
SERVE YOUR AUDIENCE: THE #1 WAY TO GROW A ROCK-SOLID PLATFORM

2021 Colorado Christian Writers Conference
Directed by Marlene Bagnull

Session 5: Use Email to Develop Relationships with Your Audience *Become Their Trusted Resource by Serving Them*

Presenter



The business card for Patricia Durgin features a circular logo with a cross and the letters 'MTM' in the top left. To the right is a circular portrait of Patricia, a woman with short brown hair, glasses, and a white shirt. The text on the card lists her roles: 'Your First Publicist', 'Brand and Platform Builder', 'Host of Over 500 (60-minute) Interviews', 'Launch Your Tiny Business Course Creator', 'Founder of Marketers On A Mission FB Group', and 'AWSA Certified Christian Writer & Speaker Coach'. At the bottom, it provides her email 'pd@MarketersOnAMission.com' and phone number '706.669.0086'.

MTM

Patricia Durgin

Your First Publicist
Brand and Platform Builder
Host of Over 500 (60-minute) Interviews
Launch Your Tiny Business Course Creator
Founder of Marketers On A Mission FB Group
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Visit my Facebook page to Join My Facebook Group!

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Marketers On A Mission

Marketers On A Mission, the FB Live program by and for Christian writers and speakers, helping you r

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Look for
this post

NOTE:
MME is not
a "girl's club..."
we don't talk
about shoes
and hair
and makeup...
we talk about
our ministries



Marketers On A Mission

Published by Patricia A Durgin · 1m ·



Are you attending [Marlene Bagnull](#)'s virtual conference, the Colorado Christian Writers Conference?

You're invited to join my free, private Facebook group for Christian writers and speakers, [Marketers On A Mission ENGAGE](#).

Our focus is helping you share the Gospel beyond your inner circle, so it reaches those in your audience who do not yet know you, but are hungry for your message.

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Our membership is overwhelmingly women ages 39 and up. That's proven to be God's design for us, and we've accepted it.

If you're just dipping your toes into the Christian writing / speaking field, the content will be beyond your reach. And if you're already fully established with your website, social media, and so on working seamlessly, you won't find us helpful.

If you're somewhere in between, you're welcome to apply. 😊

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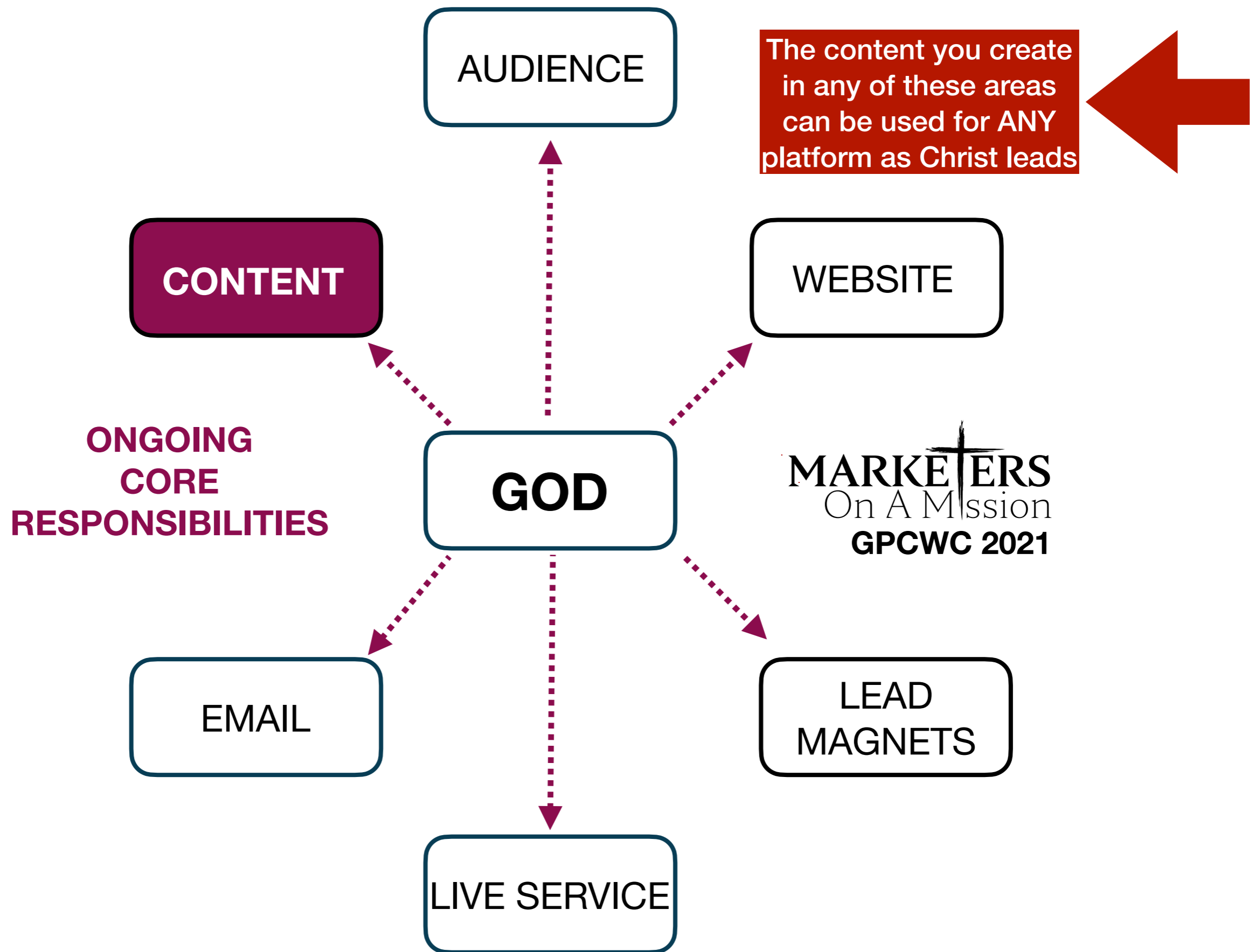
**Write HIS
Answer**



on a billboard large and clear . . .

HABAKKUK 2:2 TLB





God isn't calling you to re-live your pain / struggle / past over and over and over.
That's not the FOCUS of your life anymore.
Hallelujah! And it doesn't have to be the focus of your MESSAGE.

Share enough (a bit, a short story, enough to begin the conversation) that readers "see" you know what they're going through.

Then move into how Christ delivered and redeemed you, gave you hope and a fresh start again (or for the first time!).

HE is the FOCUS of your message.

Leave readers encouraged to take a chance on God...again.

"...we are marked by what has made it through the burning..."
- author unknown



How Often Should You Send Emails to Your Readers?

“I don’t want to be one of those marketers who bother people.”

BE LIKE MARY

MARY

Mary sends one email every week like clockwork. It’s full of valuable insights, great suggestions on how to move forward, and a bit of humor.

Her readers look forward to seeing her name in their Inbox.

When she asks something of them occasionally, they respond positively.



JOE

Joe sends an email every month or so—if he thinks about it—telling yet another story that proves he’s smart and wonderful.

His readers rarely open his emails, but they haven’t unsubscribed because, well, Joe’s not even on their radar anymore.

His emails aren’t helpful, so they ignore them.



2 books + 1 podcast that will make you rich!

To:



This message is from a mailing list.

[Unsubscribe](#)



Hi P,

If you know me well, you'll know that one of my top values is learning & growing. At any point in time, I'm working with a coach, reading a book, or devouring a podcast.

Today I want to share 2 books and 1 podcast episode I recently came across that made a huge impact on me. I highly recommend you check them out!

-
- ✓ Start with a schedule you can keep (twice a month regularly is better than sending random emails). Add “EMAIL” to your weekly(?) calendar. Otherwise, it won’t get done.
 - ✓ TIP: If possible, create 1-3 months of emails before going “live.” This reduces stress!
 - ✓ Don’t add multiple images or videos (or both) in your emails. Smarmy marketers tend to do this, much like carnival barkers in days of old.

How to Reactive a Dormant Email List

If you’ve missed a few weeks, simply send your next email. Acknowledge your absence, or not, without elaboration (everybody’s got “stuff,” they understand).

If it’s been an embarrassingly long absence, explain why in ONE sentence, apologize, and dive right into new, fresh content—make it great!

I’m due to send a reactivation email soon.

Potential Title: The Rumors Are NOT True!

Potential First line: I have NOT enrolled in the Witness Protection Program!

Weekly or Bi-Monthly Content Ideas

Send short, valuable email weekly or every other week. ←

The Goal is to Become a Trusted Resource

“But what will I talk about???”

REMEMBER: You know them! You’ve been through this same struggle.

EVERGREEN TOPICS ←

- **hope! / mindset / dreams / goals / questions / challenges / pain / fears**
- blog posts excerpts w/links back to post
- announcements (interviews, new products)
- Scriptures
- special promotions not sales email!
- books you’re reading now
- others’ books you’ve enjoyed in the past
- questions
- light-hearted or funny stories or graphics
- principles
- sneak peeks
- invitation to be on your Launch Team
- interviews you’ve hosted or been a guest (apply it to them!)



*Draw from your “well”
of knowledge and experience*

“But what will I talk about???”

TOPICS SPECIFICALLY TIED TO / DRAWN FROM YOUR MESSAGE

- social issues included in your book (*be careful not to get sidetracked!*)
- (fiction) tools, location, history, fables, related to your storyline / characters
- interesting info you discovered during research that ties / can be tied into your message
- (fiction) current events similar to your character's struggle, journey, background, or experience
- (non-fiction) current events that illustrate / confirm a point drawn from your message
- action steps to get from A-B (or from G-H) :)
- walk them through the journey of change
- encourage them that **they** can change
- (use sparingly!) reviews from readers
- they don't have to change so they measure up—they've already measured up in His eyes
- what's blocking their forward progress
- **(non-fiction) help them “see” themselves beyond this problem / barrier / challenge**
- **(fiction) draw them into the characters, how you created them, your story's location...**

Your subscribers
are “warm” leads

“But what will I talk about???”

SALES CYCLE EMAILS

Vary wildly - let's talk about them in my FB group so we have more time

Uber Basic Version *(won't fit everyone's genre—adjust accordingly)*

- bring up the topic in a general way in an evergreen email
- mention a specific problem that accompanies the issue
- talk about a potential solution and mention that you'll be sharing good news soon
- make your offer plain / benefit-driven / action-oriented / open “cart” / send Amazon link
- end the sales conversation / close cart
- return to evergreen topics

JANUARY 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5		7	8
9	10	11	12		14	15
16	17	18	19		21	22
23	24	25	26		28	29
30						

EVERGREEN

FEBRUARY 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2		4	5
6	7	8	9		11	12
13	14	15	16		18	19
20	21	22	23		25	26
27	28					

EVERGREEN

PRE-SALES

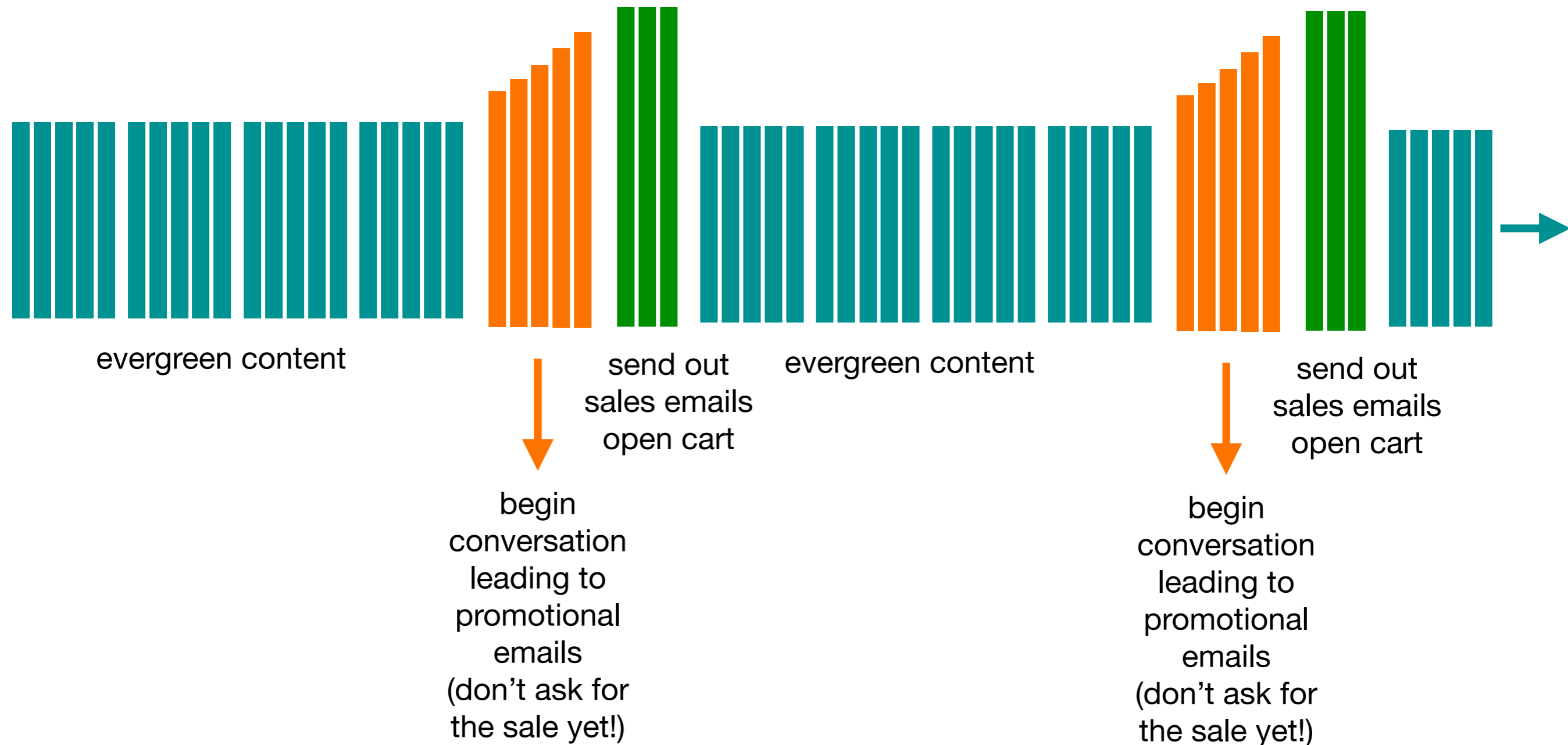
MARCH 2022						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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6	7	8	9		11	12
13						19
20	21	22	23		25	26
27	28	29	30			

PRE-SALES

CART OPEN

EVERGREEN

“Evergreen” emails should be your primary email communication
You get to decide when each cycle begins and ends, and how long it runs
Plan your year out (or at least your next promotional cycle), and create content accordingly



Subject Line DON'T USE ALL CAPS! (You're not an investment company.)

Be friendly not “business-y”

Open with a story (that ties into your main point but not noticeably)

Segue into your main point smoothly

Make your point (or extend your invitation or announce your “thing”)

Call to action

If you can, connect your CTA back into your story

SignOff in your usual way, or create a new signoff periodically

P.S. Oh, the power of the postscript!

Most of us can cut our first paragraph—we use it to “set the stage.” Cut all that!

Don't begin at the start of your story. Be in motion right away, like a movie scene. We don't see the actor parking his car...he's already in the room

Make Your Email “Feel” Like It’s from a Friend (rather than a corporation)

NO: Hey, everybody! Words words words

YES: Hey, *Kevin! Words words words

*Your email provider has a setting that “pulls” your reader’s first name into your email

Write for skimmers AND readers using visual cues (bold, extra spaces, images, etc.)

Write to one person! Close-up and personal. Use contractions.

How do you communicate in real life: formal, casual, humorous, wise?

Show your personality! Are you a sage? A wise-acre? A scholar? A visionary?

Short paragraphs! Very important. 2-3 sentence limit per paragraph

Q: Can you share from your life? Of course! Then direct the conversation right back to your reader. Choose up to 4 topics from your life that you might regularly mention to a good friend, then mention them consistently (not constantly) in your emails,

Your family, pet, travel, recipes, favorite sports (not team unless that’s part of your message), athletes, movies...the list goes on. ONLY share them to add value to your story / main point!

Consistently (not constantly) including your main squeeze, kiddos, favorite fill-in-the-blank helps your reader get to know you /

MARKET⁺**ERS**
On A Mission
CCWC 2021



The People We Serve Today Are the People Who Will Buy Our Books, Programs, & Products Tomorrow



You can do every single thing
that Christ has called you to do.



EVERY. SINGLE. THING.

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**NEXT
SESSION**

SERVE YOUR AUDIENCE:

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Session 6:

Serve via a FB Live Program or Live Webinar

Don't Wait Till You're Published to Begin Serving Your Audience!

Presenter:



PATRICIA DURGIN

Christian Communicators Becoming Change Catalysts

- *Your First Publicist
- *Brand & Platform Builder
- *AWSA Certified Christian Writer & Speaker Coach
- *Host: Today's Breakthrough Podcast (Spring 2022)
- *Kingdom Marketers (Free Monthly Marketing Training)

P. O. Box 6961 Dothan, AL 36302

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