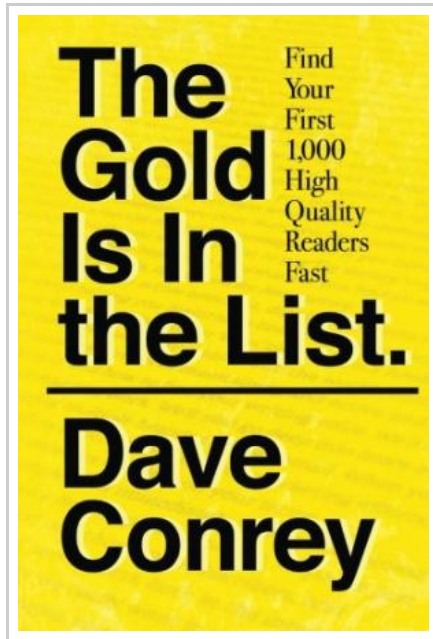




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The Gold Is in the List: Find Your First 1,000 High Quality Readers Fast (Paperback)

By Dave Conrey

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...



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