M. K. Ettington Books

Learn about a New Book Month, Chosen because it provides a Unique Point on Unusual Subjects

July

2026

July Spotlight One:

Simple Email Sequencer

MKE Simple Email Sequencer Pro lets you create day-based follow-up emails, publish signup forms with shortcodes, manage subscribers, test delivery, review logs, and track basic opens and clicks from your own WordPress dashboard.

Can I see whether emails are working?

Yes. You can review send logs, test delivery with the detailed sample test, retry failed sends, and use basic open and click tracking when enabled.

Where is subscriber data stored?

Subscriber data, logs, and tracking events are stored in your WordPress database. The plugin does not send subscriber data to an external service by itself.

Features:

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 icon for more info and purchase options

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