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# **Why Email Marketing Is A Great Way To Work At Home**

Are you trying to find a way that you can work at home and make money? The Internet provides many different opportunities for people to do that. One of those ways is to do e-mail marketing.

Let's take a look at why email marketing is a great way to work at home and make money doing it.

The important thing to remember when doing email marketing is that you are only sending out promotions to people who have opted in to your list. This basically means that they are giving you permission to send them email.

This is the best way to do email marketing because you can never be accused of spamming someone. Opting in means they have given you their name and email address and the autoresponder service that you are using has recorded that.

Why this is a great way to work at home is because as your mailing list grows so will your income. Many email marketers report earning as much as one dollar per subscriber per month.

There is a skill to e-mail marketing and you will want to learn all the ins and outs of it. But you can do the math, and understand that earning a dollar per subscriber per month could be worth thousands of dollars to you as your list grows.

The other thing about e-mail marketing is that it allows you to develop relationships and build your credibility with your mailing list. You do this by providing valuable information rather than always giving a sales pitch.

You will increase your sales when you do have something you want to sell. This is why email marketing is a great way to work at home.

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