

If this isn't a brilliant example of Trump marketing at its best, I don't know what is. All marketers can certainly learn from the following email I received this morning (I got it this morning, despite the afternoon time. A trick of spammers is to use a later time so it appears at the top of your webmail inbox which is for most people sorted by time received)

From: Trump University<Seymour.xwyfp@salesforcemgt.com>
To: markcuban@dallasmavs.com
Date: 02/07/2007 03:05 PM
Subject: Can you think big

Hello, Donald Trump here.

I am searching for a few like-minded people to share my personal wealth building strategies with, and I want you to be one of the first to hear about it.

Please note, you are being extended a rare opportunity that can only be found on this web page. It is important that you read this now, as it is a limited-time offer.

<http://www.salesforcemgt.com/QFHDCp/eF/AAG3PdPSHHSBG/So/BZ/GSCIQpRSF.html>

Thanks Donald. A spam email from Trump University and you. What could be better...Oh wait, I know. The multiples of this email that I found in my inbox today.

You really know how to lever the Trump brand !

Oh, BTW, where can I pick up Trump Vodka and how does it taste ?