

# The Little Blue Book Of Email Marketing Wisdom

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e mail is a popular form of communication people use it to chat with friends and conduct business the activities in this book will teach readers what it takes to write e mail for any situation

reading writing and managing e mail is taking up an increasing amount of our time but are we using it right just as body language helps you to make an impression in person what you write and how you write it affects what people think of you and your organisation be it a thank you note a meeting reminder a proposal or a sales pitch a well written message that looks and sounds professional will make it easier for people to want to do business with you it will help people feel good about communicating with you and help you achieve the right results this invaluable guide offers step by step pointers that readers can put into practice right away the highlight of the book is a series of 10 model email templates covering scenarios like requests for information conveying bad news complaints and sales prospecting these are explained and analysed to show what makes them simple yet effective

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this book will get you up to speed fast learn about ten email pitfalls that will get your business into trouble ten things your customers expect you to do the soft benefits of email marketing using email in combination with other marketing efforts how four types of permissions can make or break your strategy building an email list that is valuable and effective creating valuable content choosing an effective professional email format ensuring your emails are delivered opened and read with the constant contact guide to email marketing you ll learn to avoid the common mistakes of email marketing give your customers content they love and combine an effective email marketing strategy with your traditional marketing efforts giving you way more bang for your marketing buck

in 1978 fourteen year old technology prodigy v a shiva ayyadurai invented email from there he would go on to manage email for the clinton administration and create email sorting software that would be used by some of the largest companies in the world including nike at t toyota and jc penny he discovered that incoming emails offered countless opportunities to mine data and solidify relationships with citizens and customers opportunities of which organizations everywhere were failing to take advantage through a series of case studies this fascinating book demonstrates how organizations of all types and sizes can realize the infinite potential of email to strengthen their brands and reach their audiences in incredibly creative ways from facilitating more effective and courteous customer service to mining useful information about their clients from averting disaster by catching product defects early to understanding and managing their public image companies will discover new and innovative uses for the contents of their inboxes don t miss another opportunity to connect with your clients let one of the great innovators of our time show you how to transform your info email account into a goldmine

part of the little cook book series this book explores the topic of email marketing in a light hearted way

nothing rivals the sense of accomplishment that comes from getting your first book published it is thrilling and exciting to see your name in print as a first time author you are eager to share your work and voice with the world but you may be wondering just how to break into this challenging and ever changing industry the complete guide to getting your first book successfully published is here to help make your dream a reality this helpful book details the types of publishing you may choose including traditional subsidy vanity print on demand pod and self publishing you will learn about the tried and true basics of book publishing as well as about innovative additions to the industry such as e readers like amazon s kindle and apple s ipad you will learn everything from copyrighting and cataloging to book printing and binding this book will also show you the different tax write offs available for authors you will be taught how to write a killer query letter and a perfect book proposal to increase your chances of having your book considered by traditional publishers you will also discover what to look for in a literary agent and how to read the fine print on publishing contracts this book discusses how to create develop and maintain a strong relationship with your editor which is an integral part of getting your publishing success recognize how to find the right freelance editor to objectively edit your book without compromising your tone and learn about the types of editing you may need and how much to charge an editor for those services once the

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