

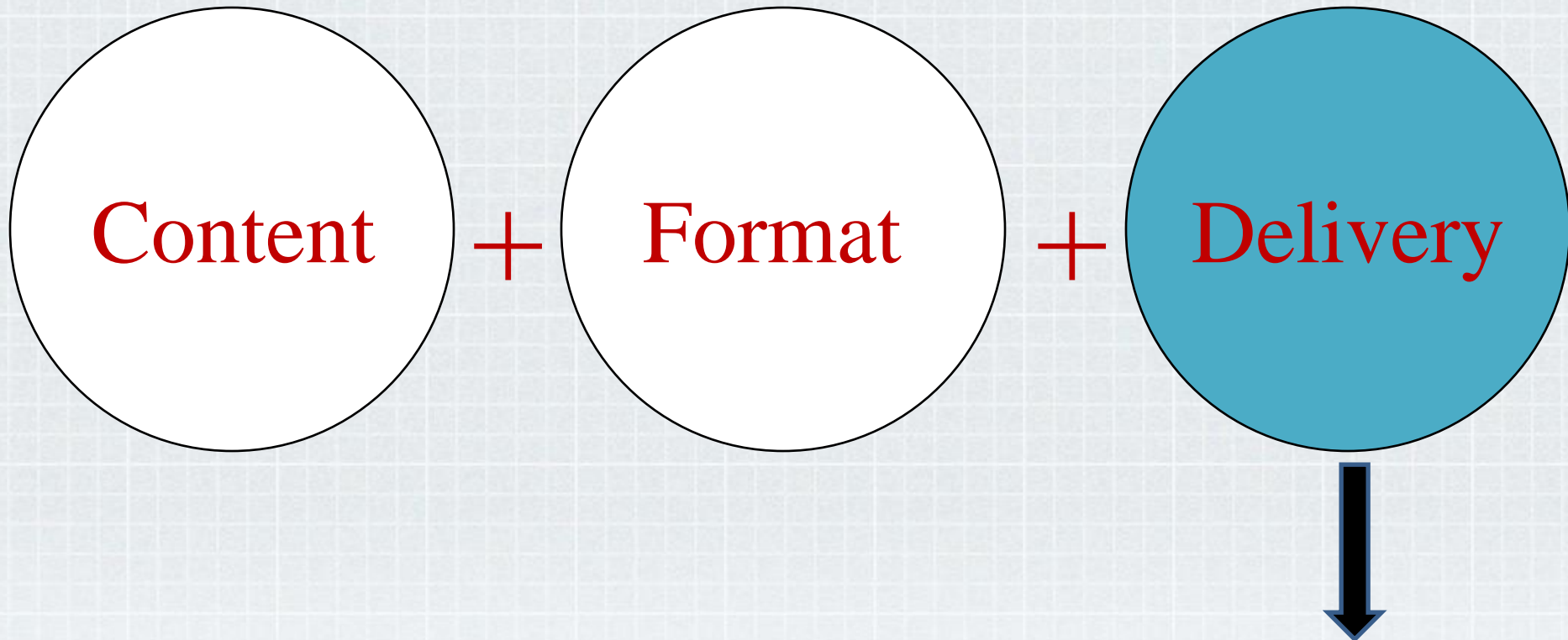
Create **Exceptional** Email Newsletters

The step-by-step email newsletter system for busy solo professionals



**MODULE 8 – DELIVERY:
EMAIL VENDORS AND ADDITIONAL SUPPORT**

What is an E-Newsletter?



Email Vendors and Additional Support

Create **Exceptional** Email Newsletters

What We Will Learn Today:

- Email Vendors – why you need one; what to look for
- Do you need a designer?
- Do you need tech support?
- Do you need an editor?
- Do you need a virtual assistant?



What does an email vendor do and why do I need one?

Formatting and Layout. Text, template, custom design.

Delivery. Prescheduled drop date and option of immediate delivery of emails; dedicated staff to manage relationships with major Internet service providers.

List Management. Automation of the subscribe / unsubscribe process; sending of welcome messages; importing and exporting of addresses into a secure location on the vendor server; bounce-back management.

Tracking. Includes subscriber sorts and real time counts; tracking of emails opened; links clicked; emails forwarded to friends; other statistics.

Spam Compliance. Making sure you meet the minimum requirements for sending bulk, commercial email.

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All for about \$20 - \$40 per month (or less, depending on list size)

What do I look for in a vendor?

- Tech Support
- Ease of Use
- Longevity



- Do you need a designer?
- Do you need tech support?
- Do you need an editor?
- Do you need a virtual assistant?

Start by asking people you know. If that doesn't work, Upwork.com is a great place for finding these resources

Beginner's Mistake



Doing everything by yourself
in the name of saving money.

In The Next Module: Delivery: How to Grow Your List



- Start with the people you know
- Optimize your web site
- Share your content
- Public speaking
- More tips and ideas ...