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Email Marketing

By Dale Clark

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Email is the basic communication tool used on the Internet! It is the most important tool available and the most efficient. You can literally send your message to anyone in the world in a matter of seconds. You can't do that anywhere else and at no cost. What's the cost of a letter sent through the postal service? How long does it take to reach its destination?

Do you realize the power behind this tool?

You will be able to reach your prospects, clients and customers within seconds. It's the most powerful marketing tool at your disposal. You'll be issued an email address with your ISP and you can get a free email account right over the Internet. You need only learn how to use whatever email client you choose. I use my POP3 service basically as a personal address. I advertise using free email accounts, such as Yahoo or Hotmail.

Free Email Directory: <http://www.emailaddresses.com/>

You've set up your email accounts and now you want to advertise the opportunity, product or service that you've chosen. You

Email Marketing

visit the classifieds and you place a few ads.

You then check your email for sales or inquiries. You've just taken the first step in your Internet Marketing Campaign!

You check your Inbox and hmmm; lots of business!
Guess What? You've been spammed! Don't despair,
just delete! You've just taken the second step
in your Marketing campaign, deleting spam!

Warning!! Email that is sent unsolicited is known as Spam!

SPAM is the #1 Desperate Measure taken by Internet marketers.

SPAM is defined in Internet terms as:

Electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited e-mail. However, if a long-lost brother finds your e-mail address and sends you a message, this could hardly be called spam, even though it's unsolicited. Real spam is generally e-mail advertising for some product sent to a mailing list or newsgroup. See my article "Desperate" Marketers Take "Desperate Measures" at: <http://www.jackofclarks.com/mlmtips.html>

You don't have to use those tactics to succeed! You need to use email with care, only emailing those who have requested it. For example if you've got an advertisement and someone emails you about the details, then you have their permission to email them. You simply must establish 'Trust and Credibility', with your prospects, clients and customers.

You can't expect people to respect you; let alone want to do business with you if you send them email they don't want. You want to contact people who are interested in your product, service or opportunity. You have to earn their 'trust'! It's all about 'honesty and integrity'! You can succeed by establishing these principles in your marketing campaign.

Email Etiquette: <http://www.iwillfollow.com/email.htm>

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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.

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