



Presents  
**The 2<sup>nd</sup> Workshop on using the Internet to Grow your Business**  
**The Power of Email Marketing**

Building relationships with your current customers is key to growing your business. Reach them with *professional* email communications that make you look great! And without using your personal email program/server & entering every email address separately each time...

This workshop covers the basics of what email marketing is, why it works so well, and **how to use it in your business planning and strategy to achieve specific goals.**

**Master** email communications with this comprehensive look at winning strategies for:

- Getting and keeping quality customers &/or subscribers
- Increasing deliverability and open rates
- Creating Squeeze pages (and what are they anyway?)
- Writing good headlines and content
- Saving time, and automating much of your marketing
- Getting readers to take action and more!

Comprehensive Core Knowledge - Suitable for All Experience Levels

If you attended the workshop on how to use Web 2.0 and Social Networking sites to grow your business and awareness of your business, then you won't want to miss THIS one to round out your online arsenal! Even if you missed the 1<sup>st</sup> workshop, this can be invaluable to you, whether a sole proprietor, a retail business, a Realtor, partnership or corporation.

**When**

Tuesday, March 24, 2009, 7:30pm-9:00pm

**Where**

Plummer Park Community Center  
7377 Santa Monica Blvd.,  
**West Hollywood, CA, 90093**

**Cost**

**\$10 for member, \$15 for non-members**

**Presenter**

Kelly Flint - Constant Contact's Regional Development Director, Los Angeles

**RSVP to Julie Falen 323-874-5854**

This special event is limited to **35** seats.

RSVP by March 20

