



## Automatic Email Marketing

### Personality, Offer, Question (POQ) System

#### Email One: Welcome and Give the Freebie (Day 1)

Subject: Your free novel fix (download inside)

Hello there! I'm pretty excited to give you a free copy of *Ted Saves the World*, first book in my pulse pounding and humorous young adult fantasy series.

People always ask me how much of my own high school life I've put into the lives of Ted and Erica. Well, I do have an Indian best friend like Ted does. I did have a certain amount of trouble talking to members of the opposite sex like my protagonist does. Basically, aside from the whole superpowers thing, I is a lot of my personal experience when writing my debut novel. I think you're going to like it.

I think it's time to dive into it. Click here to download your copy of *Ted Saves the World*. Start reading it today and let me know what you think.

While you're waiting for the file to download, what are some of your favorite fantastical young adult books that I should try to get my hands on? Let me know in a response to this email. Thanks so much for joining my list. I can't wait to share everything about the world of Ted with you.

Sincerely,  
Bryan

#### Email Two: Check-in and Drip Your Story (Day 3)

Subject: Why did I write about Ted?

Hey! How are you? Did you get a chance to download your free copy of *Ted Saves the World*? If not, you can still download it right here. If you like witty characters, dastardly villains, and action-packed fight scenes, I think you're gonna get a real kick out of this book.

I was inspired to write Ted saves the world from my love of the movies and TV shows created by Joss Whedon. I just love witty banter. And I love it more when it involves people beating each other up. Maybe it had something to do with the fact that Buffy from *Buffy the Vampire Slayer* was in the same grade as me when I was growing up. When she was dealing with sophomore awkwardness, so was I. when she was working through the problems of her first relationship, I was too. Once I was hooked on Buffy, it wasn't hard for me to latch on to all future Joss project, from firefly to Angel to the Avengers.

As I watched more of his hilarious, occasionally tragic, edge of your seat thrillers, I really began to internalize his way of doing things. As a result, I started working on Ted saves the world in mid-2011. It took three more years for me to figure out how to write a novel, but once I did, I think I created something that even Joss could be proud of.

Do you have a favorite author or TV show writer who inspires you? I'd love to hear about them. Shoot me an email so we can talk about it.

I hope you really enjoy Ted saves the world. I'll talk to you soon.

Sincerely,  
Bryan



### Automatic Email Marketing

#### Email Three: Your Full Story, Where to Connect & Question (Day 7)

Subject: Where did I come from?

Welcome back to the Bryan Cohen Showen! Now that you've blasted your way through my first novel, I thought I'd tell you a little bit more about myself.

When I graduated from the University of North Carolina, I didn't think I was going to be an author. I moved to the Midwest, to the big old city of Chicago, in hopes of becoming an improv comedian. Surprisingly, unless you're part of the one hundredth of the top one percent that makes it onto SNL, you don't make much money as an improviser. Beyond money, I just didn't feel that great about myself performing mostly in bars in front of drunk patrons. I started working on my writing instead.

Using my improv skills, I put together a website and later a book of scene ideas for other authors. It wasn't until mid-2011 that I started trying to bring my own ideas into the world. After four or five failed attempts to write my first novel, I finally succeeded in the summer of 2014. The thing that truly brought me success with the first Ted book, was outlining the entire book beforehand so I didn't write myself into a corner. It worked, and it's worked three more times since.

There are few things as exhilarating as writing a creative and entertaining novel for you wonderful readers out there. I do a lot of other things on the side, but I think this is the one that brings me the most fulfillment.

I love connecting with you guys and girls. If you'd like to chat me up on Facebook, Twitter, YouTube, and in this very email, click the links or just respond to this message. I really enjoy hearing from you.

Though, what do you think of the Ted series so far? Let me know with a reply to this email. Thanks for being one of the awesome people who reads my books.

Sincerely,  
Bryan



## Automatic Email Marketing

### Email Four: Promote Your Next Book (*Two Weeks After Signup*)

Subject: The hooded figure, a mind reader, and a samurai

If you've read *Ted Saves the World* by now, you get a gold star. I mean, not a real gold star, but an imaginary digital one (which is way better anyway).

Fortunately for you, Ted, and the gang, Ted and Erica's adventures continue in book two of the series, *Mind Over Easy*. As you continue on through book two (and eventually books three and four), I can promise that you'll see more of the hooded half-faced man, you'll see a new villain in the form of a mind reader out for revenge, and you'll even get a real-life samurai! Basically, you have a lot of awesomeness to look forward to.

That's why I'm gonna recommend you pick up book number two right now. You can get it here on Amazon, Nook, Apple, Kobo, and Google.

Writing the first book was an incredible experience, but I think my second book meant something more. It meant that I wasn't just a one-hit wonder. It meant that I had a career at this. I think you'll read that feeling between the lines of book two.

Get it right here, and let me know what you think.

When did you figure out your calling? Drop me an email below so I can hear your story.

Sincerely,  
Bryan

### Email Five: Invite Readers to Be a Part of Your Street Team (*Three Weeks After Signup*)

Subject: Get My New Books Before Everyone Else

You are incredible. Seriously, you are. I asked you to buy the second book in my series, and you didn't run away screaming from the evil used car salesman (ooh, good idea for the villain in *Ted #6* perhaps?). It's like you've passed a big test, and I want to reward you for it.

I'm starting an exclusive VIP club for the biggest *Ted Saves the World* fans. It's called the *Ted Heads*. If you decide you want to be part of the "in crowd" by signing up for the list, then I'll trust you with early review copies before I release each new book. You'll also be the ones to review those books on release day, and you can spread the word of the books if you really like them.

Getting reviews on Amazon is kind of like Pokemon. The author with the most reviews wins (and the yellow star ratings kind of look like Pikachu). Amazon rewards authors who have early reviews, which helps them get the books in front of more new readers. When I have more readers, I sell more books, which means I can write future books even faster.

So, if you want to help get the review cycle going, and you want to get all my books for FREE, then you can click [here](#) to get on the list.

What do you think about this *Ted Heads* club thing? Is it a good idea? Let me know with an email reply. Thanks for being an awesome reading warrior!

Sincerely,  
Bryan



## Automatic Email Marketing

### Email Six: Promote the Rest of Your Series (*One Month After Signup*)

Subject: What's next for Ted and the gang?

Hey! Hope things are going awesome and that you really enjoyed *Mind Over Easy*. If you missed my email about joining the Ted Heads street team, here's a link with more details.

As I've mentioned before, I failed four or five times to finish a full novel before I wrote *Ted Saves the World*. I just couldn't find a system that got my butt in the chair and made sure my plot worked all the way to the end. It was frustrating, but eventually I figured things out.

Over the course of a year, I wrote four novels and one prequel novella. That's over 300,000 words devoted to Ted, Erica, Dhiraj, Natalie, Jennifer, and the rest of the gang. There were a lot of early mornings and time I wish I could've spent with my wife and my cat Rocket (the cutest cat in the world).

I'm really happy I kept with it and wrote the five books I did.

If you'd like to finish the rest of the series so far, here's a link to book two, book three, book four, and the prequel novella. All the books are also available on Apple, Google Play, Nook, and maybe someday they can be beamed directly into your brain.

Thanks for reading. I'd love to hear where you are in the series. Can you tell me and what you think is going to happen next? Let me know in an email reply.

Thanks!

Sincerely,  
Bryan

### Email Seven: Bring Them Back (*Six Months to a Year After Signup*)

Subject: How's it going?

Wow. You've been on my list for six months. Six months ago, you may not have known who I was. You didn't know that I had a series of books about a teenage nerd with superpowers. You didn't know how hard it was for me to successfully write four novels and a prequel. And you didn't know I had a wonder cat named Rocket (after *Guardians of the Galaxy* of course).

Now you know all those things, but it may have been a while since we last talked. How are you? What are you reading these days? Are you all the way through the Ted series so far?

I'd love to chat with you. Answer one of those questions or ask me one of your own questions below!

Rocket and I will be waiting for your reply.

Sincerely,  
Bryan & Rocket