

Header - The header text, "fresh ideas" makes the reader think that the email will contain fresh content. This may be the case for mailers about blog posts but not in this email (it is primarily an introductory email). Consider using a header graphic that shows "Truth Publications" or a picture of yourself in an intro letter and the "fresh ideas" header when you are blogging.

E-Book - Consider using a picture mockup (See email for link) and embedding the book right into the email. This gives you metrics for downloads and is easier to download (I did not see the download until later after I dug it out of the trash). If you are going to use the document as an attachment, clarify "where" it is attached. For example, "Please find a copy of my book "A Phil..." attached to this email." This could be later in the text as you are talking about tools.

Body - Consider using bullet points when listing your offerings. For example:

My promise to you:

- Fresh content via weekly blog posts. This content will generally focus on developing "intentional influence." etc.
- Provide tools you can use to grow your church.
- Share relevant and helpful products from time to time that will be relevant and "tools you can use."

These headers could each have a link to your blogposts, books, etc. By providing links, you create a call to action and lead the reader to follow the natural progression of interest.

Call to action - This should be larger or more prominent at the end of the email. Your goal with this email is to introduce them to what you are offering and to lead them to the website to find more information or to purchase product.

Footer - Consider putting a picture of yourself so that people will recognize your face when they go to the website. You might consider any social media links here. Share buttons will give people the option to share this email with a friend. You may not want to use share buttons on this particular email because you are giving away a free book in return for a subscription.

Welcome to Truth-Publications.com



Attached is your free ebook

A Philosophy of Apostolic Evangelism

Let me introduce myself - I'm Carlton L. Coon Sr. I've spent life as a pastor, evangelist and now serve as the General Director of North American Missions for the United Pentecostal Church, International. Truth-Publications.com is an outlet disciplined writing.

Make this a link to the website.

What do I have to offer you?

I'll provide regular (2 or 3) blog posts per week about my various interests and passions of the writer.

My greater interest is in the process of developing "intentional influence." How influence is gained and how it is lost. Your input can likely be helpful to my understanding. Please take the opportunity to make input.

Tools You Can Use. It seems to me the greatest lack is often for practical tools that can be used at the local church. I'll share some things that have worked for me. **Space is inconsistent with past paragraphs**

We'll not overload your email with constant updates, but on occasion will do an email item. I've written a number of books that deal with many aspects of the work of building and growing an Apostolic church. Explore the website, examine the resources. These are always "satisfaction guaranteed." In 18 years of writing and publishing - nobody has yet asked for their money back. These are "tools you can use."

Double space is inconsistent

Thanks again for your interest in what we are doing.

[Learn More About Truth-Publications](#)

Carlton L. Coon Sr.

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General Director - North American Missions

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