

## **EarnMyDegree.com**

### **E-MAIL NEWSLETTERS**

*I wrote the following e-mail newsletters for EarnMyDegree.com, a web site that recommends online degree programs from accredited online universities (including the University of Phoenix, Kaplan University Online, etc.) Visitors can use the EarnMyDegree.com web site to request information on online degree programs from various universities, in a variety of subjects (i.e. business, criminal justice, etc.).*

*For this assignment, I was hired by World Class Strategy, a Seattle, WA-based marketing firm that maintains the EarnMyDegree.com web site. These e-mail newsletters were sent out to prospective customers who had previously requested information about online degree programs from EarnMyDegree.com.*

## Business Newsletter

HEADER:

A Special Invitation

Earn a Business Degree Online

Jump-start your career in the fast-growing, high-paying world of business.

Dear Test:

We are sending you this e-mail newsletter because you have previously requested information about Business degrees from EarnMyDegree.com.

The world of business is ever-changing, ever-improving, as businesses and executives are always searching for the next great venture, product, or service. According to the Bureau of Labor Statistics, the most in-demand business jobs of the next decade will include:

<ul style="list-style-type: none"><li>● Accountants and Auditors</li><li>● Advertising, Marketing, and Public Relations Specialists</li><li>● Cost Estimators</li><li>● Financial Analysts and Personal Financial Advisors</li><li>● Human Resources And Labor Relations Specialists</li></ul>	<ul style="list-style-type: none"><li>● Management Analysts</li><li>● Medical and Health Services Managers</li><li>● Meeting and Convention Planners</li><li>● Real Estate Appraisers and Assessors</li><li>● Sales Managers and Salespeople</li><li>● Training Specialists</li><li>● And many more...</li></ul>
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Click [here](#) to visit EarnMyDegree.com. Get free information on how to earn an Associates, Bachelors, MBA, or Doctorate of Business online. You can browse the available degree programs including:

<ul style="list-style-type: none"><li>● Accounting &amp; Finance</li><li>● Business Management</li><li>● E-Business</li><li>● Health Care Management</li><li>● Human Resource Management</li><li>● International Business</li><li>● Leadership &amp; Executive Management</li></ul>	<ul style="list-style-type: none"><li>● Marketing</li><li>● Organizational Psychology</li><li>● Project Management</li><li>● Retail Management</li><li>● Technology Management</li><li>● And others...</li></ul>
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*Earnmydegree.com,  
2003 Western Ave  
Seattle Washington 98121*

## Criminal Justice/Homeland Security Newsletter

HEADER:

A Special Invitation

Earn a Degree in Criminal Justice or Homeland Security

Jump-start your career in these fast-growing, high-paying fields.

Dear Test:

We are sending you this e-mail newsletter because you have previously requested information about Criminal Justice degrees from EarnMyDegree.com.

Homeland security and criminal justice workers will be in high demand over the next decade. Local, federal, and state government agencies and contractors are searching for people with the right skills needed to keep our country safe and secure.

A degree in homeland security, criminal justice, or a related field will help you to start a career in any one of these exciting jobs:

<ul style="list-style-type: none"><li>• Correctional Officer</li><li>• Criminal Investigator</li><li>• Emergency Management Specialist</li><li>• Environmental Science and Protection Technician</li><li>• Forensics Analyst</li></ul>	<ul style="list-style-type: none"><li>• Occupational Health and Safety Specialist</li><li>• Police Officer, Supervisor, or Manager</li><li>• Security Specialist</li><li>• And many more...</li></ul>
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Click here to visit EarnMyDegree.com. Get free information on how to earn an Associates, Bachelors, or Masters Degree online. You can browse the available degree programs including:

<ul style="list-style-type: none"><li>• Corrections</li><li>• Crime Scene Investigation</li><li>• Criminal Justice</li><li>• Forensic Psychology</li><li>• Fraud Examination</li><li>• Homeland Security</li></ul>	<ul style="list-style-type: none"><li>• Law Enforcement</li><li>• Leadership &amp; Executive Management</li><li>• Private Security</li><li>• Public Safety Administration</li><li>• And others...</li></ul>
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## Education Newsletter

HEADER:

A Special Invitation

Earn an Education Degree Online

Find out how you can join this fast-growing, in-demand profession.

Dear Test:

We are sending you this e-mail newsletter because you have previously requested information about Education degrees from EarnMyDegree.com.

Over the next ten years, according to the Bureau of Labor Statistics, 1.3 million new teachers will be needed for public schools. The competition for good teachers will result in larger bonuses and increased salaries for qualified professionals. In addition, employment in private educational services will grow by 32.5%, and jobs for preschool and childcare educational administrators will grow by 27.9%

An Education degree will help you to start a career in any one of these exciting fields:

<ul style="list-style-type: none"><li>• Early Childhood Education</li><li>• Elementary Teaching</li><li>• Educational Administration and Supervision</li><li>• ESL Teaching</li></ul>	<ul style="list-style-type: none"><li>• Multimedia Development for Education</li><li>• Post-secondary and Adult Teaching</li><li>• Secondary Education Teaching</li><li>• Special Education Teaching</li><li>• And many more...</li></ul>
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Click here to visit EarnMyDegree.com. Get free information on how to earn a Bachelors, Masters or Doctorate Degree in Education online. You can browse the available degree programs including:

<ul style="list-style-type: none"><li>• Adult Education and Administration</li><li>• Admin. Leadership for Teaching &amp; Learning</li><li>• Curriculum &amp; Instruction</li><li>• Early Childhood Education</li><li>• Elementary Teacher Education</li></ul>	<ul style="list-style-type: none"><li>• Education (Masters or Doctorate)</li><li>• Instructional Technology</li><li>• Secondary Teacher Education</li><li>• Special Education</li><li>• Training and Performance Improvement</li><li>• And others...</li></ul>
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## Nursing Newsletter

HEADER:

A Special Invitation

Earn a Nursing Degree Online

Start or advance your career in this skyrocketing, high-paying job force.

Dear Test:

We are sending you this e-mail newsletter because you have previously requested information about Nursing degrees from EarnMyDegree.com.

Nursing is currently *the fastest-growing profession in the United States*, according to the Bureau of Labor Statistics. In the next ten years, there will be an estimated *700,000 new positions for Registered Nurses*.

An aging population and longer life expectancies in the U.S. will mean an ever-increasing demand for qualified nurses in hospitals, residential care facilities, and home health care services.

Click here to visit EarnMyDegree.com. Get free information on how to earn a Nursing degree online. You can browse the available degree programs including:

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| <ul style="list-style-type: none"><li>• Bachelor of Science in Nursing</li><li>• Forensic Nursing</li><li>• Legal Nurse Consulting</li><li>• Masters in Nursing (Integrative Health Care)</li><li>• Masters in Nursing (Health Care Education)</li></ul> | <ul style="list-style-type: none"><li>• Master of Science in Nursing</li><li>• M.S. in Nursing (Education)</li><li>• M.S. in Nursing (Leadership/Management)</li><li>• And more...</li></ul> |
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