

Subject: [Mobile]: What's "Mobile Marketing 101," anyway?

Body:

Hi [Name],

Good to see you here! I want to say thank you for signing up for the Mobile Marketing 101 newsletter and let you know what you can expect before we get started.

I'd also like to give you a little insight into my philosophy regarding email...

When someone gives me permission to their inbox I consider that a privilege, not a right.

And I don't think saying, "I will never sell or rent your email address" is sufficient grounds to start a relationship. That's like saying, "Hey I'd like to be your friend and I promise never to steal your wallet and sell your personal info."

Wow! Really? You'd do that for... me? What a friend.

So instead of telling you what *I won't do* with your email address I think it makes more sense to tell you what *I will* do for you.

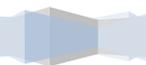
As one small business owner to another I intend to share my in-depth knowledge of mobile marketing so you can:

- Understand how to use mobile marketing to better connect with clients.
- Learn what the current state of mobile is.
- Find out if your website is mobile friendly (and what to do if it isn't).
- Know if it makes more sense to invest in an app or a mobile website.
- Learn what "digital sharecropping" is and why it's NOT in your best interest.
- Find out why it's not smart to discriminate against fat fingered prospects.
- And more...!

Why am I doing this? What's in it for me?

Well I own a marketing business that makes custom mobile sites for small business owners. And I will be [linking to my site in these emails](#).

But don't worry... the primary purpose of these emails is to add value to you by educating you on the importance of mobile marketing. So whether you use my services or not you will still get tremendous value out of reading these.



And here are 3 tips on how to get the most out of this newsletter:

- 1) Add [email address] to your list of safe senders. That way these don't inadvertently end up in your spam folder.**
- 2) Create a folder in your email account and label it Mobile 101. Then you can revisit these emails if you forget something.**
- 3) Take action on what you learn, otherwise reading it will do you no good.**

If you have any questions along the way feel free to email me. I'm happy to help.

To your success,

Steve

Steven Hudson

