings around a center diamond. Her note said, "It felt right for you to have this because you're one of earth's angels and your light always shines through."

It seemed like the series concept flew into my head at that moment!

I'll be sharing the official publication date in my next email. That's no fantasy. 😊

Until then, dream your biggest dreams,

Josephine Stewart

P.S. Would you like an early release copy? Hit reply and let me know if you'd like a PDF copy of the book to read. All I ask is that you provide me with an honest review.

Email 4: They like it. They really like it! Will you?

Hi Anne,

It's official. We're launching on May 16th!

Whoa! That takes my breath away a bit just to admit it out loud. <whew>

I've taken time to go over some early reader reviews. I'm getting more nervous and giddy each day.

What people are saying about my new book:

"There's nothing I like better than finding a well-written new fantasy series to read. To my delight, Josephine Stewart's new series has started off with a can't-put-down book one, *Angel of Dawn*. I can't wait to read the rest of the series." Paul Fairfield, Jr.

"Oh my! This is the best new fantasy I've come across in ages! I love the depth of characters and I stayed up all night reading this page-turner." Rosaline Morgan

They like it. They really like it!

That makes me think of the famous Life cereal commercial that first aired in 1974. Do you remember it?



If you want to Indulge in a bit more nostalgia you can watch the whole commercial with Mikey and his two real-life brothers [here](#).

I'm sending BIG news next time!

Until then, dream your biggest dreams,

Josephine Stewart

P.S. Want to read three sample chapters of *Angel of Dawn*? Get your free chapters [here](#).

Email 5 [Subject Line]: I'm so excited!

Hi Anna,

Josephine Stewart here with an exciting announcement! Cue the [Pointer Sisters singing](#). 😊

My new book, *Angel of Dawn*, is now available for pre-order. (click [here](#) to get it!) Woohoo!

Can I just say I truly couldn't have done it without you! Honestly. Knowing there are real people like you interested in my book helped keep me going when the going got tough.

And boy, there were plenty of tough spots. Just getting the book finished from beginning to end was a much harder journey than I ever imagined. Then there's the rewriting, editing, formatting. So many parts to getting a book published with so many pitfalls and holes to trip into along the way.

But knowing you were waiting to see (and judge? Yikes!) the final product kept me plugging away. The wonderful words of early reviews bolstered my spirits when I was struggling the most. You can read some at [this blog post](#).

All the hard work has been worth it. I'm so happy to announce that you can preorder your copy of *Angel of Dawn* [here](#).

Be sure to let me know what you think. Coming up next . . . it's the official launch party! 🥳

Don't forget. You can pre-order your copy [here](#).

Until then, dream your biggest dreams,

Josephine Stewart

P.S. Watch for the launch party details. I'm giving away some cool gifts!



Email 6 [Subject Line]: 🥳 You're invited to my launch party!

Hi Anna,

Josephine Stewart here. Grab your party hat because you're invited to my online launch party! 🥳

It's happening on May 13, when I host a live meeting from 4 – 5 pm, Pacific time. Register [here](#) to join me live in my Zoom room. Local friends and family will also be on hand to help celebrate and keep things lively.

I'll be simulcasting on both my [Facebook](#) and [YouTube channels](#), too. You'll find all the details and links on my page [here](#).

Gifts . . . and Treats!

While the party will be BYOB at your location 😊, I'm giving away autographed copies of the printed version of my new book to 10 lucky winners during the launch party. Plus, there's a variety of fun swag treats to win, too.

All you need to do to enter is do at least one of these things:

1. Show up to the live launch party on Zoom on May 13th. Get all the details [here](#).
2. Write a review of my book. You can share it directly on Amazon or email me a copy at Josephine@WarOfAngels.com.
3. Buy a copy of my book. Ebook or paperback, then email me your receipt by midnight (Pacific time) on May 10th.

Do two of those things and you'll get double the chances in the random draw. Do all three and you'll get your name entered a whopping five times!

Got questions? Hit reply and I'll do my best to answer them.

Until then, dream your biggest dreams,

Josephine Stewart

P.S. Invite your friends to the party by sharing this [link](#). Books are available for purchase [here](#).

Email 7 [\[Subject Line\]](#): It's live! Did you get your copy yet?

Hi Anna,

Josephine Stewart, author of *Angel of Dawn*. Can you believe it? The online launch party is still rocking along.

1. There's still time to get into the May 13th drawing for your chance to win an autographed copy or one of the other special grab bag swag gifts and treats. But you need to hurry. Deadline to enter is midnight Pacific time) on May 10th.

Important links:

- [Launch party details and how to enter the drawing](#)
- [Where to buy a copy of *Angel of Dawn*](#)
- [Download a free sample copy of my book, read reviews, or write me one](#)

Until then, dream your biggest dreams,

Josephine Stewart

P.S. And don't forget you can invite your friends to the party by sharing this [link](#).

Email 8 [Subject Line]: A big thank you 😊 . . . and may I ask a favor?

Hi Anna,

Josephine Stewart here. Whew! What an exhilarating rush the last few weeks have been.

My new book, *Angel of Dawn*, is an honest-to-goodness published book now.

For a while there, I worried I wouldn't reach the finish line. Some days it was as if some invisible hand reached down to move it further and further away, and no matter how fast I scrambled it seemed impossible to cross with joy and jubilation.

But cross it we did . . . you and I . . . because what good is a published book without readers? 😊

The excitement of launching is still palpable. Frankly, I hope it never goes away.

Thank you from the bottom of my heart for buying a copy, whether it was for yourself, family, or friend. And if you didn't buy a copy, thank you just the same for your interest and being a valued subscriber.

May I ask a favor?

If you haven't yet, please consider writing an honest review of my book over on Amazon at [Angel of Dawn](#). Let others know what you thought of it. You don't have to write a long review, even a sentence is fine.

The process over on Amazon is pretty simple. If you're not sure what to do, I've got a handy how-to sheet with step-by-step instructions. Download it [here](#), no opt-in required.

Thanks again from the bottom of my heart. ❤️

Until we talk again, dream your biggest dreams,

Josephine Stewart

P.S. Want more goodies? Head over to my website, <https://WarOfAngels>, and see what else there is to explore. Or hit Reply and share what's on your mind.