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

2021 Colorado Christian Writers Fellowship Conference

## Session 4: How Email Works

*Email is Our Most Powerful Marketing Tool*

*It offers us the deep relationship connection needed to build lifelong readers  
(rather than starting over from zero for each project).*

Presenter:



The business card features a circular logo with a cross and the letters 'MM' in the top left. To the right is a circular portrait of Patricia Durgin, a woman with short brown hair, glasses, and a white shirt, smiling. Below the logo and portrait, the text lists her name and various professional roles. At the bottom, her contact information is provided.

**MM**

**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  
AWSA Certified Christian Writer & Speaker Coach

pd@MarketersOnAMission.com | 706.669.0086

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***Visit my Facebook page to Join My Facebook Group!***

<https://www.facebook.com/MarketersOnAMission>



## **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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this post



### 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.

Marketing Jesus' way is the key. He always puts people first and products second.

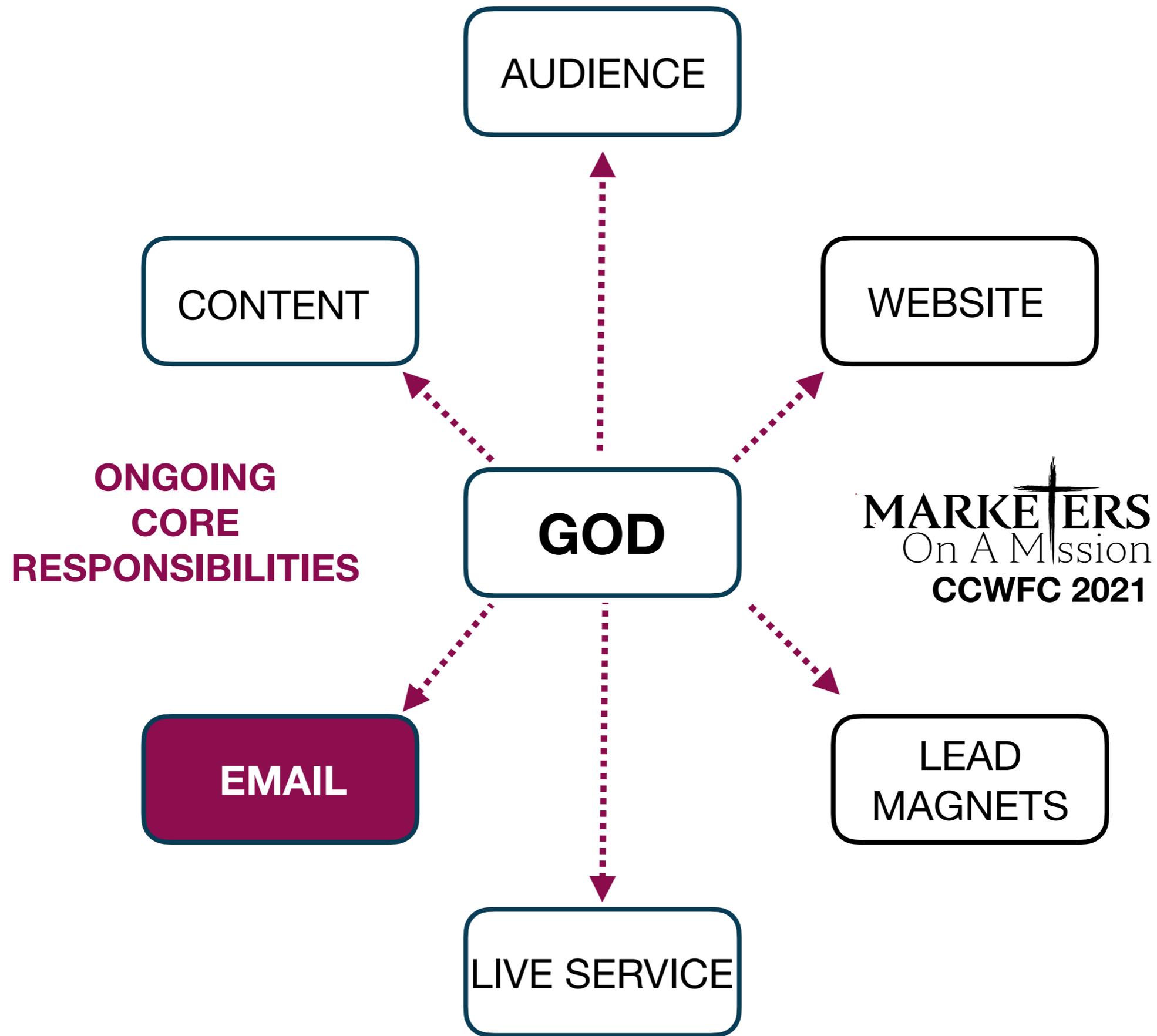
Our membership is overwhelmingly women ages 39 and up. That's proven to be God's design for us, and we've accepted it.

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.

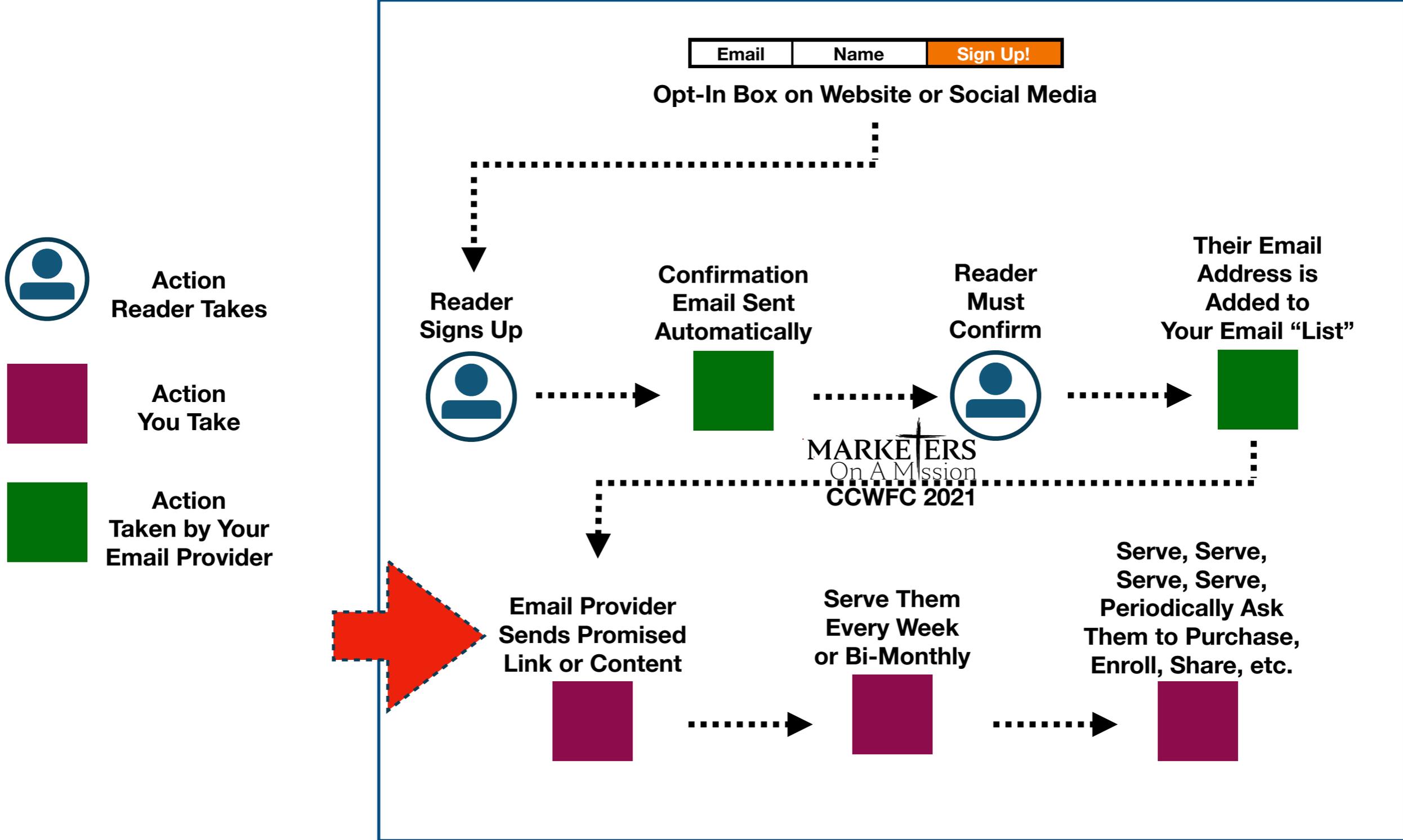
If you're somewhere in between, you're welcome to apply. 😊

NOTE: When you request membership, FB will show you three simple questions. Those must be answered before you join.

**Write HIS Answer**  
on a billboard large and clear . . .  
HABAKKUK 2:2 TLB



# How Does Your Lead Magnet Get Delivered to a New Subscriber?



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## Autoresponder Series or Regular Broadcasts?

*Note: Each email provider uses their own terms.*

Both are sent from your email provider (Constant Contact, Active Campaign, Mail Chimp, Aweber, there are many options to choose from.)

Broadcasts are **time-sensitive**. They're published based upon a **set date** in the future (weekly emails, special announcements, event info, book releases, etc.).

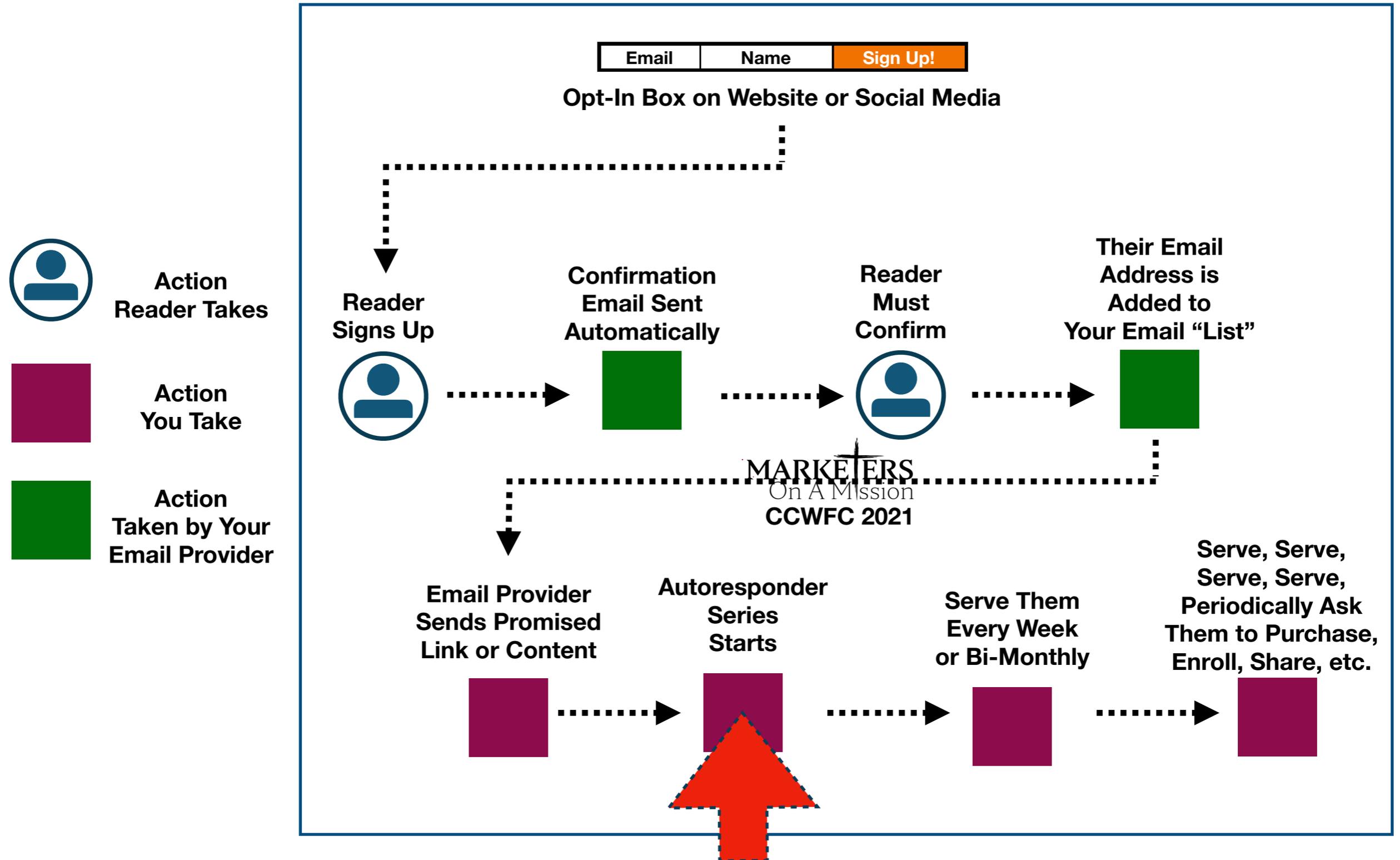
Emails in an autoresponder series are **action-sensitive**. They're published based upon a reader taking an action (ex: signing up for a Lead Magnet, they'll receive your 3-Step Welcome Series from the previous page—if you create it).

Every reader that takes that specific, predetermined action receives the same emails as every other reader who took that same action...no matter when either signed up: a day later, a month later, a year later, doesn't matter.

Each email in the series is pre-written by you (and can be changed when you desire), and waiting to be released automatically in the sequence you desire.

Ex: Readers that sign up for your Lead Magnet receive the 1st email in your Welcome series immediately (if you set it up that way), then your 2nd email 1-3 days later, then your 3rd welcome email 1-3 days later, spread out over 3-7 days. You write autoresponder emails ONCE and they're automatically released per your schedule. *Sweet!*

# If You Have an Autoresponder Series Created / Activated



1

(Send immediately after they confirm signing up.) **GOAL: Thank them.** Thank them for joining / enrolling / purchasing (whatever action they took). Let them know how often they'll hear from you in the future. This sets their expectations.

*Avoid sales pitches in your Welcome series. Use it to begin the relationship.*

LEAD MAGNET They Signed Up for...



TITLE: [FREE CONTENT] You Requested

CONTENT: Hi, (their first name)! So glad you're here!

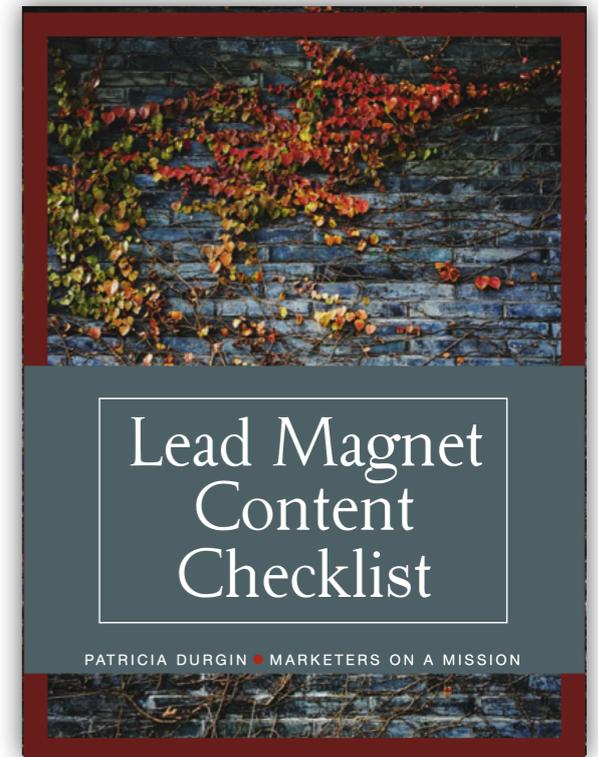
To access your Lead Magnet Content Checklist, open this link (link here). You'll find content ideas, along with the various design elements to include in your next Lead Magnet PLUS the #1 marketing message so many of us forget (this one's a game changer, (name)!

Enjoy!

I'll follow up with you in a few days, to answer your questions.

Bye for now, and thanks again!

Patricia



**3-Part  
Welcome  
Series**

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2

(Send 1-3 days after Email #1) **GOAL: Explain What They Can Expect.** Share links to your best website content or FB Live programs—up to three of either one—with a single accompanying sentence to explain how each can help them reach their goals (if that’s not obvious). Let them know that’s the type of quality info they’ll receive and how often they’ll receive it (ex: every Wednesday at 9AM ET, every other Saturday at 4PM CT, whatever your schedule is), so they’re not surprised to see it in their Inbox.

TITLE: Here’s What You Can Expect

CONTENT: Hi, (their first name)! Did you get a chance to check out the free resource you requested? If not, here’s that link again for your easy reference.

To access your Lead Magnet Content Checklist, open this link ([link here](#)) and download it.

Lead Magnets help Christian writers and speakers just like you serve their current audience and reach new audience members. This is called, “marketing,” and it’s simple once you know how to do it.

There’s where I come in. Every other Thursday at 8PM ET another great marketing tip, plan, or resource will land in your Inbox. It’ll be short, sweet, and oh, so helpful!

Tomorrow I’ll share how serving my God-given message for FREE helped me grow my business, and it all started with a Lead Magnet!

Until then, Patricia

3

(Send 1-3 days after Email #2): Prove you're more interested in a long-lasting relationship than a quick sale. GOAL: **CONNECT with them, human-to-human but keep it brief.**

Do that by sharing an insight, a funny story from your life, the day God turned the tide for you, etc., with 1-2 short paragraphs. Show them that you “get” them, then direct the conversation to them. Last, help them imagine their life AFTER they've read and applied your message. Give them hope. Remind them when your regular emails are published. Thank them again and close.

TITLE: I Know You

CONTENT: Hi, (their first name)! Does this sound like you?

Years ago—before the I joined Facebook—I longed to serve more people—those beyond my family and friends. But how? Christ had moved us to isolated hamlet, and we hadn't developed new friends yet. I wasn't on social media, and I saw no reason to be. I wondered if God was disappointed in me.

Have you felt that way, too, (name)?

Christ opened my mind to social media, and encouraged me to begin a Facebook Live program. For over two years I served my audience for free every weekday, producing over 500 (60) minute interviews with Christian writers and speakers. My audience grew from zero to over 1,000 people!

That same thing can happen to you!

I'll tell you more next Thursday when my regular weekly email arrives. Watch for it!

Until then, Patricia

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## 3-Part Welcome Email Series

*Delivered via an “Autoresponder” Series*

1

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*Avoid sales pitches in your Welcome series. Use it to begin the relationship.*

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*“Autoresponder” Series Ends*

*Send regular emails every week or every other week*

***Continue developing your relationship by serving your readers***

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:

## 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:



**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)

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