



EMAIL MARKETING GIVES ME ANOTHER CHANCE TO PURSUIT

THE SUCCESS

When I graduated from the university, suddenly I felt this society was so strange. In the university, you could get the help from your tutors or your colleagues. But here, in the society, nobody could give you a hand to handle the problems. All you can do was being strong. The sudden change had wakened me up to face the competition from the society.

In the university, I had got an idea that I should do my own business. That means though I didn't need to find jobs, I should pay for more attention on myself. In other words, if you were the employee in other people company, maybe you are not free as me, but you can get money stably; while if you want to do some own business, maybe you don't need to obey the rules and feel free, however, you cannot promise the money you earn. So once you take the decision, you should try to achieve the destination with your whole heart.

Own business didn't seem smoothly. At first, I met the promotion problem, which means I could not let people know my products. Without information, without profit. At that time, I was afraid to wake up to see the tragedy. As we know, promotion at first can lead you to the successful, or failure. So I decided to do something to save my business.

Firstly, I should solve the promotion problem. Being a small SOHO business, I could not afford the advertisement fees to put my products on TV or on radio. And the SMS could be boring if you send frequency was high. So I took a look at email marketing, which was based on the email and efficient.

After finding the solution, I decided to find out the way to the solution—Google an email marketing platform to operate my own email marketing. The results returned me a lot of choices. I chose iKode for my first selection. The mostly reason was the price and the software itself. iKode Newsletter allowed me to send unlimited emails just for one pay. It is really useful for my business. And another idea had come to my brain. Why not use this feature to open a new business? I had a B2B site in my web hosting, and a VPS for operation. I could also sell this service to other people when they needed to send emails but the amount of emails was not very huge. \$20 for one month, \$400 for one year, at least, I could earn the money without the support of my own business. This just liked the money from the god.

The truth was there were a lot of people who wanted to send the newsletters to their customers irregularly. So they didn't need this expensive software, but this cheap service. They could just buy one month to send the newsletters and then wait for the result of the marketing result. If this was not very useful, they could give up this solution to find another one. However, if this service could take them out of the promotion problem, the future business chance might give me another big profit.

Right now, I still sell this email marketing service, which can give me about 20 clients who want to send the emails one year and numerous clients who just pay for one month or several. The profit is only the income minus the cost of the software (\$1000). And this profit can give me confidence to face more troubles from the business.