

**Title: What is permission-based email?**

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Summary: Permission-based email refers to email messages sent to people who requested it, in contrast to unsolicited email messages or spam. You can obtain permission directly or have an existing customer relationship that implies the customer wants to receive your email messages.

Permission-based email refers to email messages sent to people who requested it, in contrast to unsolicited email messages or spam. You can obtain permission directly or have an existing customer relationship that implies the customer wants to receive your email messages.

Many people, particularly email marketers, have varying definitions of what constitutes permission-based email in terms of direct or implied consent.

Express Email Marketing defines permission-based email as when the recipient clearly and specifically granted you permission to send them email messages. Recipients give you permission by joining your subscriber list and opting-in to receive email messages.

Build your permission-based subscriber list by creating and placing a sign-up form, called an Opt-In Magnet, on your Web site. Visitors to your site can then use the form to subscribe to your mailing list.