

EXAMPLES OF COMPLETED EMAILS – NONFICTION

Email 1 (for users with a lead magnet opt-in) [Subject Line]: Open to get your 10 Tips for Better Gardening

Hi Betty,

Alice here from GrowBetterGardens.com.

I'm delighted with your interest in my book, *Growing Prolific Organic Gardens*. While it won't be available to purchase until November, I'm eager to share some exciting behind-the-scenes info and insights with you.

First though, here's where to download your *Ten Tips for More Prolific Organic Gardens* that I promised you. [Click here.](#)

These are valuable tips I learned from gardening with my grandmother. Now, forty years later, I realized that most gardeners aren't aware of the methods you can use to replace chemicals and have a more lush and productive home garden. I've picked some of the lesser-known tips from my upcoming book, ones know you'll benefit from learning about.

In the meantime, I'd really love to know more about you and your gardening interests. Have you been gardening for a while, or are you new to gardening?

Hit REPLY and let me know. I'm always interested in hearing how much space people have to garden in, what their gardening zone is, and more.

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

Alice

P.S. If you know someone who'd also like a copy of *Ten Tips for More Prolific Organic Gardens*, share this link with them! [www.10 Tips](#)

Email 2 (for users with a lead magnet opt-in) [Subject Line]: Have you ever thought gardening has gotten too expensive?

Hi Betty,

Alice here again from GrowBetterGardens.com.

All the way back in the 1st century AD, Marcus Tullius Cicero, Letter to Varro wrote:

“If you have a garden in your library, everything will be complete.”

I'm a bit embarrassed to admit I didn't always agree with that advice. Honestly, I hadn't even thought about it until I started writing this book.

Since then, I've learned that putting words on paper strengthens my ideas. Are you like that, too?

Another thing that strengthens my thinking is reading nonfiction. I think that's why I enjoy writing nonfiction so much.

I'm excited to share some of what I've learned and put down on paper in my upcoming book, *Growing Prolific Organic Gardens*. In it, I share secrets I learned from my grandmother and her friends. They knew all the secrets to gardening on tight budgets because they lived through the depression. Not only did they grow enough to provide for their families, they had extra fresh produce to share. With grocery prices so high now, it felt like the perfect time to share that knowledge with others.

Marcus Tullius Cicero has long turned to dust, but his words live on. That's the kind of lifetime I want for the writing that I share. It's important to me to know I'm helping others through my words.

I like sharing information that can be valuable to others, so feel free to pass along this link to my free gift with your friends: [www.10 Tips](#)

Watch for my next email because I'm going to share a story about having too many green beans.

Best regards,
Alice

P.S. Did you download your *Ten Tips for More Prolific Organic Gardens* yet? Click [here](#) to get them. Or share this email with friends so they can get their own copy.

Email 1 NO OPT-IN (for users without a lead magnet opt-in)

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

Hi Betty,

Alice here from GrowBetterGardens.com.

I'm delighted with your interest in my book, *Growing Prolific Organic Gardens*. While it won't be available to purchase until November, I'm eager to share some exciting behind-the-scenes info and insights with you.

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

Hit REPLY 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? Share this email with them or ask them to subscribe to my email list so they can get updates! They can do that [here](#).

Email 2 for those without an opt-in

[Subject Line]: Have you ever thought gardening has gotten too expensive?

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Watch for my next email because I'm going to share a story about having too many green beans.

Best regards,
Alice

P.S. Don't forget to share this email with other gardening friends! They will appreciate it!

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

Email 3 [\[Subject Line\]](#): Here's that green bean story!

Hi Betty,

I can hardly believe how close I am to publication! I swear the anticipation is worse than waiting for the first fresh snap peas to harvest in the spring.

In my next email, I'll share some early reader comments about my manuscript that are 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 green bean story.

When I was six, I begged my grandmother to let me help her plant seeds in her garden. She had let the seeds soak overnight and tiny sprouts were beginning to form. To me, they looked like jewels in the heavy yellow crockery bowl we carried out to the garden. "These will help feed us this winter," said Grandma. "You know how much you like green beans. Maybe we'll have enough to can some for Bessie." Bessie was one of Grandma's friends whose husband had died over the winter. Grandma smiled and patted me on the head, then showed me how to space the beans in the row she'd made. She moved on to another chore while I began to put each seed into its soft earthen bed.

Wanting to do the best job possible and be sure to have enough to share, I planted double what Grandma showed me. I'd watch how she then pulled the soil over the top, so I did that, too.

"I've never seen vines this thick," said Grandma once the beans came up. She winked at me and said, "Must have been your special touch."

When it came time to harvest, we had to use the wheelbarrow to harvest every crop because there were so many beans. Not only did Bessie have beans, but all those without gardens around our small community—mostly elderly widows and widowers—benefited. That was the start of me always planting extra . . . although I learned not to place the seeds so close together!

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

Until then, think of the words you share with others, either written or spoken. Those words, like those written in a book, make a difference.

Best regards,
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 an honest review.

Email 4 [Subject Line]: They like it. They really like it! Will you?

Hi Betty,

Alice here, author of *Growing Prolific Organic Gardens*. It's official. We're launching in 2 weeks!

Whoa! That takes my breath away a bit to say 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 hadn't known about the difference when using an inoculant, and you save me from a potential disaster when I read the part about organic fertilizers." - Martha Green

"What a refreshing read! The stories sprinkled into *Growing Prolific Organic Gardens* had me smiling and crying—sometimes within the same chapter. I showed your book to my grandmother, who shared some of her funny stories about working in the garden. But she also shared how she was able to feed her family of seven when times were tight. Congratulations on publishing this fun and valuable book." - Matthew Shipley

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 learning from books and other materials that inspire you and treasure your memories.

Alice

P.S. Want to read a sample chapter of *Growing Prolific Organic Gardens*? 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, *Growing Prolific Organic Gardens*, 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 *Growing Prolific Organic Gardens* [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, keep a good book on hand!

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 *Growing Prolific Organic Gardens*. 🥳

It's happening November 12, 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 November 15, 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 November 12th. Get all the details [here](#).
2. Buy a copy of my eBook or paperback, then email me your receipt by midnight November 14th, Eastern time zone.
3. Write a review of my book. You can share it directly on Amazon or email me a copy at alice@aliceaimsworth.com.

Do two of those things to have 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 learning new things from the magic of the written word.

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 *Growing Prolific Organic Gardens*. Can you believe it? The online launch party is still rocking along with the virtual book tour.

There's still time to get into the November 16th 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 November 14th, Eastern time zone.

Important links:

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

Don't miss your chance of getting an autographed book!

Alice

P.S. And don't forget you can invite your friends to participate 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, *Growing Prolific Organic Gardens*, 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, 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 over on [link](#). 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. ❤️

And I wish you abundance with your garden this year.

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.