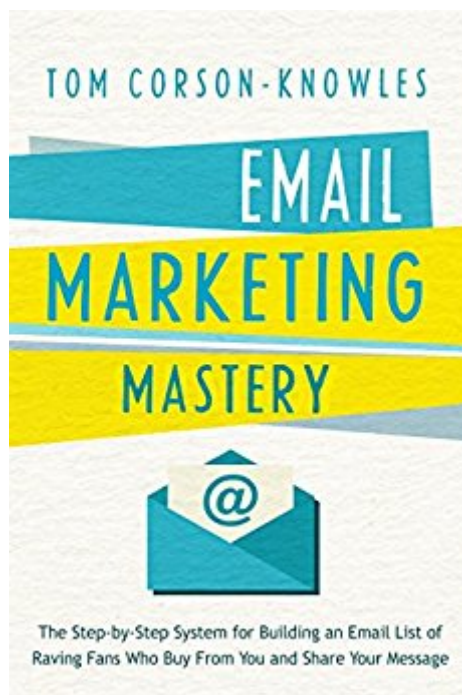


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# Email Marketing Mastery: The Step-By-Step System For Building An Email List Of Raving Fans Who Buy From You And Share Your Message



## Synopsis

Learn the Systems, Tools and Strategies I Used to Build an Email List of Over 10,000

Subscribers Are you using email marketing to effectively grow your business and increase your sales online? In *Email Marketing Mastery*, you'll discover:

- How to Build an Email List Even if No One Knows Who You Are Get complete step-by-step tutorials and instructions from beginning to end, including dozens of free training videos (no opt-in required!) included with *Email Marketing Mastery*. This book is perfect for beginners who need to learn the basics of email marketing and get started today, and for experienced and professional email marketers who want to take their knowledge and marketing systems to the next level.
- How to Choose the Best Autoresponder for Your Budget How do you know which autoresponder is the best for you? I've tested dozens of email marketing systems, and in this book I share only the best of the best, with advanced tips and strategies for maximizing your return while minimizing your investment.
- How to Increase Your Conversions and Become an Analytics Master Analytics are the key to any good email marketer's success. Without data, you'll never know whether what you're doing is working as well as it should be or not. Analytics is the key to constantly improving your marketing systems and growing your business. A tiny increase in conversions can supercharge your profits and income when you apply it across an entire email marketing campaign.
- How to Save Thousands of Dollars on Marketing and Web design In the past, if you wanted to create a state-of-the-art online marketing system with email marketing, squeeze pages, analytics, and more, you would have to pay a world-class designer to custom-code every single web page and function. Today, there are free and low-cost options to create every web page and email marketing system you need to succeed. And, best of all, you can do it all yourself with some simple software and a few minutes of work without having to wait for an expensive web designer to finally get things done.

Grab your copy of *Email Marketing Mastery* to start using this powerful tool to grow your business.

**About the Author** Tom Corson-Knowles is a blogger, speaker, marketing consultant, and the international best-selling author of more than 20 books including *Destroy Your Distractions*, *Facebook for Business Owners*, and *The Kindle Publishing Bible*. Tom has founded several successful businesses including TCK Publishing, an independent book publishing company that specializes in digital publishing and online marketing. Tom has taught thousands of employees, entrepreneurs and freelancers like you how to create the lifestyle of their dreams. Learn how to use email marketing to skyrocket your sales today. Scroll up and click the buy button now.

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## Customer Reviews

Everyone who knows a little bit about marketing has probably heard about the importance of building an email list. It's one of the best and most powerful tools to use for your business and to connect with your fans. However, setting up and successfully managing an email list isn't all that easy. This book is a great help and explains everything you need to know about setting up an email list. What I liked about this book, is that it explains every aspect of email marketing in clear, easy to understand language. With the help of "Email Marketing Mastery" you learn how to successfully build and manage an email list, even if you're not very techy. It doesn't just show you how to set up your list, drive traffic, make a squeeze page etc., it also focuses on getting the most out of your list. For example, the book includes a case study, where the author shares the autoresponder email series he created to promote one of his books. This gives you a great overview of how to use an email series to build a relationship with your subscribers and promote your products. If you're new to email marketing or just want to learn how to have more success with your email list, this book is a great pick!

Honestly, I'm a big fan! I liked Tom's e-book on Kindle Publishing, and followed it to the letter. Now I'm a published author trying to figure out marketing and what pops up: Tom's 'Email Marketing Mastery'! What I love about Tom as an author is that he has a clear, sincere and authentic "voice". I also appreciate his willingness to begin his explanations by stating the "obvious"--this makes understanding possible for a rank beginner. When I'm learning something, the "obvious" isn't always obvious. Two things I really liked about the content: he tells me which autoresponder he likes and which he doesn't, because he's used both. Best of all, he shares 3 auto-responder emails from his own marketing promotions, and discusses why wrote what he did and what happens next. Tom, the only thing that was a bit unclear to me was the difference between a launch page, a landing page, and a squeeze page, and where they 'live'. But after I tried to make some and watched Tom's videos, I started noticing them when I received them. I think I've got it!

This book is excellent. Well thought and nicely structured in a very logical way. Highly recommended for anyone new to email marketing, but even experienced marketers can get some "gold nuggets" from this book.

It's no secret that I'm a fan of Tom. But this is a very important subject for anybody trying to do business on the Internet. And it's especially important for independent authors. Mail marketing is something, is an expert at. And he has a very unique style of transferring his knowledge to the reader. As usual, it's a bargain price. You really can't go wrong with this book. Even if you already an expert you'll find something new to guide you to bigger and better success. The Internet personifies my favorite quote, nothings permanent except change. I've been doing email marketing for 10 or 12 years, and I learned a lot of new tricks. I'm confident that you will too. Enjoy.

Great detail. Had to read it a little at a time to absorb everything. (Bunches and bunches of information.) Would recommend reading it at least a couple of times to get a full grasp of how this method of marketing works. However the book won't help UNLESS you DO what it says.

This is a competent book on modern email marketing, written by someone who has been on the front lines of email marketing for many years. It's not a deep book on email marketing, because (I think) it was intended to take complete novices up to an intermediate level. It covers all the usual things about landing pages, squeeze pages, lead generation, building lists, auto responders and auto responder sequences, and gives examples of various kinds of emails you might send to your

list. The writing was good, the grammar was good, the Kindle/iPad formatting was good, and the content was good. No worries at all on those things. And the book gives a bonus free video course online, showing the video version of the book content. I would easily recommend this book to anyone who wants to learn more about email marketing systems, or how to set up and operate one of their own.

Clear and concise information on using email marketing to your best advantage. A great example of giving a reader more value than what they're expecting!

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