

Email list Marketing and List Building Strategies. (Internet Marketing Book 1)



My name is Geoff Norman and I have been heavily involved with Internet Marketing for some 5 years. My interests and income have grown substantially over this time and have to say I have done pretty well given that I have never owned my own product. This is where eMail Marketing comes in: Because eMail Marketing is a vast and exciting area of required expertise I have written this book for the person that wants to start and do it correctly. There are many, many pitfalls for awaiting the unprepared, no matter how enthusiastic, because a good list is as easy to ruin as it is to build. My major income stream is from my eMail marketing activity and over the years I have built 5 lists each with more than 100,000 subscribers. Each list is compiled while marketing other people's products into very specific Niches and it is that fact that makes my eMail campaigns highly targeted and successful. The book takes you through the whole process of email marketing from the start. The vital parts are covered in great detail and all manner of techniques are uncovered for the reader. Most marketers have difficulty in finding fresh and exciting content for their newsletter but you should not fear because there is all manner of advice on content creation and sources. Email marketing is not difficult to do so long as you know what to do, and that is the conundrum. It is where hundreds if not thousands of over enthusiastic marketers fail; it is almost too easy. I hope that you enjoy the book as much as I enjoyed compiling and writing it.

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