



## Do Open: How A Simple Newsletter Can Grow Your Business (and it Can) (Paperback)

By David Hieatt

The Do Book Co, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book. In terms of using social media to grow your business, we are all looking for the next platform or app. That magic multiplier that gets our story out in the world. But there is a danger that by doing just that, we are ignoring the tried and trusted tools right under our noses that just, well, work. Take the simple newsletter. It is one of the best ways to grow a business, build the community and culture of your brand. Like a tree needs its roots, a brand needs to build its roots too. A great newsletter can do that. And yet most people ignore it, dismiss it, or use it poorly. But this tool, in the right hands, is as powerful as they come. In Do Open, you ll discover a strategy and simple methodology in how to produce a killer newsletter. Time and again. And why for leading digital marketers - done well - it remains the most successful form of marketing. Build community. Build your brand. Build long-term growth. Discover why the simple newsletter is pure and utter gold.



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