

## EXAMPLES OF COMPLETED EMAILS - MYSTERY/SUSPENSE

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

**Subject Line:** Open to get your Mystery Writer Bookmarks

Hi Diane,

B.L. here from the Scarborough Affair website.

I'm delighted with your interest in *Scarborough Affair*. While it won't be available to purchase until May 15th, I'm eager to share some exciting behind the scenes info and insights with you.

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

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 whole 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 mystery or suspense books? Is there a writer you especially 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 on what to read next.

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

B.L.

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

## Email 2

**Subject Line:** The most terrible three weeks happened when . . .

Hi Diane,

B.L. here again from the [ScarboroughAffair](#) website.

Agatha Christie wrote in her autobiography:

“There is always, of course, that terrible three weeks, or a month which you have to get through when you are trying to get started on a book. There is no agony like it.”

Dang. I wish my own agony had only lasted three weeks.

Many writers claim that beginning a story is the hardest part of writing. For me, it wasn't the beginning that was hardest. I started just fine. The problem was I kept starting over . . . and over . . . and over again so many times that my starting got so muddled that for a long while I couldn't find my way through to the middle.

I owe a lot to mystery writers such as Agatha Christie who came well before me. 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 getting published provided much needed motivation to keep writing when nothing seemed to be coming together in any measurable manner.

Thank goodness I knew how I wanted my story to end. And, eventually, the agony of the start worked its way out.

My new book, *Scarborough Affair*, is finally complete. Caitlyn Scarborough has no worries beyond hunting down the man . . . or woman . . . who kidnapped her daughter. I'm looking forward to your reaction to reading it.

In the meantime, have you read Agatha Christie's autobiography? I found it fascinating. Grab a copy from your local library or buy a copy [here](#), then snuggle into a comfy chair with a hot cup of tea.

Until next time, when I share the stupidest thing I ever did while writing my book! D'oh!

B.L.

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

## For Users Without a Lead Magnet/Opt-In

### Email 1

**Subject Line:** So excited to share this journey with you

Hi Diane,

B.L. here from the [ScarboroughAffair](#) website.

I'm delighted with your interest in my book, *Scarborough Affair*. 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 mysteries? Is there a writer you especially 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 on what to read next.

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

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B.L.

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

### Email 3

**Subject Line:** Is this the dumbest thing or what?

Hi Diane,

B.L. here, author of the soon-to-be published book, *Scarborough Affair*.

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 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 the stupidest thing I ever did as a writer. I can feel my ears burning just thinking about it.

I accidentally deleted three whole chapters of my book in progress. Ouch!

Three chapters . . . 29 pages of blood, sweat, and tears. Brilliant character development spiced with amazingly deceptive red herring plants among the plot truths.

Gone! No back up. Heartache and heartburn. I couldn't bear to even look at my keyboard for a week.

Have you ever done anything so stupid in your life? If yes, you have my sympathies. But now, thankfully, it's time to move on.

I'll be sharing the official publication date in my next email. Can you stand the suspense? 😊

Until then, keep an eagle eye on shady characters. 🕵️

B.L.

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! Will you?

Hi Carol,

B.L. here, author of *Scarborough Affair*. It's official. We're launching in 2 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 only had the first 3 sample chapters you sent to read and now I can hardly wait to read the rest. I didn't expect to laugh so much while reading a mystery. Looking forward to finding out what happens next!." - Clarice W.

Whoa! Your *Scarborough Affair* had me on the edge of my seat. I kept thinking I knew who the culprit was . . . and I was so wrong, despite all the clues being there. An excellent Whodunit. Congratulations on publishing this excellent novel. Looking forward to the next one in this series."

- Kevin S.

### ***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, keep an eagle eye on shady characters. 🕵️

B.L.

P.S. Want to read a sample chapter of *Scarborough Affair*? Get your free chapter [here](#).

## Email 5

**Subject Line:** I'm so excited!

Hi Diane,

B.L. here with an exciting announcement! Cue the [Pointer Sisters singing](#). 🎤

My new book, *Scarborough Affair*, is now available for pre-order [here](#). 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 *Scarborough Affair* [here](#).

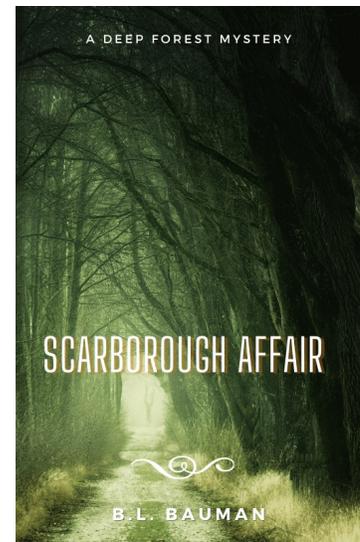
Be sure to let me know what you think. Coming up next . . . it's the official launch party! 🥳

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

Until then, keep an eagle eye on shady characters. 🕵️

B.L.

P.S. Hey, if you'd really rather not receive any more info about my new book, [you can opt-out of book news by clicking here](#). No need to unsubscribe completely. Of course, I hope you'll stick around. 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 Diane,

B.L. here. Grab your party hat because you're invited to my online launch party for my new book, *Scarborough Affair!* 🎉

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 3 lucky random draw winners on May 31. Plus, there's a variety of fun swag gift 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 [bl@blbauman.com](mailto:bl@blbauman.com)
3. Buy a copy of my book, Kindle or paperback, then email me your receipt by midnight May 30th eastern time zone.

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, keep an eagle eye on shady characters. 🕵️

B.L.

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 Diane,

B.L. here, author of *Scarborough Affair*. 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 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 \*Scarborough Affair\*](#)
- [Download a free sample copy of my book, read reviews, or write me one](#)

Until then, keep an eagle eye on shady characters. 🕵️

B.L.

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 Diane,

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

My new book, *Scarborough Affair*, 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, 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 [here](#). 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 then, keep an eagle eye on shady characters. 🕵️

B.L.

P.S. Want more goodies? Head over to my website, [blbauman.com](http://blbauman.com), and see what else there is to explore. Or hit Reply and share what's on your mind.