

Great Email – Not an Oxymoron

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Relationships are Like Bank Accounts



Different Audience, Different Message



Content will Make or Break your Publication



Frequency: How Often will you Send?



How Will you Measure Results?



Test and Re-Test and Re-Test and Re-Test..



Design Can Tell Your Recipients What to Do



Stronger Relationships, Better Results



So Good Others Want to Share It



Move Your Career and Business Forward



You Need Help! Build Your Team





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