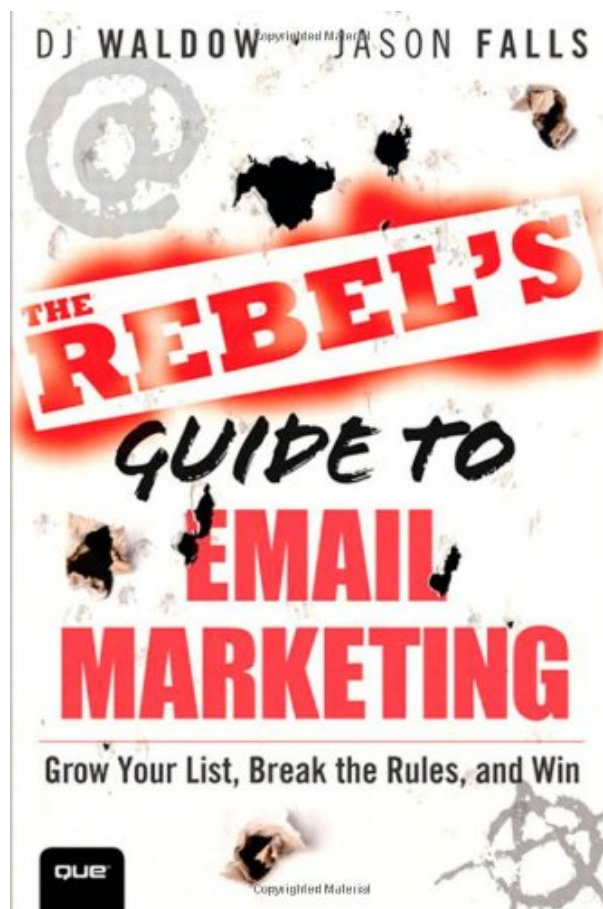
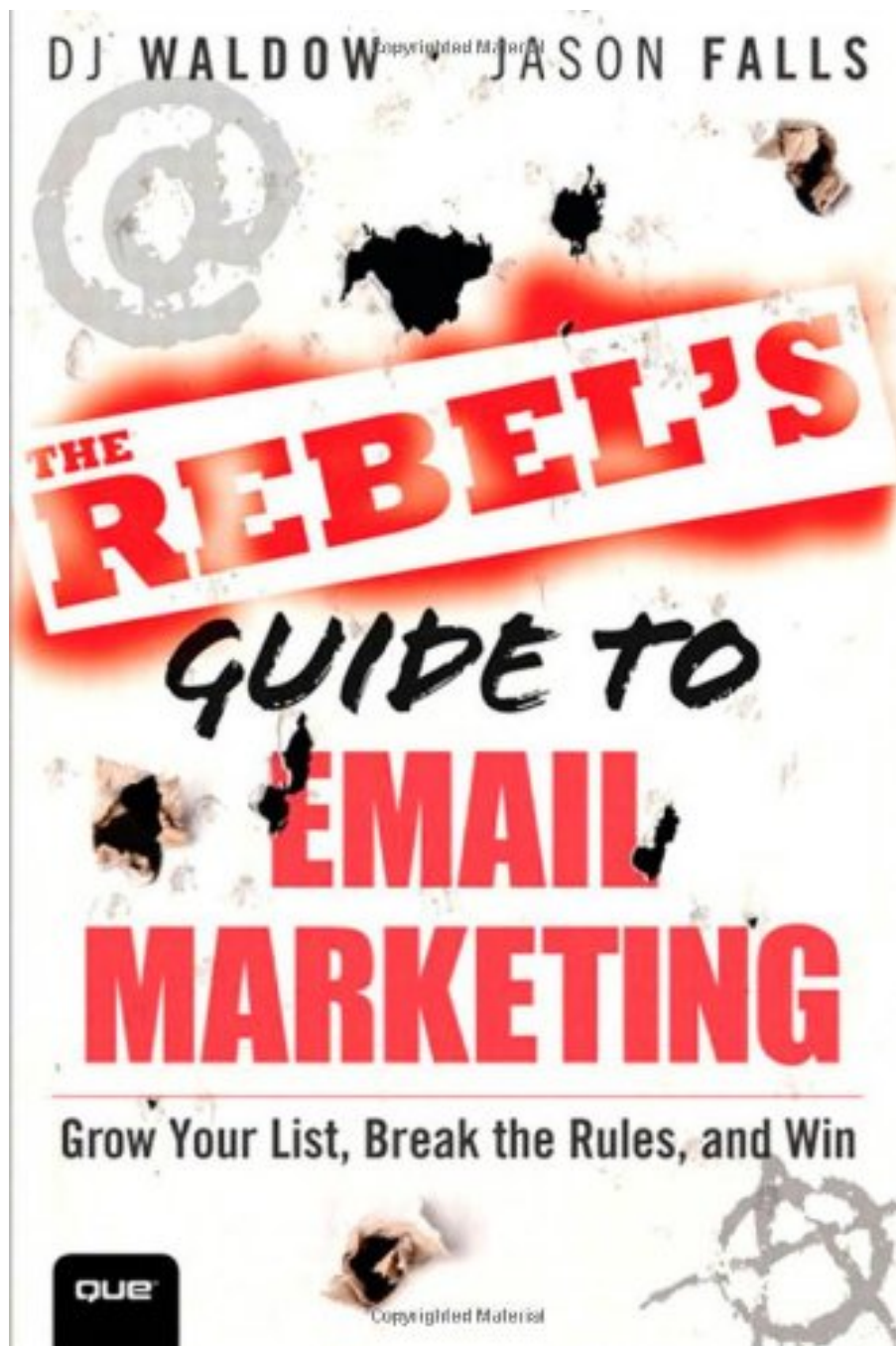


**THE REBEL'S GUIDE TO EMAIL
MARKETING: GROW YOUR LIST, BREAK
THE RULES, AND WIN (QUE BIZ-TECH) BY
DJ WALDOW, JASON FALLS**



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A No-Nonsense, Take-No-Prisoners Plan for Earning Positive Return on Your Email Marketing!

“They” say email is dead. Baloney! 94% of Americans use email. Passionate social networkers use email more, not less. Mobile email is huge. Email offers marketers more opportunities than ever...opportunities to guide customers from consideration and trial to repeat purchase, loyalty, even advocacy! But email has changed. Email users have changed. To get breakthrough results, you must break the rules! Whether you're B2B or B2C, Fortune 500 or startup, this is a complete no-nonsense plan for transforming your email marketing. Discover radically better ways to handle every facet of your campaign: lists, From names, Subject lines, calls to action, social network integration...everything!

Learn how to

- Discover which email marketing “rules” are obsolete--and when to break the rest
- Optimize every component of your message and campaign
- Drive list growth that translates directly into the top line
- Encourage opt-in by systematically simplifying signup
- Bring real humor and creativity back into your email
- Write a great main call to action--and great secondary and tertiary calls, too
- Take full advantage of tools ranging from QR codes to texting to grow your email list
- Make better technical decisions about prechecked opt-in boxes and other attributes
- Know when to deliberately introduce “imperfections” into your emails
- Use email marketing and social media to power each other
- Prepare for the short- and long-term futures of email marketing

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Most helpful customer reviews

15 of 18 people found the following review helpful.

A solid introduction to email marketing, despite a misleading title

By IRG

Subhead: Not the book I thought it would be, but it still has merit for the right audience.

As someone who has been involved in various aspects of email marketing for both corporate and small-business clients for over a decade, there's nothing here that I don't already have experience with (and some of my own strong opinions about from ongoing and evolving work). Like others, the title had me thinking that this would be a book with some really innovative and rule-breaking ideas about e-mail marketing in 2013. Alas, this is not the case.

It would, however, serve as a good primer for those who know next to nothing about email marketing and need to get a quick overview and jumpstart.

This isn't the definitive book/guide on email marketing, but it does touch heavily on something that I believe is the cornerstone of successful marketing: The List. Some general intro books on the subject focus more heavily on design and content. But as anyone who has ever been charged with using email effectively as part of a marketing campaign knows, you live or die first and foremost by The List (AKA, your target audience). You can have fabulous, relevant content and a well-designed and inviting format and still fail miserably if your emails are not going to folks who have been "qualified" and tested.

It was good to see that the authors gave a context for some of their opinions and also gave the pros/cons (advantages/disadvantages) of elements such as single- and double opt-ins. More importantly, in the discussion of Best Practices, although they seem to be saying many no longer apply, what they're really saying is that the practices are relative to your business, industry and audience.

On the plus side, it presents the material in a way that gets you to think and question your decisions on how you want to create and grow your list. And it explores key elements and how they affect your ability to successfully use email as a 21st-century marketing.

The book is well-organized and easy to read and includes Endnotes that are useful for those who want to follow up on various topics.

To their credit, the authors' focus is primarily on how to appeal to the subscriber and how various choices may impact them. Given how some companies seem to be almost exclusively focused on telling their "stories" or selling, this is an important perspective.

5 of 6 people found the following review helpful.

Why Email Marketing Needs a Rebel's Guide

By Nick Westergaard

I'm not big on full-throated endorsements but if your business has anything to do with email marketing (if it doesn't that's another issue altogether) there's something in *The Rebel's Guide to Email Marketing* for you. Whether you're a marketing VP or coordinator, a copywriter or designer, you'll find nuggets of intel that will leave your copy of the book broken-spined and dog-eared.

I also have to give Waldow and Falls props for how they close the book as well. First, they poll four venerable email experts on the future of the channel. Next, taking Nike's advice to "Just Do It" a step further, *Rebel's Guide* leaves you with an actionable four-step list (with due dates!) for you to kickstart your email program.

Like a true manual, *The Rebel's Guide* will serve as a continuing resource not simply by telling you what you

should and shouldn't do with your email marketing campaigns. Rather it provides the frameworks you can make your own and reminds you that only by testing with your audience will you know for certain. Take to heart the book's golden rule -- best practices are practices tht work best for your subscribers. This is valuable advice for email marketing and beyond.

How are you using email in your marketing mix? If you need to shake things up, look no further than The Rebel's Guide to Email Marketing.

You can read my full review here: [...]

5 of 6 people found the following review helpful.

A perfect tutorial for the email marketint novice

By Tom Martin

I was lucky enough to receive a complimentary copy of The Rebel's Guide from the publisher. And I personally know both DJ and Jason ... so for transparency, let's get that out of the way.

After reading the book, I have to agree with some of the other reviews here. There is ample use of examples throughout the book and a constant reinforcing of key themes and ideas that really make this a tutorial vs the common 30,000 foot overview type business book.

Written in a friendly, approachable and fun style, Jason and DJ do a great job of giving you the basic template to begin or enhance you're own email marketing program. And then just for fun, they blow up some of their own ideas to show you that there really is not ONE way to do anything. But rather than just hang their hat on the "be different angle" DJ and Jason give you a framework for not just breaking the rules but strategically and purposefully designing rule breaking tests to learn and enhance your email marketing.

Give it a read folks... some really good learning and examples included in the book.

See all 55 customer reviews...

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