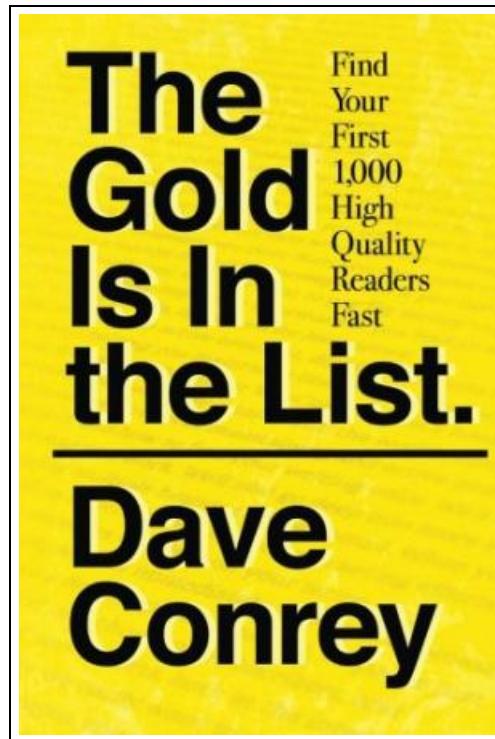


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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. There's a email marketing idiom that goes, The money is in the list. I'm not particularly fond of that phrase, because it dehumanizes the people on your email list, and reduces them down to a dollar sign. Although it is true that the people on your email list will likely be your most devout customers, the idea of treating them as a revenue source is gross to me. I decided to change up the phrase to, the gold is in the list, because like gold, the people on your list are both valuable and precious. It's soft and malleable. If you hit it with a hammer, it bends and cracks, but if you polish it, it will shine brilliantly. Treat your list as the precious commodity that it is, and it will reward you for years to come. There are some that in the business world that believe email is dead. They believe nobody reads emails anymore, because users rely on information to come to them via social media feeds. While that may be true to an extent, the truth is that email is still the last great killer app. Even though email has been in existence since the 1980s, it's hasn't needed much adaptation in that time period, yet still remains as the main communication tool for individuals, teams, and businesses around the world. Email has become permanently necessary. It is ubiquitous and desirable, and there hasn't been a new tool or application invented that would take its place. Ask yourself, could you be without Twitter or Facebook for a month, and still run your business? Now could you do...

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