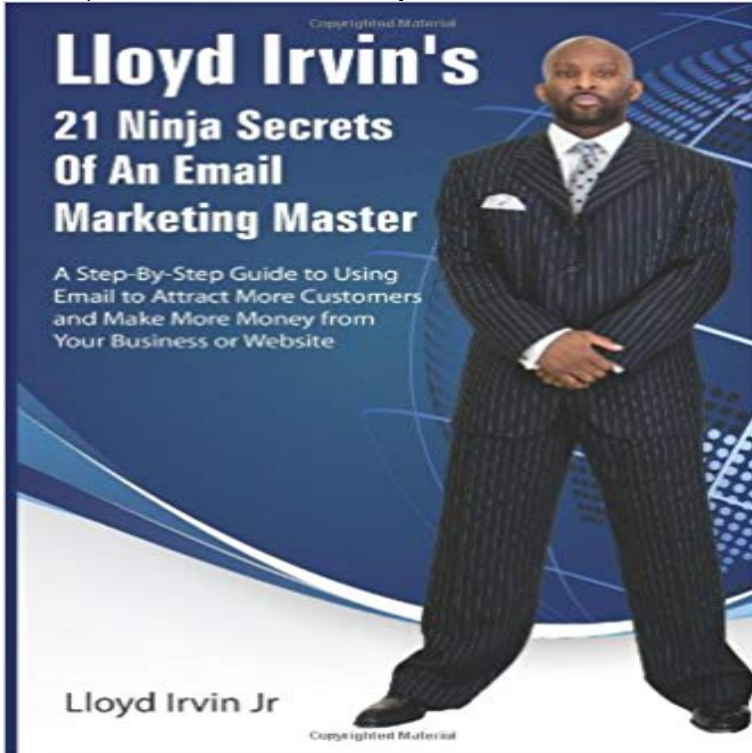


## Lloyd Irvin's 21 Ninja Secrets of an Email Marketing Master



As one of the few entrepreneurs who have built multi-million dollar businesses both offline and online, Lloyd Irvin has become one of the worlds leading experts in using email marketing to grow a business and succeed in internet marketing. In this easy-to-follow book, packed with specific action steps, he shares for the first time some of the secrets that have helped him build a highly-successful martial arts school as well as multi-million dollar businesses in several markets. One of the keys to his success is using email marketing to build huge lists of highly targeted prospects and then to develop strong relationships that turn the maximum number of these prospects into long-term, profitable customers. This book will help anyone - whatever their current level of expertise - understand the essentials of email marketing and learn the strategies that help them use it profitably in any kind of business. Through a series of specific action steps, it provides a practical guide that will enable anyone to achieve fast results with email marketing. The secrets inside this book include: - How to make email marketing easy by setting up an automated system that welcomes people as first-time prospects and takes them all the way through to being established long-term customers - The exact steps you must take to create a powerful widget that makes hundreds of your ideal prospects willingly give you their email address so you can stay in touch - and how to get their full contact details at the same time - Tested secrets of how to easily write your emails so that people open them, read them and happily take the action you want them to take - Why and how you need to split your email lists into smaller categories or segments so that you can target your messages more effectively and get better results - The 7 key metrics you need to track to make sure you are getting the best results possible from your email marketing

- What you need to keep changing and testing in your email messages so that you make more money and attract more customers - The 7 vital elements you must check before you ever press send on an email if you want to avoid a huge embarrassment or even a legal problem - How to add the power of persuasion to your emails to make your messages more convincing and effective - Little-known secrets for getting to know your audience better to make your emails more effective.
- How to integrate your email marketing with offline communication such as postal mail and SMS messages to deliver better results. Any one of these secrets could help you attract more customers and make more money from your business or website.

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