

# EMAIL COPY DECK

**Instructions:**

1. Please fill out one copy deck for **each** media placement (CTI, Outreach, etc.)
2. Ensure that the CTA link is a Google URL Tracking link only (<https://ga-dev-tools.appspot.com/campaign-url-builder/>)
3. Once the form is filled out, please submit directly to editorial. Once you receive the copy deck back, please send the **FINAL** copy deck and images in a zipped folder to **Leela Kim (external emails)** or **Chloe Renzema (internal emails)**.

**Project Owner: Andrea Garcia**  
**Product (Title)/Campaign: Crazy4Fiction suspense**  
**Outlet/List: Crazy4Fiction**  
**Run Date/s: October (late in the month)**  
**List approvers (include a back-up if out of the office): Andrea Garcia, Maria Eriksen**

**Pick-up project (yes or no): No**  
 (Note: If it is a pick-up, please submit revisions to the existing project (Include file if possible))

|                |  |
|----------------|--|
| Subject* Line: | Exciting thrillers to read this fall!                |
| Snippet Line:  | Heart-racing novels that will capture your attention |

\*Note: Subject field should be 35 characters or less. Snippet field should be 85 characters or less.

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| <b>Product HERO</b><br>(The top portion of your email) |  |
| Headline:<br>(No more than 6-8 words)                  | Gripping suspense novels that will leave you guessing  |
| Featured Product or Image:                             |  |
| CTA wording:<br>(No more than 3 words)                 |  |
| CTA link (Google URL Tracking link only):              |  |
| Notes:<br>(Additional creative assets to use, etc)     | <p>The tone of the email should be suspenseful, eerie, trying to play up the mystery/thriller/suspense theme of the email</p> <p>I don't want a Halloween vibe, but I am sending out a mystery/thriller/suspense email at the end of October because there's already a spooky vibe to the end of the</p> |

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|  | month, I want to play into that with this email |
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\*Note: CTA = Call To Action (i.e. Buy Now, Learn More, Read Excerpt)

| Product Info   |  |
|--|--|
| Copy:<br>(No more than 2 short paragraphs that will reinforce the headline and main product) |  |
| Image:   |  |
| CTA wording:<br>(No more than 3 words)   |  |
| CTA link (Google URL Tracking link only):  |  |

| Product Info   |   |
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| Copy:<br>(No more than 2 short paragraphs that will reinforce the headline and main product) | Two FBI snipers track down a ruthless gang in <i>Fatal Strike</i> . |
| Image:   | Fatal Strike cover  |
| CTA wording:<br>(No more than 3 words)   |   |

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| words)                                    |   |
| CTA link (Google URL Tracking link only): | <a href="https://www.tyndale.com/p/fatal-strike/9781496427106?utm_source=suspense&amp;utm_medium=fatal%20strike&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/p/fatal-strike/9781496427106?utm_source=suspense&amp;utm_medium=fatal%20strike&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

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| Product Info  |  |
| Copy: (No more than 2 short paragraphs that will reinforce the headline and main product) | A small-town police chief tries to protect her town from criminals in the Line of Duty series. |
| Image:  | Crisis Shot cover<br>Lethal Target cover<br>Cold Aim cover                                     |
| CTA wording: (No more   |  |

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| e<br>than<br>3<br>wor<br>ds)  |   |
| CT<br>A<br>link<br>(Goo<br>gle<br>URL<br>Trac<br>king<br>link<br>only<br>): | <a href="https://www.tyndale.com/search?sort=release_date_desc&amp;series=The%20Line%20of%20Duty&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=line%20of%20duty&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/search?sort=release_date_desc&amp;series=The%20Line%20of%20Duty&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=line%20of%20duty&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

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| Pr<br>od<br>uc<br>t<br>In<br>fo   |  |
| Co<br>py:<br>(No<br>mo<br>re<br>tha<br>n 2<br>sho<br>rt<br>par<br>agr<br>aph<br>s<br>tha<br>t<br>will<br>rei<br>nfo<br>rce<br>the<br>hea<br>dli<br>ne<br>an<br>d<br>mai<br>n<br>pro | A former Secret Service agent attempts to thwart terrorist plans in the Marcus Ryker series. |

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| Image:                                       | Kremlin Conspiracy cover<br>Persian Gamble cover<br>Jerusalem Assassin cover  |
| CTA wording:<br>(No more than 3 words)       |   |
| CTA link<br>(Google URL Tracking link only): | <a href="https://www.tyndale.com/search?keyword=kremlin%20persian%20jerusalem&amp;sort=release_date_desc&amp;binding=Hardcover&amp;author=Joel%20C.%20Rosenberg&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=kremlin%20conspiracy&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/search?keyword=kremlin%20persian%20jerusalem&amp;sort=release_date_desc&amp;binding=Hardcover&amp;author=Joel%20C.%20Rosenberg&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=kremlin%20conspiracy&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

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| Product Info                                   |  |
| Copy:<br>(No more than 2 short paragraphs that | A woman is unnerved by her mysterious visions in <i>When Through Deep Waters</i> . |

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| will reinforce the headline and main product) |   |
| Image:  | When Through Deep Waters cover  |
| CTA wording:<br>(No more than 3 words)        |   |
| CTA link<br>(Google URL Tracking link only):  | <a href="https://www.tyndale.com/p/when-through-deep-waters/9781496417138?utm_source=suspense&amp;utm_medium=when%20through%20deep%20waters&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/p/when-through-deep-waters/9781496417138?utm_source=suspense&amp;utm_medium=when%20through%20deep%20waters&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

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| Product Info   |   |
| Copy:<br>(No more than 2 short paragraphs that will reinforce the head | A man can perceive the supernatural in the Trevor Black novels. |

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| line and main product)                    |   |
| Image:                                    | The Occupied and The Empowered covers   |
| CTA wording: (No more than 3 words)       |   |
| CTA link (Google URL Tracking link only): | <a href="https://www.tyndale.com/search?binding=Softcover&amp;series=A%20Trevor%20Black%20Novel&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=trevor%20black&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/search?binding=Softcover&amp;series=A%20Trevor%20Black%20Novel&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=trevor%20black&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

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| Product Info  |  |
| Copy: (No more than 2 short paragraphs that will rein | In these Jed Patrick novels, a man questions his reality and goes on the run, unsure of whom to trust. |

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| force the headline and main product)       |   |
| Image:                                     | Centralia and Kill Devil covers   |
| CT A wordi ng: (No more than 3 words)      |   |
| CT A link (Google URL Tracking link only): | <a href="https://www.tyndale.com/search?keyword=mike%20dellosso&amp;sort=release_date_desc&amp;binding=Softcover&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=jed%20patrick&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/search?keyword=mike%20dellosso&amp;sort=release_date_desc&amp;binding=Softcover&amp;mpp=50&amp;utm_source=suspense&amp;utm_medium=jed%20patrick&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

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| <b>Product Info</b>  |                   |
| Copy: (No more than 2 short paragraphs that will reinforce the headline and main | Looking for more? |



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| product)                                  |   |
| Image:                                    | The Negotiator cover<br>Left Behind cover<br>Auschwitz Escape cover<br>Burden of Proof cover<br>The Choosing cover  |
| CTA wording:<br>(No more than 3 words)    | Shop Now  |
| CTA link (Google URL Tracking link only): | <a href="https://www.tyndale.com/fiction/suspense-mystery-thrillers?frmt=prt&amp;show=32&amp;sort=date_desc&amp;tab=all&amp;zede=frmt-prt&amp;utm_source=suspense&amp;utm_medium=general&amp;utm_campaign=Crazy4Fiction%20Newsletter">https://www.tyndale.com/fiction/suspense-mystery-thrillers?frmt=prt&amp;show=32&amp;sort=date_desc&amp;tab=all&amp;zede=frmt-prt&amp;utm_source=suspense&amp;utm_medium=general&amp;utm_campaign=Crazy4Fiction%20Newsletter</a> |

| Author Info<br>(i.e. Author Info)         |  |
|---|--|
| Copy:<br>(No more than 1 short paragraph) |  |
| Image:                                    |  |
| CTA wording:<br>(No more than 3 words)    |  |
| CTA link (Google URL Tracking link only): |  |
| Twitter:                                  |  |
| Facebook:                                 |  |

**Additional Slices:**

Copy and paste the “Slice 2” table for additional section in this email and place it here:

| LEGAL   |  |
|---|--|
| Legal copy to be placed in footer:<br>(Disclaimers, trademarks, offer dates, etc) |  |

When the above form is complete please send to Editorial for editing and **THEN** submit to Leela Kim or Chloe Renzema. They will send to the appropriate designer.

| EDITORIAL                 |           |
|---------------------------|-----------|
| Editor Name:              | EES       |
| Review and hand-off date: | 9/11/2019 |