



## Naked Words 2.0: The Effective 157-Word Email

By Gisela Hausmann

Educ-Easy Books, United States, 2015. Paperback. Book Condition: New. 214 x 149 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A guide to concise, commanding communiques Mary Vinnedge, SUCCESS Magazine Email subject lines vs. elevator pitch Today, learning to write a subject line that will get your recipient's attention can be more important than practicing a perfect elevator pitch. Just ask yourself: How often do you pitch, and how many emails do you write? In fact, you may have to send an email to even get the opportunity to present your elevator pitch. The analysis of email marketing 2015 also demonstrated a new trend - most business people do not like to pick up the phone any longer, but they read work-related emails on their phones, before and after business hours. A perfect marketing email with an attractive subject line sent at 6:30 a.m. might prompt a reply even before start of the business day, because the recipient read the email on his/her commute. In her book NAKED WORDS 2.0 The Effective 157-Word Email, email evangelist Gisela Hausmann offers a trick that will make any subject stand out in your recipient's Inbox! Naked Words 2.0...



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