M. K. Ettington Books

The Out of the Box Newsletter
Learn about our Books, Online Training, Misc Wisdom, and Unusual Stories

July 2026

The Newsletter is for those not satisfied with the Dogma we are all taught to believe.

What is the real truth about our lives and the world we live in?

Over 12 Categories of Out of the Box Books:

(Click Below Image for our Website Homepage on over 150 books)

Coaching and Business Books	Paranormal Books	Spirituality Books	Ancient History Books
Alien and UFO Books	Longevity & Immortality Books	Living in Space Books	Survival Books
Sci Fi & Fiction Books	Legendary Beings Books	Strange and Science Books	Time and Dimensional Books
Health & Wellness Books	Self Improvement Books	Rare Occult Books	Political and Social Books
Metaphysics Books	Our Most Popular Books	Specials and Bundles	

Welcome to this newsletter which covers topics from our 150 Plus books about Aliens/UFOs, Longevity, the Paranormal, Strange Science, and much more…

Picture of the Month

The Simple Email Sequencer

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https://mkettingtonbooks.com

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Signup For and Download our Monthly Newsletter

Signup for Our Affiliate Program & Earn up to $499 per sale

Featured Story- The AI Authors Studio

The structured writing workspace for finishing real books

Outline, draft, organize, publish, and optionally use AI support in one author-focused system

Use AAS either on our Subscription Server or by Installing WordPress Plugins

Write Better Books. Faster Than Ever Before.

AI Authors Studio is a powerful writing environment designed specifically for authors who want to organize ideas, write faster, and finish manuscripts with the help of AI.

✔ *Organize books and research*
✔ *Write with AI assistance*
✔ *Edit and improve your manuscript*
✔ *Export your work for publishing*

A New Way to Write Books

Instead of using disconnected tools, you get a complete authoring environment designed around the way writers actually work.

Create Project→Outlines→Write→Organize→Publish
AI Authors Studio was built specifically to solve these problems
All in one place

Meet Your AI Writing Partner

AI Authors Studio includes a built-in AI assistant designed to support your writing process.
Your AI assistant can help you:

✔ *Expand ideas*
✔ *Improve clarity*
✔ *Summarize sections*
✔ *Generate suggestions*
✔ *Edit your writing*
The AI enhances your creativity — it doesn't replace it.

Organize Your Entire Writing Project
With AI Authors Studio you can manage:

- *chapters*
- *sections*
- *notes*
- *research*
- *outlines*
- *book series*

Everything stays organized.
No more hunting through files.

AAS
AI AUTHORS
STUDIO

Click on the image above to learn more

Health & Wellness- The Personal Longevity Training Series

This series of 10 books

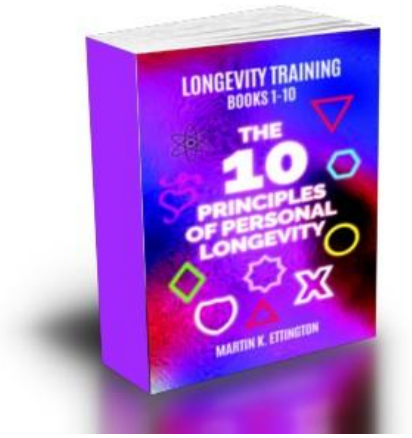
is a transcription of the Online Personal Longevity Coaching Training Program which normally sells for $1,995 USD.

These training course books offer all of the content in written form which is in each of the ten audio/visual courses on the Longevity Coaching Training server.

All of the videos and reading assignments have been transcibed into text to provide all the detailed guidelines you need to change your life and learn how to live decades longer.

If you were interested in geting the full longevity training program- and don't want to spend $1,999 dollars--Now you can get it all at incredible prices.

What is the value of learning how to live healthy decades longer?



Click on the Book Cover to Learn more and to order

"Never laugh at live dragons."
– **J.R.R. Tolkien**

Click These Three Book Categories To See More Books on Health and Wellness:

HEALTH & WELLNESS

LONGEVITY & IMMORTALITY

SPIRITUALITY

SELF IMPROVEMENT

BOOK FOCUS

Software Focus- The Simple Email Sequencer

Most websites collect interest and then let it go cold

A visitor downloads a free guide, requests information, joins a course interest list, or signs up for

updates. Then the follow-up depends on memory, manual emails, spreadsheets, or an oversized email platform that takes too much time to configure.

MKE Simple Email Sequencer Pro gives you a focused email sequence system inside WordPress. Create the sequence once, place the signup form where visitors already are, and let scheduled follow-up happen automatically.

A simple sequence workflow built for real websites

Create a sequence, add email steps

by day offset, publish a signup form with a shortcode, and let

WordPress process due emails on a recurring queue.

Core features

Everything you need to turn a
signup form into a practical follow-up system.
Day-based email sequences
Build welcome series, mini-courses, lead magnet follow-ups,
product education campaigns, and coaching nurture sequences using simple day offsets.

Signup forms by
Editable sequence steps
Write each subject and body, set the send day, order multiple
emails on the same day, and activate or deactivate steps as needed.

Built-in template library
Install editable starter sequences for authors, lead magnets,
five-day mini-courses, coaching calls, and product education.

Subscriber management
View subscribers, filter by status, pause, activate, unsubscribe, delete, import by CSV, and export subscriber data.

Double opt-in and unsubscribe handling

Use optional confirmation emails and automatic unsubscribe
links so subscribers have a clear way to manage their subscription.
Merge tags
Personalize emails with supported tags such as {{first_name}}, {{email}}, {{site_name}}, {{sequence_name}}, and {{unsubscribe_url}}.

Detailed email test tool
Send a real sample email through wp_mail and review the
settings, headers, timing, result status, and message preview.

Logs and failed-send retry
Review recent send activity, process due emails manually, and
retry failed emails from the Pro tools.

Analytics and tracking
Track basic opens and clicks when Pro tracking is enabled,
then review activity in the analytics dashboard.

Click on the Logo to Learn more and to order

"Think before you speak. Read before you think."
— **Fran Lebowitz, The Fran Lebowitz Reader**

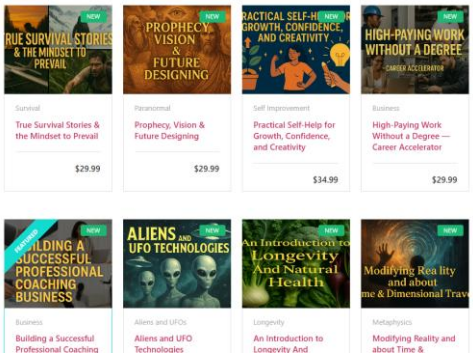
TRAININGFOCUS

Training Focus- Training Courses, Bundles, and Subscriptions

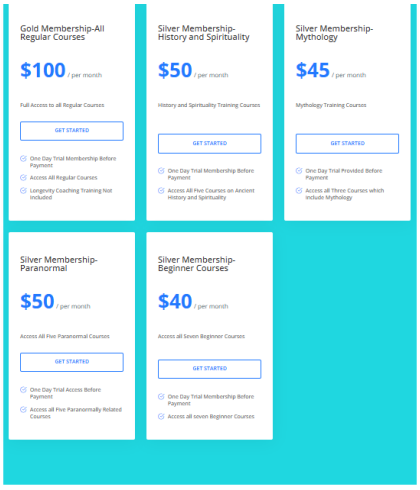
Our website now has comprehensive sections on training courses, mega bundles and subscriptions to courses based on our books These sections are called **UNIVERSES**

Mega Bundles Available:

CLICK ON THE UNIVERSE IMAGE ABOVE TO LEARN MORE



CLICK ON THE COURSES IMAGE ABOVE TO LEARN MORE



CLICK ON THE SUBSCRIPTIONS IMAGE ABOVE TO LEARN MORE

[Download the Online Training Catalog]

"The simple things are also the most extraordinary things, and only the wise can see them."
— **Paulo Coelho, The Alchemist**

Training Courses- Building a Successful Coaching Business

Turn Your Coaching Vision Into a Scalable, High-Income Reality
You're not here to "dabble" in coaching.
You're here to **build a real business**—one with structure, strategy, authority, and clients who value your work.
This course is your **complete end-to-end business blueprint**, taking you from idea to **client-attracting, revenue-generating coaching enterprise**.

 What You Will Build
By the end of this training, you will have:
 A clear coaching niche & high-value offer
 A signature coaching model & repeatable client framework
 Authority tools that build trust & demand
 A professional website, automated intake & CRM workflows
 A simple but effective marketing & lead-generation system
 A 90-day launch & scale plan engineered for results
This is the **business backbone** most coaches never build—until it's too late.

Who This Course Is For

Ideal For	Not For
Aspiring & early-stage coaches	Those looking for passive magic/no work
Entrepreneurs adding coaching to their brand	People not willing to take action
Professionals transitioning into coaching	Those content with theory without execution
Coaches ready to scale & systemize	

If you're serious about coaching success, you're in the right place.

Course Breakdown

Week 1: Identity, Niche & Offer Creation

Clarify your target audience & pain points

Define your unique coaching philosophy

Craft your high-value signature offer

Begin your authority positioning

Outcome: A coaching identity and offer that stands out—without chasing trends.

Week 2: Core Curriculum & Coaching Delivery

Structure your coaching program

Session design & client transformation journey

Templates & tools that keep clients engaged

Legal & ethical foundations

Pricing with confidence & value positioning

Outcome: A professional program that produces real client results.

Week 3: Branding, Website & Client Intake Systems

Build your professional coaching presence

Simple website + landing page formula

CRM setup & onboarding automation

Payment flow, booking, & agreements

Email funnel & nurturing sequence

Outcome: Your coaching business runs like a business—not a hobby.

Week 4: Marketing & Client Acquisition

Lead generation without algorithm headaches

Simple content system + social visibility

Referral pipeline & professional networking

High-trust direct outreach strategy

Converting conversations into clients

Outcome: A repeatable system for booking clients consistently.

Jumpstart Plan

Weekly execution roadmap

Time & energy structure for success

Metrics that matter (and what to ignore)

Scaling strategy: group programs, books, courses

Outcome: You don't guess what to do—you execute with clarity & confidence.

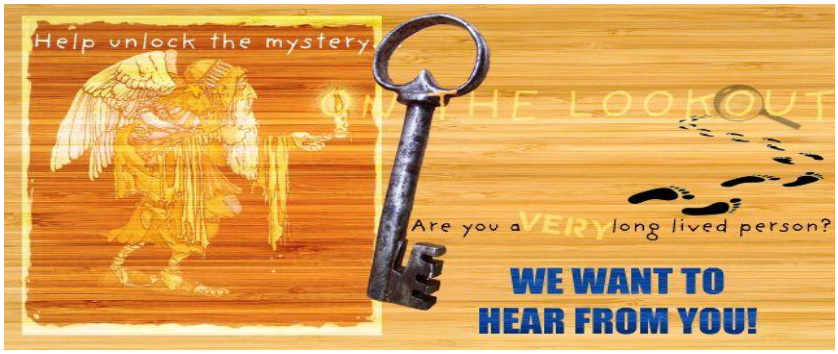
Click on the Logo to Learn more and to order

"Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself."
– **Rumi**

Universes- **The Enlightenment and Higher Consciousness Universe**

This Universe is all about learning how to connect with your eternal spirit. A variety of books, courses, and videos to help with this process.

We all have eternal spirits and the universe is conscious. How do we realize this?



DO YOU OR SOMEONE YOU KNOW HAVE A STORY TO TELL?

Email: mke@mkettingtonbooks.com

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MK Ettington Books

Providing a variety of unusual books on these topics: The Paranormal, Longevity, Aliens/UFOs, Ancient History, and much more….

https://mkettingtonbooks.com

MKE Book TRAINING HOME

Full Online Training Courses on different subjects

https://www.mkettingtonbooks.com/training-home

Contact Us!

Send a greeting to:

Marty Ettington

mke@mkettingtonbooks.com

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You will also get a free additional bundle of spiritual and metaphysical classics when you buy off our website

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About My Organization…

MKEttingtonbooks.com consists of over 150 books written by me from my own experiences (mainly paranormal) and research.

My original content consists or books, training courses, and more. Formats include printed, Ebooks, Audiobooks, and more. The training courses are all online and multimedia.

As a retired Engineer, my goal is to provide an analytical analysis of many otherwise strange and unbelievable phenomena.

The more we learn, the stranger our world and universe turns out to be. We think we know a lot—but we really know nothing about the Reality we live in.

--Marty Ettington

Help Unlock The Mystery! Send Us Your Story Online Today…

Email: mke@mkettingtonbooks.com

Signup for the "Out of the Box" Newsletter