

PLR for Motivational Authors

SWIPE COPY TEMPLATES

EMAIL TEMPLATES FOR USERS WITH AN EMAIL OPT-IN

Email 1

Subject Line: Open to get your Sweet Kindness bookmarks

Hi Betty, [your autoresponder can fill in the name of each subscriber]

Alice here from LittleActsofKindness.com.

I'm delighted with your interest in my book, *Little Acts of Kindness*. 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 *Sweet Kindness Quotes* bookmarks I promised you. 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 motivational books? 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.

Alice

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

Email 2 for those with an Opt-In

Subject Line: Have you tried doing this to get everything in life you want?

Hi Betty,

Alice here again from LittleActsofKindness.com.

Do you agree with Zig Ziglar? He's the famous motivational speaker and author who said:

“You can have everything in life you want, if you will just help enough other people get what they want.”

I'm a bit embarrassed to admit I didn't always agree with that advice. Honestly, I hadn't even considered it until I was really struggling in my own life and desperately looking for a way to make things better . . . and stumbled across his provocative quote.

Since then, I've learned a lot about how best to help myself. And I love it when others tell me that what I've said or done has helped them cope better and improve their lives. I'm not done improving yet, but I'm more excited than ever to continue life's journey.

I'm so excited to be sharing some of what I've learned in my upcoming book, *Little Acts of Kindness*. In it, I share heart-warming stories and quotes about children performing little acts of unprompted kindness. Some I witnessed myself, others came from people who were kind enough to share.

Zig Ziglar passed away in November 2012. However, I was delighted to learn that his son, Tom, has followed in his father's footsteps, working diligently to share his father's inspirational and motivational messages to others around the world.

You can enjoy more Ziglar wisdom at the website Ziglar.com.

Watch for my next email when I'll tell you about the most surprising act of kindness I ever saw. Who knew a grade-school child could be so compassionate to someone who made his life miserable?

Alice

P.S. Did you download your custom Sweet Kindness bookmark set yet? If not, get them [here](#). Or share [this link](#) with friends so they can get their own copy.

EMAIL TEMPLATES

(for users without lead magnet opt-in)

Email 1

Subject Line: So excited to share this journey with you

Hi Betty,

Alice here from LittleActsofKindness.com.

I'm delighted with your interest in my book, *Little Acts of Kindness*. While it won't be available to purchase until May 15th, I'm eager to share some exciting behind-the-scenes insights and info with you.

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

Hit REPLY right now and tell me your answer. 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 next week.

Alice

P.S. Do you know someone who might like to know about my book, too? Share this [link](#) with them. It takes them right to my website, where they can stay up to speed about the book.

Email 2 (for users without lead magnet opt-in)

Subject Line: Have you tried doing this to get everything in life you want?

Hi Betty,

Alice here again from LittleActsofKindness.com.

Do you agree with Zig Ziglar? He's the famous motivational speaker and author who said:

“You can have everything in life you want, if you will just help enough other people get what they want.”

I'm a bit embarrassed to admit I didn't always agree with that advice. Honestly, I hadn't even considered it until I was really struggling in my own life and desperately looking for a way to make things better . . . and stumbled across his provocative quote.

Since then, I've learned a lot about how best to help myself. And I love when others tell me that what I've said or done has helped them cope better and improve their lives. I'm not done improving yet, but I'm more excited than ever to continue life's journey.

I'm so excited to be sharing some of what I've learned in my upcoming book, *Little Acts of Kindness*. In it, I share heart-warming stories and quotes about children performing little acts of unprompted kindness. Some I witnessed myself, others were kind enough to share.

Zig Ziglar passed away in November 2012. However, I was delighted to learn that his son, Tom, has followed in his father's footsteps, working diligently to share his father's inspirational and motivational messages to others around the world.

You can enjoy more Ziglar wisdom at the website Ziglar.com.

Watch for my next email when I'll tell you about the most surprising act of kindness I ever saw. Who knew a grade school child could be so kind to someone who was ignored by most of his classmates?

Alice

P.S. Don't forget to drop me a note and let me know who your favorite author is or what your favorite book is.

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

Email 3

Subject Line: Here's that awesome thing I saw that little boy do . . .

Hi Betty,

Alice here, author of the soon-to-be published book, *Little Acts of Kindness*.

I can hardly believe how close we are to publication now! 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 the 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 this awesome thing I saw this little boy do at the schoolyard.

When my kids were in grade school, I often volunteered to help watch over the schoolyard during recess. Every day there were one or two scrimmages between a few of the kids. It was common to see them fighting over whose turn it was. Name-calling ran the gamut of funny to downright mean and hurtful.

With several dozen kids to oversee during recess, it was usually impossible to know for sure who started what fight. The school principal believed children needed space to work out troublesome social situations for themselves as much as possible.

We weren't to interfere unless the situation was getting out of hand, or we feared imminent danger for one or more of the students. We were advised to keep notes, however, and watch for patterns of behavior to report to the principal.

For several weeks I noticed a boy, big for his size and wearing ill-fitting, stained clothes, walk the perimeter of the fenced-in schoolyard. I never heard him say a word. He'd ignore balls that rolled in his direction and seemed oblivious to the mean-spirited taunts from some of the kids.

Then one day, Gilbert made a point to miss a ball thrown to him so that it bounced beyond him to where this other boy was walking. His friends yelled things like, "Come ON. You could have caught that! Geez, Gilbert, did you lose your eyesight?" And "You don't know how to play ball."

I didn't give it much thought at first. But then I noticed the same thing happening the next day and the next and the next. I also began to notice each time the ball rolled away, he'd run to grab it and say something to the boy. For several days, the boy continued to ignore Gilbert. One day, he actually picked up the ball and threw it back to Gilbert.

By the following week, Gilbert had talked his friends into letting the boy share the outfield position with him, giving him tips on fielding the ball and which team member to throw it back to. There was plenty of

eye-rolling and grumbling when the boy screwed up. But Gilbert stayed calm. Eventually, the boy, James, got a chance to play the outfield position himself, which meant he now also took a turn at the plate.

Yikes! I just realized how long this email is getting. Head over to my [blog post here](#) to see how this story of kindness ends . . . or read it in Chapter 2 of my book when it comes out. 😊

I find it fascinating that motivation to improve ourselves and our lives can come from the most unexpected places. Do you find that true, too?

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

Until then, treasure who and what motivates you to live your best life.

Alice

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 Betty,

Alice here, author of *Little Acts of Kindness*. It's official. We're launching in 2 weeks!

Whoa! That takes my breath away just to admit it out loud.

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 had tears in my eyes reading the rest of the story about Gilbert and James. Kids don't hate others naturally. They are taught to be mean and hateful. Thank you for sharing the good and kind things kids do. They don't get enough credit." - Martha Green

"What a refreshing read! Your *Little Acts of Kindness* had me smiling and crying, sometimes within the same chapter. I showed your book to my grandmother, who shared some of the mean things that happened to her growing up poor in the Appalachian mountains of Kentucky. But she also shared some of the kindest things that had happened too. Congratulations on publishing this inspiring book."

- Matthew Tannahill

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 who and what motivates you to live your best life ever!

Alice

P.S. Want to read a sample chapter from *Little Acts of Kindness*? Get your free chapter [here](#).

Email 5

Subject Line: I'm so excited!

Hi Betty,

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

My new book, *Little Acts of Kindness*, 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 *Little Acts of Kindness* [here](#).

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

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

Until then, treasure who and what motivates you to live your best life ever!

Alice

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 Betty,

Alice here. Grab your party hat because you're invited to my online launch party for my new book, *Little Acts of Kindness!* 🎉

It's happening May 15th when I host a live meeting from 4-6 pm. 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 print version of my new book to ten lucky random draw winners on May 31. Plus, there's a variety of fun treats to win.

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 alice@aliceaimsworth.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 to get double the chances in the random draw. Do all three and your name will be entered a whopping five times!

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

Until then, treasure who and what motivates you to live your best life ever!

Alice

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 Betty,

Alice here, author of *Little Acts of Kindness*. Can you believe it? The online launch party is still rocking along with the virtual book tour. Catch it from the [beginning here](#).

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 grab bag swag 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 *Little Acts of Kindness*](#)
- [Download a free sample copy of my book, read reviews, or write me one](#)

Until then, treasure who and what motivates you to live your best life ever!

Alice

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 Betty,

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

My new book, *Little Acts of Kindness*, 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 the publishing date 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, a family member, 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. You can write about the parts that you found most touching or surprising. 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! ❤️

Remember to treasure who and what motivates you to live your best life ever!

Alice

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