

Welcome email sequence

For Douglas Caleb, author

Email 1

[subject]:

Thank you and welcome {\$name}!

[body copy]:

Hello and welcome!

Thank you for subscribing to my mailing list!

You've signed up using the form on my website and are possibly even at this very moment getting a closer look at the original cover artwork for the first four Our Weird World books. Enjoy!

Who goes there?

I'm guessing you're either one of the following: a young reader, a parent or carer (or grandparent), or a teacher. Which gets me thinking about what you all might have in common...

You like stories and reading books. You probably have an interesting imagination and love getting surprised by new ideas. You might be creative. You definitely care about the books you read. And you obviously want to hear from me, which is very flattering – thank you!

And then I realised: you're also all intelligent people.

There's a saying: "Always stand next to the most intelligent person in the room." Meaning this will help you broaden your knowledge. So, I'm very grateful to have you on board :)

What to expect...

You'll generally hear from me once every week or two, unless I've been forced to go on holiday or it's Christmas!

In general I'll talk about what I'm currently working on, writing tips, good books to read, any upcoming events and a snippet of personal news.

Occasionally, I'll also ask for volunteers to join my advance reader team (where you get a copy of a new book before it's published to tell me what you think and point out mistakes!). I might also send a few extra emails to let you know about any new releases and offers.

That's it! And if you ever drop me a line, I'll be sure to reply.

I was tempted to talk about my books in this email, but that would have made it waaaaaay too long. So, I'll save that for the next one, which should arrive tomorrow. There'll be a total of 3 emails in this 'getting to know me' sequence, so I won't take up a lot of your headspace :)

I'll leave you with a quick question: who's your favourite character in a book, ever? And why? (OK, that's two questions, but I'd love to know.)

All the best,

Doug.

PS: there's a chance my emails will end up in a junk folder or under a 'promotions' tab. I've never had much of a problem with it for the mailing lists I've signed up for, but I know it does happen. Help me combat this by marking my message as 'Not Spam', adding me to your Contacts or address book and hitting reply to send me a quick note - maybe even answering that question above! It would be amazing if you also added me to your 'safe senders' list, if that applies to your inbox. Then you'll never have to worry about why my emails have mysteriously disappeared!

Thanks again.

Email 2

[subject]:

Did you download it OK, {\$name}?

[body copy]:

Hello!

Just checking - did you download the PDF posters OK? In case you missed it, here's that link again:

<https://douglascaleb.com/thanks-for-signing-up/>

Quick question...

Did you go for the folder download with each poster as a separate doc? Or did you prefer the one big PDF doc with each poster as a separate page?

Or both?

I'd be fascinated to know :)

All the best,

Doug.

PS: Have you whitelisted by email address or marked these emails as 'not spam'? I only ask in case you're not reading this because it's treading water in your junk folder... Please help to rescue it! :)

Email 3

[subject]:

Current publications and plans

[body copy]:

Thanks again for signing up for my newsletter - this is just the welcome series to say hi and show you around.

Our Weird World

Because it's not just mine; it's every reader's when they dive into a book.

When it comes to books and ideas, there's a lot in the pipeline. My wife says I shouldn't talk about all my ideas in case they get stolen, but I think the more they're out there the more excited I get about them and the more likely they are to get finished :)

You'll have probably noticed the 'Our Weird World' series - currently 4 books available:

Archie & The Invisible Emporium - in which an abandoned boy gets a job in a strange shop that shouldn't exist.

Door-To-Door Sally - about a girl who suddenly finds she can use any door to travel literally anywhere.

Spring-Heeled James - about a boy who gets more than he bargained for when he helps out the school ghost girl.

Ghosts Caught On Cameron - a father and son ghost-hunting team find spirits everywhere and get trolled by a demon.

On top of this, I have 3 other books out:

Jet Pet - two cute animals with jetpacks from the future trying to stop an evil rogue salmon from flooding the world and changing time! Only book 1 out so far...

Scary Stories To Scare Young People - a collection of 20 creepy, chilling short tales to send a shiver down your spine.

How To Make Story Writing Simple - a quick guide to (in my opinion) the 7 or 8 vital ingredients you need for a great story, plus some activities to keep you going!

AND... there are other books and series in the pipeline:

Downloadable Arthur - after moving house for the umpteenth time, a boy finds his new digital friend is more real than expected. Due out May 2025.

The Aeronaut Trilogy - in the first book 'The Sky Captain's Son', the crew of the airship Intrepid Kingfisher scramble to clear their name and save the sky-city before it crashes into the capital of the world. The sequel is also nearly finished, with the third book just an idea at the moment.

Bug Squad - a team of high-spec AI micro-robot secret agents solve mysteries and take on a mysterious worldwide villain.

And, finally, these are just a twinkle in my eye and notebooks at the moment:

The Wizard of Colchester - Holly's dad is the town's secret wizard, but what happens when another river wizard shows up and tries to take over?

The Pigeon Anomaly - a time-travel conundrum where all the pigeons in Trafalgar Square are in fact all the same bird.

The Doors That Never Closed - a possible sequel to Door-To-Door Sally.

Kevin The Teenage Unicorn And The Magic Vampire Bunnies Take On The Zombie Aliens From Zurg - a full-on series of crazy capers with wacky characters from the extreme of the imagination!

The Princess of Pockets - for younger readers, a girl who can't help but infuriate but also save the day in a magical castle.

Oh, and there's **The Infinity Office**, but that's a story for another day.

Phew! That's probably enough of an introduction to my world and certainly enough for one email. I've got my work cut out over the next few months.

Which one of the above would you most like to see next?

All the best,

Doug.

PS: Have you whitelisted my email address or marked these emails as 'not spam'? I only ask in case you're not reading this because it's treading water in your junk folder... Please help to rescue it! :)

Email 4

[subject]:

Final email - extra gift

[body copy]:

Thanks again for signing up for my newsletter!

It's great to have you here :)

Because you've stuck around to the end of this welcome sequence, there's an extra free gift for you - but we'll get to that shortly.

This daily email routine was just a special intro sequence from me and from now on it'll be one every fortnight or so, max! (Unless I've got a special announcement or a new book launch, and even then it won't be that many extra, I promise.)

I don't want you to get too many emails, or for it to get boring – I'll try to keep it fun, informative and friendly :)

In each email, I'll write about:

- what I'm working on right now
- tips on books to read (not all my own!)
- writing tips

- upcoming events
- some personal news
- what I'm listening to most that week

Also, I want you to know that I'll definitely never sell or share your email address with anyone else. Aside from betraying your trust and potentially exposing you to content you don't want or like, it's illegal.

The link to the extra free gift!

Once upon a time, I created an activity book for kids called 'The Great Idea Generator' (mentioned in the last email). In it, you can get crazy, fun, laugh-out-loud ideas for drawings, meals, clothes, monsters and also most of the elements you need for a very surprising story! You just need a pencil, paper and a dice. The word grids do the rest...

I've just created an eBook version, which is for sale on Amazon for a whopping £4.99, but you can download it for free via this either of these links:

My website:

<https://douglascaleb.com/reader-magnet/>

Dropbox - if you have an account:

<https://www.dropbox.com/scl/fo/55ysz2nt3lffguwamzd1g/AEsJbvY...>

Google drive - if you're active there:

<https://drive.google.com/file/d/1jNWE2zLdbAuaJjTUlejQzbCZlys...>

If none of those are possible - just reply to this email and I'll send you the ePub! :)

Before I go, and normal service is resumed, I just have one final question for you: What would most excite or surprise you to see in an email from me? Go on, tell me all about it :)

Thanks again, and see you soon in the inbox!

Best wishes!

Doug.

PS: Just checking one more time... Have you whitelisted by email address or marked these emails as 'not spam'? I only ask in case you're not reading this because it's treading water in your junk folder... Please help to rescue it! :)

--- ENDS ---