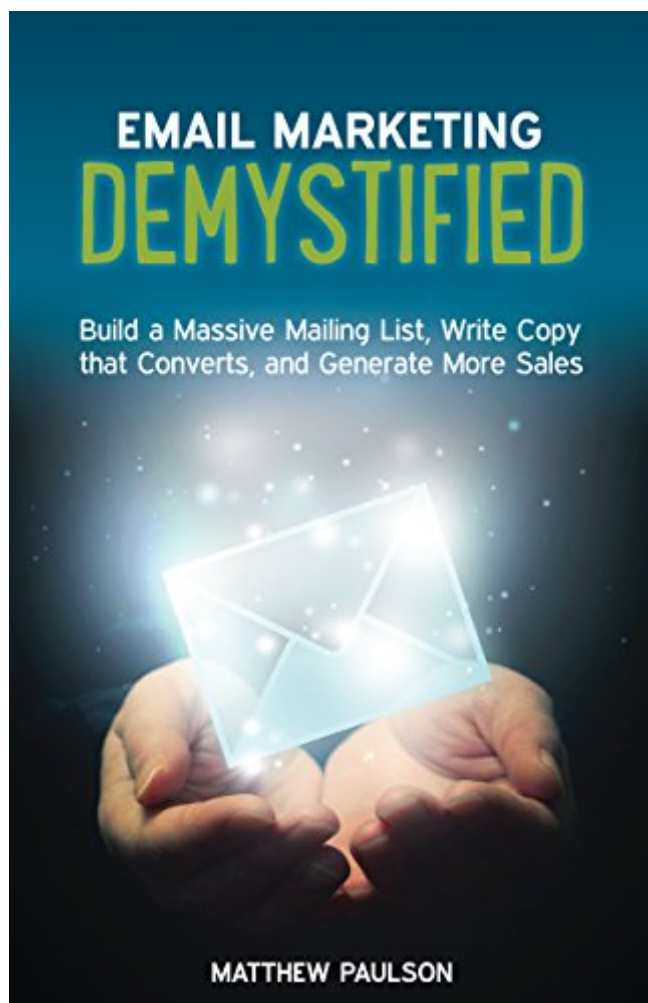


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# Email Marketing Demystified: Build A Massive Mailing List, Write Copy That Converts And Generate More Sales



## Synopsis

"Matthew has what amounts to a PhD in applied Digital Marketing. Email Marketing Demystified breaks down the exact strategies and tactics you can use to grow and (more importantly) leverage your email list into a long-term asset." - Deacon Bradley

While many have decried that email is dead, a handful of digital marketers have quietly been using little-known email marketing techniques to generate massive results. In Email Marketing Demystified, digital marketing expert Matthew Paulson reveals the strategies and techniques that top email marketers are currently using to build large mailing lists, write compelling copy that converts and generate millions in revenue using their email lists. Inside the book, you'll learn how to:

- Build a massive mailing list using 15 different proven list building techniques.
- Write compelling copy that engages your readers and drives them to take action.
- Optimize every step of your email marketing funnel to skyrocket your sales.
- Grow a highly-engaged and hungry fan-base that will devour your content.
- Create six new revenue streams for your business using email marketing.
- Keep your messages out of the spam folder by following our best practices.

Matthew Paulson has organically grown an email list of more than 400,000 investors and generates more than \$2 million per year in revenue using the strategies outlined in Email Marketing Demystified. Regardless of what kind of business you are building, email marketing can serve as the rocket fuel that that will skyrocket your business. "As a consultant working for Fortune 500 companies, I have analyzed data on more than 500 million emails sent and I can tell you the advice in this book is spot on. Not only was it informative and easy to digest, there were also some gems included that will help me to market my businesses. If you are a small business owner or want to get into digital communications and really learn list building, this is a must read." - Kevin Petersen

Want to know more about digital marketing? Download Email Marketing Demystified and begin growing your business today through the power of email marketing. Scroll to the top of the page and click on the buy button.

## Book Information

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## **Customer Reviews**

As someone who has been in email marketing for 10 years, I don't usually find a book that gives me new ideas and ways to grow and monetize a list. Matt's book did! It is obvious that he has been "in the weeds" of daily email marketing and knows first-hand what works and what doesn't. Even though email marketing has been around for a long time, the industry is constantly changing. If you want to cut through all the noise, read Matt's book. It is a true crash course that will save you years of trial and error.

Matt has what amounts to a PhD in Applied Email Marketing. This book breaks down the exact strategies and tactics you can use to grow and (more importantly) leverage your email list into a long-term asset. I've read over a dozen books on email marketing and the vast majority get stuck on the basics (like why you should setup an auto-responder). This book goes far and away above that into advanced tactics used by experts that live and breathe email marketing all day long. Highly recommended.

I have heard a couple of podcasts that Matthew has done so when I heard he had a new book out I rushed to get it. Matthew is the real deal, a true master of the domain. I think anyone reading this will get a few tips that will help them expand their list as well as profit from it. I received this product at a discount in exchange for my honest and unbiased review, all opinions are based on my personal experience with the product.

I found out about the author and his experience on a Podcast at Mixergy. He was absolutely transparent on his business, traffic and income generation. So, reading this book was a priority. Matthew goes right to the point. No philosophical tales about random entrepreneurs, but step by step recommendation on every part of the E-Mail Marketing strategic and technology stack. Something I really appreciated is a list of 5 to 10 technology vendors for every task, with his personal recommendations. Making this a perfect guide for marketers who are not paying enough attention on their e-mail efforts.

A really solid primer on how to think about and execute email marketing campaigns. Matthew knows his stuff, being one of those marketing guys that sends out literally millions of emails each month. And the book covers a lot of detail. It starts out slow and pretty basic, but by the end of it he gets into a lot of good detail, with great tips on how to execute and suggestions about various tools to optimize and ensure quality. Overall, it's a great resource for those looking to get serious about email marketing.

After hearing Matthew speak on many podcasts about what he has been able to accomplish I was really looking forward to this book. He does a great job of explaining all the critical steps to be successful in email. The content in here is comparable to many higher priced courses I have seen.

There are many email marketing books out there, but few that are as useful as "Email Marketing Demystified." What Matt teaches is so incredibly valuable at such an extremely low price that I think every businessperson and marketer in the world should buy and read this book today.

Nothing new in this book. All the information can be found freely if you know how to use Google. The value this book provides is that it saves you the time and effort of searching through dozens of blogs. It makes a great reference tool for anyone trying their hand at email marketing. The author doesn't promise you instant success but the methods in this book are valuable for people who want work hard and provide genuine value to their audience.

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