

How to Quickly Create a Profitable E-mail Marketing Campaign

PHOENIX—Jan. 7, 2010—Although a recent ExactTarget survey revealed consumers choose e-mail at a rate of 3-to-1 over any other channel for marketing communications – including text messaging, phone, instant messaging, social media and direct mail – nearly 60% of small businesses have never attempted an e-mail marketing campaign.

Not having an e-mail campaign as part of your marketing strategy is a deadly mistake, especially if you're a business owner on a tight budget, says Tom Trush, a direct-response copywriter, marketing strategist and creator of *The Anatomy of a Profitable E-mail Campaign: How to Quickly Write Irresistible Marketing Messages*.

“According to the Direct Marketing Association, e-mail’s return on investment averages more than \$45 for every dollar spent,” he added. “That’s a staggering amount when you consider non-e-mail Internet marketing delivers roughly \$19 for every dollar spent.”

In addition to explaining the absolute easiest way to begin a profitable e-mail campaign today – without training additional staff, buying lists or spamming customers, Trush will tell your audience at least 6 other little-known e-mail strategies, including:

- **An often-ignored persuasion trick you can use on complete strangers to convince them to surrender their e-mail addresses so you can send them messages that promote your services.**
- An e-mail writing technique so powerful in building trust and credibility with prospects that it makes them crave your product or service. (This method works especially well for people who consider themselves non-writers.)
- **The hidden danger of concluding your e-mails with your name.**
- 4 online resources you can use to uncover your prospects’ strongest desires about your product or service – and how these discoveries can help you quickly write irresistible copy.
- **How to enhance your reputation – and grow your following – by pointing out imperfections in your product or service (and why you’re making a lethal mistake if you attack your competition).**
- A 13-word sentence you can add to your e-mails to ensure your marketing message receives powerful third-party endorsements and gets shared with a steady supply of new prospects.

Tom Trush is a direct-response copywriter who helps business owners craft effective marketing strategies. Many of his educational articles, videos and expert interviews are available on his blog at <http://www.writewaysolutions.com/blog>.