**Do Now**: Before this lesson is taught, take a minute to creatively brainstorm. How can a business person profit from having and maintaining an email list?

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1.) According to the video, what are the 3 steps to master email marketing?

A.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ B.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ C.) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Why should you never buy or rent an email list?

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1. What government institution tracks spam email reports?

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1. How did Hubspot build their email list?

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1. Why is it important that users opt in to being on an email list (according to the video)?

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6.) How can an opt in option protect email marketers?

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1. What is a double opt in?

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1. What are the suggestions given for maintaining an email list?

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1. How can email mail merge help you with Segmentation?

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1. Why is it important to send valuable emails? How can it backfire if you do not send valuable emails?

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