

EMAIL WORLD 2013

How to Automatically Create Loyal Fans Who Will Love You

Presented By



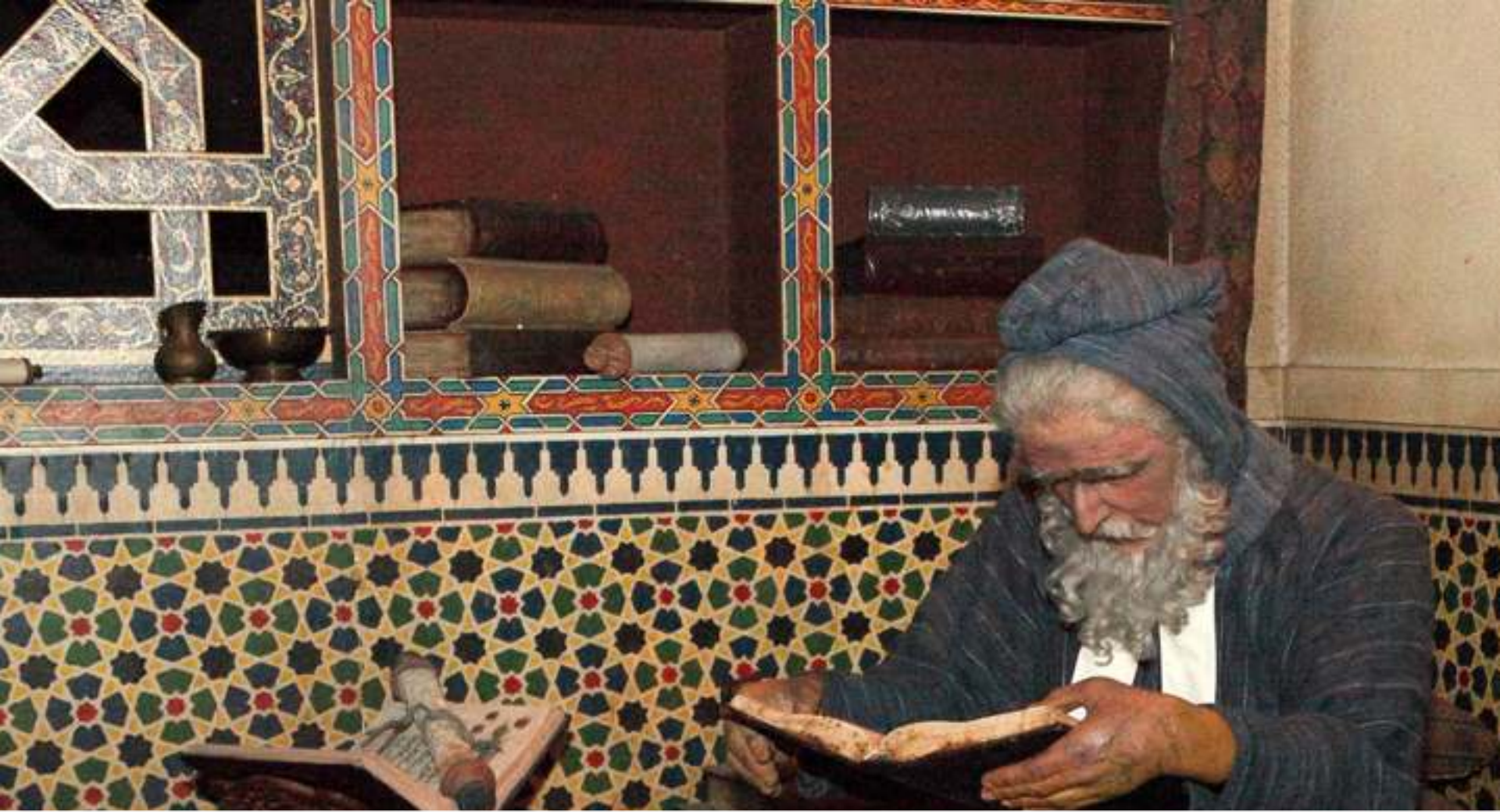
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Why?

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They keep reading



They buy more from us

A golden retriever is running towards the camera on a green lawn. The dog is holding a bright green tennis ball in its mouth. The background is a blurred green field, suggesting an outdoor setting. The dog's fur is a rich golden-brown color, and its ears are slightly flapping due to the motion.

**They bring us
new customers**

A white plastic bottle of school glue with an orange brush tip is positioned on the left side of the frame. The bottle's label features a blue and white design with the text 'Washable, No Run School Glue' and 'Teacher Brand' next to a red apple icon. Below this, it says 'Safe, Non-Toxic' and '7.05 FL. OZ. (205 mL)'. A pair of pink-handled scissors lies on the wooden surface to the right of the glue bottle. A semi-transparent white banner with black text is overlaid across the center of the image.

We want readers to
bond with us...



... so let's get inside
their heads

5 Reasons People Sign Up For (and Read) Email

Presented By



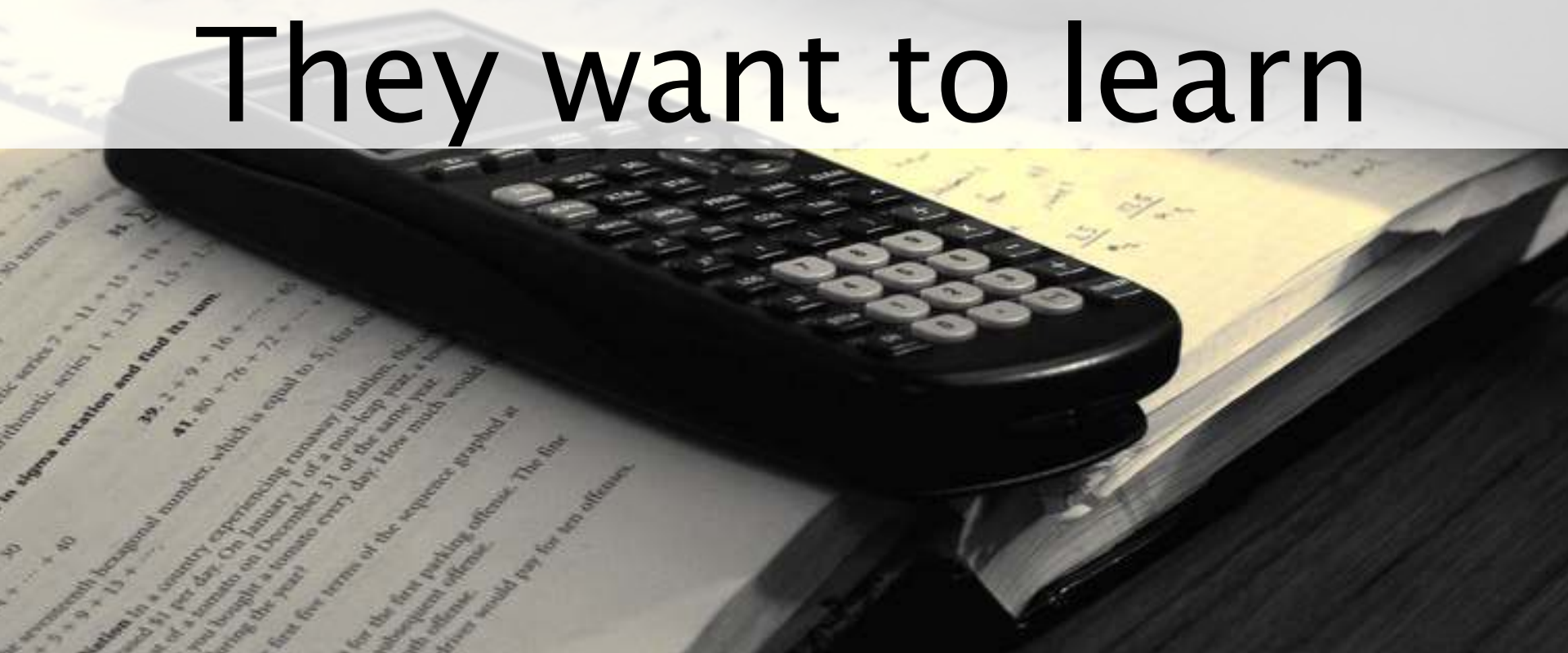
DigitalMarketer
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A young woman with blonde hair is captured in mid-air, jumping joyfully on a sandy beach. She is wearing a light blue hoodie with a graphic and white shorts. Her arms are outstretched, and she has a wide, happy smile. The background features a wooden pier structure extending into the distance under a clear sky. The overall mood is energetic and positive.

Passion for your topic



They want to learn





Entertainment



A photograph of a LEGO Technic structure. It features a central yellow grid of 6x8 holes, flanked by blue vertical beams. The top of the grid has yellow Technic pins. Below the grid, a blue horizontal beam is visible. At the bottom, a grey Technic base holds several red and black Technic pins. A white semi-transparent banner with the text "Connect with others" is overlaid across the middle of the image.

Connect with others



Financial or other gain

GROUPON[®]

Save 50% to 90% IN Austin

1

Your Email Address

We'll send you unbeatable deals in Austin.

Continue

By clicking Continue, I agree to the [Terms of Service](#) and [Privacy Statement](#).

Already have an account? [Sign In](#) | [Privacy Statement](#)



A first-person perspective shot of someone lying in a white hammock. The person is wearing blue denim jeans. The hammock is strung between two trees, with a thick tree trunk visible in the upper center. The background is a blurred green forest, suggesting a peaceful outdoor setting. A semi-transparent white banner is overlaid across the middle of the image, containing the text "Let's automate this".

Let's automate this



**Link the website and
email experiences!**

A hand-painted sign on a chain-link fence. The sign has a background of a rainbow gradient. The text "Expect Great Things" is written in a large, yellow, cursive font. The sign is attached to the fence with a small metal fastener in the top right corner.

Expect
Great Things

Set proper expectations



**Give readers
something to do**

Hi jpremick,

Welcome to Lumosity!

You've just joined a brilliant community of 20 million brain trainers committed to improving their future through stimulating and scientifically proven brain games and exercises. Ready to live smart?

[Start Today's Training](#)

Keep your brain bright,

The Lumosity Team

Your username is
jpremick

Forgot your password?

[Request it here.](#)

.....
We're here to help!

[Contact us](#) anytime.

Speed Match



Could your reaction time use some acceleration? Speed up your reflexes

with this fast-paced exercise.

[Train Now](#) ▶

🔥 Training Tip

Maximize your performance by completing 3 to 4 daily training sessions each week. On average, members who trained this often more than doubled their BPIs.

[Read More](#) ▶



Acumen Fund

Dear Justin,

Welcome, and thank you for joining us as a Friend of Acumen Fund!

Acumen Fund is building businesses that deliver life-sustaining products and services to low-income people around the world. Each of these businesses relies on two things to succeed first, capital that they can use to grow; second, breakthrough innovations in how they operate that will allow them to succeed where others have failed, or never even tried. As a member of our community, you are someone that we think will share our excitement to better understand these innovations and to help spread the word about a different way of tackling poverty.

Now that you've joined Friends of Acumen Fund, you will also receive a quarterly letter from our founder and CEO, Jacqueline Novogratz, and updates on select events and opportunities throughout the year through which you can connect with us and others in our network.

We need committed individuals like you with the courage and moral imagination to put an end to poverty and recognize the dignity in all people.

We can do this—together.

Your Friends at Acumen Fund

Welcome

to the Musician's Friend Community!

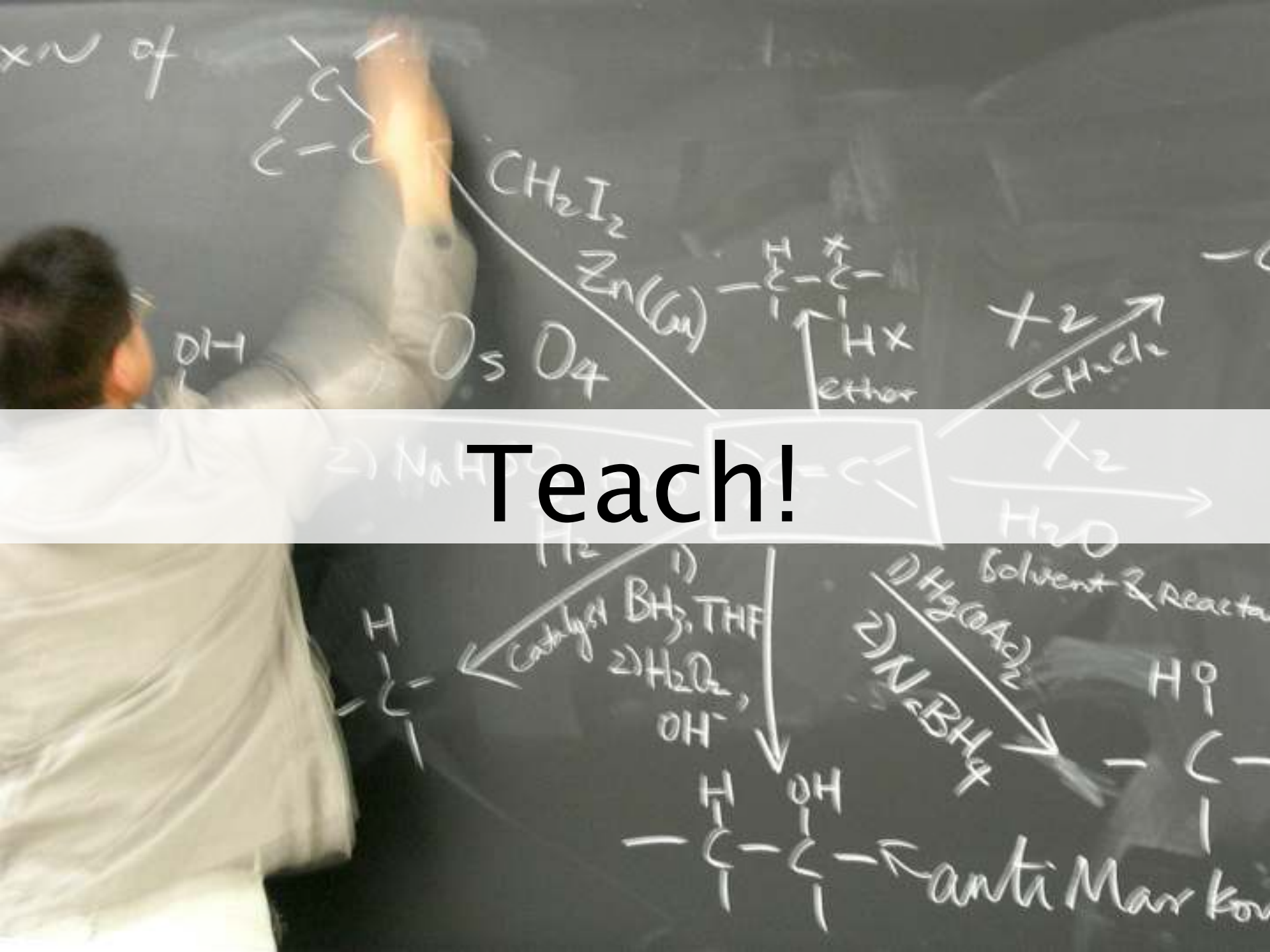
We're happy to have you in the band! Keep an eye on your inbox for subscriber-only deals you'll love, along with exciting content to keep you and your musical endeavors in tune:

- Artist interviews and video features
- New gear announcements
- Exclusive discounts
- Professional reviews
- Expert feedback



We don't want to just talk *at* you, either. In our community everyone has a microphone, so if we're hitting any off-key notes, drop us a line at FriendToFriend@musiciansfriend.com or call us at [800-449-9128](tel:800-449-9128) and let us know how we can make your experience a better one.

Last but not least, please make sure you're getting our emails by adding MusiciansFriend@em.



Teach!

In This Issue

[Tax Bloopers](#)

[Go Green and Save](#)

[5 Tax Must-Knows](#)

[Charitable Donations](#)

Ask a Tax Professional

Get real answers! Our tax professionals are ready to answer your questions on our community site.

Ask away

Tax Prep Checklist

Gather everything you need to file before you start doing your taxes.

[Learn More](#)



Which tax breaks do you qualify for?

This month we take a look at tax deductions and credits you may be eligible for. Here is this month's featured question.

Q: **Do I qualify for the make work pay credit?**

A: **If you have earned income and you file a tax return, you might be eligible for the credit. If you file...**

[READ FULL ANSWER AND MANY MORE! ▶](#)

ARTICLES



10 Common Tax Bloopers

Avoid these common mistakes.
[More](#)

A man in a red tuxedo and top hat is performing on stage. He is wearing a red jacket over a white shirt and a blue tie. He is holding a microphone and appears to be singing or speaking. The background is dark, and the lighting is focused on him.

Entertain! Tell stories



**Help subscribers create
a community**



Hi Justin,

Did you know that you can earn up to 8 GB of extra space on Dropbox for free? All you need to do is [invite people](#).

Every time one of your friends installs Dropbox, we'll give you 250 MB of free space! Your friend gets a bonus too!

[Get started here](#).

Thanks for spreading the Dropbox love,
- The Dropbox Team

Above all, remember
what email's about...

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DigitalMarketer
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... creating a profitable,
LIFELONG relationship



Thanks!

Let's connect:
bit.ly/justinemailworld

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