

1. Find the Right Template

- Mail Chimp
- MailerLite
- Zoho Campaigns
- Campaign Monitor
- CakeMail
- Stripo
- EmailOctopus...

Just to name a few!



2. Criteria

- Template Styles Must Fit Your Brand
- Ease of Use



JOIN ME LIVE ON FACEBOOK!

Tuesday, December 22, 2020
21:00 GMT / 4pm ET / 1pm PT

Wednesday, December 23, 2020
8am AEDT

New York Times best-selling author Eileen Goudge has invited me to play Santa with her while she hosts the "Bloom with Tall Poppies" Facebook group.

During the hour, we'll be chatting live and taking your questions about our books, our writing process, and our friendship—which started with a call from a stranger (me, to her) and has bloomed into a joyous sisterhood.

Also, I'll also be giving some lucky participants a great gift: three autographed novels from my *Housewife Assassin* series, as well as a canvas tote bag—perfect for next summer's trip to the beach!

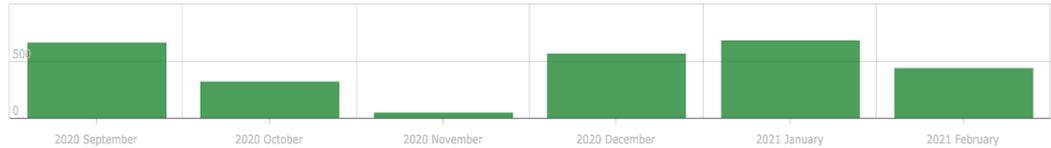
There will also be a winner for these three novels as eBooks.

To enter, just ask me a question via a comment during the interview hour!

Join Us Here: <https://www.facebook.com/groups/Bloomwithtpw>

2. Criteria (cont.)

- Price
- Frequency



Monthly campaign stats

Show

Last 6 months ▾

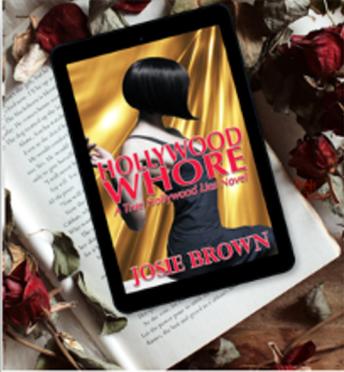
Export ▾

Month	Campaigns	Emails sent	Opened	Clicked	Unsubscribed	Spam complaints
2021 February	3	14,999	23.70% (3,526)	3.88% (577)	0.81% (121)	0.04% (6)
2021 January	4	14,644	30.98% (4,515)	2.19% (319)	1.00% (146)	0.02% (3)
2020 December	6	27,599	24.73% (6,786)	1.99% (545)	0.50% (136)	0.03% (9)
2020 November	4	54,168	24.63% (13,289)	2.64% (1,422)	0.27% (146)	0.02% (12)
2020 October	6	82,716	26.21% (21,571)	5.32% (4,380)	0.32% (266)	0.02% (14)
2020 September	6	55,305	24.85% (13,660)	6.21% (3,416)	0.42% (230)	0.01% (4)

3. The Content Should be Relevant

Have a “Call to Action”

- Giveaway
- Contest
- Special Bargain Price
- News About You
- News about Your Books



THANK YOU FOR SIGNING UP TO MY NEWSLETTER.

NOW, CLICK HERE FOR YOUR FREE eBook, "HOLLYWOOD WHORE."

"Josie Brown does an outstanding job capturing the glitz and glamour of Hollywood while illuminating the stark loneliness present beneath the facade. Filled with good-natured humor and witty repartee."
—Romance Reader's Connection

I've also got a few contests going on now, for books and giftcards.

THANK YOU for finding me via BookSweep! I'm honored that you chose my book to download. I hope you love it as much as I did in writing it.

And doing so, be sure to enter the contests going on NOW on my website.

Actually, one is to celebrate the launch of my new website. I'm giving away THREE \$35 gift cards to some lucky winners. Details are below.

The books are from two great thriller authors who I interviewed for my [Author Provocateur](#) contest: Andrew Mayne and Daniel Pyne. Trust me, you'll want to hear it because you will love their books.

Here's to some fun reads, and a great reading year.

Josie



AUTHOR PROVOCATEUR PODCAST with JOSIE BROWN

Josie Interviews Andrew Mayne on His Latest Thriller

BLACK CORAL



4. The Content Should be Personal

- Give them a piece of you.
- Ask them to share with you too.

Some years, you have to look back in order to move forward.

And, dear friends, this year—2021—is not one of those times.

Everything in our lives has to be about what is ahead for us.

We can hit the reset button. We can start fresh. We can realize a better tomorrow than what we had yesterday.

Heck, it'll certainly be better than what we had last year.

Martin and I have circled the Earth enough times to know that there will always be great years and lousy ones. Granted, this one was a doozy. Too many jobs lost. And, sadly, too many lives lost.

My goal: Be a busy bee—but WITHOUT the beehive hair-do like those quick and determined ladies, above.

I've already started. I've got some new projects on the way: both print and audio. **I'll be sure to tweak you here when they launch.**

THIS WEEK:





Dear Readers,

Let's face it: Halloween is going to be different this year.

The one thing we look forward to—incredible costumes, scary masks, the parades of treat-seeking children—must take a backburner to something much scarier and truly deadly: the COVID pandemic.

I'll admit it: I LOVE IT.

And yes, I will miss it.

In my city, San Francisco—a town that loves dressing up and pretending, all the fun, both for adults (for example, the Castro district) and children (Pacific Heights) [Halloween is officially limited to small gatherings and trick-or-treating is being discouraged.](#)

I'll learn to live with it because I will always put safety over silliness. My life is not worth a few moments of monster madness.

This Halloween, I'm going to Halloween-at-Home by streaming a few movies. Here are my top five horror classics of all time ranked:

5: **The Birds.** It's Hitchcock at his peak—and that's saying a lot.

4: **Deliverance.** Talk about Hell on Earth! Burt Reynolds at his best!

3: **Misery.** One of my favorite screenwriters, William Goldman, took all the suspense in Stephen King's novel and ratcheted it up. Stellar performances by James Caan and Kathy Bates. I wince every time a see it (and every time someone tells me they are my Number One fan...)

2: **Get Out.** I literally felt doomed. Time will prove it to be a classic in the making.

When you have friends in (physically) high places, you see things from a different perspective. Hard to believe I'm just on the eight floor, right?



Dear Readers,

Since sheltering in place means we can no longer go to the movies or live theater, like most of us, my husband and I now spend our nights decompressing our busy days with movies or books.



Last night, we decided to watch [Bullitt](#), starring [Steve McQueen](#). It showcases San Francisco at its best. Like a lot of classic movies from silent films on, we found this one on the [Criterion Channel](#), which has done a beautiful job digitizing films so that they are at their viewing best, as well as curating films by director or theme.

Since we walk a lot of the hills and streets here, we decided to make a game of identifying any neighborhood, or street, that appears in the movie. We were glad to see that many of the city's iconic buildings that touch our hearts today were also considered great audience eye candy for filmgoers 50 years ago.

Martin immediately identified the first one. In the movie's opening scene, Bullitt walks into beautiful terraced mansion in Pacific Heights that enjoys a mesmerizing view of San Francisco Bay. It is located on the [northwest corner of Divisadero and Vallejo Streets](#). Today it houses the Japanese Consulate.



These women, inside their fishbowl, are fun to peer in on, and the momentum of Brown's writing and plot keeps the pages turning.
—Booklist

Dear Reader,

One thing that 2020 has made very clear to me:

Each day is another opportunity to count our blessings.

I have a lot to be thankful for.

My family has remained safe, happy and healthy, that's at the top of my list!



I live in a city of great beauty. At every turn, I discover something new to appreciate about San Francisco: not just the views, but the shops, restaurants, art scene, and the many interesting people I encounter on a nearly daily basis.

I enjoy my neighborhood of, perhaps, a few hundred people live within a five-block radius. Those I've met are kind, generous, and thoughtful.

If I want to "people watch," all I have to do is take a ten block in any direction. Or, if I want to take a nature walk, I can go a few blocks further and enter the [Golden Gate National Recreation Area's](#) Presidio;

Or I'll drive across the Golden Gate Bridge into Marin County. Its crowning glory, [Mount Tamalpais](#), is crisscrossed by walking and biking trails that take you deep into the valleys, or the fire roads encircling this glorious mountain.

The vast Pacific borders the mountain's western flank. From its peak, the Bay Area—from the eastern cities of San Francisco Bay to ocean—is laid out like a three-dimensional map come to life.

In so many places, you can be so near and yet feel so far from our fast-paced urban environs.

I consider these respites the icing on the cake of my day.

Otherwise, my waking hours are filled with the usual daily tasks any working author faces on a nearly daily basis: plotting, scheming and writing our books.



This Weekend Only: Fri-Sun Aug 28-30!
The Baby Planner is FREE in AMAZON

"Brown takes baby mania to its illogical, hysterical extreme in this bubbly romp. But what begins as a light foray into Bugaboos country turns into something bigger than a satire of status-obsessed Bay Area yummy mummies as Brown takes a dark look at the fears of parenthood and family, with Katie's heartbreaking longing for a child unraveling a disturbing reality about her marriage and family. Still, the message from the somber realities is one full of hope: love makes a family, commitment keeps it together."
—Publishers Weekly



Dear Reader,

In bad years as well as good ones, there will be births and birthdays.

In the past three weeks, I've celebrated one of the former and two of the latter.

And before April, my family will welcome a new little being. I cannot be happier—especially since the birth will take place right around my birthday too.

To celebrate, this weekend only (Fri-Sat, Aug 28-30) the digital version of my stand-alone novel, *The Baby Planner*, is FREE in Amazon. It's a story of maternal longing, a marriage at

cross purposes, pre-natal angst, and family secrets.

The story came to me in a flash! I felt the pain of my heroine, Katie Johnson, so intensely! She wanted something so badly that this desire changed her life.

I hope Katie touches you as intensely as she did me as I was writing her.

In the book, as in our lives this very moment, no one can change the past. However, the future is within our grasp.

Between now and the wee one's birth, our family will also celebrate eight birthdays. I plan on toasting, lighting candles, eating cake, and making one wish on my loved one's behalf: that every new year we celebrate from here on out is better than 2020.

I wish that for you too.

—Josie



"Josie Brown does an outstanding job of capturing the glitz and glamour of Hollywood living, yet illuminating the stark loneliness present beneath the façade. Filled with good-natured humor and witty repartee."
—Romance Reader's Connection

"...The tone is confessional, the writing laced with venomous humor..."
—The Wall Street Journal



Dear Reader,

A few years back (think *Lala Land*) a journalist friend asked me to help him out at the Oscars.

Um....YES! Sign me up!

I'd already written my novel, [Hollywood Hunk](#). There is an Oscars event scene in it, and after being there, I was pleased to see that how I imagined this iconic event was very close to the real thing.

As someone who'd done celebrity interviews for various newspapers and magazines, I'd already had a few opportunities to interview directors and actors. But this was my first Academy Awards event—and it was INTENSE, to say the least. I got up close and personal with several actors and directors who I admire, and saw their grace, wit, and modesty first hand. It was a thrill and a pleasure to take a few photos up close, and to see them at their best, even if they were anxious how the night would turn out.

In my novel, the heroine—Hannah Fairchild, a daughter of a famous male actor—saw firsthand how her father's vanity and insecurity ruined her relationship with him. But since he's just died and her proverbial wicked stepmother has contested the will, Hannah is down on her luck and needs

The Payoff: Priceless! Check the statistics.

<input type="checkbox"/>		Bargains, Freebies, Contest— and You Can Pre-Order a 13,646 Print Copy of Assassination Vacation Planner! 📖 📚 recipients 😱 Regular · 2020-10-30 View report ▾	26.20% opened	2.45% clicked	
<input type="checkbox"/>		Scary Good! 🧟 🧛 🧟 Free Books, Bargains—and 2 CONTESTS 😱 Regular · 2020-10-23 View report ▾	13,698 recipients	27.27% opened	5.92% clicked
<input type="checkbox"/>		Bargain Books, Freebies, and a Contest—OH, MY! 📖 📚 recipients 😱 Regular · 2020-10-16 View report ▾	13,762 recipients	26.57% opened	5.42% clicked
<input type="checkbox"/>		HOLLYWOOD HUNK—FREE NOW, in AMAZON! 📖 📚 recipients 😱 Regular · 2020-10-10 View report ▾	13,821 recipients	25.57% opened	7.16% clicked