

EMAIL ESSENTIALS



MASTER ONE OF THE MOST POWERFUL
MARKETING TOOLS ON THE INTERNET

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Foreword

Email Marketing is the bread and butter of any successful online marketing campaign. By capturing your leads' emails, you can continually stay in contact and provide them more content of value.

Even if your website were to crash or someone hacked into your server, as long as you have safely kept your email list with a private email server, you still will have your moneymaking prospect list with you.

Thus, it is extremely important that we treat our email list with care and adopt good email marketing practices to achieve maximal benefits from our lists.



Email Essentials

Master One Of The Most Powerful Marketing Tools On The Internet

Chapter 1:

Introduction

Email marketing is the art of making money from your email list. It is one of the ways to make money even if you don't have a fixed blog. As long as you have a list of responsive prospects of customers whom recognize you as an expert in your niche, they will definitely be up for offers of value which you provide for them.



How does this work, actually?