

EXAMPLES OF COMPLETED EMAILS – MEMOIRS

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

[Subject Line]: Open to get your Purple Heart Bookmarks

Hi Carol,

Mabel here from *Memoirs from Beyond The Purple Heart*.

I'm delighted with your interest in *Memoirs from Beyond The Purple Heart*. While it won't be available to purchase until May 15th, I'm eager to share some exciting behind-the-scenes information with you.

First though, here's where to download the beautiful set of *Purple Heart* bookmarks I promised. Click [here](#).

The bookmarks are designed to print three to a standard letter-size page. I like to print them out on pretty stationery paper, then laminate the entire sheet before cutting to create three separate bookmarks. You can see an example [here](#).

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

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

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

Mabel

P.S. Do you know someone who is also interested in memoirs? Share this link with them:
<https://thepurpleheart.com>

Email 2 for users with lead magnet opt-in)

[Subject Line]: The saddest sentence is . . .

Hi Carol,

Mabel here again from *Memoirs from Beyond The Purple Heart*.

Do you agree with what William Zinsser believed? He's the famous journalist and prolific nonfiction author who wrote:

"One of the saddest sentences I know is 'I wish I had asked my mother about that.'
Or my father. Or my grandmother. Or my grandfather."

Wow. I definitely agree. And yes. That's a sad thought.

Even though I was an inquisitive child, there are so many questions I'd love to go back in time to ask my grandfather and uncles about their experiences in battle. There are so many things I didn't even think to ask.

Zinsser also wrote in that essay I quoted from above:

"Writers are the custodians of memory, and that's what you must become if you want to leave some kind of record of your life and of the family you were born into. That record can take many shapes. It can be a formal memoir—a careful act of literary construction. Or it can be an informal family history, written to tell your children and your grandchildren about the family they were born into. It can be the oral history that you extract by tape recorder from a parent or a grandparent too old or too sick to do any writing. Or it can be anything else you want it to be: some hybrid mixture of history and reminiscence. Whatever it is, it's an important kind of writing. Too often memories die with their owner, and too often time surprises us by running out."

My *Memoirs from Beyond The Purple Heart* is a hybrid sort of memoir. In it, I share what I experienced growing up in a family reluctant to talk about their experiences in battle. How hard they tried (I now understand) to make sure my childhood was full of light and fun. How much they hoped I would never know about war firsthand. It's also about what I got wrong about those purple heart medals I found buried deep inside my grandmother's oak chest shortly before she died.

I often wonder what more I could have learned from her . . . if I'd only known enough to ask. That was reason enough to write this memoir.

BTW, Zinsser shared more in his essay about *How to Write A Memoir*, including how his father penned two family histories in his old age, plus the advice he gives to those asking if they should write their memoir from the point of view of themselves as a child.

I found it fascinating reading. You might, too. You can access a free copy of the essay from the Berkely.edu site [here](#).

Until next time when I share the funniest thing I ever saw my uncle do!

Mabel

P.S. Did you download your custom Purple Hearts bookmark set yet? Get it [here](#). Or share [this link](#) with friends so they can get their own copy.

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

[Subject Line]: I'm excited to share this journey with you

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

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Email 2 for those without an opt-in [Subject Line]: The saddest sentence is . . .

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Until next time when I share the funniest thing I ever saw my uncle do!

Mabel

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

Email 3 [Subject Line]: Here's that funny thing my uncle did . . .

Hi Carol,

Mabel here, author of the soon-to-be published book, *Memoirs from Beyond The Purple Heart*.

I can hardly believe how close we are to publication! I swear the anticipation is worse than waiting for the birth of my first child.

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 they will!

But before I sign off on this email I promised to tell you about the funniest thing I ever saw my Great Uncle Pete do.

Now granted, I only saw him do this as an adult when he recreated how as a youngster during the war when his dad and two brothers (my grandpa and uncles) were serving in WWII he would straddle the arm of the couch, plunging Grandma's hat pins into the cushion and yelling, "Take that, you bloody scoundrel! You ain't winning this war while I'm around!"

Uncle Pete's a big guy. So when he fell off the couch, arms flailing every which way, then landed with a thud on the floor, we all howled with laughter. Even Grandma. She said Petey was so cute when he was a little tyke stabbing those pins into the cushion for hours then falling off on purpose for dramatic effect.

It took Uncle Pete some effort to get back up off the floor and climb onto the couch again. While we continued to giggle and egg him on to show us again, I remember catching a glimpse of Grandma staring wistfully up at the mantel at the two delicate dancing figurines Grandpa had brought back for her after the war ended.

You could see where the glue had yellowed along the edge of one that had been broken and repaired. I wondered if she was thinking of Grandpa and how his wounded leg had never quite healed properly . . . and of Uncle Tom who'd never made it home from the war at all.

Tears and laughter. They get so mingled together with the memories.

I'll be sharing the official publication date in my next email.

Until then, treasure *your* memories.

Mabel

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. I only ask that you provide me with an honest review.

Email 4 [\[Subject Line\]](#): They like it. They really like it!

Hi Carol,

Mabel here, author of *Memoirs from Beyond The Purple Heart*. It's official. We're launching in two weeks!

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:

"I can hardly wait to read the rest. I didn't expect to laugh so much while reading a book about memories of war and getting wounded. Like you, and many others I'm sure, it's easy to forget that for every Purple Heart awarded there's a poignant memory of a brave man or woman who served their country during war time." - Hilary Hoffman

What a refreshing read! Your *Memoirs from Beyond The Purple Heart* had me smiling and crying sometimes within the same chapter. I showed your book to my grandmother who told me she was afraid to start reading your book because it would bring back too many sad memories for her. She's glad she did because it also reminded her of some of the best years of her life, too. Congratulations on publishing this excellent memoir." - Maxwell Stanfield

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, treasure your memories.



Mabel

P.S. Want to read a sample chapter of *Memoirs from Beyond The Purple Heart*? Get your free chapter [here](#).

Email 5 Subject Line: I'm so excited!

Hi Carol,

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

My new book, *Memoirs from Beyond The Purple Heart*, is now available for pre-order. 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 of them in [this blog post](#).

All the hard work has been worth it. I'm so happy to announce that you can preorder your copy of *Memoirs from Beyond The Purple Heart* [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, treasure *your* memories.

Mabel

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 Carol,

Mabel here. Grab your party hat because you're invited to my online launch party for my new book, *Memoirs from Beyond The Purple Heart!* 🥳

It's happening May 15th, when I host a live meeting from 4-6pm. 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 random draw winners on May 31. 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 May 15th. 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 mabel@thepurpleheart.com
3. Buy a copy of my book, eBook or paperback, then email me your receipt by midnight May 30th eastern time zone.

Do two of those things and you 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, treasure *your* memories.

Mabel

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 Carol,

Mabel here, author of *Memoirs from Beyond The Purple Heart*. Can you believe it? The online launch party is still rocking along.

There's still time to get into the May 31st random drawing for your chance to win an autographed copy or one of the other special gifts and treats. But you need to hurry. Deadline to enter is midnight May 30th eastern time zone.

Important links:

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

Until then, treasure *your* memories.

Mabel

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 Carol,

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

My new book, *Memoirs from Beyond The Purple Heart*, is an honest-to-goodness published book now.

For a while there I worried we 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, your family, or a 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 [here](#). Let others know what you thought of it. If there was something especially useful, that would be great to share, too. 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 then, treasure *your* memories.

Mabel

P.S. Want more goodies? Head over to my website, ThePurpleHeart.com, and see what else there is to explore. Or hit Reply and share what's on your mind.