

# EMAIL MARKETING TIPS

## FOR EFFECTIVE NEWSLETTERS



HOW TO USE EMAILS EFFECTIVELY  
AND ENCOURAGE YOUR SUBSCRIBERS  
AND GET MAXIMUM RESULTS

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# Foreword

Marketing thru e-mail is a crafty matter. It is mighty, but easily ill-used. It is simple, but really hard. May these tips, tricks and secrets make it simple and potent for you.



***Email Marketing Tips For Effective Newsletters***

***How to use emails effectively and encourage your subscribers  
and get maximum results.***

# Chapter 1:

## *Understanding Newsletters*

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An e-mail newsletter is a newsletter that's delivered via e-mail that you are able to subscribe or opt-in to it.

E-mail delivery frequencies range from multiple times per day (almost never advocated) to daily to multiple times per week to weekly to bi-weekly, monthly, quarter or any periodic delivery schedule.

A few of the best newsletters are delivered daily, weekly, bi-weekly or month. Any delivery frequency longer than monthly isn't recommended.