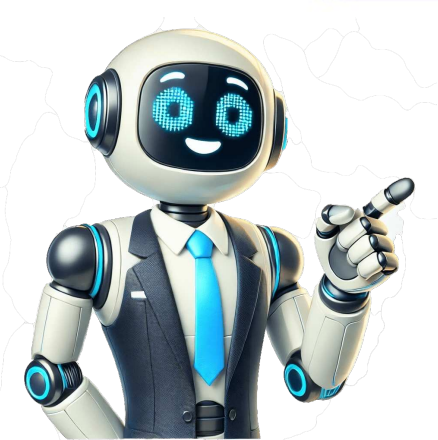


Click to verify





























[illegible]

Otherwise, 'Hi' or 'Hey' (first name) should be appropriate. It can be, but there are generally better options. 'Dear' feels like an old-school way of addressing someone, such as in a hand-written letter. It may come across as out-of-touch with your recipient, unless they are from an era where it was more widely used. Jayson is a long-time columnist for Forbes, Entrepreneur, BusinessInsider, Inc.com, and various other major media publications, where he has authored over 1,000 articles since 2012, covering technology, marketing, and entrepreneurship. He keynoted the 2013 MarketingProfs University, and won the "Entrepreneur Blogger of the Year" award in 2015 from the Oxford Center for Entrepreneurs. In 2010, he founded a marketing agency that appeared on the Inc. 5000 before selling it in January of 2019, and he is now the CEO of EmailAnalytics.