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Create Stunning HTML Email That Just Works

Mathew Patterson

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Create Stunning HTML Email That Just Works is a step-by-step guide to creating beautiful HTML emails that consistently work. It begins with an introduction to email covering topics such as: how email design differs from web design; permission based marketing, and the anatomy of an email.

What You Will Learn:

- How to design HTML emails that look great
- Simple methods to design & test email newsletters
- Best practice, permission based email marketing tips & techniques
- Proven strategies for selling email design services to your clients

The book shows the reader how to plan, design, and build gorgeous HTML email designs that look great in every email program: Outlook, Gmail, Apple Mail, etc. All-important tasks like legal requirements, testing, spam compliance and known hacks and workarounds are covered.

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