



VIRTUAL
INGENUITY, LLC

The Fundamentals of Getting Your Emails Delivered

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Scott Hartley, Marketing Strategist Automation Architect & Author of *Hit The Inbox: How To Avoid The Spam Folder and Grow Your Business With Email Marketing* discuss key steps to email marketing and getting your emails delivered.

Scott Hartley is a serial entrepreneur and founder of *MasterPlan4Success*. Scott Hartley built his first company into a multi-six-figure business from scratch. Taking his knowledge and experience, in 2017, Scott decided to help other small business owners by helping them with marketing strategies, systems, and automation. In particular, optimizing their email marketing to maximize their profits. He has helped a wide variety of clients, including attorneys, IT consultants, financial advisors, psychologists, community organizations and even bakers, and many others, to make more money and win and keep more customers. Scott has shared the virtual stage with experts such as Grant Cardone, Loral Langemeier, Kim Walsh Phillips, David Milton, and many others.

Listen as we discuss:

- What is email marketing?
- How does one get started in email marketing?
- Is email marketing dead?
- People often complain about their emails going into the Gmail Promotions tab. Is that a cause for concern?
- In Scott's book, he states that 92% of small business owners are driving on the email marketing highway illegally. What exactly does he mean?

- Scott encourages marketers to ditch the email newsletter. Why?

We close by asking Scott if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice he wished someone had given him when starting his business.

Learn more about MasterPlan4Success and Hit The Inbox book:

- Website: <https://masterplan4success.com/>
- Book: <https://hittheinboxbook.com/>
- LinkedIn: <https://www.linkedin.com/in/scottahartley/>

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Thank you so much for listening!

Let's impact together! [Virtual Ingenuity, LLC](#)