

Download this handout and the presentation at: [tunnel7.com/isenberg-apr2014](http://tunnel7.com/isenberg-apr2014)

### I will build / improve my mailing list by:

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### 3 topics I'd like to tell the world about:

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### How often I will send message and how I will track results:

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### Takeaways

- ★ Build a quality email list
- ★ Be smart about your messaging with email marketing
- ★ Plan for the long term (annual basis)
- ★ Keep content brief / get users to take action
- ★ Data is your best friend - use it to make smart decisions

### Tips & Tricks

- ★ Don't try to be perfect / fail faster
- ★ Run a survey to see what people want to hear about
- ★ Be sure Google Analytics is connected to efforts
- ★ Cut content in half and in half again
- ★ Better to put more messages out than perfect messages

### Additional Resources

*Effective E-Mail Marketing: The Complete Guide to Creating Successful Campaigns*  
by Herschell Gordon Lewis

*Web Design for ROI*  
by Lance Loveday & Sandra Niehaus