



# Hey Vladimir,

Recently I was chatting with David Sherry, co-founder of Death to the Stock Photo, about his company’s email strategy. They’ve grown their business almost entirely with email (we’ll look at an example later in this post) and he offered some magical advice.

It’s simple, but seriously profound. He builds opportunities for small conversions into every email so that people get used to taking action. This can be as simple as “Follow me on Twitter” or as significant as “Upgrade your account.”

[Read more](#)



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