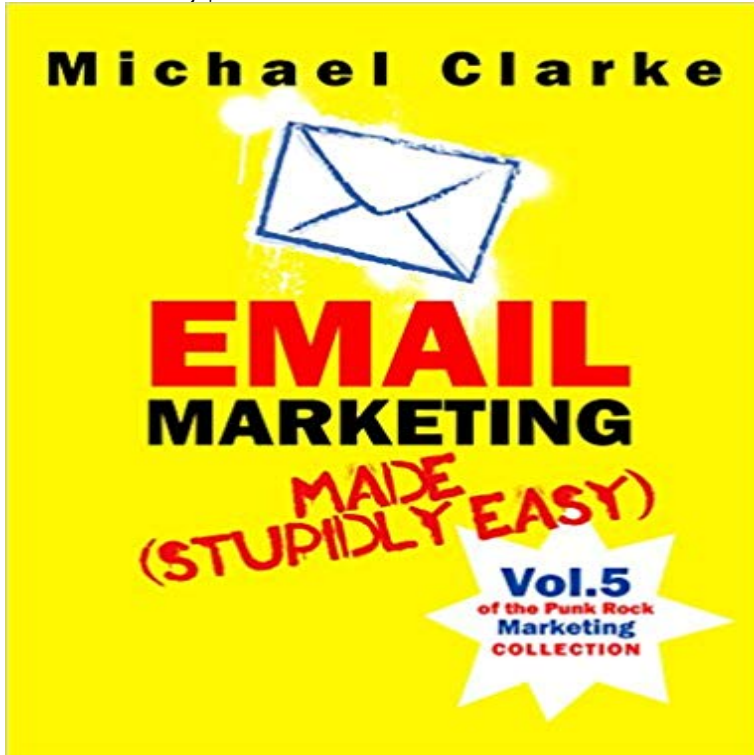


Email Marketing Made (Stupidly) Easy - Vol. 7 of the Punk Rock Marketing Collection



****PRAISE FOR EMAIL MARKETING MADE STUPIDLY EASY**** This book is extremely helpful and so funny I couldn't put it down. Absolutely nothing sucky here, just super useful hands-on advice. Will buy all his books. Thanks for a great read that didn't bore me to death like so many others. -Nathalie Learn, understand, take action!! That's how I love my books. This book got me a little over two pages of notes. I'm ready to start building emails as soon as I finish this review!! -Daisy Email marketing might be the most misunderstood and screwed up part of small business marketing around. And it's not their fault. Because most of what the email marketing experts and gurus tell you a) doesn't work b) makes people not open your emails c) doesn't work. I learned the hard way. I've probably sent more crappy, unopened emails than anybody around. And back in the heyday, when people actually looked forward to getting emails, it was okay. But then the economy tanked, email wasn't so glamorous, and I had to learn how to send emails and build relationships that worked. And what works is to a) tell stories b) not sell so much and c) when you do sell, make a super compelling offer. In *Email Marketing That Doesn't Suck - Email Marketing Best Practices Made (Stupidly) Easy* I show you how to do that. You'll learn: Chapter 1: 3 Tools You Absolutely, Positively Gotta Have In this chapter I show you the three things that will make your email marketing life SO MUCH EASIER and help you sell a ton more of your products and services. Chapter 2: How to Get Tons of Subscribers Fast!!! No point in having an email marketing strategy without having some techniques to get a bunch of email subscribers. Here's where we break down 5 tips for getting tons of new leads, without paying a ton for them. Chapter 3: My Ultimate Email Marketing Formula Here's where I lay out the big-time strategy for

creating long-term value from your email list, and how to sell WAY WAY more than you competition. Chapter 4: Initial Sequence or How Not to Be a Stalker Now we dig into the trenches. In this chapter I lay out a clear step-by-step approach to that super important first week of emails and tell you what to say; how to say it and how to actually transition into selling your stuff to your subscribers. Chapter 5: Zen and the Art of the Weekly Email Here we get into the hallmark and foundation of good email marketing. We show you what should go into your weekly email, what to write about, and how to get the most marketing bang from your weekly email buck. Chapter 6: 3 Steps to Huge Email Marketing Profits This is where the BIG MONEY is. This is where we dig inside the huge promotions and killer profit potential of your email marketing efforts. Chapter 7: How to Make Sure Your Email Get Opened Using the latest research we offer 4 tips to make sure your emails get opened, and stand out from the rest of the inbox slush pile. Chapter 8: How to Make Sure Your Emails Get Read Getting your emails opened is only half the battle. In this chapter, we share 5 strategies for ensuring your subscribers get to the end of your email and take action on your marketing copy. Chapter 9: 5 Secrets to Total World Domination Now that youre a total email marketing expert...its time to make the jump to full-on email guru. This is where we give you the 5 email marketing tweaks that will help you make a ton mor emoney, and reduce your lead cost in the process. So...whether youre an email marketing veteran or setting up your first newsletter for your small business give Email Marketing That Doesnt Suck - Email Marketing Best Practices Made (Stupidly) Easy a try and begin your journey to email marketing awesomeness. Good Luck! Michael Rogan Punk Rock Marketing

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