



Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing

Ian Brodie

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"A results getting tour de force. This is simply the best book on email marketing I have ever read."
Howard Lothrop

Email Persuasion: The Step-By-Step Guide to Attracting More Clients and Winning More Sales With Email Marketing

Business fads come and go, but Email Marketing has consistently outperformed all other marketing strategies. In *Email Persuasion*, marketing expert Ian Brodie reveals the techniques that are working **right now** to allow professionals and small businesses to connect with potential clients, build trust-based relationships and generate more sales through email.

Inside the book you'll discover:

- The Customer Insight Mapping technique for building deep understanding of what your clients need and what will motivate them to buy from you.
- 6 surefire subject line models that will get your emails opened and read.
- The "optin formula" for getting the right people to subscribe to your emails (and how to accelerate the growth of your subscriber list).
- How to engage AND persuade with your emails so that you build a loyal 'fan base' ready to buy from you.
- The advanced techniques for turning email subscribers into paying clients (and why accepted wisdom on selling in emails is almost all wrong).

"We've seen a threefold increase in leads and we've won several new clients." *Adrian Willmott*

Email Persuasion lays out a clear blueprint for building an engaged subscriber base, building credibility and trust through your emails and converting your subscribers into paying clients.

No jargon. No fluff. Just practical, real-world strategies that deliver results.

"Pick any one idea from this amazing collection of rock solid common sense on email marketing and just do it! Quite simply, it works!" *Tony Latimer*

Want to know how to build a list of ideal clients as subscribers fast? Start with the Opt-In formula on page 19.

How to get through spam filters, and "greymail" technology? Turn to page 43 for the most up to date advice.

The best format for emails? Page 57. When to send them and how frequently? Start on page 59, but also check page 83 on why frequent emailing is often more effective?

Getting your system onto autopilot? Page 95. Advanced techniques to get the right messages to the subscribers who will most value them? Page 103. Writing persuasively? Page 109.

"Ian gives you all the information you need to succeed in plain and simple English based on what actually works in the real business world today" *Anna Letitia Cook*

Packed full of examples, templates and clear next steps for you to do to get your own email marketing system up and running quickly and getting you results. If you've ever been overwhelmed by the complexity of email marketing or been unsure where to start to get the best results, Email Persuasion will provide you a clear path to succeeding with email.

If you want to get results fast from email marketing then you need Email Persuasion. Scroll up and grab a copy now.

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Bessie Papp:

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Peggy Ross:

Reading a publication tends to be new life style in this era globalization. With reading you can get a lot of information that will give you benefit in your life. With book everyone in this world could share their idea. Books can also inspire a lot of people. Lots of author can inspire their own reader with their story or perhaps their experience. Not only situation that share in the textbooks. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach children, there are many kinds of book that you can get now. The authors on earth always try to improve their talent in writing, they also doing some exploration before they write to the book. One of them is this Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing.

Mark Gibson:

In this age globalization it is important to someone to get information. The information will make you to definitely understand the condition of the world. The healthiness of the world makes the information easier to share. You can find a lot of referrals to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher which print many kinds of book. The actual book that recommended to your account is Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing this publication consist a lot of the information in the condition of this world now. That book was represented just how can the world has grown up. The dialect styles that writer require to explain it is easy to understand. Often the writer made some study when he makes this book. That is why this book acceptable all of you.

Leslie Yazzie:

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