

21 Email Marketing Strategies

*Get More
Response from
Your Email Marketing*



*Presented by
Marty Marsh*



**We've All Been Told,
"The Money is in the List"
...but Just Having a List Doesn't
Guarantee An Ongoing Pay Day.**

**Luckily, this Guidebook has the
Insider Information to
make it happen.**

Dear Soul Proprietor,

Yeah, we've all heard it.

"The money is in the list."

"The money is in the list."

"The money is in the list."

But that's really only part of the story and here is the real truth:

**"The money is in a *targeted* list of people that you
create a trusted relationship with and successfully sell stuff to."**

And none of those 3 things – building a list / trusting relationship / selling – are that difficult to do because:

- a. You don't need a huge list to get a great response.
- b. Gaining trust is as simple as being honest and having your audience's best interests in mind.
- c. Using the strategies in this guide will show you that selling is a natural thing.

To help you reach that ultimate goal, here are 21 strategies that you can use every single day.

All the best,



1. Build it Targeted:

People always ask me, “How can I build my list?” A very good and important question indeed, but let me let you in on a little secret.

Personally, I spend very little time ACTIVELY building my lists. Instead, most of my time is spent cultivating a trusting relationship and successfully selling valued products and services to my lists. Because as I already mentioned, the size of your list is not what’s most important – it’s really what you do with that list.

You can spend all the money you want in trying to build a list, get leads and try every list-building service out there, but at the end of the day if your list isn’t *targeted*, you aren’t going to achieve that trusted connection that you need to get the best results.

How to build targeted lists:

- Include opt-in forms on every one of your content pages at your website and other places where you provide valuable information to your potential customers. If people love your content, they’re going to want more of it.
- Use your article bio/byline, YouTube videos, targeted advertising campaigns etc. to promote more of your free information instead of a service or product. Conversion to a product sale isn’t as likely at the beginning and will be lower than getting them onto your opt-in list. Once you have them on your opt-in list, you can reach those prospects over and over again.
- Get your subscribers to tell their friends about you. Part of this will be accomplished naturally by creating stellar content that people will want to talk about, but you might also want to create an incentive program to help encourage people to spread the word if they love what you have to say.

Keeping it targeted often means that your list might grow a little slower than if you go gung-ho with some massive list-building service, but the key thing is that a targeted list is a responsive list. The alternative usually just creates a large list of people who don’t know – or care – who you are, don’t respond, and often end up reporting you as a spammer.

At the end of the day, if your list isn’t targeted, you aren’t going to achieve that trusted connection that you need to get the best results.

2. Keep it Simple:

Your email writing efforts needn't be complicated. In fact, in my experience they should be kept really quite SIMPLE. If you're busting your butt trying to publish a full-blown weekly ezine, you might want to consider giving yourself a break.

Think of it this way. People are busy and with few exceptions, are experiencing email overload. Why load them up even more?

Keep your messages short, simple, and focused on one thing at a time. This allows your readers to quickly absorb your message and decide whether or not to take action when you ask them to.

Many people think that if they offer more content, more sections, etc... that they are more likely to provide something that appeals to more subscribers. But from my experience (and from the reports of many others), MOST of your readers aren't reading past the first section of your ezine anyway. The lower down the content appeared in my ezines, the less people took action on what I wanted them to do. Whether it was to a click a link for information or to buy a product, if the information wasn't in the first section, the response just diminished. Why work so hard if nobody is paying attention?

Overall, you want your readers to be trained to respond to your calls to action. And if you're just adding extra stuff hoping to capture a few extra people, I suggest cutting out the fat and putting more effort into that first section...and make it the *only* section of your newsletter.

TIP: Also note that the more links you provide in a newsletter, the less likely your reader is to take action on the link you REALLY want them to click. Stop distracting your readers from what you want them to do.

3. Keep it Personal:

Imagine yourself writing to one person – perhaps your favorite client – and use language that you'd use if writing to just one person at a time. Don't address your readers as a group. For example, "I know many of you..." Address your subscriber as that one important individual they are. The language is far more powerful.

For example, if you write: "I know many of you are looking for a..." as opposed to... "I know you are looking for a..."

Which do you think is more powerful? In the first case, your reader can immediately exclude themselves from the offer because you said "many." That might not include that particular reader. In the second instance, you are stating it directly to your intended audience.

You may be sending out your email to thousands of people, but each of your subscribers is reading it one by one. Address them that way.

4. Don't Mix Content with Promos:

This is one of the biggest reasons I am not as big a fan of the ezine format as I once was. What I've discovered is that when you try to share too much stuff, you dilute your message.

If you want your subscriber to take action on something, don't distract them with other stuff.

Now, I'd like to qualify my statement a bit:

I do believe in being informative in your promotions. If you're selling an affiliate product, an honest evaluation of that product and information on how it helps is a good thing. For example, if you were trying to sell a product that helps your readers lower their cholesterol, illustrating the benefits of a lower cholesterol level is absolutely relevant and important content.

I'm talking about the obstacle that many email marketers put in front of themselves when they want to sell and are *too timid* about it. It might look like this:

- You start your email with a recommendation for a potty training book and then because you're afraid to offend anyone with your selling, you then include an article that teaches your readers how to curb their toddler's temper tantrums.

When you try to share too much stuff you dilute your message.

WHOA! You just completely distracted your reader. They were thinking about potty training, but then you got them on the topic of tantrums. What the HECK did you do that for?

Here's what you could do instead:

- Write an email that starts talking about the woes of potty training. Share your experiences and relate to the pain of your reader. Talk about the things you tried that just didn't work. Then tell them about the product you're recommending and tell them why it can make the difference they're looking for. It's as simple as that!

5. Email More Often:

Here's another easy way to get over the obstacle of being afraid to do pure promotional emails. Just email your list with content more often, so when you do send out regular promos...the amount of content they receive in comparison still prevails.

Remember, you don't have to write big fancy ezines with all kinds of sections and departments, just short simple emails that provide good value to your readers. Basically, instead of bombarding them with a ton of information all at once, you're now giving it to them in bite-sized chunks.

Okay okay, I know the timid email marketer is going to tell me that they don't want to bombard their list with too much email and they'll probably get complaints. Well – maybe some

will complain, but you'd be surprised at how happy your list will be to hear from you when you consistently deliver great quality and value (no matter how many times you email them).

Of course, you need to test out the volume of email your list can bear, but if you're providing stellar stuff...I bet they'll want to hear from you more often.

6. Train Your List:

If you want your list to accept and take action on your promotions, teach them to become accustomed to promotions.

In the privacy note below your subscription box, write something like: "We will only use your email address to communicate with you regarding [x]-related topics and offers."

There – You've told them you'll be giving them offers.

You can also remind them in your welcome email that you'll be sending them offers. You can tell them how you like to review products on your reader's behalf and alert them to any products or services that might be helpful or that they might want to stay away from.

Again, now they know you're going to send them promotions. They can unsubscribe right away if they're not happy with that.

Then, most importantly, regularly send them offers so they expect them. Don't hide behind the excuse, "I only have 100 people on my list so I haven't offered them anything to yet."

Remember, your list is made up of INDIVIDUALS. Whether it is 100 individuals, 2398 individuals or 100,000 individuals, doesn't matter. Every member of your list needs to be accustomed to the way you sell to them.

Imagine, if you decided you were going to wait until you hit 1000 subscribers before you sent a promo, that means the first 999 people on your list will be receiving no promotions for a period of time. That is NOT how to train your list to expect promotions. Do it right from the beginning.

7. Research Everything:

If you are recommending products and services – via affiliate relationships – to your readers, they will appreciate those promotions, especially when you take the time to research and review everything thoroughly. In fact, your readers will come to expect you to do a lot of the hard work for them...but don't worry, this extra work is profitable for you!

TIP: Make an offer for something you sell right in your welcome email and on your thank you page that people go to when they sign up for your list. It doesn't have to be blatant, put it in a P.S. message at the end of your email.

I've discovered over the years that my readers will sometimes wait to see my opinion on something new in the marketplace and they want to know what I recommend. Do the same for your readers.

NOTE: I highly recommend that if you are going to promote affiliate products of any kind that you actually buy and use the product or program yourself before you start promoting it. You'll be much more credible if your readers know that you have actually experienced what you are trying to sell.

8. Honesty:

When you do your research, report it in an honest way and that will solidify your reputation with your readers even further.

When you investigate a product, avoid coming back and telling your reader's it's the greatest thing since sliced white bread...because not everybody eats the same kind of bread!

Not everybody will like what you like.

Sure, *you* might think the product is really terrific, but break it down for your readers and identify:

- Who the product is *for* (ex. beginner rose gardeners only).
- What *problems* you personally see the product solving.
- Any potential *drawbacks* of the product.

Don't be afraid to share possible negatives because that makes your promotion REAL. For example, you can tell them that the baby stroller you're recommending doesn't come with a drink holder, but the other features totally make up for it. Besides, an attachable drink holder can be purchased at very little extra cost.

When you investigate a product, avoid coming back and telling your reader's it's the greatest thing since sliced white bread because not everybody eats the same kind of bread!

9. Get to Know Your Subscribers

I mean REALLY get to know them.

Here's how:

- Pay attention to which links they click on in your emails (and track your links!). Whether they are clicking to read/view content, take a product recommendation or sign up for more information, pay attention.

- Take note of which types of products they are buying through your links. Note which products flop and which seem to get a lot of response.
- Invite them to submit feedback on your blog on a certain topic. The response you get can be incredibly valuable and give you insight into your readers.
- When your readers do comment on your blog, take the time to click through to their websites. See what they are talking about, what their problems are, what products they are buying. Do this on a regular basis and you'll come to understand your typical audience even further.
- Survey Them: Now, I think surveys do have their place, but never rely on this alone. I think taking note of BEHAVIOUR is far more powerful. When you create a survey, people tend to answer in ways that show how they THINK they would behave. Thing is, people often say they behave in ways that are very different from how they ACTUALLY behave.

10. Make Targeted Topic Lists:

If you're working in a broad target market, make an effort to create even more targeted lists for even more specific topics. For example, if you are in the weight loss market, you might have a very general weight loss ezine.

Although that ezine will likely be very valuable to you and quite likely your largest list, you can still go further with your efforts and increase your conversions by being more specific.

If you offer products on "fat loss" and "post-natal weight loss," create highly-targeted lists on those very topics as well. These lists can be put on auto-pilot with a pre-sequenced autoresponder where you load in several informational and promotional emails. You can also send broadcasts to this list when the mood strikes you.

When you understand your target market's specific weight loss (or other) problem, it is much easier to give them the highly-targeted information that they are looking for AND to offer them the products they are more likely to buy.

A financial counselor I know has several potential targeted topic lists. For example, young couples who are about to get married have very different financial needs and attitudes about money than say women who are newly widowed and are taking over their finances for the very first time. She could also have a targeted list of people who are not married but living together and co-mingling finances.

When you understand your target market's specific problem, it is much easier to give them the highly-targeted information that they are looking for AND to offer them the products they are more likely to want to buy.

Every time she emails one of these targeted lists, she can write articles – and make offers – specifically that would appeal just to those individuals. (See, there we are back to INDIVIDUALS again.)

11. Email Your Customers:

Yeah, really! It's always surprising the number of people who sell products through PayPal buttons and never bother to collect the emails of their customers.

Here's the thing, your CUSTOMER list is even more valuable to you than your SUBSCRIBER list...and you probably already know why.

Yes, you guessed it. Your customers have shown that they are willing to open up their wallets and buy something from you. Add to that, if they enjoyed your product and customer service, they are much more likely to buy from you again. Someone who is a subscriber and simply a prospect, can potentially be a customer...but you are more likely to get positive results from an already satisfied customer.

You can tailor special promotions that you send only to people who have bought from you already.

12. Give Your Customers Special Offers:

You can tailor special promotions that you send only to people who have bought from you already. Say you are offering a teleclass and you have a list of people that have bought teleclasses from you in the past; you can send that list a “private invitation” to join your next class before you offer it to the general public and to your list at large. You may even want to sweeten the pot by offering a discount to previous customers.

You can also create a special list of people you like and that you have built a special relationship with even though they may not have bought anything from you yet. These are the people that communicate with you, ask you questions, comment at your blog on a regular basis, and have expressed interest in what you are offering. Cultivate these relationships further by offering them special incentives and “insider” information and you will likely see sales start coming eventually from these people as well.

13. Be Somewhat Regular:

A common piece of advice you'll read about email marketing is to create a mailing schedule and stick to it. Although, I agree that some regularity is a good way to teach your readers what to expect, I don't think a rigid schedule of “email a new issue each and every Wednesday” without variation is necessarily what you need. (I did not always feel this way, and hence have gotten myself locked into a routine that I'd like to extract myself from.)

Generally speaking, I do email my lists on a certain day of the week, but I will usually email them a time or two on top of that.

One way you can let your readers know what to expect from week to week is to tell them something like: “I’ll write again tomorrow to...” and let them know exactly what you’re going to write about.

Keeping them on their toes and opening the door to sending out time-sensitive information can create more excitement and urgency to act on your offers.

The risk, I’ve learned, to sending out just an ezine over and over each week, is that people will begin to ignore what you are sending – likely because they are just too busy – and will miss a promotion when you actually send one out. Better, I think, to keep things mixed up a bit.

14. Test HTML/TEXT:

Personally, I prefer HTML emails because I’m a graphic designer at heart. I love pretty email promotions and ezines. But study after study says that text-only emails get better results than the HTML kind...plus it’s less work.

So I’m rethinking my own strategies to include more text-only emails. I’m still thinking this through, but I will likely continue to send at least one html email to my list each month.

One idea behind text-only emails is that when you send an email, you want it to look more like a personal email to a friend...not a corporate advertisement.

Other things to consider:

- If you do send an HTML email, always send a text version for those email owners that don’t accept HTML. Most Email Service Providers force you to send a text version if you are also sending HTML.
- Keep your HTML relatively simple, so it looks good in all kinds of email programs and loads quickly. Every email reader shows HTML slightly different based on the settings the person has chosen.
- HTML email is often more likely to be flagged as SPAM by email service providers due only to the fact that spammers often insert images into emails to see if an email address they’re sending to is valid. Use the provided spam checker that most ESP’s give you to check for SPAM and adjust your emails accordingly.

If you do send an HTML email, always send a text version for those email people that don’t accept HTML.

15. The “From” Line is Important:

Who is your email from? If you want to establish that personal connection and gain trust, the from line should have your personal and full name. You can use your company name, but realize it may create a little disconnect for your readers.

The “From” Line is what your client sees in their inbox messaging window whenever they receive a message from you. It’s how most people look for emails they want to read – and for those they wish to ignore.

Since my brand is important to me – and my brand is really “Marty Marsh” – I want people to recognize my emails when they come in and at the same time, I also want to reinforce my MartyInk brand, too. So I send my marketing emails with a “from” line like this:

Marty Marsh [MartyInk]

I’m on a list belonging to someone that I bought something from at one time and whenever she sends out marketing emails, the only thing that shows up in the “from” line is the word **admin**. Many times I’ve just ignored her emails and deleted them thinking they were SPAM of some kind. I always forget from one time to the next that these emails from “admin” are actually from someone I like very much.

If I’m doing this you can just bet that most people on her list are doing this, too.

In addition, it is just as bad to be *too* personal with your “from” line. I get emails where the “from” line contains only a first name: Rick; Barbara; Sue; Mark.

There are a lot of people out there named Rick, Barbara, Sue or Mark and when I see these emails my first thought is, “who the hell are these people?” Even if your first name is a bit unusual, people will not remember you by your first name only.

If you think people will remember who you are just by your first name alone, please think again. Everyone out there is signing up to be on a lot of lists. It is your job to do everything you can to make those people remember who you are and what you’re about.

Don’t make it hard for them, tell them up front who they are receiving this email from.

The “From” Line is what your client sees in their inbox messaging window whenever they receive a message from you. It’s how most people look for emails they want to read – and for those wish to ignore.

16. Keep Your Email Address Consistent:

It's a fact of marketing life that some emails end up in junk folders or get filtered altogether. It's a pain, but it happens.

One way you can curb this is by using a consistent email address for all your mailing list communications and also getting your subscribers to whitelist you or add you to their address book.

Your reader does not see this address but the built-in spam filter does and it looks at every email that is headed your way, checks against its database of names in your address book and then checks the content and subject line for spammy trigger words, and decides – a *machine* decides – whether to deliver your email to the intended recipient or to shunt it off to some junk folder somewhere.

I see this happen again and again. I get on a list and I whitelist the name and email of the sender only to find emails stuck in my junk folder that I wanted to get from them. Why? Because they've decided to send me an email from some oddball email address that they've not used with me before.

Now I have to go to the trouble to mark it as “not spam” and add yet another email address to my address book for them. For some of them, I have dozens of email addresses.

You may be tempted to send from different email addresses yourself especially if you have varied business interests and are trying to market different things to your list.

Remember though, that people sign up to get specific information from you about specific topics and if you have unrelated or even related products and services that you think might interest the people on your list, if you are sending from different email addresses they will become confused, not remember who you are, and likely report you as a spammer.

If you send emails from different sending addresses, you run the risk of confusing your readers and your emails will likely end up in their SPAM or junk folder.

17. Subject Lines Matter:

If your emails are top notch and always contain great value, your subscribers will be waiting for them, but this doesn't mean you can get away with using dull subject lines like...

“Newsletter #18, Volume 8, Issue 1”

...just doesn't cut it.

YAWN!

Only one thing that is really worse than doing this is using the same subject line over and over again. For example:

“Jane Doe’s Monthly Newsletter”

The only exception I might make for this is if you are in the habit of sending out weekly specials, and even then I’m not too keen on doing that. For example, a pizza restaurant might send an email out on Thursday or Friday promoting their weekly specials:

“Great Pizza Joint’s Weekly Specials”

But even then, the restaurant would likely get more response with something a little more specific like:

Two large pizzas for the price of one this weekend only

See the difference?

The only job of a subject line is to *get your reader to open the email*...that’s it, so I personally don’t really recommend descriptive subject lines either, and some might argue that the one above is descriptive, and they’d be right, but there is a difference in that one and the one that follows.

For example, going back to our potty training guide promo from earlier, you’d never want to use a subject line like this:

“Potty Training Guide”

Sure, it does mean that you’re more likely to have those readers **ALREADY** interested in a potty training guide open your email, but most of your readers won’t know – yet – that they really *want* a potty training guide...in particular, this guide that you’re recommending.

The body of your email bears the responsibility to convince your readers they need a guide...*not your subject line*. Again, you only need your subject line to get your reader to *open* the email.

In a case like this, you’d use something like:

“This will help with the frustration...”

Now in this case, if your readers are parents of toddlers, they can very likely relate to the word “frustration” and the subject line is more likely to capture their interest. (Being a parent is a joy for most folks, but there are definitely frustrations with all kinds of things along the way.)

SIDE NOTE: This is another case for being sure your marketing messages are targeted to the right people. You wouldn’t send an email like this if you just have a list geared toward “parents” in general. You would send this type of promotion to “parents with toddlers.” There is a huge difference. You **MUST**, once and for all, decide who is most likely to buy your stuff and market specifically to those people.

Provide subscribers with quality information on a topic that interests them, and they’ll gladly allow you to tell them about your products and services.

So back to our example, they open the email and you talk about and relate to that particular frustration...and then they feel like someone understands them, knows what they need and are more likely to make the purchase.

And here's another little tip: Email subject lines that contain an ellipsis (that's the three little dots after a few words, like this...) seem to get opened more often than other types of email subject lines. The reason being, with the ellipsis you are creating an unfinished thought in the mind of the reader and their natural tendency is to want to close that thought, so they'll open your email to see what has been left off.

Example: "Never go to the market..." People will want to know when or why you should never go to the market.

18. Don't Forget Your Thank You Page

Your Thank You Page is a priceless piece of real estate, so use it! I'm not sure what it is, but people seem to like to follow directions when they hit a thank you page.

When someone lands on your sign up thank you page, don't waste that space. Offer them a product, a discount, a free trial, or direct them to another part of your site you'd like them to see.

I've proved to myself that this works just recently. On a new specialty list I was creating for a teleclass series I'm offering, on the thank you page people are taken to when they sign up, I placed a low-priced offer for an ebook (one that I actually gave away in the past for a limited time) that directly related to the teleclass series I'm promoting.

I put wording there to the effect of "If you're anxious to get started right away, this ebook will help you get going fast." I was a bit more specific than that, but not only have I made sales of that ebook, but the same people also signed up for and paid for the teleclass. I love when that happens, don't you?

When someone lands on your sign up thank you page, don't waste that space. Offer them a product, a discount, a free trial, or direct them to another part of your site you'd like them to see.

19. Offer Relevant Bonuses:

You've probably been told that offering a report, or some type of freebie, or specialty premium item for getting folks to sign up for your list is a good idea. Yes, it can definitely boost your opt-in rate, but follow these guidelines so your readers will come to trust you as an authority:

- **You should create your own bonus...** Don't provide one created by someone else who is also an authority in your market because all you're doing at that point is promoting the expertise of the other person and not your own.

- **Make your bonus highly-relevant** to the content you share and the products you are going to sell.

Recently a friend of mine was interested in exploring starting a business as a virtual assistant. She visited various sites that offer VA Training Services and ran across one that is offering a “How to Use PhotoShop” ebook as their sign-up bonus. Now this might be a great bonus for an existing VA who wants to learn more about using PhotoShop, but it offers nothing for the newbie who has arrived there looking for training.

She did not join that list because at the moment, learning PhotoShop would just be too overwhelming for her. She wants to learn how to be a VA and she wants to know what her training options are.

So the owner of this site really should be offering an ebook or special report with all kinds of enticing scenarios to make someone want to be a VA so bad, that they’ll explore further on their site about the training options available.

Remember, keep your targeted audience in mind at all times and offer only bonuses that both demonstrate you as the expert in your field and provide so much informational value that the person wouldn’t think of hiring anyone but you.

To further train your list to do what you want them to do, make a goal to have a call to action in each and every email you send.

20. Tell ‘em What To Do Every Time:

To further train your list to do what you want them to do, make a goal to have a **call to action** in each and every email you send. That doesn’t mean you have to send them to buy something each time, but *ask* them to do something every time.

Some ideas for a call to action might include (*Note: this isn’t suggesting text for your call to action – these are simply IDEAS for what you might ask them to do*):

- Click a link to read a blog entry
- Click a link to complete a survey or to leave a comment
- Click a link to read an informative article
- Click a link to claim a freebie
- Click a link to read a review
- Click a link to enter a sweepstakes
- Click a link to read a sales page
- Check their email on Tuesday, for example, because you’ll be sending another email with further information on a topic, product, etc.

21. Be Consistent

Overall, consistency is key to your success. Don't email your list 4 weeks in a row and then ignore them for two months, expecting great results when you come back. They will have long forgotten about you and why they got on your list in the first place.

Stay "top of mind" with your readers by regularly giving them great guidance and you'll have a dedicated audience that wants to buy the things you offer.

If you're going on vacation or anticipate a very busy period in your business, write your emails ahead of time. If your mailing list service allows you to schedule emails in advance – and you should choose one that does – do so. If not, get your VA or someone else to broadcast them at the appropriate time.

Depending on the relationship you have with the people on your list, it is usually not a good practice to simply alert your list that you're going to be away and that they won't be hearing from you for awhile. Most won't notice and most won't really care, so it's better to keep sending out what they are used to on a consistent basis without interruption.

BONUS TIP: Track Your Results

Make sure that you are tracking the results of every email you send. Pay attention to your subscribers' behavior. This will help you make continuous improvements based on hard facts and numbers and ensure that you continue to increase your results from your email marketing.

Watch trends that you see developing and make decisions about what to do next based on the trends and numbers you see. Of course, you must have goals for what you want to have happen with your email marketing – not just an overall, big-picture goal – but a goal for every email you send.

Before creating the next email, ask yourself, "what do I want people to do after they read this email?" This will tell you what your call to action should be. Then ask yourself, "how will I know that this email campaign was successful?" Then set some numbers and some goals and that will give you something to actually measure.

For example: You may decide that it is reasonable to expect that you'll get 40 people to buy your new ebook. Depending on how well you reach – or exceed or fall short of – that goal will tell you what you need to do next.

Did you get lots of click-thrus but few buyers? Perhaps there is a problem with your sales page. Perhaps you could change the headline and see if there is improvement. Change one thing and try again. That's the real beauty of email marketing: you can do instant testing and tracking.

Watch trends that you see developing and make decisions about what to do next based on the trends and numbers you see.

BONUS TIP 2: Make a Plan

Set aside time at the very least at the beginning of each month to plan your email marketing for the next month. It is even better if you plan out one-quarter ahead of time.

For example: Toward the end of December, you might want to take a look at what's coming up in the first quarter (January, February and March) and decide how you want to do your email marketing. You'll be far enough ahead this way so that you won't miss anything important during that time, and not so far ahead that you feel like you have restricted yourself.

Taking the time to plan ahead will ensure that none of your email marketing falls through the cracks, you'll be able to send just the right number of emails, and you'll never overwhelm your readers because your plan will allow you to consistently email in an orderly fashion.

Planning really does translate into more sales and happier prospects and customers.



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