

A Beginner's Guide to Successful Email Marketing

Check out this Beginners Guide to Successful Email Marketing and learn how to do it in a simple way, yet still getting the results you want and deserve.



KNOW YOUR EMAIL MARKETING GOALS

- ☐ Writing down your goals is crucial in any area, not just email marketing. You have to know what you want, so that you know how to set your campaigns.

DECIDE WHICH EMAIL MARKETING TOOLS YOU WILL USE

- ☐ There are many different tools that will help you on your journey, check my blog to see my recommendations.

START BUILDING YOUR EMAIL LIST

- ☐ Now here is where most entrepreneurs and marketers get stuck. There is a really simple way that always works. I'm talking about: FREEBIES!!!

MEASURE YOUR RESULTS

- ☐ Yes, measuring and analysing is boring but also really important if you want success in email marketing.

WRITE CATCHY SUBJECT LINES

- ☐ The first thing your subscribers see are the subject lines

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