



**FOR IMMEDIATE RELEASE**  
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## **DIRECT MARKETING EXPERT DELIVERS A DOUBLE WHAMMY**

*Unlike Most Marketers, E-Expert Shows How to Use Preview Pane Creative and Secret Techniques That Slide Your E-mails Through Spam Filters*



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*Your email may be unreadable when previewed by 60% of your target market. That's because recent studies show that 52% of workplace recipients always use the preview screen. And an additional 17% frequently do, too. – David Beasley, principal of Beasley Direct Marketing, Inc. and this month's presenter at the DMAsc Workshops and Lunch Nov. 14<sup>th</sup> and 15<sup>th</sup> in two location choices.*

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LOS ANGELES – Nov. 9, 2006 – If your consumer or business prospects use Outlook, AOL, Hotmail, Yahoo!, Mozilla or most any of today's web browsers, chances are your email templates need a redesign immediately. Email delivery is a major issue to every business success. Even legitimate (i.e. Opt-in) consumer and B2B campaigns are trapped in spam filters. Today's big news is the power of the preview screen. Currently, 52% of at-work (the #1 environment for reading email) receivers use the preview pane. For those who do, it's likely that even 'good' messages look like 'junk' in their IN box. But it's now possible to substantially increase the likelihood of your email getting seen, opened, read and responded to. That's why the Direct Marketing Association of Southern California (DMAsc) is hosting advertising communications expert and principal of Beasley Direct Marketing, Inc. David Beasley at two monthly Direct Response-Boosting Strategies events Tuesday November 14<sup>th</sup> and Wednesday November 15<sup>th</sup> from 10:00 a.m. – 1 p.m. (Costa Mesa and Studio City).

**So your prospect, Mary, is sitting at the computer reading your compelling Email. She's convinced she needs your product. Or is she?**

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The best reason to be at this month's profit-generating Email marketing event? Because this information-packed how-to delivers a double whammy: a morning workshop on email creative coupled with a lunch talk on designing emails to slide through spam filters with tips like:

- ✓ Moving images to their proper place
- ✓ Sizing email messages to a perfect un-spam fit
- ✓ Using strict layout guidelines for a 20-20 preview pane view
- ✓ Slipping past the guard at the gate created by ISPs, server/user spam filters, unapproved sender status and domain blocking

**Plus the expert answer to this question that you won't want to miss:**

**“What's the #1 thing I can do to get my email blasts opened and read?”**

**LEARN** from the best business builders out there – folks who've been where you are – and who Emailed their way to the top – at the DMAsc November special workshop and lunch with David Beasley.

**About David Beasley:** Award-winning principal of Beasley Direct Marketing, Inc., David Beasley successfully manages direct mail and online programs for hundreds of companies. His Silicon Valley-based agency is a leader in developing advanced techniques for increasing direct mail and email delivery and response rates through technical innovations, personalization and offer strategies. Some clients are: Adobe, Apple, GE, HomeGain, PeopleSoft, Plantronics, Quickbooks, Replay TV, TurboTax and Wells Fargo. As an expert helping his clients to “Sharpen Response. Slash the Reply Cycle”, Mr. Beasley also serves as an instructor of advertising and marketing strategies at SJSU, UCSC Extension and UC Berkeley Extension. Beasley Direct Marketing reached the DMA's Top Agency 100 List in just 5 years. Reach Dave now at (408) 782-0046 or [dbeasley@beasleydirect.com](mailto:dbeasley@beasleydirect.com).

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**November's Program: How to Design Your Legitimate Email Campaign to Get Through Spam Filters:** Workshop and Lunch. Choose either November 14th 2006: The Wyndham Hotel, Costa Mesa, 3350 Avenue of The Arts, Costa Mesa, CA 92626 (714) 751-5100 or November 15th: Sportsmen's Lodge Hotel, 12825 Ventura Blvd., Studio City, CA (818) 769-4700.



To register now, or for more information about DMAsc and its programming, the public is encouraged to log on to [www.DMAsc.org](http://www.DMAsc.org) or call (818) 541-1152.

**Registration:** 9:30 a.m. Workshop 10-11:30. Lunch presentation 11:45.

Members	Non-Members	<a href="#">Register Now!</a>
<a href="#">\$45</a>	<a href="#">\$55</a>	

(After November 10th)	\$55	\$65
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**About DMAsc:** Now in its 30<sup>th</sup> year, The Direct Marketing Association of Southern California (DMAsc) continuously brings Direct Response-Boosting Strategies to Growth-Obsessed Marketers. As the only organized community of direct marketing professionals in the Southern California area, this non profit provides opportunities and events for learning, networking, sharing ideas and getting your projects and programs to deliver higher return on investment (ROI) and greater monetary profits. If you work in direct response marketing, offer supply services used in direct marketing, are employed by a business that has or is interested in developing a direct response campaign, teach marketing-related subjects, are a student of marketing or if you are a business-builder selling and promoting products, then DMAsc ([www.DMAsc.org](http://www.DMAsc.org)) is for you.

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