

Emailicious!

A SHORT STORY OF TWO SMALL BUSINESS OWNERS, ONE MARKETING CHAMP
AND THEIR ADVENTURE WITH EMAIL MARKETING



BY AKSHAR YADAV

Dedicated to you.

TABLE OF CONTENT

	Prelude	iv
Chapter 1	Late night work	5
Chapter 2	Meeting at Delhi Book Fair	6
Chapter 3	Gaining knowledge	9
Chapter 4	Adventure with email marketing	12
Chapter 5	Guiding a long standing friend	14
Chapter 6	Meeting the Email Marketing guy	17
Chapter 7	Learning more insights	19
Chapter 8	The email which started it all	25
Chapter 9	Concluding notes	26
Chapter 10	Few facts about email marketing worth noting	28
Chapter 11	Meet the Author	29
	Acknowledgements	30
	Free resources worth checking out	33

Prelude

Business is all about marketing.

I learnt this early in my entrepreneurial journey.

There are few important marketing & sales principles which have helped me & all my clients generate more leads and better customer relationship.

Following two important principles is worth considering –

- **First, people buy when they are ready to buy, not when you are ready to sell and**
- **Second, people buy from companies they know, like & trust**

The story of this ebook revolves around these two principles. It teaches you how you can be available to people when they are ready to buy and build trust with them.

In this story, two small business owners (Rajeev Chibber & Prachi Sharma) discover the easy and effective ways of improving customer relationships & generating more qualified leads using email marketing over hot cups of cappuccino.

Continue reading... because when you finish you will wonder what had stopped you from trying this new marketing model...until now!

Chapter 1 | Late night work

This was the third cup of cappuccino I had, had in the last four hours.

The time was 2:15 am.

I was giving final touches to Rajiv's new book's launch campaign and the name of the book is "Inside the Mind of a Millionaire".

I wasn't tired. Though I had been working since afternoon (with just a few cappuccino breaks).

My work had kept my adrenalin pumping.

Tomorrow was an important day for me. I needed to grab a couple of hours sleep.

Chapter 2 | Meeting at Delhi Book Fair

Meet Rajeev Chibber – for whom I had spent the whole night working. For the launch campaign of his new book.

He is a certified financial advisor by profession and is doing very well in his business. He runs his own company having a team of 13 motivated people as his staff, also engaged at some level in promoting his new book.

I had met Rajeev at the Delhi Book Fair the year before.

At the OM Book Shop stall I got hold of the New York Times Best Seller book “Rich Dad Poor Dad” written by Robert Kiyosaki. The sub-title “What Rich Teaches to Their Kids and That the Poor and Middle Class Do Not!” got my attention. So I started digging out “something” on how to become rich (which is one of my goals in life).

Standing next to me was a rich looking guy in his early forties. Interestingly, he was ordering 25 copies of the book- Rich Dad Poor Dad.

Out of sheer curiosity, to know why this rich looking guy was buying a book on becoming rich (which is normally read by people who want to learn the secrets of money making, someone like me, maybe :-), I went up to him and introduced myself.

"Hello my name is Akshar" I began, extending my hand.

"Hello Akshar!" he replied, taking my hand in a firm grip. His tone was pleasingly welcoming.

"If you don't mind may I ask you a question? It's about the books that you are ordering!"

"Rajeev," he nodded as he introduced himself. "Sure! Go ahead!" He replied, smilingly.

“Sir, please don’t get me wrong, but you look a highly successful business person and I was wondering, why you are buying 25 copies of the book ‘Rich Dad Poor Dad ‘. I am sorry I overheard your order”, I continued, smiling back.

"I imagined it would be the ones *aspiring to be rich* who would place such orders!" I added.

“Call me Rajeev. I want to become more rich”. He chuckled.

"Akshar," he replied, "this is a classic book on financial education. I have read it 9 times so far and have gifted more than 230 copies to my friends and relatives... and this New Year I want to gift it to my Facebook & LinkedIn friends too.”

“Books”, “Becoming rich”, “Facebook & LinkedIn friends” sounded familiar and it looked like Rajeev & I shared some common interests...

I don’t know what actually prompted me: "How about Cappuccino, Rajeev?" I offered, not really expecting him to accept.

But I was in for a surprise. He agreed. Happily.

We went to the closest coffee shop.

I started the conversation by asking the obvious question –

“But what makes this book so powerful that a person, already successful reads it 9 times and gifts it to so many people? Let me into the secret Rajeev. I also intend to be rich”. (Really rich!!).

He said the book contained fundamental principles of financial literacy which every child should be introduced to, in school.

He sipped his coffee, contentedly and continued, “Rich Dad Poor Dad is the story of, two dads - his own (the author’s) father, who was the superintendent of education in Hawaii and ended up dying penniless and his (the author’s) best friend’s father who dropped out of school at age 13 and went on to become one of the wealthiest men in Hawaii.”

“This is a must-read for everybody” – he stated. There was a finality in the way he said that.

Rajeev, then, asked me about my background, my interests, my profession, my philosophies....etc.

He seemed impressed with my explanations and views on life & email marketing.

Before we parted, exchanged business cards and said good-byes, we agreed to catch up again, some time, soon.

I stored his mobile number.

Chapter 3 | Gaining knowledge

Three months later, the cell beeped. It was Rajeev.

We had a long chat, after which Rajeev came to the point, for which he had called.

He had written a book on financial literacy - “Inside the Mind of a Millionaire” and wanted to learn how email marketing could help him promote his self-published book.

Yeahhhh... didn't I say – I had a feeling, he was impressed with my views on life & email marketing in the first meeting at the Delhi Book fair :)

Next morning I was at his well organized office, discussing the new development which he had mentioned over the phone.

After the initial chit chat, we started exploring the possibility of using email marketing for promoting his up-coming book.

We had three long hours of brainstorming on how to promote his new book without spending on advertisements. He believed advertisements are costly and have lost their effectiveness over the years (I do believe so too. The era of mass media marketing is over. It is the age of direct & personalized marketing now... which is what this story is going to reveal -how using direct, personalized marketing concepts can increase the possibility of sales).

The end result of this long meeting was that Rajeev appointed me the official marketer for his book launch event. He encouraged me to hire other specialists to promote the book on Google or Facebook (as required).

He also introduced me to his personal assistant, Michele, for all coordination and backend support for the book launch event, while he took care of the press coverage with his newly appointed PR agency.

I began my job with studying Rajeev's present website (which seemed to be long dead). Seeing the criticality and urgency of the project – instead of

suggesting a website makeover to Rajeev I followed a simple yet effective route.

Along with my team, I –

- designed an impressive landing page (for better conversion)
- strategically integrated email sign-up mechanism (for capturing targeted email ids)
- added Facebook & Twitter widgets (for creating buzz on social media platforms) and
- installed Google Analytics (to track the traffic coming on to the landing page)

At the same time Michele and my database expert friend, worked on segmentation & formatting of contacts in an Excel sheet and repairing the bad email ids by calling the respective persons.

For generating high traffic to the landing page I enrolled a search engine specialist to this project.

After two weeks of hard work and coordination, I was ready with my part.

The previous night, of the book launch, I spent giving final touches to the overall campaign design & strategies which Rajeev had approved.

The book launch campaign was a complete success.

Rajeev's PR agency did a great job.

I got massive traffic for his landing page and consequently,, email sign-ups, which eventually generated more book sales, which he would have lost had he not experimented with email marketing.

Even after the book launch event Rajeev continues to use my email marketing services to promote his training and consulting services.

To say the least, Rajeev is mighty happy with email marketing.

Chapter 4 | Adventure with Email Marketing

Meet Prachi Sharma, our next friend in this story.

A young, dynamic entrepreneur. She owned an Interior Design showroom in South Delhi. Rajeev knew her through her father who had recently retired from a multi-national company. He often took financial advice from Rajeev.

Prachi seemed to be doing well in her business venture. She was preparing for huge expansion – but there was something bothering her.

She was not happy with the results her advertising campaign was giving; lots of money was spent with not much ROI. She felt her ad campaign was lost in magazines and newspapers as if totally forgotten...

Further, she was disappointed with her customer relationships. It was not as sound as it had been when she used to meet each of them personally, when she started four years back. Now she couldn't meet everybody personally – it was just not feasible.

To make matters worse, she was facing employee problems at her new showroom. She had interviewed more than 18 sales candidates and none of them were suited for her new showroom.

And all of this was affecting her, both professionally and personally.

After reading the whole interview she called up Rajeev. “Congratulations Rajeev! This is Prachi.”

“I read your interview on your new book and your experiments with new age marketing tools that you have incorporated in promoting your book.”

“Hey Prachi! Thanks for the compliments. I shall send you a copy of my book. Knowing your interest in creating meaningful wealth, I am sure you will thoroughly appreciate what the book offers” Rajeev replied, happiness apparent in his tone.

“And, how have you been? How's business doing?” he asked

She answered slowly, in low tones “I am fine - doing okay. Business is...well...okay”

Sensing her discontentment, Rajeev enquired – “Is there anything bothering you Prachi? You are not sounding yourself – the dynamic entrepreneur we know.”

Prachi shared her dissatisfaction on marketing & employee issues that she was facing. She told Rajeev that she was looking for some solutions to her problems (a common problem faced by almost all small business owners).

With an intention to help Prachi come out of her sticky situation, he proposed they met at his office, the following Saturday.

Prachi welcomed the plan.

Chapter 5 | Guiding a long standing friend

They met on the scheduled day.

Rajeev narrated the whole story behind the book launch promotion including meeting me at Delhi Book Fair. And how email marketing strategies coupled with other online tactics and huge media coverage done by his newly appointed PR agency had helped him launch his new book successfully.

“Look Prachi, times have changed. Business has changed. The way small businesses market themselves has changed. And if you want to succeed, you need to change your approach too.”

“You need to experiment with something new – that will work for your business. Not all marketing tactics work for all businesses.”

“Do you get my point?” Rajeev asked.

“Yes!” she replied.

Prachi was listening to him, all ears, while Rajeev was passionately sharing his marketing wisdom.

“Earlier it was possible to get people's attention through television programs, billboards on the highway etc... if you asked for it. But that does not hold true anymore.”

“According to research reports this year, the average consumer will see or hear more than 10 lakh marketing messages – that's almost 3000 per day.”

“Oh my god – 3000 marketing messages per day” Prachi said, surprised.

“Yes 3000 marketing messages per day and the worst part is that no human can pay attention to 3000 messages every day”

“Nowadays, as a result, people have learnt to ignore advertisements and other mass-marketing media.”

“Television is generally cluttered.”

Rajeev playing, quiz master, asked her: "Can you recall one television advertisement you saw last night"?

“Nope.” she answered.

“Exactly!” Rajeev exclaimed. "This is what I am trying to convey – that people have learnt to ignore advertisements on television. And the case with newspapers & magazines is worse...”

“So, why waste your time & money in mass marketing strategies that do not work the way they used to”.

"Rajeev, what is the alternative then?" questioned Prachi, quietly.

"Keep exploring new workable ways," replied Rajeev.

“Try direct and more personalized marketing channels, like permission based email marketing. It works.”

“Additionally, check Facebook & LinkedIn. Social media platforms have revolutionized the way people connect.”

By this time Prachi was fully immersed and got curious about email marketing, PR and other marketing techniques that Rajeev had experimented with while promoting his book.

Concluding his tete-a-tete, Rajeev said: “I would suggest you try email marketing and integrate it with social media platforms for better results. And if possible start PR.”

“PR, like Email Marketing is one of most misunderstood marketing topics,” he said in low tone.

After listening to so much about different channels of marketing – Prachi was intrigued and wanted to learn more about email marketing and requested Rajeev to schedule a meeting with me.

Rajeev called and informed me about Prachi's business background and marketing needs. He suggested I met her some time the following Friday morning around 11 am.

Chapter 6 | Meeting the Email Marketing Guy

Next morning, as scheduled, I went to meet Prachi.

She was at her showroom, taking an inventory of the impressive pieces of art brought from all over the world.

She greeted me with a smile and we exchanged pleasantries and then went straight to the business agenda.

She told me that Rajeev was talking about his success with email marketing and suggested the same for her business as well. She was all praise, for my, almost flawless, execution of email campaigns, for Rajeev.

Prachi started the conversation by mentioning that she was not very clear about email marketing and that she wanted me to educate her first and then she would raise her questions and clarify the doubts she harbored, from Rajeev's meeting.

I began, with an informal presentation, clarifying what email marketing was and was *not*.

"Email Marketing is basically a 'permission' based marketing technique where you are sending email communications only to those who have solicited it. Unlike Mass Mailing, where you are blasting off emails to thousands of recipients".

"If done properly, Email Marketing, over a period of time, results in a high degree of affinity between the consumer and the company. Mass Mailing on the other hand results in annoyance among recipients of bulk mailers."

"I see..." Prachi's voice was almost a whisper, apparently, assimilating all the information she had just received, from me.

She requested we moved to her cabin upstairs. "Oh I almost forgot - what would you like to have?" she asked hospitably.

"Cappuccino, if possible, otherwise tea," I replied with a smile.

“Acha!! You are also a fan of cappuccino, like me??”.

She chuckled and told me that recently she had installed a Café Coffee Day machine in her showroom – where one got the same cappuccino, available at any Café Coffee Day and that many of her long standing customers visited her, just to have cappuccino and enjoy the ambience of a newly built, brightly lit, showroom.

She resumed: “Okay, whatever you are saying sounds all new to me. Tell me more about the usage and benefits of Email Marketing...”

“Sure!” I replied, glad to be of help.

“Businesses engage in email marketing because it works! And it works well.”

“...why does it work?” she interrupted.

“I am coming to that.”

“Email marketing works for a variety of reasons. Like, it doesn’t cost much. It’s immediate & effective.”

“Email marketing is highly targeted and is 100% measurable.”

“What I feel is, it is one of the best relationship building tools available today. In addition to this, you can integrate email marketing with any marketing channel...”

“That’s very generic info – I want to know specifically how it can help my business.” She sounded like an investigator.

“Here you go!” I said.

“Communicating via email is an affordable way to keep in touch with our customers. There is virtually no production, materials or postage cost involved as in the case of direct marketing. Compared to your huge advertisement cost – email marketing is really cost effective.”

“Hmmm.. I see,” she nodded.

“Email marketing is immediate. 85% of your responses are generated within the first 48 hours. Everything happens in real time. You don’t have to wait to get a call to access the impact of every message...”

"Quite interesting," intrigued and excited, she said.

“It’s completely measurable. The benefits derived from most types of marketing strategies are difficult to measure. With Email Marketing, however, you can easily measure the number of emails sent, email-opened, bounce backs, unsubscribes and clicks”.

“You can track who opened your email, which links, in your message, elicited the most clicks and who clicked link”.

“All of this useful information can help you send highly targeted campaigns to the individuals most likely to respond to your offer, thus improving your results.”

“You can segment your email list on geographic location, purchase history, gender, age-group etc and send tailored messages, improving overall response rate.”

“Alright! Now I feel that I have a pretty fair idea about this permission based marketing model,” she said enthusiastically.

“But I have few more questions...” she added after a quick pause.

“Sure! Start firing one-by-one”

Before she could ask her next question - a sales girl came up and informed her that an important client was waiting downstairs and wanted to meet her.

She excused herself, apologetically, requested me to wait for a bit, and said that she would be right back.

Chapter 7 | Learning more insights

Prachi returned in 25 minutes and apologized: “Sorry for having kept you waiting... actually Mrs. Khanna (a celebrity architect) wanted to look at our new collection of vases for her upcoming hotel project...”

“I was fine actually, and enjoyed admiring the beautiful interiors and the awesome view from here,” I said assured her.

I had really marveled at the aesthetically done cabin. Plush sofas, swivel chairs, the grand Persian carpets, the pastel colored walls, the strategically positioned lights and the mind blowing view from her broad window...hadn't realized it was close to half an hour that Prachi had been gone...

She broke my reverie: “Mine is a small sized company, how can Email Marketing help me generate business (both new & repeat business) and enhance customer loyalty, which is one of the main challenges I face these days.”

“Good question! I was expecting this one,” I acknowledged.

“Permission-based e-mail marketing is a technique of marketing where the recipient of your communication has consented to receive it. You are sending your marketing communications to those who matter and have shown interest in your product or services.”

“Carry on Akshar, I am listening,” she responded, sipping her coffee.

“This eventually results in a high degree of satisfaction between you and your customers and lets your potential customer think of your brand first before making any buying decisions.”

“Keeping in touch with customers on a regular basis via email marketing allows you to generate repeat sales that can be much more profitable than earlier ones. The key to success is regular communication. And a well-

planned & well-designed email marketing program integrated with search marketing will increase the possibilities of more and persistent sales.”

“What kind of email campaigns or communications can we send for my company?” she asked.

“You can send any kind of communication, like:

- Introductory emails
- Newsletters
- Press releases
- Preferred customer promotions
- Sale notifications
- Event invitations
- Greetings and much more...”

“Okay,” She nodded intently, and then she asked with a start, “Akshar, would you like to have another cup of coffee?”

“Sure...”

Acting like the devil’s advocate, she raised another doubt: “Tell me – if email marketing is so effective, why don’t a lot of companies (like mine) go in for it – that too when we advertise heavily and use other marketing strategies to grab the attention of our customers?”

“That is very intelligent query!” I conceded, and then continued.

“The main reason is lack of awareness and the other is the misunderstanding created by mass mailers (also known as spammers).”

“Email Marketing is built on the foundation of Permission – here emails are sent only to those who have requested to receive them.”

“Here is your coffee.” she offered graciously.

“Thank you!”

Another question: “Rajeev had mentioned that for email marketing one has to use different software – why can’t we use standard email services like Gmail, Yahoo, Rediff or desktop e-mail clients like Microsoft Outlook Express or Mozilla Thunderbird?”

“Gmail, Yahoo, Rediff or other email service providers are not approved as Commercial Mailing applications. S. There is also a limit to the numbers of emails you can send at a time. On the other hand, Email Marketing tools and software specifically approved for sending commercial messages are approved and supported by almost all major ISPs and hence, face no deliverability hurdles.”

“Also there is no option of giving unsubscription link (which is a legal requirement when you are sending commercial emails).”

“Further, you cannot track the response of your email communication sent via Gmail, Yahoo or any others.”

“There are many more important functions that extended e-mail services and software tools cannot provide, which specialized email marketing software can”

“Got it” she grinned.

“And if you use Gmail, Yahoo, Rediff, AOL or other email software – then there is a chance you may expose your entire email list in the “TO:” line – which violates confidentiality of subscribers”

“Hmmm...”

“I don’t have much technical knowledge – do you think I can do email marketing myself?” she asked.

“All skills are learnable. You too can learn email marketing and above all it is not rocket science,” I assured her.

“But a professional email marketer can do a far better job than anybody who has just learnt the skill. There are lots of strategies that are implemented to make sure your recipients open your e-mails and go through them. A professional knows when to change the subject line to improve the conversion rate – he/she knows when it is the right time for sending mails and do follow-ups...” I added.

“Yes, I agree with you Akshar. It does seem, that a professional email marketer is like a travel guide, who takes you to the destination through the shortest-fastest-easiest route”

She had accepted my viewpoint.

Her attitude indicated, that she was now almost ready to take that plunge (i.e. explore the possibility with email marketing...)

“One last thing...”

“For email marketing we would need an email database. So from where will you get the database for sending email campaigns on my company’s behalf?” she asked.

She thinks of everything, I thought to myself.

“Obviously from you! Here we are talking about ‘your’ customers – not the entire lot. ”

“And what if I don’t have an email database?”

“No problem. It’s time to get started.”

“Almost all of my clients had only a handful of email ids when they started but with time, and the right database building strategies, they have now massive email databases of relevant people.”

“Prachi, once you start your email marketing program, I will help you build your email marketing database.” I reassured her.”

She concluded our meeting saying that she was pretty clear about the concept of permission based email marketing and would like to start soon.

I smiled and informed her that I would send a formal proposal along with action steps on taking things forward.

Next day a formal proposal with a yearlong action plan for email marketing program was sent to Prachi.

The proposal was met with a warm welcome.

We began working together.

Chapter 8 | The email which started it all

Seven months later.

It was evening. I got an email from Prachi. This is what it read:

Dear Akshar,

I am writing to acknowledge the hard work you have extended in promoting my products and my showroom.

Thank you.

After my adventure with email marketing, I agree with Rajeev and also feel that like PR, email marketing, is quite misunderstood by small businesses.

People need to be educated.

May I suggest something that's been on my mind? You have the knowledge, expertise and experience on email marketing - why don't you write a book on it? I will help you promote it from my showroom.

Let me know your thoughts.

Cheers!

Prachi

Chapter 9 | Concluding notes

For the last three years I have been working closely with small business owners - which has brought in some key insights (the do's & don'ts) about managing and making small businesses grow.

I observed that many small business owners were having similar problems when it came to marketing their business.

The key lessons learnt were –

- what is successful for one industry might not be successful for another and
- the second lesson was: simple & repeatable actions (like use of email marketing for keeping in touch with one's customers) is critical for expansion.

Answer this: Which business are you in?

You might say: Retail or Textile or Advertising or Photography or Electronic devices or Coaching and so forth.

Whatever you and your business do -- you are actually in marketing business.

Think.

Think once more.

Your ability to generate substantial amount of leads and sell larger units of your product depends mainly on your ability to market your products or services.

Get that once again –

NO MATTER WHAT YOU OR YOUR BUSINESS DOES, YOU ARE IN MARKETING BUSINESS.

Now my obvious question for you: Do you have a workable marketing system?

If not, start working on it -- because if you don't keep-in-touch with your customers and follow-up with your prospects on an ongoing basis, someone else is going to get a pie or even a whole chunk of your business.

If you feel you are not competent enough, then, hire a marketing consultant who can prepare and execute a workable marketing system for your company.

Chapter 10 | Few facts worth noting

“54% of small businesses surveyed rated e-mail as the top online promotion to drive site visitors and customers to their web sites and storefronts.”

– *Source: DMA Interactive*

“69% of US e-mail users have made online purchases as a result of receiving permission e-mail marketing.”

– *Source: DoubleClick*

“Permission-based email is far and away the preferred method of communication for consumers. 78% of consumers rated email as their preferred way to hear from their favorite merchants and businesses.”

– *Source: DoubleClick*

58% of online consumers begin the day with email, followed by checking a search engine or portal site (20%), and Facebook (11%).

– *Source: ExactTarget*

Chapter 11 | Meet the author

Hello, my name is Akshar.

I am an Internet entrepreneur.

A self-starter, who believes that everyone should taste the adventure of starting his/ her own business (at some point in their life – the earlier the better).

I provide website redesign and permission-based e-mail marketing services.

I believe starting a business is not a monopoly of some rare breed of people. They are just like you & me.

My company Centronics Support, specializes in Website Re-designing & Email Marketing services, for small businesses.

My aim in life is to become rich – enjoy life – do something remarkable for planet earth.

Photography, internet surfing and reading self-help books are my hobbies.

Acknowledgements

I had thought of writing this ebook in 2009 but due to some reasons I could not work on it. Today, just before the end of 2011, it is ready.

I am delighted to have finished it.

This ebook is the result of my huge work in email marketing space done primarily for small business owners.

I want to thank all my clients for believing in email marketing and giving me an opportunity to deliver my best.

Special mentions –

- Mr. Vipul Verma (*Renowned financial consultant, nationally recognized writer & an amazing human being*)
- Shri Dushyant Kumar (*Founder, Divya Hindustan – an upcoming healing organization*)
- Mr. Satinder Chawla (*Director of India's No.1 Designer Wooden Flooring brand – Span Floors*)
- Mr. JP Singh (*Director of Span Seating – a reputed seating solution provider in India*)
- Mr. Surinder Goel (*Director of ARB Bearings – a pioneer in Indian bearing industry*)
- Mr. Sumit Sabharwal (*Director – A&S Creations – a small company that dared to bring the big brand Suunto in India*)
- Mr. Tanuj Ahuja (*Founder & Creative Director – Wish Tree design studio*)

- Mr. Ashish Sudan (*Director, Maple Leaf Travels & Living – a niche travel consultants*)
- Mr. Sushmendra Dubey (*Renowned photographer & Founder of Studio Dubs*)

Thank you sirs!

Super special acknowledgement to my colleague & friend Pankaj for creative ideas for email campaigns; to my former colleague and dear friend Amith Prabhu for being always there; to Karthika mam for encouraging me to finish this ebook and correcting my language wherever it was needed; to Mona for convincing her management to send email campaigns to international markets too...; to Madan sir for taking best out of me, always; to Ranjan for selling email marketing to his management even when he didn't know what email marketing could do for his company :)

I love you all.

My life starts with all of you and ends to you.

Free resources to help YOU succeed

FREE EBOOKS –



1. **Emailicious** (my free ebook on Email Marketing – a real world story of how an entrepreneur turned around his small business completely by implementing a kick-ass email marketing strategy formulated by yours truly) -- <http://www.centronicssupport.in/emailicious.php>
2. **Website Talkies** (a free ebook on how an enterprising business owner turns around his business by being proactive and redesigning his website) -- <http://www.centronicssupport.in/website-talkies.php>
3. **Take That Plunge!** (a short and inspirational read on my own half-baked entrepreneurial journey) -- <http://www.centronicssupport.in/take-that-plunge.php>

FREE E-COURSES –



1. **How to Build a Website that Works** (Learn all the finer points about building website that really works) -- <http://www.centronicssupport.in/ecourse-how-to-build-website-that-works.php>
2. **Beginners Guide to Email Marketing** (an introductory course on permission based email marketing) -- <http://www.centronicssupport.in/ecourse-beginners-guide-to-email-marketing.php>
3. **Hot Response Email List Building Secrets** (an unique course revealing secrets known to professional email marketer on how to build email database fast) -- <http://www.centronicssupport.in/ecourse-hot-response-email-list-building-secrets.php>



See all here <http://www.centronicssupport.in/free-resources.php>

www.centronicsupport.in