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"Matthew has what amounts to a PhD in applied Digital Marketing. Email Marketing Demystified breaks down the exact strat... Email Marketing Demystified: Build a Massive Mailing List ... Email Marketing Demystified "I've done email marketing for over a decade and have interviewed over 1,000 entrepreneurs about how they built their businesses, and I still learned a lot about growing an email list from Email Marketing Demystified. What sets it apart is that Email Marketing Demystified: Build a Massive Mailing List ... This book discusses the importance of controlling your own email list. The book is called Email Marketing Demystified: Build a Massive Mailing List, Write Copy that Converts and Generate More Sales \* and was written by Matthew Paulson. By maintaining his own email list and monetizing it, Paulson put together an annual revenue of \$2.5 million. Book Review: Email Marketing Demystified: Build a Massive ... Regardless of what kind of business you are building, email marketing can serve as the rocket fuel that that will skyrocket your

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