

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

3 Essential Tools for Email Marketers

By Jinger Jarrett

3 Essential Tools for Email Marketers by Jinger Jarrett

Marketing your business with email is an art.

It's very easy to get accused of spamming nowadays. Add to that the filters ISPs are using, and your message may not get through.

If you do it right, email marketing can become a very effective method of marketing your business.

Before you consider this method, there are three tools I consider absolutely crucial to your success.

1. Educate yourself.
Get accused of spamming and you could destroy your reputation forever.

Learn everything you can about email marketing and implement those strategies in your marketing campaign.

Here are two sites you can use to educate yourself about email marketing:

Email Results – <http://www.emailresults.com/> – This site offers a newsletter, a directory of lists, and plenty of articles.

Email Education – <http://www.emaileducation.com> – Also offers articles to help you learn how to use email to market your business. You'll also get information on the latest trends in email marketing as well as the latest news.

2. Email Formatting Utility

Once you've written your email, you want to make sure it looks professional.

Check for spelling, grammar, and punctuation errors. Make sure it is easy to read.

You can use this utility to format your emails to the right width. It's not perfect, but it will save you plenty of time because you can format your text at different widths. Overall, it does a very good job.

<http://www.jbmckee.com/formatit/index.htm>

3. Anti-Spam

Before you send your message out, you want to check to make sure it can get past the filters frequently used by ISPs.

There's a simple and easy way to check your message. SiteSell.com has created a new feature called Spam Check.

Basically, you can send a your email as a test message and find out how the filters rank it. Then, you can make changes to your email before sending it to your list.

<http://spamcheck.sitesell.com>

Email marketing is a time consuming process. Done right, it can be a very lucrative tool in your marketing arsenal. These tools will help you make your email marketing efforts more effective.

How to Send Emails that Get Opened

By Jeremy Hoover

How to Send Emails that Get Opened by Jeremy Hoover

Recently, there has been a lot of discussion about the (impending) death of email. From what you read on forum boards and newsletters from well-known internet marketers, email marketing is dead. Too many ISPs are taking it upon themselves to limit the number of emails you can send at one time, or are blocking your emails from your subscribers inboxes.

3 Essential Tools for Email Marketers

As a way around this, many marketers are telling you to get a blog and an RSS feed. This makes some sense, but before you invest in an ebook or multimedia course from a marketer, ask yourself if that marketer has a vested interest in moving you over to an RSS system (i.e., they conveniently sell an RSS starter kit, or affiliate for someone who does).

On the contrary, though, email marketing is not dead. Recently, on a membership-only forum, discussion centred on how Getresponse and Aweber have improved their open and deliverability rates for emails, even as high as 85% for deliverability. One contributor, owner of an autoresponder company, noted that many tricks marketers use to get their messages past spam filters (such as using "f^ree" for "free") are actually backfiring and triggering spam filters, resulting in emails being blocked. Instead, marketers should focus on trick-free, valuable content in their emails.

Apparently, email marketing works much the same way as search engine marketing does: in the long run, you are rewarded for building (and sending out) trick-free, useful, and informative content.

So how should you build your business? One quality blog post, article, or email at a time.

Jeremy Hoover builds residual income at <http://hoovermarketing.info>. If you want to build a recurring monthly income, please visit his site for more information.



This Free E-Book has been brought to you by Natural-Aging.com.



100% Effective Natural Hormone Treatment

**Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**