

Email is great! Or IS it??

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**Email is great! Or IS it??**

**By Anna-Marie Stewart**

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Isn't the power of email wonderful? It comes in all shapes and sizes, and it's virtually instant. There's plain text, there's HTML, there's even something called "rich media". Email can be used in many ways to market online. Frequent bursts of advertising, weekly newsletters, or even just a mail to your biz contacts when something great comes along.

Unfortunately, where there's power, there's always a flip-side. In the case of email, the flip-side is abuse, also known as SPAM, that great big nasty word. Makes me shudder just to think of it these days.

Is spam email considered marketing? It probably is, if you want to get all technical about it, but it's most definitely not RESPONSIBLE email marketing. Although some marketers don't seem to be able to see the difference between permission marketing (where people have ASKED for the mail) and email spam. Spam is actually a major threat to legitimate email marketers.

People check their emails, see their inbox cluttered with all sorts of stuff they didn't ask for and they yell SPAM!! Unfortunately, with so much stuff in their inbox on a daily basis, it can become really hard to recognise the mails they've asked for, they may even forget they asked for it in the first place, or they may just be sick and tired of receiving too many mails, and they yell spam about the wrong mail.

Everybody has their own definition of spam. As it currently stands, spam is in the eye of the beholder. Spam is usually unsolicited ads sent in bulk by people you don't know—although there are exceptions to this rule.

Some spammers will argue that email spam is no different to traditional junk mail, but there is one undeniable difference... cost. The cost of sending junk mail through conventional means is very real, including postage costs paid by the sender. The cost of sending email spam is very small, and most of the costs are paid by people other than the sender.

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The lack of cost for sending is often named as a key problem with email spamming. With traditional junk mail, a direct marketer has to make sure that the offer & targeting are good enough to more than make up for the costs of mailing. With email spam, anything goes, often in the form of shady deals and outright scams.

But besides the scams and other legal consequences of sending spam, one very important consequence is always overlooked: the credibility of the sender. Entire companies have had their credibility ruined for sending spam, faster that you can hit "Send". So think twice before you send unwanted email to that address on your computer – it might mean the end of your business.

Good Luck, Happy email marketing, and have fun!  
May you be prosperous in everything you do.  
Anna-Marie Stewart

-----Resource Box-----

How to easily avoid those contrived Scams, Shams, and Spam. Yes; without spending your Hard won money with every so called Guru. Be far better informed and prepared With This Brand New, Huge money Saving Free E-Book! Now You can quickly learn how to run a real home spun business without all the Hype.

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### **Give Your Visitors a Free Email Course**

**By David McKenzie**

#### **Give Your Visitors a Free Email Course by David McKenzie**

Are you providing a free email course to your visitors?

A great way to disseminate content online is via an email course. Better still is the WAY you can distribute the information.

Email courses allow you to split up your information into easily readable chunks. Each email needs to be only about 6 to 10 paragraphs long.

For example, lets assume your content is "7 Tips for Getting Published Online". With an email course,

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you can provide a 7 part series with a different tip in each part. This email course could go out to your subscribers every other day so they receive it over a period of 2 weeks.

You want to make sure your email course is free so do not give away everything you have to offer. Just provide some important information which will lead potential buyers to look at what else you have to offer. You want to give them a taste of what they can get.

Then what you want to do is offer your products or services for sale in each email. If you are sending 7 emails as part of your email course then you get 7 opportunities to advertise what you have to offer.

This could be your own product or a product you resell as an affiliate in an affiliate program. Both work equally as well.

When people read your valuable information in your email course they are **MUCH MORE LIKELY** to buy than if they just visited your web site. I know this is a fact because it has been my personal experience.

Have you noticed how popular free email courses have become lately?

Well, now you know why. They really work and they really produce excellent results. I can guarantee your conversion ratios will increase.

So if you are **NOT** offering a free email course you are missing out on additional opportunities to make sales.

You can set up your own free email course with one of the free autoresponder services at [sendfree.com](http://sendfree.com) or [getresponse.com](http://getresponse.com)

Start your email course today!

David McKenzie is offering a Free Email Course "5 Tips to Being Successful with Affiliate Programs"==> <http://www.1sthomebasedbusiness.com> Click now for your FREE course!

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