



Arthur Tkachenko <arthur.tkachenko.netweight@gmail.com>

Day Backward Happy

1 message

Really Good Emails <hello@really.reallygoodemails.com>

Tue, Jan 31, 2023 at 1:12 PM

Reply-To: hello@reallygoodemails.com

To: arthur.tkachenko.netweight@gmail.com



Ti esrever dna ti pilf nwod gnaht ym tup i



© Philadelphia 76ers

To be honest, we never really knew what Missy Elliot was saying in the chorus of “Work It.” Until now. When we looked up that song for this email. And then we backtracked through all the memories with that song, and we did the worm on the floor.

Today is Backward Day, a day to celebrate by wearing your shirt the wrong way. (Real talk: we've been "accidentally" doing that since 2020.) Maybe pour yourself a cup of coffee behind your back. (Or don't. That could be dangerous.) Or, create a to-do list in order of easiest task to most difficult task, and then complete it in the reverse order, so you eat the frog first thing.

Whatever you do, count it make.

Emails love we

- ADVERTISEMENT -

The advertisement banner for Mailjet by Sinch features a dark teal background. On the left, a cartoon wizard in a white robe and crown points at a digital screen. The screen displays a 'FALCON' sign-up form with fields for 'First name', 'Last name', 'Company name', and 'Email address', along with a 'Subscribe' button. The form is part of a 'Design' interface with a sidebar showing 'Forms' and 'Content' sections. On the right, the Mailjet logo is displayed above the headline 'Grow your contact lists, grow your revenue'. Below this, a sub-headline reads 'Boost results with Mailjet's free drag & drop Sign-Up Form Builder'. A purple button labeled 'Sign Up For Free' is positioned at the bottom right.

mailjet
by sinch

**Grow your contact lists,
grow your revenue**

Boost results with Mailjet's free
drag & drop Sign-Up Form Builder

[Sign Up For Free](#)

Articles we thought you'd enjoy because you probably like to learn and stuff



Brand and demand marketing: The new power couple

Brand marketing and demand generation teams—faced with growing complexity of spending decisions—are working together more often and marketing executives are

eager to have a more holistic conversation about them. The traditional tensions between them, which can undercut growth and harm performance, are easing as both look for new ways to engage customers and increase sales.



"Knowing your customers does not require big efforts or advanced technologies"

Sinem Yuksel, Chief Experience Office, TikTok, during a conversation with ET BrandEquity, opens up about optimizing big and small data, deploying technology, and curating customer loyalty and experience



Should your business invest in technology Now?

Your customers will respond to offerings that are genuinely useful and helpful to them, even in an economic downturn. The key is investing in innovation that adds value, rather than chasing what's trendy.



No one likes annual performance reviews—Here's how to get rid of them

Workers and bosses can disagree about a lot of things these days—working from home, “quiet quitting,” even what to wear to the office—but there's one thing everyone can get behind: Performance reviews stink.



65% of consumers say personalisation earns loyalty in 2023

A global survey of 5,000 consumers reveals critical changes to consumer spending amid inflation and economic uncertainty. These findings highlight current sentiment on spending and what it will take to earn consumer loyalty in 2023.

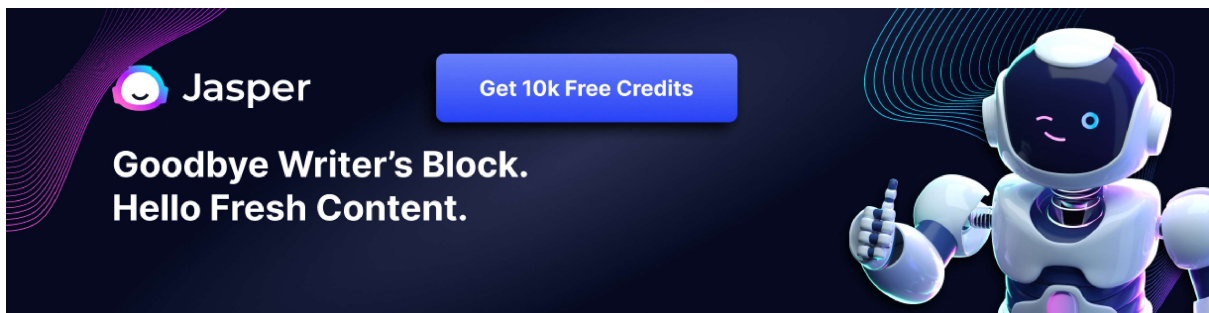
eCommerce GIF of the moment





See it in the email

- ADVERTISEMENT -



P.S. If you were confused by this email's subject line or hero text, don't sweat it. Just lose control and read it in reverse.

Really Good Emails

© Really Good Emails 2023



[Update your email preferences](#) or not.

If you want to send us gifts, fan mail, or anything that does not include stalking or us waking up with you in our living room—you can find us at **C/O Atlas Local, 25 Draper Street, Greenville, SC 29611**.

Or, if you're just tired of hearing from us, you can [unsubscribe](#) too.

Powered by

