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**The Perfect Email Ad!**

**By A.T.Rendon**

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The Internet has changed a great deal in just one short year.

Most people attempting to do business online not only send out a great deal of email to other people, now they are also receiving it, most often in the form of SPAM.

You do NOT want your email confused with SPAM.

In order for your email message to stand out from the ever maddening email crowd of messages, it MUST be different and UNIQUE.

Otherwise, it will wind up getting deleted before it is read.

What you need to email is the, "Perfect Email Ad"!

And, in order to have a, "Perfect Email Ad", your email needs just two (2) very important "Key" elements:

1. A "Killer" Title.

2. An Email Link.

The Killer Title.

The Title must be short, no more than 6 to 8 words. Less in this case would be more. It is what goes in the Subject are of your email message.

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It must capture the attention of the recipient before they delete it.

The very best Title I have ever seen in an email message consisted of just 3 short words. It captured my attention and enticed me to click on the link to visit a web site.

It aroused my curiosity!

Can you guess what those words might have been?

It was a question.

All it said was, "What Is This?" And then it gave a URL.

That was the extent of the message.

Your Title is the Subject area of your email message so make it count. If necessary, make use of one or more action words to capture your reader's imagination.

Send a blank email here for a FREE list of 50 Action Words:  
[mailto:action\\_words@emailexchange.org](mailto:action_words@emailexchange.org)

An Email Link.

In the above example I used, it showed that the body of the email message only contained a URL, a web site link on which to click to visit.

The email message did cause me to visit the web site, yet it is still NOT a good example of, "A Perfect Email Ad".

The other "Key" element of, "A Perfect Email Ad" is to include an email link in your message!

Yes, you could include a web site address, like the email message with the 3 short words in the Title that got me to pay them a visit.

But, placing an email contact for those interested to click for further info will provide you with something a web site can not give you – a way to contact your prospect again.

If you send out an ad with a web site address, even if your prospect does visit your web site and then leaves, how can

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you do a follow-up message to that prospect?

If you first get their email address, then send them the web site address, then you will be able to send them out a follow-up email message to help entice them to visit again for a possible sale.

And, what would be the "Perfect Follow-up" to the "Perfect Email Ad"?

Respond with a short email message that is no more than 5 lines of text long and DO include your web site URL in this email message for people to pay you a visit.

If they just have your web site URL, they can easily visit and you might very well NEVER hear from them again.

But since you now have their email address, you can do a follow-up email message to them in about 3 to 5 days to keep your offer fresh on their minds.

Do NOT make the mistake and do follow-up in just one day because many people set aside their email to read for another day.

Don't you find it annoying when someone starts bombarding you with follow-up emails on a daily basis?

Give your prospects time to be impressed with your first message.

Use the "KEY" elements of, "A Perfect Email Ad", and you will find it brings you more response and success than you can imagine.

A.T.Rendon is an entrepreneur and published writer. Subscribe to our FREE Business Classifieds Newsletter & receive FREE online access to our ENTRY Protected "FREE Submit To Over 3.1 MILLION FREE Ad Sites – DAILY!!!" [mailto:subscribe\\_fbcn9@emailexchange.org](mailto:subscribe_fbcn9@emailexchange.org) Visit us at: <http://emailexchange.org/?Articles>

### **3 Essential Tools for Email Marketers**

**By Jinger Jarrett**

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Marketing your business with email is an art.

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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

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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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