

Cole VanDee

**Founder of Inboxing Engine**, ... specializing in email marketing and consulting. Under **\$106 million in found revenue** for their clients  
sent over **327 million emails**  
**67% open rate**

1. “Cole, many of our listeners are small business owners or individual investors who might not consider themselves marketers. How can they leverage email marketing to enhance their business or investment strategies without a significant time or financial investment?”
2. “You've assisted companies like Fullstaq Marketer and Inspirean in transforming their email lists into substantial revenue streams. Could you share a specific example of how a business owner can convert an existing email list into a consistent income source?”
3. “In your experience, what are the most common mistakes small business owners make with email marketing, and how can they avoid them to ensure better engagement and results?”
4. “For someone starting from scratch, what are the essential components of an effective email marketing strategy that can drive growth and customer retention?”
5. “With the ever-evolving digital landscape, how do you see the role of email marketing changing in the next few years, especially for small businesses and individual entrepreneurs?”