



# Email Marketing that Doesn't Suck: Punk Rock Marketing Collection, Vol. 5

*Michael Clarke*

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## **Email Marketing that Doesn't Suck: Punk Rock Marketing Collection, Vol. 5** Michael Clarke

Email marketing might be the most misunderstood and screwed up part of small business marketing around.

And it's not their fault. Because most of what the email marketing experts and gurus tell you a) doesn't work; b) makes people not open your emails; c) doesn't work.

I learned the hard way. I've probably sent more crappy, unopened emails than anybody around. And back in the heyday, when people actually looked forward to getting emails, it was okay.

But then the economy tanked, email wasn't so glamorous, and I had to "learn" how to send emails and build relationships that worked. And what works is to a) tell stories; b) not sell so much and c) when you do sell, make a super compelling offer.

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