



cla2010

Ministry Growth Through Email Best Practices

www.uneeknet.com/more/cla

who am i?





AL
MENCONI
M I N I S T R I E S

executive director



general manager



internet director



god of humor

UneekNet

HELPING YOUR ORGANIZATION SUCCEED ON THE WEB

owner / ceo / janitor



director of marketing

carefully plan

**You've carefully thought
out all the angles.**

You've done it a thousand times.

It comes naturally to you.

**You know what you're doing—
its what you've been trained to do.**

**Nothing could possibly
go wrong, right?**

Think again.







seminar theme

**This isn't
rocket surgery**

**The goal of internet
work is to help the
user succeed**

It's a single idea, one that I call 'customer experience' and can be described in any number of ways. Focus on the *other* person's needs. Listen to *customers*. Be open to data that comes from the *outside*...

...Create a good experience for someone *other* than yourself. See the pattern? It takes a certain mindset – that of empathy – to do this work.

- *Mark Hurst*

**Design email for others,
as you would want others
to design email for you.**

"It's a well known fact that you only have a few precious seconds (and pixels) to grab email recipients' attention and turn them into active readers. If you don't entice them right away, chances are you'll lose them."

- Lyris

The Internet is a selfish place. People don't have time. They scan looking for something specific. They only care about what you can do for them. It's about self-service and self-service is about simplicity and convenience.

- Gerry McGovern

THE

K_{EEP} **I**_T **S**_{IMPLE} **S**_{UNSHINE}

Principle



www.dilbert.com scottadams@aol.com



5-8-07 ©2007 Scott Adams, Inc./Dist. by UFS, Inc.



© Scott Adams, Inc./Dist. by UFS, Inc.

**"A picture is worth
a thousand words."**

**"You can tell a book
by its cover."**

**"You only have one chance to make
a good first impression."**

Email



Social Media





the basics



Types of organizational email:

Newsletter
Marketing
Transactional
Research
Press releases
Announcements



Types of permission:

Opt-out

Single Opt-in

Confirmed Single Opt-in

Double Opt-in



CAN-SPAM:

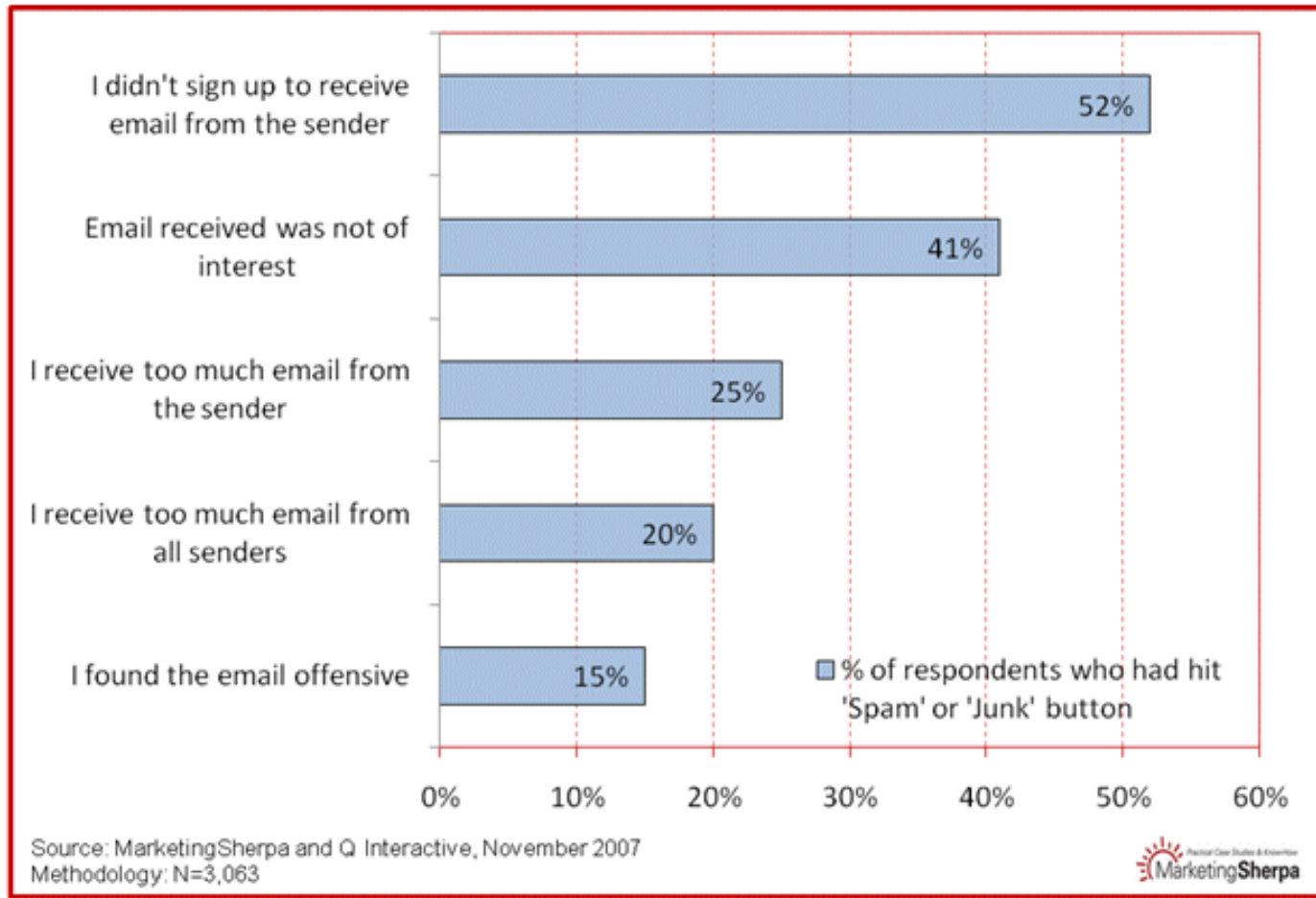
Controlling the **A**ssault of **N**on-**S**olicited
Pornography **A**nd **M**arketing Act of 2003

CAN Spam

You CAN Spam

Know the rules

Reasons why users clicked Spam





Types of email formats:

Plain text

Friendly reminder about our Give Back Program

Beth McNellen [beth@houseofmagnets.com]

Sent: Tue 8/25/2009 12:41 PM

To: info@uneeknet.com

I hope you were able to hear our message on last week's Alliance Call about the House of Magnets Give Back Program.

As you know, fall is right around the corner and things are starting to get busier! Please take the time now to help your agents with their magnetic calendar orders (you, or your TL, recently received a kit from us in the mail).

By participating in our Give Back program, House of Magnets will donate 10% of your agent's orders back to your Local Emergency Fund! But please make sure you're signed up for this program. Call or email me today!

And please do shop our prices! In fact here's a link to a recent Price Comparison study - there's as much as a 48% difference:

<http://cp20.com/Tracking/t.c?7rdN-56lZ-hHu57>

Beth McNellen
Keller Williams Account Manager
House of Magnets.com
1912 John Towers Avenue
El Cajon, CA 92020
(619) 258-4087 ex 125

You are subscribed as info@uneeknet.com. Unsubscribe now:

<http://cp20.com/Tracking/t.fo?7rdN--5V3-hHu57>



Types of email formats:

Plain text

Rich Text Format

Friendly reminder about our Give Back Program

Beth McNellen [beth@houseofmagnets.com]

You forwarded this message on 8/31/2009 11:53 AM.

Sent: Tue 8/25/2009 12:41 PM

To: mike@uneeknet.com

I hope you were able to hear our message on last week's Alliance Call about the House of Magnets Give Back Program.

As you know, fall is right around the corner and things are starting to get busier! Please take the time now to help your agents with their magnetic calendar orders (you, or your TL, recently received a kit from us in the mail).

By participating in our Give Back program, House of Magnets will **donate 10% of your agent's orders back to your Local Emergency Fund!** But please make sure you're signed up for this program. Call or email me today!

And please do shop our prices! In fact here's a link to a recent Price Comparison study - there's as much as a 48% *difference*:

<http://www.houseofmagnets.com/acatalog/email/2009/24cal02/>

Beth McNellen
Keller Williams Account Manager
House of Magnets.com
1912 John Towers Avenue
El Cajon, CA 92020
(619) 258-4087 ex 125

You are subscribed as mike@uneeknet.com. [Unsubscribe now.](#)



Types of email formats:

Plain text

Rich Text Format

HTML

\$20.10 SALE!

Save up to 47% off 117 stock magnets!

Good thru 1/31/10

We're celebrating the new year & our new website
with this insane sale!

Stock Baseball Magnets Only 20¢ each!



Only
30¢



Custom magnets
also available

Stock Schedule Magnets

- Peel & stick to attach your business card
- 3.5" x 9"
- Easily fits in a #10 envelope
- Mails as one-ounce! *

Custom Schedule Magnets

- We print your contact info on the magnet
 - Four styles/sizes
- Easily fits in a #10 envelope (except Jumbo)
- Mails as one-ounce! *

best practices



**From
Your Outbox
To
Their Inbox**



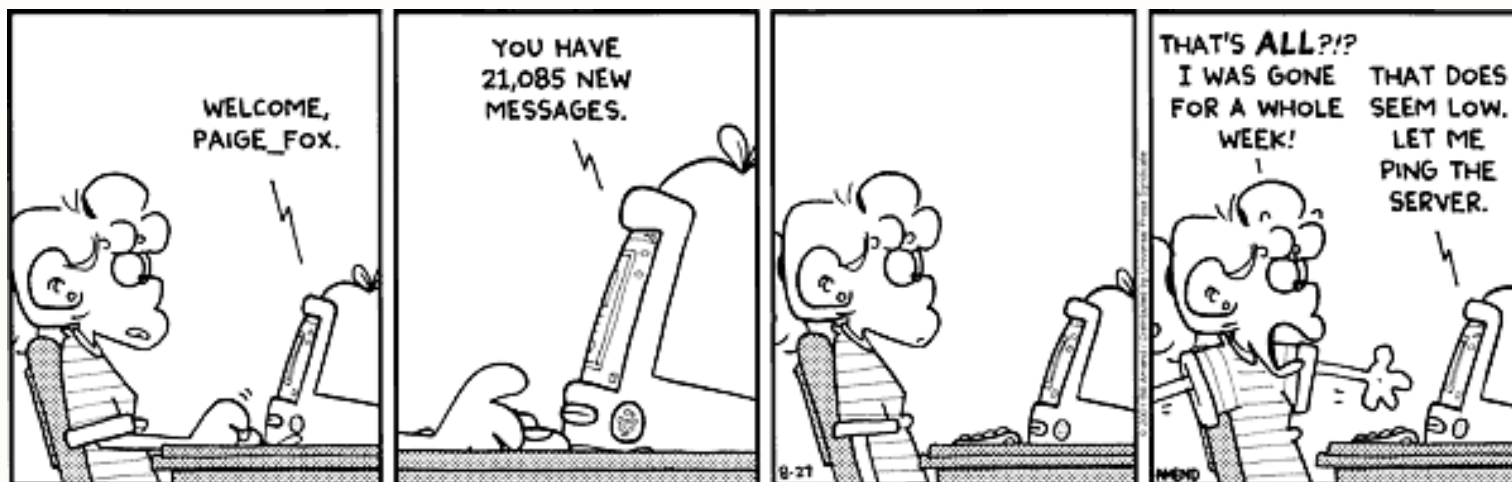
Competition for the Inbox

| All | Forward | Tag | Delete | Junk | Print | Back | Forwards |
|--|-------------------------------|-----|--------|------|-------|------|----------|
| Subject | Sender | | | | | | |
| Did you pick up your asthma meds? | • The Emperor | | | | | | |
| Re: Exhaust vent problem | • Death Star Maintenance | | | | | | |
| Admiral Motti added you as a friend on Sp... | • Spacebook | | | | | | |
| Death star II blueprints | • Spacestations Inc. | | | | | | |
| Re: Left lightsaber on bus | • Coruscant Municipal Transpo | | | | | | |
| 10% off helmets, cloaks + free shipping | • Jedi Direct | | | | | | |
| Re: You suck | • O-W.Kenobi | | | | | | |
| Golf trip photos | • Grand Moff Tarkin | | | | | | |
| [Dark Side News] 8 cool choke techniques! | • Sith Publishing | | | | | | |
| Your cape is ready for collection | • Imperial Cleaners | | | | | | |

From Email Marketing Reports



Competition for the Inbox





Competition for the Inbox



"You should check your e-mails more often. I fired you over three weeks ago."



Competition for the Inbox

**CLICK HERE
TO VIEW
RELEVANT
MESSAGES**



sending



We send it or...
Email Service Provider (ESP)
Best day/time?
Frequency



deliverability



All about reputation!

Keep your lists clean
Separate actives & inactives
Work with your ESP
Set up test email accounts
Add to Approved Senders text



from:



Org Name
Mix it up for different purposes



subject:



**Direct, relevant,
timely and impactful**



No more than 40-50 characters

Personalized pens on sale!

House of Magnets [specials@houseofmagnets.com]

Sent: Tue 4/13/2010 11:55 AM

To: mike@uneeknet.com



Identifier?

(Email Marketing Reports) Caesar's inbox, template design, best practices report,...

Email Marketing Reports [emr@news.email-marketing-reports.com]

Sent: Mon 2/22/2010 10:32 AM

To: Mike Atkinson



Identifier?

Questioning Facebook's Q&A quest

CNET News Daily Dispatch [newsletters@cnet.online.com]

Sent: Fri 4/16/2010 9:47 AM

To: Mike Atkinson



Use action words
Emphasize benefits
Free is okay
Exclamation marks, too
NO CAPS!



Personalization

Follow-up email

Kevin Miller [specials@houseofmagnets.com]

Sent: Thu 1/29/2009 10:04 AM

To: mike@uneeknet.com

Follow-up email for Ken Hamilton

Kevin Miller [specials@houseofmagnets.com]

Sent: Wed 1/28/2009 10:07 AM

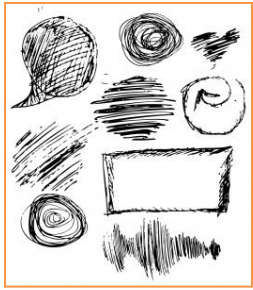
To: mike@uneeknet.com

Mike, follow-up email

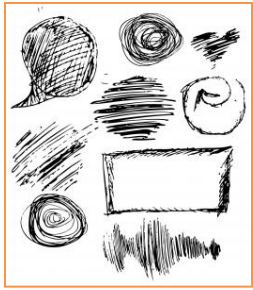
Kevin Miller [specials@houseofmagnets.com]

Sent: Tue 1/27/2009 10:47 AM

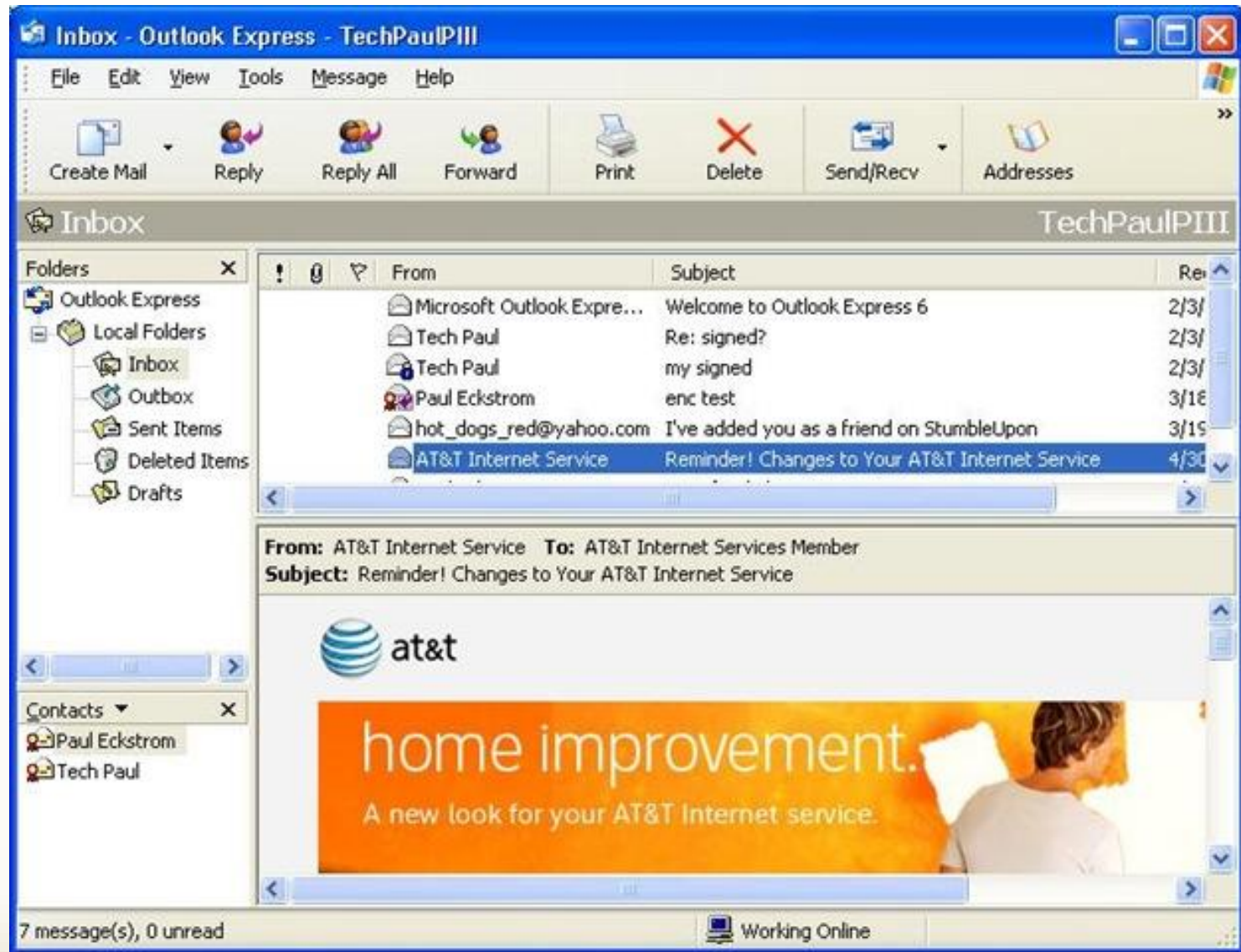
To: Mike

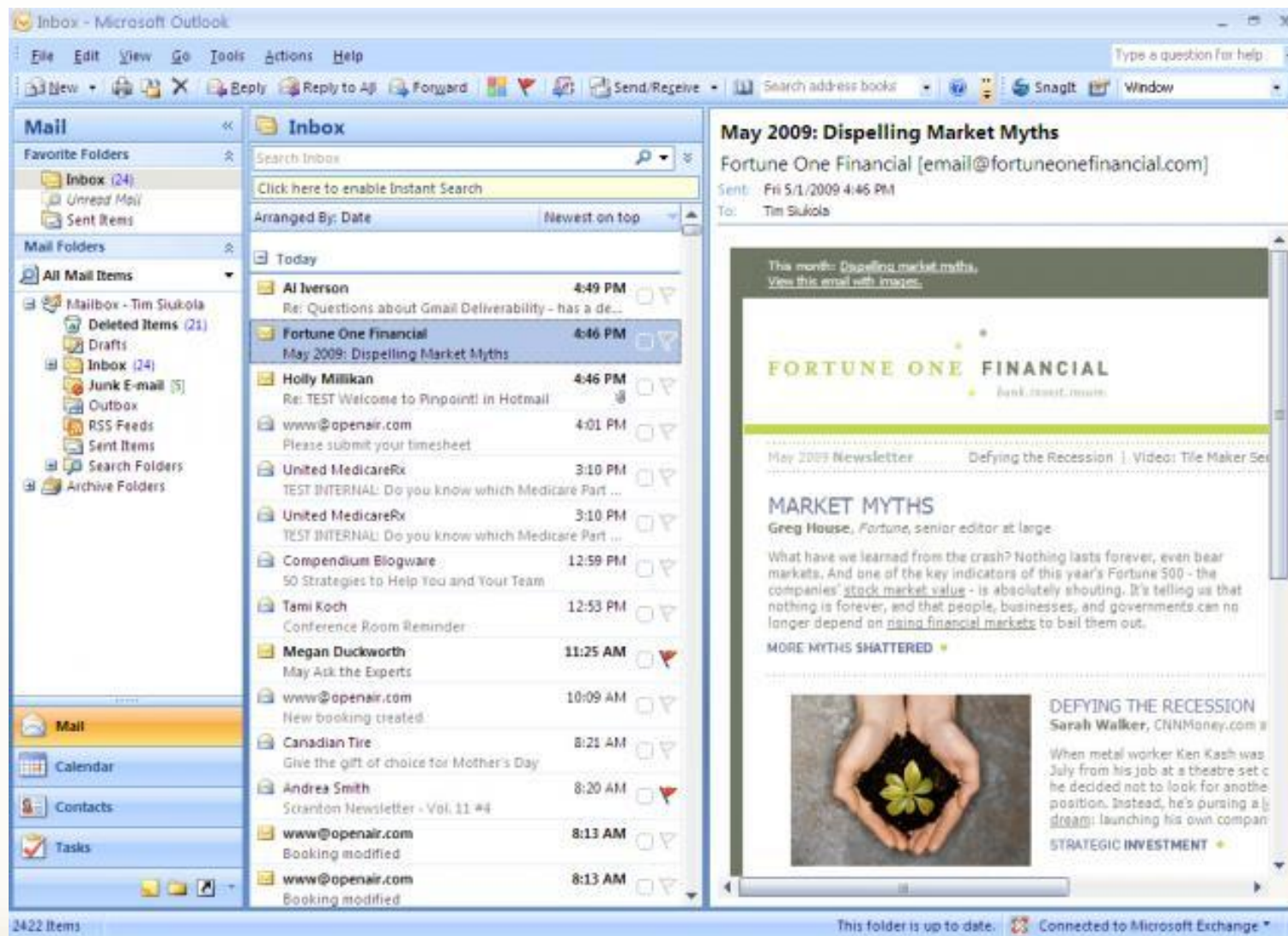


design



Design for the preview pane!







Best layout

Christianity Today: Editorial: The End of Religious Freedom? Plus, Piper, Warren, and the Perils of Movement Building - Message (HTML)

Message Adobe PDF

Reply Reply Forward Delete Move to Create Other Block Safe Lists Categorize Mark as Find
to All Respond Actions Actions Sender Not Junk Options Unread Select Find

From: Christianity Today Direct Newsletter [ctdirect-html@lists.christianitytoday.com]
To: Mike Atkinson
Cc:
Subject: Christianity Today: Editorial: The End of Religious Freedom? Plus, Piper, Warren, and the Perils of Movement Building

Sent: Mon 4/19/2010 12:30 PM

[Click here](#) to view the mobile friendly version.

CHRISTIANITYTODAY.COM

CTdirect

DAILY HEADLINES, COMMENTARY, AND SITE NEWS FROM CHRISTIANITY TODAY MAGAZINE.

Monday, April 19, 2010

VISIT CHRISTIANITY TODAY MAGAZINE SEARCH ARCHIVE: CTLIBRARY

WHERE WE STAND
The End of Religious Freedom?
The nightmare scenarios could very well unfold, but they are not the last word.
A Christianity Today editorial

THEOLOGY IN THE NEWS
Piper, Warren, and the Perils of Movement Building
Why the debate over separatism still matters.
By Collin Hansen

Poll: Do you think evangelicals tend to be separatist?

This Week's Most Popular Articles

advertisement

Men of Integrity This Bible-based devotional by Chuck Swindoll, Tony Evans, and many others, will serve as your daily guide to Bible and prayer. You'll be encouraged and find the support you need for the many challenges you face. GET YOUR FREE TRIAL ISSUE TODAY!

Be a part of the conversation
BOOKS & CULTURE
The Living Word
• Book Reviews
• Global Issues
• Current Events
CLICK HERE

Christianity Today
The Jesus We Know
Christianity Today
SAVE 58%
• Get 3 Free Trial Issues
• Give a Gift Subscription

Find us on Facebook

FOLLOW US ON twitter

Church Law & Tax Report
Church Law & Tax Report
Get your free trial issue

TODAY FROM HER.MENEUTICS
[Lady Gaga: Champion of Abstinence?](#)

TODAY FROM THE CT LIVEBLOG
[Game Retailer: 7,500 Shoppers Sold Their Souls](#)

[Survey Finds Africa is Most Religious Part of World](#)

[NCAA Bans Eye Black with Messages](#)

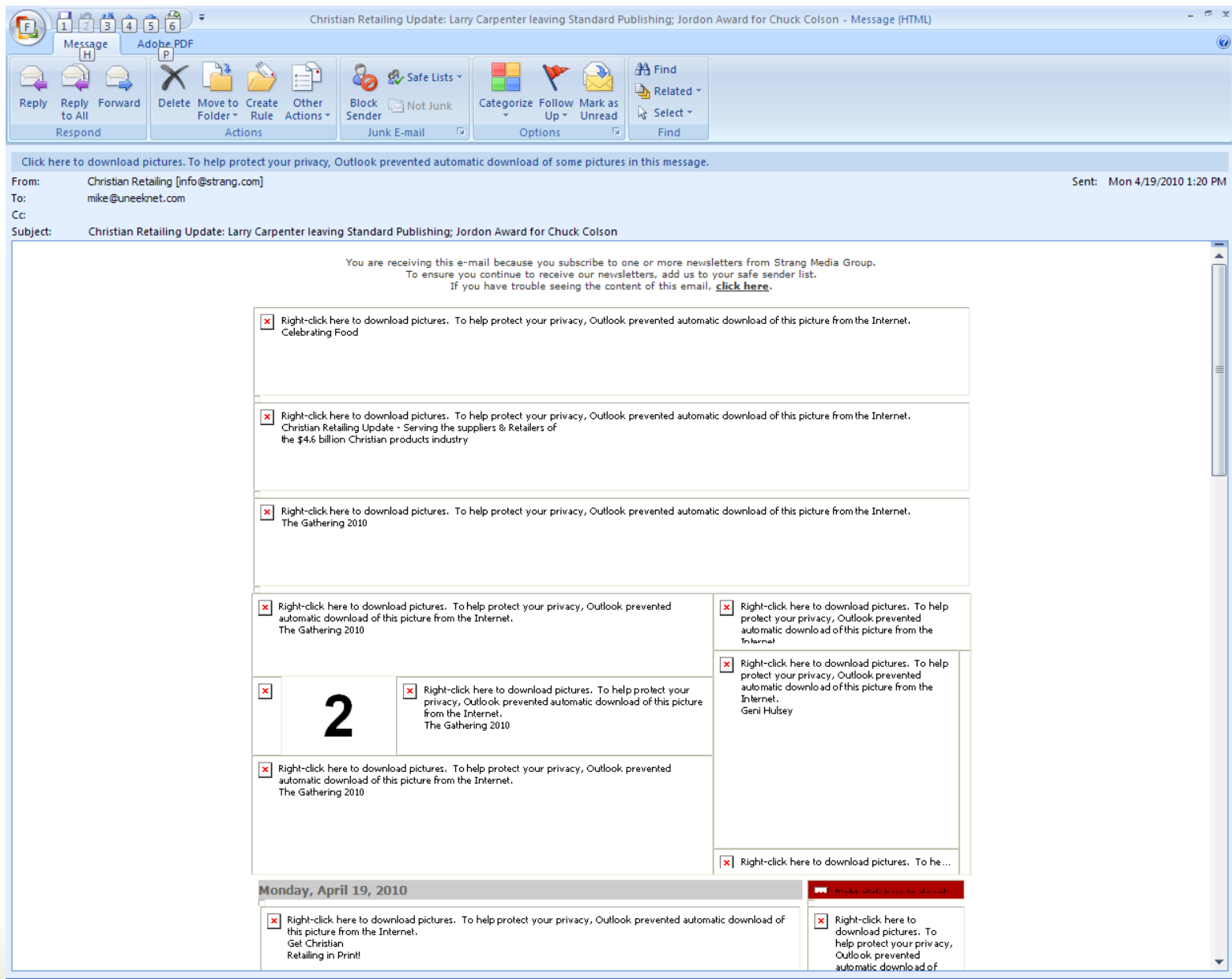
TODAY FROM THE CT ENTERTAINMENT BLOG



Image suppression

On or off?

70% off!






Deluge 'Unshakable', You Choose The Dove Winner & More!


Integrity Music [IntegrityMusic@newsletter.integritymusic.com]

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.


Sent: Tue 4/20/2010 1:46 PM

To: Mike Atkinson

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Integrity Music

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Unshakable

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet....


 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Deluge first caught the attention of critics and worship music fans with the release of their self-titled Integrity Music debut in 2008. This year, the band returns with Unshakable, an album filled with new songs inspired by faith-trying testimony.

"Unshakable is not just the title of our new album, it is the message of the life we have been living as a family and a church," says Deluge frontman

Jonathan Stockstill.


"We have walked through battles during the last two years, and many of the songs that you hear on this album reflect our need for God and our hope and trust in Him."


 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.


Come Weary Saints, from Sovereign Grace Music, is an invitation to redirect your focus to the God whose love has been forever demonstrated at the cross of Calvary. As you listen to these powerful songs of worship, may your faith and joy in the Savior be strengthened for the challenges you face, now or in the future.


 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.


 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Featured Products

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Vote for Kari Jobe

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Integrity Worship Institute

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Vicky Beeching | Eternity Invades

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
Los Pre-Order

 [ShareThis](#)

To no longer receive messages from Integrity Media, please [click here](#).

OR. Send a postal request to:
1000 Cody Road, Mobile, AL 36695

Deluge 'Unshakable', You Choose The Dove Winner & More!

Integrity Music [IntegrityMusic@newsletter.integritymusic.com]

Sent: Tue 4/20/2010 1:46 PM

To: Mike Atkinson

Integrity Music NEWSLETTER



Deluge "Unshakable"



Deluge first caught the attention of critics and worship music fans with the release of their self-titled Integrity Music debut in 2008. This year, the band returns with Unshakable, an album filled with new songs inspired by faith-trying testimony.

"Unshakable is not just the title of our new album, it is the message of the life we have been living as a family and a church," says Deluge frontman

Jonathan Stockstill.

"We have walked through battles during the last two years, and many of the songs that you hear on this album reflect our need for God and our hope and trust in Him."

[BUY NOW](#) [iTUNES](#) [ECARD](#) [facebook](#) [myapace](#)

Come Weary Saints



Come Weary Saints, from Sovereign Grace Music, is an invitation to redirect your focus to the God whose love has been forever demonstrated at the cross of Calvary. As you

listen to these powerful songs of worship, may your faith and joy in the Savior be strengthened for the challenges you face, now or in the future.

[BUY NOW](#) [iTUNES](#) [ECARD](#)

Featured Resources



To no longer receive messages from Integrity Media, please [click here](#).

OR Send a postal request to:
1000 Cody Road, Mobile, AL 36695

2 DAYS ONLY! Draft Day Pre-Sale: 30% OFF Entire Site

Chargers Pro Shop [reply-15146@up0.net]


Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.


Sent: Tue 4/20/2010 9:54 AM


To: mike@uneeknet.com

2 DAYS ONLY! DRAFT DAY PRE-SALE: 30% OFF ENTIRE SITE at www.ChargersProShop.com

[CLICK HERE TO ENTER THE ONLINE PRO SHOP](#)

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
CLICK HERE TO SHOP THE ONLINE STORE
NOW

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
2 DAYS ONLY - 30% OFF ENTIRE SITE!

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
OVERSTOCK SALE: SAVE 40-60% NOW

 Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.
FREE SHIPPING ON ORDERS OVER \$100

Please do not reply to this email, as we are not able to respond to messages sent to this address.

2 DAYS ONLY! Draft Day Pre-Sale: 30% OFF Entire Site

Chargers Pro Shop [reply-15146@up0.net]

Sent: Tue 4/20/2010 9:54 AM

To: mike@uneeknet.com

2 DAYS ONLY! DRAFT DAY PRE-SALE: 30% OFF ENTIRE SITE at www.ChargersProShop.com

[CLICK HERE TO ENTER THE ONLINE PRO SHOP](#)

**OFFICIAL ONLINE
PRO SHOP****\$4.99**
PRIORITY MAIL
on all orders

DRAFT DAY PRESALE

30% OFF ENTIRE STORE
*Offer valid April 20th-21st - Discount applied at checkout

OVERSTOCK SALE
SAVE 40-60%
ON SELECT STYLES

FREE SHIPPING
ON ORDERS OF \$100 OR MORE
EVERYDAY

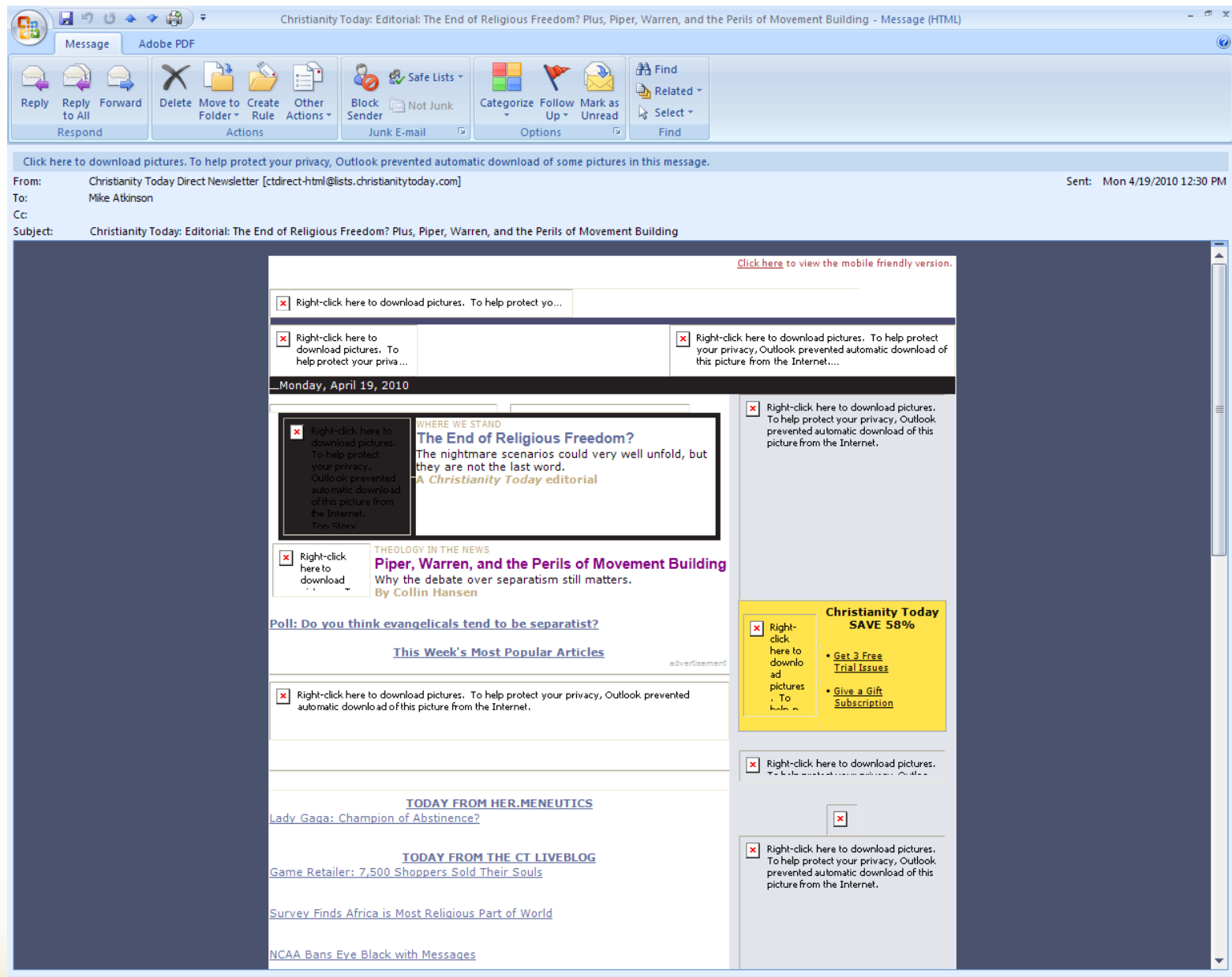
[REQUEST A CATALOG](#)

[BUY GIFT CARDS](#)

[NEW ARRIVALS](#)

[SHOP NOW](#)

Please do not reply to this email, as we are not able to respond to messages sent to this address.



Christianity Today: Editorial: The End of Religious Freedom? Plus, Piper, Warren, and the Perils of Movement Building - Message (HTML)

Message Adobe PDF

Reply Reply Forward Delete Move to Create Other Block Safe Lists Categorize Follow Mark as Find
Respond to All Rules Folder Action Actions Sender Not Junk Up Unread Select Find

From: Christianity Today Direct Newsletter [ctdirect-html@lists.christianitytoday.com]
To: Mike Atkinson
Cc:
Subject: Christianity Today: Editorial: The End of Religious Freedom? Plus, Piper, Warren, and the Perils of Movement Building

Sent: Mon 4/19/2010 12:30 PM

[Click here](#) to view the mobile friendly version.

CHRISTIANITYTODAY.COM

CTdirect
Monday, April 19, 2010

DAILY HEADLINES, COMMENTARY, AND SITE NEWS FROM CHRISTIANITY TODAY MAGAZINE.

VISIT CHRISTIANITY TODAY MAGAZINE SEARCH ARCHIVE: CTLIBRARY

WHERE WE STAND
The End of Religious Freedom?
The nightmare scenarios could very well unfold, but they are not the last word.
A Christianity Today editorial

THEOLOGY IN THE NEWS
Piper, Warren, and the Perils of Movement Building
Why the debate over separatism still matters.
By Collin Hansen

Poll: Do you think evangelicals tend to be separatist?

[This Week's Most Popular Articles](#)

advertisement

Going on a Short-Term Mission Trip?
Use our free **Trip Planning Calendar** to help you prepare.

Round Trip Missions

Use our free **Trip Planning Calendar** to help you prepare.

Christianity Today
SAVE 58%

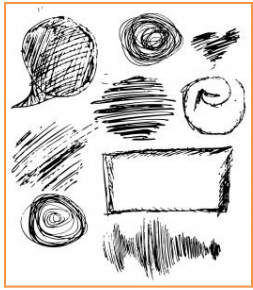
- Get 3 Free Trial Issues
- Give a Gift Subscription

Find us on Facebook

FOLLOW US ON twitter

Going Green for God
Creation care is implicit in the Bible's message.

ChristianityToday



What to do?

ALT tags!

If you are unable to see this email, [click here](#).

 HomeAway Traveler



[Search Rentals](#)

[List Your Property](#)

[Forward to a Friend](#)

[Contribute](#)

[Past Issues](#)



 [View HomeAway's Vacation Rentals](#)



- [Branson, Missouri](#)
- [Lake Tahoe, Nevada](#)
- [Cape Coral, Florida](#)
- [Portland, Oregon](#)
- [Discover Sarasota](#)
- [Top 10 Family Rentals](#)

Top 10 Family Vacation Rentals

For affordable family trips packed with fun, stay at a vacation rental where you'll find plenty of elbow room and the convenience of kitchens.

[Learn More](#)



Branson, Missouri

 [View HomeAway's Branson Missouri Vacation Rentals](#)

[View rentals >](#)

Lake Tahoe, Nevada

 [View HomeAway's Lake Tahoe, NV Vacation Rentals](#)

[View rentals >](#)

Cape Coral, Florida

 [View HomeAway's Cape Coral Vacation Rentals](#)

[View rentals >](#)

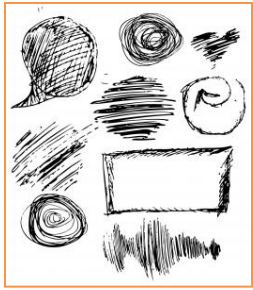
Portland, Oregon

 [View HomeAway's Portland, Oregon Vacation Rentals](#)

[View rentals >](#)

Summer Savings

- [US Virgin Islands](#)
- [Costa Rica](#)
- [Florida Panhandle](#)
- [Northern Michigan](#)



What to do?
ALT tags!
Table cells

If you cannot read this email please [view it online](#)

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Limited Time Offer.

Free Shipping

ends 10-31-07

[Start Now >>](#)

Free Shipping offer available on orders over \$99 shipping to a single destination within the continental United States.

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of this picture from the Internet.

Mens

Womens

Kids

Home

Gifts

Specials



What to do?
ALT tags!
Table cells
Web version link

ExactTarget InSight: Email + CRM + Web Analytics - Message (HTML)

Message Adobe PDF

Reply Reply to All Forward Delete Move to Folder Create Rule Other Actions Block Sender Safe Lists Not Junk Categorize Follow Up Mark as Unread Find Related Select Find

From: ExactTarget [insight@reply.exacttarget.com] Sent: Thu 7/24/2008 9:31 AM
To: Mike Atkinson
Cc:
Subject: ExactTarget InSight: Email + CRM + Web Analytics

To view this email as a web page, go [here](#).

InSight

ExactTarget.

July InSight: Email + CRM + Web Analytics


Email + CRM + Web Analytics = Marketing Bliss. That's right -- integrating these three technologies within your digital marketing plan can substantially boost your efficiency, campaign insight, and ROI.

But integrating marketing systems can be tough. In fact, we've witnessed marketers fall asleep at the mention of the word "integration." Your July InSight can help.


Download our newest whitepaper, [Integrating Email + CRM + Web Analytics: How to Build a One-to-One Marketing Machine](#), to complete a quick self-identification quiz and discover where you fall on the integration spectrum. Then flip to the section with actionable recommendations just for you. And don't miss [5 Easy Things](#) for a handy integration checklist.

Upcoming Events: Join Us

eTail East
August 4 - 7, 2008
Washington, DC




New Whitepaper



[Download the Newest Integration Whitepaper](#)

Let's Get Back to Basics



We've got 5 easy things that will help you begin integrating today. [Check it out](#), then check



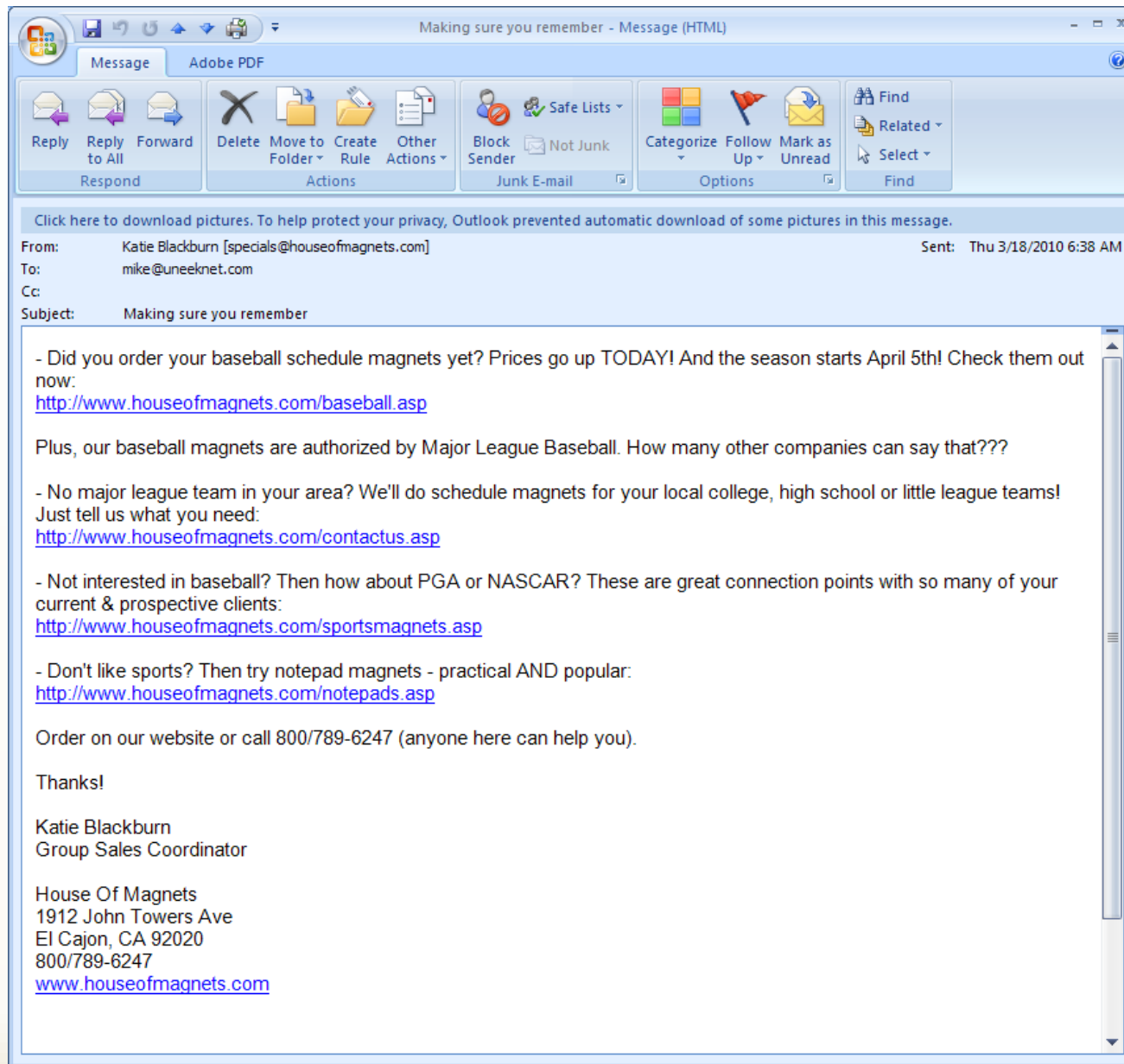
What to do?

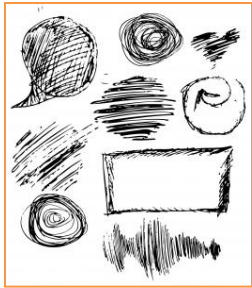
ALT tags!

Table cells

Web version link

Text format





Link your images!

Baseball's Opening Day is Next Week!

Your current & prospective clients LOVE these magnet schedules

Still time to get your magnets out!

- Peel-n-Stick magnets start at only 34¢ each
- All 29 US pro teams
- Fit in #10 envelope (except Jumbo magnet)
- Mails as 1 ounce!* (except Jumbo magnet)
- High-quality 4-color printing

[MORE>](#)

78%

All U.S. Pro Teams BASEBALL MAGNETS!



Improved Design

Improved Readability

Four magnet styles & sizes

**House of Magnets is authorized by Major League Baseball
to offer these baseball schedule magnets**



Email content/offers

Contain a strong call-to-action

Focus on benefits

Create a sense of urgency

Targeted, relevant and timely

Clear and concise



**E.B. White's 17th rule:
Omit needless words**

**Krug's version for the Web:
Omit ~~needless~~ words**



**Get rid of half the
words on each page,
then get rid of half of what's left.**

(Relating to happy talk and instructions)

**Shorter paragraphs
Bulleted lists**



features vs. benefits



Steak

Sizzle



Better Sizzle



how?

stories

pictures

voice:

active

genuine

conversational

Don't forget your header

Can't see this email with images? [Click here.](#)

Check us out on [Facebook](#) and [Twitter!](#)



"There are two ways of attaining an important end:
Force or Perseverance. The silent power
of the latter grows irresistible with time."
- Madame Swetchine

[Calendars](#) | [Home](#) | [Business Card](#) | [Sports](#) | [Notepads](#) | [Others](#)

Don't forget your footer

MIKEY'S FUNNIES is a clean humor email list, sent every weekday and is generously hosted by Agathon Group, website development and hosting with a ministry heart:

<http://www.agathongroup.com/>

We sent you this recurring mailing because you either directly subscribed to the list, signed up on our website, or emailed a request to be subscribed to Mikey's Funnies. We DO NOT rent, sell, or share your email address with any company, organization or individual, sacred or secular. And, subscribing will not result in more spam. We guarantee it!

~ Add our address to your Approved Senders/Whitelist: funnies-owner@lists.MikeysFunnies.com

~ DONATE: <http://www.mikeysFunnies.com/donate.html>

~ ADVERTISE: <http://www.mikeysFunnies.com/advertise/>

~ CONTACT US: <http://www.mikeysFunnies.com/contact.html>

~ FACEBOOK: <http://www.facebook.com/mikeysfunnies>

You're subscribed as help@mikeysfunnies.com Unsubscribe, subscribe or change your email address: <http://www.mikeysFunnies.com/sub/>



Segmentation

D'backs Magnets Help You Win!

Discounts end in only 13 days

Pre-Season Discounts!

Savings end 3/18/2010

- Peel-n-Stick magnets starts at only 30¢ each
- First in #10 envelope (except Jumbo magnet)
- Mails as 1 ounce!* (except Jumbo magnet)
- All 29 US pro teams
- High-quality 4-color printing
- Mails as 1 ounce!* (except Jumbo magnet)

[MORE>](#)

All U.S. Pro Teams **BASEBALL MAGNETS!**



Improved Design

Improved Readability

Four magnet styles & sizes

**House of Magnets is authorized by Major League Baseball
to offer these baseball schedule magnets**



list growth



Sign up form on your site

Browse Products

Browse by Category ▼

- Business Card Magnets
- Calendar Magnets
- Sports Magnets
- Notepad Magnets
- Safety Magnets
- Helpful Magnets
- Fun Magnets
- Accessories

Browse by Type ►

Browse by Theme ►

Browse by Industry ►

Baseball Magnets



Now in
3 Styles

Join Email List

Receive specials & Free
resources by email

[info](#) | [sample](#)

Verified Security



Electronic Commerce



MLB Baseball Schedule Magnets

NEW!

Early Bird pricing ends 2/15/08



Orders ship in
these baseba

Join Email List

Receive specials & Free
resources by email

[info](#) | [sample](#)

"I loved my
baseball
schedule
magnets and
had such a positive
response to them. I
intend to do business
with your company for
many years."

- Harry Rodas,
Orem, UT

[more...](#)

More New Products

Magnets Baseball Schedules
Healthy Living Magnets
New Notepad Magnet Design

Request Samples

Stock Up for 2008
at these amazing prices

Save up to 49% off Business Card Adhesive Magnets

Sale prices good through 1/31/08



Forward to a friend

Calendar Magnets - as low as a nickel each

Hurry, limited supply



Up to **80% off** regular prices!

Folks *STILL* want
calendar magnets!

There's still time to blanket your
community. Let 'em know you're still in
business for only pennies...

[MORE>](#)

Typically ships out in
one business day!

Place them in stores, office buildings,
community events, Spring fairs...
you get the idea

Order on our [website](#) today or call 1-800-789-6247

FORWARD THIS EMAIL TO YOUR ASSOCIATES



Partnerships

MarketingSherpa Free Newsletters - Mozilla Firefox

File Edit View History Bookmarks Window Marker Tools Help

http://www.marketingsherpa.com/newsletters.html

Google plumeria petal shapes

Facebook | www.gogbs... MarketingS... different by... Click Throu... The page c... http://...5.html file://...5.html MarketingS... Marketing...

Home

Open Access Members-Only

Search:

powered by Omniture

INTERACT:

Free Newsletters
Book Giveaway
Post a Job
Post Creative

BROWSE:

New Headlines
Topics
SherpaBlog
Summits
Workshops **NEW!**
Training **NEW!**
Certification
Benchmark Guides
Toolkits
Brands Named
People Named
Job Listings
Job Seekers
Free Reports
Podcasts

MEMBERSHIP

Members-Only Home
Membership Tour
Group Discounts

FAQS:

About Sherpa
Speaker Services
Testimonials
Partnered Research
Vendors we use
Affiliates
Your Privacy

Need help? Have a suggestion? Comment?

Improve your marketing results -- practices more easily

Sign up today for a FREE TRIAL to Membership!

Benefits include:

- Inspiration: 890 Case Studies & 318
- Research: 8289 marketing numbers
- Instructions: 673 How-tos
- Discounts: 10% off **Sherpa Benchmark**

Click here for quick Membership tour

About MarketingSherpa

MarketingSherpa researches what works. We publish Case Studies, surveys and results of what we learn so our community of marketers can improve their results and train themselves. Harvard Business School's Working Knowledge and Entrepreneur.com have all praised MarketingSherpa.

MarketingSherpa is headquartered in Denver, Colorado. You can sign up for free trial Membership!

INBOUND MARKETING NEWSLETTERS

Great content leads to great leads

Use Inbound Marketing's methodology to create an internet magnet for your prospects. Measure what really matters with your social media, SEO and lead nurturing campaigns!

Website Grader

Does Your Site Make the Grade?

Website Grader is a free seo tool that measures the marketing effectiveness of a website including traffic, seo, social popularity & tech factors. FREE Report included!

Web Digest For Marketers

Get your "Social Media Marketing Guide: 12 Key Tools" when you subscribe free to Larry Chase's Web Digest For Marketers.

STEVIE AWARDS UPDATE

Stevie Awards E-Newsletter

Weekly e-zine of the world's premier business awards, featuring winner profiles, business tips and strategies, and a calendar of events.

MARKETING EXPERIMENTS

Marketing Experiments Journal

MarketingExperiments.com is an online laboratory with a simple (but not easy) five-word mission statement: To discover what really works in optimization.

WBW

Who's Blogging What

Thousands of web marketers find the best posts on social media, search, email and more via this newsletter. A great resource.

Brick Marketing

SEO Newsletter by Brick Marketing

SEO Resources, Tips, Tools & Training. Weekly SEO Newsletter by Brick Marketing.

MarketingSherpa Email Essentials 2010

WORKSHOP TRAINING

10 Locations

Upcoming Cities

Denver Minneapolis
Seattle San Diego
Atlanta Phoenix

LEARN MORE >>>

877-895-1717

Social Media Marketing Benchmark Report 2010

MarketingSherpa 2010 Social Media Marketing Benchmark Report

Find: moon Next Previous Highlight all Match case Reached end of page, continued from top


Done

YSlow




**Email Marketing Awards 2010:
Top Consumer Winners**

Best Email Newsletter



FORWARD TO A FRIEND



THE BIG IDEA

MONTHLY TRIP IDEAS FOR INDIANA GETAWAYS


[PLAN YOUR TRIP](#) | [TRAVEL BROCHURES](#) | [DISCOUNTS](#) | [MAP](#) | [CONTESTS](#) | [INDIANA INSIDER](#)

JULY TRIP IDEA: SUMMERTIME WATER FUN

Dear Traveler,

Don't stay in the air-conditioning to cool off! Take on one of these great water fun destinations! Grab a waterproof camera and soak yourself in tons of family fun. Find more at VisitIndiana.com.

Restart Your Summertime Water Fun Engine




Holiday World and Splashin' Safari

WET, WILD AND WALLET-FRIENDLY

- [Abe Martin Lodge, Brown County State Park](#) - While a State Park may conjure up pictures of outdoor recreation, the Abe Martin Lodge also has a 12,000-square-foot indoor waterpark. Glass walls let you feel you're in the great outdoors while you play inside.
- [Big Splash Adventure Indoor Water Park & Resort, French Lick](#) - 40,000 square feet of fun under a retractable roof, one of few in the world. Play, then stay in one of the family-friendly suites.
- [Caribbean Cove Indoor Water Park at Holiday Inn North, Indianapolis](#) - Registered hotel guests jump, spray, slide and splash their way through 50,000 square feet of tropical paradise. The 700-gallon bucket high above Kastaway Kidz Island soaks those below every few minutes. [Discount](#)

Indiana Office
of Tourism
Development

Best Promotional Message -- Direct Sale or Lead Gen Offer



Take the Smart Energy Challenge and Reap the Rewards

Think you know the difference between carbon offsets and carbon footprints? Between greenhouse gas and biogas? Enter the [Smart Energy Challenge](#) and test your knowledge of climate change, energy efficiency and renewable energy. And just for completing the quiz, you will receive a chance to win the grand prize or one of three second prizes.

Grand Prize:

- 4 nights for 4 at the historic Crater Lake Lodge
- Hybrid SUV rental for one week
- 4 mountain bikes to use & take home
- 4 cross-country ski packages to use & take home
- \$2,500 spending cash

Three Second Prizes:

Natural gas tankless water heater and installation

Easy as (cow) Pie!

It's easy to enter, easy to win and easy to make a difference. Just sign up for the [Smart Energy Challenge](#) and take a three-question quiz. That's it, you've entered! Through October 15, new Challenge quizzes will be posted. Log on, complete a quiz and--shazaam!--you've got another entry. The more Challenge quizzes you complete, the more you'll learn, and the better your chances of winning.

10 Chances to Win:


- Take 8 Challenge quizzes. Each is worth one entry.
- Sign up to become a Smart Energy customer and offset emissions from your home's natural gas use. You'll get one entry and help fight climate change. Existing Smart Energy customers also get an entry.
- Switch from paper natural gas bills to paperless electronic statements. You'll get one additional entry and make some trees very happy.

[Take the Challenge](#)

Test Your Knowledge and Help do Your Part (for 20 cents a day.)


Smart Energy from NW Natural is a carbon offset program that supports development of renewable energy projects. The program is focusing on biogas, which has great potential to reduce greenhouse gas emissions.

Sign up today! ►






NW Natural

Best Promotional Message -- Direct Sale or Lead Gen Offer Honorable Mention





ALPINE ACE HARDWARE


Call Us! 970-925-3031
300 Puppy Smith St
Aspen, CO 81611


SHARE   


[Forward to a Friend](#)
[View Online](#)


 HOME

 ABOUT US

 DEPARTMENTS

 SERVICES

 COMMUNITY

 HELPFUL TIPS

30%

OFF YOUR NEXT PURCHASE

Valid only at the following locations: Alpine Ace Hardware in Aspen, Ace Hardware of Carbondale, Ace Hardware of Clifton and Ace Hardware on the Redlands. Expires 8/31/09

No cash Value. Cannot be redeemed online. Cannot be combined with any other offer.

[CLICK + SAVE NOW](#)

ALPINE ACE HARDWARE'S "HOT & HELPFUL" E-UPDATE

Dear Valued Ace Customer,


We are excited that you have shared your email with us.

We want to make sure you are the first to see our hot buys and amazing deals we are offering to our loyal customers. As a Special thank you please [click here](#) or on the coupon above for 30% off your next purchase.

From quality paint and high performing power tools to elegant housewares and seasonal items, Ace is the place to help keep your home in top shape. We offer services such as knife sharpening, key and glass cutting, assembly and delivery services, and are also glad to place that special order for you!

Please visit our new website at www.aspenace.com where you can learn about our products, services, staff and history. Our website is meant to be visited often. Add us to your favorites list as we will be updating our special offers, helpful tips, and other hardware news.

Thanks again and Welcome.



Ace Hardware

Best Single Welcome Letter to New Subscribers

1 Welcome to ATP World Tour Fan Credential!

2 Roger Federer <credential@fans.atptour.com>

This message contains graphics. If you do not see the graphics, [click here to view](#).

1 **ATP WORLD TOUR FAN CREDENTIAL**

3 Dear Dave,

Welcome and congratulations! You are now officially part of the ATP World Tour Fan Credential.

4 If you're like me, you're always on the go and never have time to wade through all the emails that clog up your inbox. I encourage you

5 to [Customise your Fan Credential](#) to only receive the tennis content that you care about.

6 Also, be sure to specify your favourite players (think Swiss!) and tournaments and we'll create an experience specifically designed for you.

[Continue to ATPWorldTour.com](#)

2 Best wishes,

Roger Federer

7 **Note:** To ensure safe delivery of your emails, add credential@fans.atptour.com to your address book or safe list. Do not forward this message as it contains a link that allows direct access to your Credential account.

8 **MY FAN CREDENTIAL** [Update](#) | [FAQ](#) | [Unsubscribe](#)

9 This message was sent to credential@fans.atptour.com. To ensure safe delivery of your emails, add credential@fans.atptour.com to your address book or safe list.

© 2009 ATP Tour, Inc. ATP trademarks and copyrights are the property of ATP Tour, Inc. All rights Reserved. All other marks used herein are trademarks or registered trademarks of their respective owners. [Privacy](#)

ATP Tour, Inc., 201 ATP Tour Boulevard, Ponte Vedra Beach, Florida 32082 USA.
[Contact Us](#)



ATP World Tour

**When it comes to
Email & Web development,
there is no finish line.**

You only finish laps.

EVALS!



Honesty please.

**Download this presentation
and helpful link:
www.uneeknet.com/more/cla**