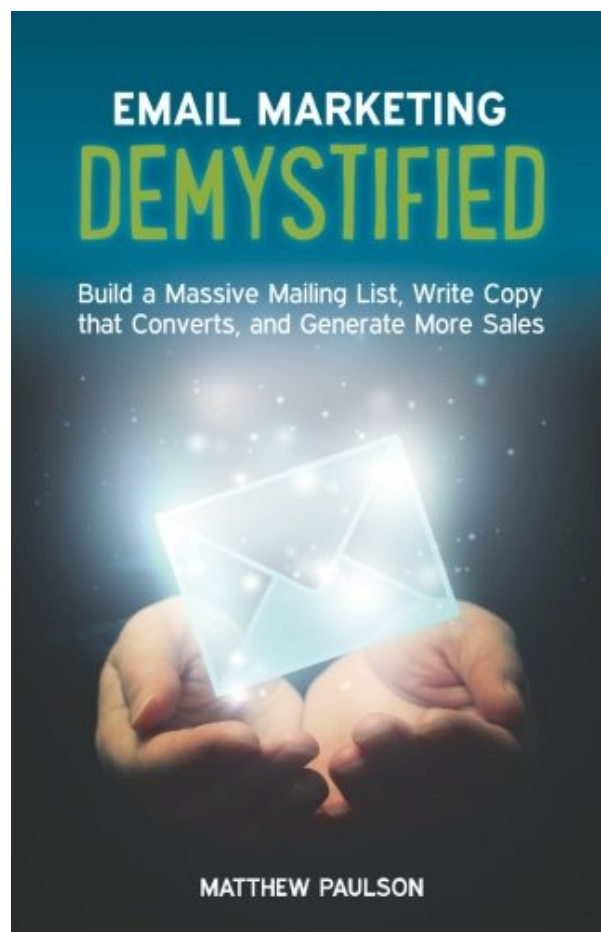


# **EMAIL MARKETING DEMYSTIFIED: BUILD A MASSIVE MAILING LIST, WRITE COPY THAT CONVERTS AND GENERATE MORE SALES BY MATTHEW PAULSON**



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## Review

"I've done email marketing for over a decade and have interviewed over 1,000 entrepreneurs about how they built their businesses, and I still learned a lot about growing an email list from Email Marketing Demystified. What sets it apart is that Matthew does not give empty theories. He shows actionable techniques that he used to build a 200k+ mailing list and includes examples of how he used those techniques." -

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"Matthew has already walked the walk with email marketing, and now he's committed his knowledge to paper. Recommended." - Rob Walling, Co-Founder, Drip

"Matthew provides a step-by-step process that makes email marketing approachable and accessible to entrepreneurs at all levels. If you are just getting started with email or you already have a mailing list of 10,000 subscribers, Email Marketing Demystified can help grow your business through the power of email marketing." - Jaime Tardy, Founder, Eventual Millionaire

"With so many new options in social media, it seems some current marketers put more emphasis on techniques for selling rather than on creating value and true service. In this book, Matthew gives step-by-step practices to grow exponentially by giving massive value while honoring the time proven principles of integrity and wowing our customers. I expect this book to add \$1 million in new revenue to our business this year." - Dan Miller, New York Times bestselling author of 48 Days to the Work You Love

"If you have any doubt about the power of email marketing, Email Marketing Demystified will quickly dispel them. In the book, Matthew lays out an easy to implement step-by-step plan to create your own email marketing system that actually works! This book is a must-read for any entrepreneur that runs an online business and is prepared to IGNITE!" - John Lee Dumas, Host, EntrepreneurOnFire

#### From the Author

In my first book, *40 Rules for Internet Business Success*, I shared the principles and strategies that I've used to build multiple six and seven figure online businesses. *Email Marketing Demystified* shows how to turn those principles into action. In the book, I share the exact strategies that I've used to build a mailing list of nearly 300,000 investors. Email is an incredibly powerful marketing channel and this book will teach you how to leverage the power of email marketing in any business.

#### About the Author

Matthew Paulson is the founder of MarketBeat.com, an Inc. 5000 financial media company committed to making real-time investing information available to investors at all levels. MarketBeat publishes a daily investment newsletter to more than 425,000 subscribers and its network of financial news websites attracts more than 4 million visitors each month. MarketBeat's reporting has been covered by a number of major financial media outlets, including Barron's Magazine, the Wall Street Journal, CNBC, MarketWatch and Seeking Alpha.

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As an angel investor, Matthew has invested in a number of early-stage companies in a variety of verticals. He is also the chairman of Falls Angel Fund, a regional angel fund sponsored by the South Dakota Enterprise Institute has raised \$1.3 million to invest in early-stage, high-growth companies in South Dakota and surrounding states.

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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 will skyrocket your business.

"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

"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.

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Most helpful customer reviews

4 of 4 people found the following review helpful.

Solid advice from someone doing it every day

By Tim Bourquin

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.

3 of 3 people found the following review helpful.

Read this if you are a marketer who has not paid enough attention to e-mail marketing

By Dario Diament

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.

3 of 3 people found the following review helpful.

The ULTIMATE guide to growing and monetizing an email list.

By Amazon Customer

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.

See all 49 customer reviews...



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