

EMAIL MARKETING MASTERY

HOW TO WRITE A BESTSELLING NONFICTION BOOK FROM START TO FINISH

SPECIAL AUDIOBOOK COMPANION DOCUMENT

TOM CORSON-KNOWLES

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Get the free Kindle publishing and marketing video training series here:

EbookPublishingSchool.com

CHAPTER 1

You can see an example of a squeeze page at www.BlogBusinessSchool.com

CHAPTER 3

FREE AUTORESPONDERS

www.Launchrock.com

www.Mailchimp.com

PAID AUTORESPONDERS

www.GetResponse.com

www.Aweber.com

www.Infusionsoft.com

SEE A THANK YOU PAGE IN ACTION

Here's an example of a thank you page that converted very well for a promotion we did for the 20 Life-Changing Books Box Set: <https://tckpublishing.leadpages.net/sweepstakes-thank-you-page/>

GOOGLE ANALYTICS

Google Analytics is free, and it's one of the most commonly used and most powerful analytics tools. You can sign up for Google Analytics at www.google.com/analytics

Google Analytics can provide detailed analytics on visitors to any website you own. To install Google Analytics on your website, you will either need to understand a little bit of coding, hire a web designer to help, or use Wordpress with a free plugin like Google Analytics for WordPress at <https://wordpress.org/plugins/google-analytics-for-wordpress/>

HEAT MAPS

www.Crazyegg.com

BUILDING A FREE SQUEEZE PAGE WITH WORDPRESS

There are some Wordpress plugins that allow you to build a squeeze page for free.

One free option is WP Lead Plus Free Squeeze Pages Creator: <https://wordpress.org/plugins/wp-lead-plus-free-squeeze-pages-creator>

CHAPTER 6

FREE AND LOW BUDGET EMAIL MARKETING OPTIONS

[Launchrock](#) (free)

[Mailchimp](#) (free)

[Sandy.co](#) (cheap one-time payment)

[Amazon SES](#) (incredibly cheap)

[Blogger blog](#) (free)

[Tumblr blog](#) (free)

PREMIUM OPTIONS AND THE BEST TOOLS

[GetResponse](#) (starting at \$15/m)

[Aweber](#) (starting at \$29/m)

[Infusionsoft](#) (starting at \$299/m)

[LEADPAGES](#) (STARTING AT \$37/M)

CHAPTER 7

SPAM WORDS

Here are some links to much bigger lists of potential words that could get your emails stuck in spam filters:

<http://blog.hubspot.com/blog/tabid/6307/bid/30684/The-Ultimate-List-of-Email-SPAM-Trigger-Words.aspx>

<http://emailmarketing.comm100.com/email-marketing-ebook/spam-words.aspx>

CHAPTER 8

CHECKLIST FOR SENDING SWIPE COPY

1. Make sure it's a great product.
2. Make sure the email salutation is written properly.
3. Test to ensure your affiliate link is working properly.
4. Rewrite the swipe copy to sound like your voice and ensure that it's the right message you want to send to your audience.
5. Make sure to include your proper signature at the bottom of the email.
6. Test the email by sending it to yourself before sending it to your list.
7. If the test looks good, send it to your list.

HELPFUL RESOURCES, TOOLS, SERVICES AND LINKS

[Leadpages](#)

[Aweber](#)

[Launchrock](#)

[Mailchimp](#)

[GetResponse](#)

[Infusionsoft](#)

[Samcart](#)

BONUS! FREE EMAIL MARKETING VIDEO COURSE

You can get access to my entire Email Marketing Made Easy video course with over 20 email marketing video tutorials and lessons here:

<http://www.tckpublishing.com/emailmarketing>

SPECIAL FACEBOOK GROUP

Come join our Facebook group just for entrepreneurs like you who want to network, share ideas, collaborate and connect with other like-minded people. In this group we'll be sharing our successes, marketing tips and strategies with each other so that we can all continue to succeed together.

Come join us here on Facebook: www.facebook.com/groups/EntrepreneurSuccessGroup

FREE BLOGGING FOR BUSINESS TRAINING

If you're a business owner and want to learn how to start a blog for your business that makes a profit, I've developed a free online training program to teach you everything from how to build your blog to getting traffic to monetizing it.

You can get the free training at BlogBusinessSchool.com

THE COMPLETE KINDLE PUBLISHING COURSE

Want to learn more about Kindle publishing and marketing?

As a way of saying "thank you" for downloading and reading this book, I want to give you a special 50% discount on my premier Kindle publishing and marketing course. With over 40 videos and 11+ hours of training, it's the most comprehensive course in the world on Kindle publishing and marketing.

You can get immediate access to the course here for 50% off the regular price:

www.udemy.com/kindle-publishing-course

WANT TO GET PUBLISHED?

If you've written one or several books and just want to focus on your writing, you might want to consider publishing with TCK Publishing founded by Tom Corson-Knowles. We'll help you choose the right title and help with market research ahead of time so your book will sell better. We also do all the formatting for Kindle, cover design, publishing and a lot of marketing for our clients.

Many of our clients have already become bestselling authors. Will you be next?

We publish both nonfiction and fiction books. Learn more at: www.tckpublishing.com/publish-your-book-with-us

CONNECT WITH TOM

Thank you so much for taking the time to read this book. I'm excited for you to start your path to creating the life of your dreams as a Kindle author.

If you have any questions of any kind, feel free to contact me at www.tckpublishing.com/contact

You can follow me on Twitter: [@JuiceTom](https://twitter.com/JuiceTom)

And connect with me on Facebook: tckpublishing.com/facebook

You can check out my publishing blog for the latest updates here: TCKpublishing.com

I'm wishing you the best of health, happiness and success!

Here's to you!

Tom Corson-Knowles

ABOUT THE AUTHOR



TOM CORSON-KNOWLES is the #1 Amazon best-selling author of *The Kindle Publishing Bible* and *How To Make Money With Twitter*, among others. He lives in Kapaa, Hawaii. Tom loves educating and inspiring other entrepreneurs to succeed and live their dreams.

Learn more at [Amazon.com/author/business](https://www.amazon.com/author/business)

Get the free Kindle publishing and marketing video training series from Tom here:
[EbookPublishingSchool.com](https://www.EbookPublishingSchool.com)

OTHER BOOKS BY TOM CORSON-KNOWLES

[Destroy Your Distractions](#)

[The Book Marketing Bible: 39 Proven Ways to Build Your Author Platform and Promote Your Books on a Budget](#)

[Schedule Your Success: How to Master the One Key Habit That Will Transform Every Area of Your Life](#)

[You Can't Cheat Success!: How The Little Things You Think Aren't Important Are The Most Important of All](#)

[Guest Blogging Goldmine](#)

[Rules of the Rich: 28 Proven Strategies for Creating a Healthy, Wealthy and Happy Life and Escaping the Rat Race Once and for All](#)

[Systemize, Automate, Delegate: How to Grow a Business While Traveling, on Vacation and Taking Time Off](#)

[The Kindle Publishing Bible: How To Sell More Kindle ebooks On Amazon](#)

[The Kindle Writing Bible: How To Write a Bestselling Nonfiction Book From Start To Finish](#)

[The Kindle Formatting Bible: How To Format Your Ebook For Kindle Using Microsoft Word](#)

[How To Make Money With Twitter](#)

[101 Ways To Start A Business For Less Than \\$1,000](#)

[Facebook For Business Owners: Facebook Marketing For Fan Page Owners and Small Businesses](#)

[How To Reduce Your Debt Overnight: A Simple System To Eliminate Credit Card And Consumer Debt](#)

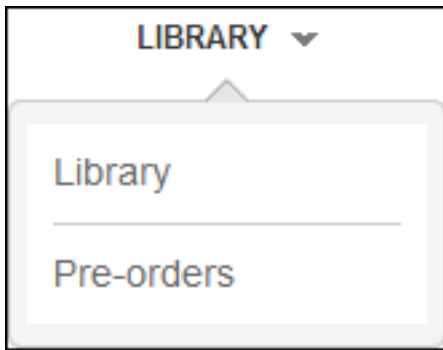
[The Network Marketing Manual: Work From Home And Get Rich In Direct Sales](#)

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