

# Creating Email Promotions

**51% of recipients will delete your email within 2 seconds of viewing it.**

When the recipient receives an email, they can only see the top 6 inches or so—the premium real estate of an email. How can you get their attention—and keep it?

Our new 140-page course manual provides tips to getting your email read: preheaders, subject lines, design ideas, and content guidelines. The course manual is free when you take the **Email Promotions Made Easy** class.

Our newest course **Email Promotions Made Easy** class shows you 12 ways to generate lists. A Hamilton business sends email promotions to almost 14,000 subscribers! How do they generate subscriptions?



You'll also learn how to design effective promotional emails and newsletters or how to alter templates supplied by Adobe Dreamweaver or your email service. How wide should a promotion be and what should you include? Do you need to add links to your website, Facebook and social media pages, Forward to a Friend links, or Unsubscribe link?

Discover how to add a Subscriber button

to your website or email newsletter to generate even more subscriptions for your e-newsletters.

Register today by emailing Barbara: learn@sterlinged.com

