

# IT'S ALL IN THE LIST

How To Start & Build  
A Highly-Responsive Email List



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## Introduction

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Modern technology has not only made our everyday lives much more comfortable and convenient, but has also opened unlimited doors of opportunities for every seasoned and budding entrepreneur. Nowadays, communicating with clients on a local, national and even international scale is by far easier, thanks to the internet and the different software programs designed specifically for only one purpose: to generate more income.

Many businesspersons have turned to the power of the internet to make their businesses grow. Online advertisements and promotions are quickly becoming the trend in today's world of enterprising.

One excellent online business tool that has the potential to help every business achieve its realization is the email list.

This innovative software program allows every businessperson to keep in constant contact with their clients by sending them their latest newsletters, updates and announcements. But do take note that is just one of the many advantages of using an email list.

The email list boosts the chances of making profits and earning more by building and strengthening the relationship between the business owner and their clients.

It is this reason that makes a highly-responsive email list a solid investment for every business.



## Email List: Keeping Your Clients Updated

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An email list in purpose is similar to the traditional mailing system used by many businesses decades ago, in as much as that both of them send out publications like newsletters and others to clients and subscribers. The major difference between the two is that in terms of efficiency, the email list fares better.

With an email list, you avoid time-consuming packaging processes and the days or weeks that deliveries can take. Everything in an email list is automated, which saves more time that could be spent doing something productive for the business or for the family.

There are two types of email list systems available for every business out there. Depending on the type of business you have, you can choose to utilize an announcement list or a discussion list.

### **Announcement Lists: Letting Your Clients Hear From You**

This is also known as a “one-way” list, since it is only the list owner or authorized senders who can send messages, alerts and publications to the subscribers.

Whether you are running a small business just taking root or a well-established firm, you would benefit well by using announcement lists to send any of the following to your present and would-be clients:

- Newsletters



- News alerts
- Product announcements
- Press releases
- Promotional offers

### **Discussion Lists: Letting Your Clients Interact and Grow**

This list is exactly the opposite of an announcement list, since this allows both the list owner and the subscribers to send messages. As such, even subscribers will be able to interact with each other.

A discussion list not only builds the owner-client relationship, but the client-client relationship as well. This is much beneficial for enterprises along the lines of the following:

- Online forums
- Technical support forums
- Interest groups
- Social networking sites

This type of email list also works best when trying to get feedbacks from clients, or working a team in a collaboration project.

The use of an email list can help propel any business forward, helping you and other businesspersons realize your aspirations of a successful and thriving enterprise.





## Why Should You Use Email Lists?

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In general, there are five major benefits that one can enjoy once the use of an email list is employed.

### **Full-control of the List**

One of the benefits of an email list is that the list owner has the freedom to choose which data to send to their subscribers. In addition, you can control most aspects of the list like moderating messages, subscribing and unsubscribing people, archiving messages and many other features.

### **Send Messages at Lightning Fast Speed**

Whenever you come up with a totally irresistible offer or promo, the first thing you would want to do is to send them out to your clients as quickly as possible.

With an email list, you could send messages, promotional items, special offers, and whatever you want to in minutes. This is one advantage that the traditional snail mail system cannot beat.

### **An Automated System**

One thing that you will surely appreciate is the fact that this system is fully automatic through the use of an AutoResponder.

Here, you can choose and organize which objects you will send your subscribers and leave it like that. For example, you can arranged that this week



your clients will receive a newsletter, then next week it's a free music video, and then the week after that a free coupon.

The AutoResponder keeps sending these things automatically and all you have to do is add more of the stuff that you know your subscribers will love.

### **Check on Your Clients**

Another great thing about email lists is that you can employ the services of tracking companies to help you monitor your clients and subscribers. This allows you to gain better insight about what links they click, what offers and promos work for them, how many of them open your emails, and so much more.

By knowing what your clients and subscribers want, you can come up with different ideas and platforms in order to give them what they came looking for.

Remember, if you don't know what your clients want, then you won't be able to give it to them. And if you don't deliver, you might as well say bye-bye to your business.

### **It's Cost-effective and Reliable**

An email list costs a lot cheaper than the traditional mailing system. As of this writing, employing an email list will only cost you around \$20 a month. That's a lot cheaper than having your newsletters and freebies sent by snail mail.

For a minimal amount, you can even enjoy the services of many other companies who work together with your email list service provider.



These are the general benefits that you get when you use an email list. But let us be more thorough by looking at the benefits of announcement lists and discussion lists.



## Why Choose Announcement Lists?

The use of an announcement list is very much recommended to businesspersons who rely in sending newsletters and messages to attract customers. Businesses who utilize announcement lists will be sure to enjoy the following benefits:

### Stronger Ties

By regularly sending your clients or subscribers messages, letters, and other good stuff, you are gaining their trust and loyalty – two things which are very important in order for any business to succeed.

### Ease of Use

Email list management systems automate most tasks like subscription, bounce handling and others, thus making sending your newsletters and message a lighter task. The user interface is also designed so that even non-techies can take advantage of this wonderful tool.

### Easy Customization

An email list allows you to customize each product according to your subscribers' preferences. Thus, you can be sure that each client is satisfied and happy once they open their emails.

### Measurable Results



With the help of tracking systems which can be readily incorporated to your email list, you can immediately see what data your clients download from you, or how many of the newsletters you sent were accepted. This allows you to measure how successful your campaign is, the results of which can help you plan for a better campaign next time.

### **Interaction and Feedback**

Although your clients will not be able to interact with each other in a way that a discussion list would allow, you can still give your subscribers the chance to interact by including polls and surveys in your newsletters. This allows you receive valuable feedbacks that can help you identify ways and means for you to make your business better.

### **Why Choose Discussion Lists?**

Moderating a discussion list can be a lot of fun at most, especially if your clients actively participate. However, it is not only this that a discussion list can offer. Below are some of the advantages of using a discussion list:

#### **Shared Information**

By using an interactive discussion list, you can facilitate the sharing and dissemination of various topics of interests among your clients. Your community of clients can exchange ideas and help each other out with certain problems about related topics. Seeing this kind of relationship in your community will encourage non-subscribers to join, which means additional customers for your business.



## **Gives Your Clients a Sense of Togetherness**

People who feel a sense of belongingness in one group tends to stay in that group for longer, if not forever. A discussion list can give this invaluable feeling to your clients and subscribers.

## **A Free Support Group**

One thing most of your clients will be looking for is great technical support for the products that they bought from you. You can use a discussion list to facilitate a support group by encouraging your other clients to share whatever insights and testimonials they have about your product. This is in order to help other members of your community who bought the same product. Now, you don't have to do all the explaining since most of your clients and subscribers will do it for you, and for free.

## **Information Keeps Flowing**

Big organizations and enterprise will find discussion list most useful in terms of information dissemination. With a discussion list, you can send announcements to different departments and allow them to discuss it online. This is especially helpful in promoting effective communication processes between your business' departments, and thus promotes efficiency among all of them.

## **Keep Team Members Working Together**

If you are running a team who needs to regularly work on a certain project, you may do so by using discussion lists. Here, your team members can interact with each other online, and work collaboratively to finish a project and achieve



results. The best part is that they can do this even though they are not in the same room, thus making sure that they can contribute to the job despite their physical absence.

These are just some of the many benefits of using an email list. As the system and technology constantly improves and develops, you will surely find more great uses for your email lists, all of which could work to your advantage if used smartly.



## Guidelines in Starting Your Email List

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Creating an email list is not at all rocket science, if you have the right resources and the right people to help you. Making an email list may sound a bit tiring at first, but in the long run, you'll be thankful that you did as you watch your subscribers grow in numbers by leaps and bounds.

So, how do you build your first email list?

### **Step 1: Gather Email Addresses**

The first step is to collect all of your clients' and subscribers' email addresses. You can also get the email addresses of your first-time customers, or even those who just walked into your shop or store to snoop around.

(A discussion about the different methods that you can use to gather email addresses will be discussed in the following chapters.)

### **Step 2: Select Your List Manager**

After you have gathered all the email addresses that you can get, you now need to employ the services of a list manager. There are a lot of established providers out there, so choosing among them may be difficult.

In order to help you, a list and brief discussion of the top five list service providers can be found in a later chapter of this report.





### **Step 3: Be Choosy**

When you sign up with your list manager, there will be options and additions that you may need to choose from. For example, you can choose the option to have as many lists as you want by choosing the “create a new list” option. In addition, don’t forget to choose the “join” option, which creates a “join box” for your site.

### **Step 4: Organizing Your Recipients**

Now, you need to enter your contacts and recipients into your chosen email list manager. Sometimes, you may have to do this manually by typing the addresses one by one, but most providers allow you to upload multiple email addresses from your contacts page or a word file.

### **Step 5: Prepare the Material to be Sent**

Using a word program, or any relevant program for that matter, you can start creating your goodies. If you are sending a newsletter or an announcement for example, then it’s time you start writing.

Then, upload your finished product to the list manager, which will then convert it to the appropriate type or format to be sent to the addresses you entered in step 3.

### **Step 6: Press “Send”**

Send the goodies to your waiting clients. Remember though to add other information in your messages that tells your clients how they can join and encourage others to join, too. Alternatively, you can include instructions on



how to unsubscribe if they are not satisfied. In line with this, you need to decide the proper interval for your goodies to be sent – everyday or every week are the most popular choices.

### **Step 7: Keep a Copy**

After you sent your messages and goodies, be sure to back up all the information related to it. Some mailing list managers can do this for you either for free (as an incentive when you applied) or for a fee. However, you can also do this manually by saving the files you sent in a CD or in a flash drive.

Before you start sending newsletters and other goodies to your clients though, it would be best to ask for their permission first by encouraging them to opt-in for the subscription. This way, your clients won't treat your newsletters and announcements as spam, which they would then send to the recycle bin. Worse, they could block you from sending them anymore subscriptions, thus lessening your pool of clients and subscribers.



## How to Gather Emails for Your List

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Gathering and collecting email addresses is not as easy as it sounds. Because of the many scams conducted over the net, many people are reluctant to give away their email addresses or any other personal information. In addition, many people are irritated and annoyed by the many spam mails and messages that flood their inboxes, which makes collecting their email addresses a lot harder.

So how do you get past these challenges and get people to give you their email addresses?

### **Get Up Close and Personal by Asking**

This is probably the easiest way that you can gather email addresses for your list. By personally asking, customers would feel more confident about giving you their email addresses, especially if they have been your customers for quite a while. Even first time customers will feel a bit more trusting because they can see that you have an open establishment, which is a sign of a stable and solid business.

Whenever a customer walks through your door, be warm and friendly. After the customer is done looking around or after he or she bought something, ask them for their email address. Tell them about the different freebies that will be sent to them if they sign up, and oh, be sure to keep a form and a pen nearby.



### **Too Busy to Ask? Give Them Your Card**

It sometimes happens that your shop will be teeming with customers, and you will have to move from one to the other in quick succession. If this is the case, then asking for their email address and jotting them down in a form is almost impossible. Thus, it would be best if you have a pack of business cards in your pocket, so you could just hand them out after saying thank you. Just make sure that your web address is printed in your business card.

Moreover, you can also print your web address on receipts, flyers, leaflets, or any other form that your customers will take home.

### **Add Sign-up Forms in Your Web Page**

When the people whom you have given the card to decide to visit your web page, be sure that a sign-up form is available and visible. You must be sure that such form is available on every page of your site. However, you must make sure that they are not too big that they cover majority of the page, unless your guests become annoyed and leave your page.

In addition, you can also use pop-ups to inform your guests of signing-up. Make sure that it contains all the necessary information about your email list campaign. Make it look good and professional, too, so that your guests won't click the "X" button immediately.

### **Go Social**

Social networking has come a long way after its conception years ago. Millions of people use such sites like Facebook and Twitter, to name a few. Thus, it



would be to your advantage if you can connect to these people and ask them to sign-up for you. You can do this by having a link that connects to your web page in just a click.

In addition, you can also have a “Send to Friend” button available, so that your happy clients can share your files to their friends and families. Alternatively, you can add “Share this Article” or “Share” link.

These are just some of the ways that you can gather email addresses for your list. There are more ways to do so, and all it takes is a little creativity and resourcefulness on your part.



## AutoResponder: A Must Have for Your Email List

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An AutoResponder is a software program that lets you send your newsletters, emails, messages, announcements and other good stuff to your clients automatically.

Remember that it does not write the messages for you. All it does is send your pre-written mails and messages to your clients, and everybody else included in the contacts list you uploaded to your list manager.

One good thing about an AutoResponder is that you don't have to be online for it to work. The AutoResponder automatically sends your pre-written messages at the intervals that you chose. For example, if you have ten newsletters ready, then you can choose to send one to every client every day. Thus, your clients will surely get one free newsletter for the next ten days, without you lifting a finger.

There are many software companies that offer AutoResponder services. Here are the five most popular companies that you can choose from according to [top5autoresponders.com](http://top5autoresponders.com).

### **GetResponse ([www.getresponse.com](http://www.getresponse.com))**

GetResponse is one software company that offers AutoResponder services to many businesspersons worldwide. Its features include unlimited email



campaigns, follow-up AutoResponders, and over a hundred wonderfully designed message templates that you can choose from.

It also offers ad-free content, and makes your messages available in different languages. A tracking system is also integrated, making it easy to take note of the people who visit your site and buy your products.

Accordingly, GetResponse offers a limited automation for 30 days, and if you are not satisfied, then they will refund 100% of your money guaranteed.

### **Aweber ([www.aweber.com](http://www.aweber.com))**

Aweber helps businesses worldwide to expand their market by creating specialized email lists. The company is composed of a team of experts and professionals who provide technical support and services to over 40,000 clients daily.

Aside from sending your messages and announcements, Aweber also helps you keep track of the responses that you get. Sign-up forms can also be created for your site thru their Web Form Wizard.

### **MailLoop ([www.marketingtips.com/mailloop/](http://www.marketingtips.com/mailloop/))**

Here is another AutoResponder that delivers excellent service and guarantees satisfaction. MailLoop archive your messages and send them from one centralized location within minutes of receiving a contact's details.

It features MIME technology that sends well-crafted HTML to your subscribers. It also removes so-called bounce mails and “unsubscribes” automatically, saving you the trouble of doing so.



### **Interspire ([www.interspire.com/emailmarketer/](http://www.interspire.com/emailmarketer/))**

Interspire offers over thirty industry specific email templates that suits every type of business. It also offers a step-by-step guide in creating effective and efficient email campaigns.

One feature of Interspire is that it allows you to send mails that cater to your clients' specific interests by letting you personalize each of your customer's profiles.

Like others, it also offers to create sign-up forms for your website, keep track of your messages and your clients' responses, as well as the processing of bounce emails.

### **iContact ([www.icontact.com](http://www.icontact.com))**

This company is one of the most revered AutoResponder service providers, as many happy and satisfied clients generally give them a 99% satisfactory rating.

iContact has a lot of features, all of which makes them one of the favorites in the race among the many AutoResponder services provider. These include:

- 25 e-marketing articles and resources.
- A 31-page whitepaper about “Best Practices for Email Marketers”
- A weekly “Best Practices” webinar
- Friendly and professional chat support

These features are offered along with the many other features that you would normally find in any AutoResponders.





Choosing the right email list manager for your business can be quite a challenge, especially if you are not an internet savvy person. Thus, you may want to consult an IT expert who can point you to the right direction.



## Building Your Email List: Getting People to Join

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One of the best ways to get people to join your list of contacts and subscribers is to give them freebies. Freebies have a distinct way of converting ordinary passersby into well-paying customers. This is a time-tested method of getting more clients and subscribers quickly and cheaply.

In as much as email list is concerned, a freebie or a giveaway is something that your clients can download for free. The main purpose of a freebie is to get a lot of people to view your site and get them to sign-up. Technically speaking, it is a way to get more traffic into your website, thus increasing sales and profits.

### What are the Advantages of Freebies?

There are many advantages to giving away gifts to your clients. Here are some of them:

**It Ensures Results.** A give away is almost always sure to get new clients to subscribe or sign-up.

**It Works.** Once a visitor accepts a freebie, they will need to sign-up in order to download or get it. Most often than not, many people decide to sign-up.

**It's Efficient.** Once the freebie is ready, all you have to do is send them to your mailing list manager and they will take care of the rest.

**It doesn't Require Much.** You don't have to be an IT expert in order to send freebies to your clients. Since everything in an email list is automated, you



should have no worries about search engine optimization, website design, and other technical stuffs.

### **What Freebies Do I Give Away?**

There are many types of freebies that you can give away to your clients and subscribers. Your freebies will have to be something digital, for the obvious reason that you are sending them through the internet and email.

Having trouble determining what gifts to send? Well, you may want to look at the following. They are the most commonly sent freebies and giveaways that many businesses ahead of you usually send.

- Ebooks
- Free Reports
- Software scripts
- Free audios or Mp3s
- Short video clips
- Product promotions
- Announcements and coupons

As mentioned a while ago, these are the most common freebies that are sent through emails day after day. Should you come up with a new one, please feel free to share.



## How to Set Up Your List and Freebies

After choosing which kind of gift to send, you'll need to come up with a page in your website that allows the clients to download the freebie. Here is how you do that.

### Let them Sign-up

This will be the page where your visitors will have to sign-up in order to download their gifts. Here, they will have to input their email addresses which is automatically saved in your list. Also, don't forget to tell them that they can always cancel their subscription anytime, which should get them to thinking "Well, it's just this once..." and make them click the "download" button.

### Say Thank You

This serves two purposes. One is to say "thank you," and the second is to make sure that you are sending the gifts to the right people. Your thank you page also deters people from giving you fake email addresses.

After they sign-up and give you their email address, you will send an automatic response to the email address that they provided. The response will not include the gift, but instead a short sweet thank you note. Below the note is a link that leads to the download page. Thus, if they gave you a fake email address, they will not be able to click the link and download the gift.

### Let them Download

After you have verified that the email addresses are no fraud, then it's time to give them the gift through your download page. Be sure to include instructions



on how they can download the gift (for example, “to get your gift, right click this and save as that...” and so on and so forth.) Also, you may want to provide links to download any software required to run your freebie. For example, if you sent an ebook in PDF format, you may want to include a link to help them download a PDF reader.



## Writing a Newsletter Clients Love

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Newsletters are one of the best freebies to send your clients and subscribers. Sending newsletters on a regular basis helps you to establish connections between you and your clients. Aside from this, if your clients find your newsletters useful, they may mention it to their friends, families, and acquaintances. This makes your newsletters a valuable marketing tool, as it can help your number of subscribers grow in numbers in a short time.

However, there are two things that you need to remember in order to make a successful newsletter campaign. According to Tamara Gielen, an independent email marketing consultant, the success of a newsletter campaign lies in making newsletters that are relevant in content, and sending them to people with their permission. If you keep sending irrelevant newsletters to people without their permission, then you may just find yourself blocked from their email addresses or branded as a spammer, which could hurt your business terribly.

### Getting Permission

Getting permission is the first step in making a successful newsletter campaign, and you can do this by asking people for their email addresses. If you are having trouble doing so, refer to the earlier parts of this ebook about the tips on how to successfully gather email addresses.



When people give you their email addresses, they are already giving you permission to send them your newsletters. Thus, be sure not to disappoint them – be sure to send newsletters that have great content and free of charge.

You have to be careful though, of the so-called “rented lists.” Some companies will offer to provide you with a list of email addresses that you can use in your newsletter campaign. But be wary. Most of the list they provide are old, unused and contains spam traps.

### **Create Valuable Content**

After you get their permission, it's time to send them the newsletter. But what should your newsletter contain?

Obviously, it should contain something relevant and useful for the reader. A subscriber receives tons of emails nowadays, and they don't have time to read all of them. Thus, they tend to ignore those that do not interest them.

Getting to know what your subscribers want in terms of newsletters can be a tricky task at most, but there are ways to do it. One is by asking them about it whenever they sign up through a checklist. Provide a checklist in the sign up page with a lot of choices. For example, you can make a “what interests you?” box with a couple of choices like arts, tips, events, and so on. Here, they get to tick the boxes of the things that interest them, which serve as your basis for sending them the things that they want.

Another way is to analyze your clients' behavior. Since your list manager has a tracker, you can review the pages and links that your client has opened and viewed. This way, you can see what they are interested and what topics appeal



to them the most, thus giving you an insight as to what newsletter to send them.

## **A Preview Pane**

A preview pane allows your subscribers to view parts of your newsletter. Thus, it is important that you make your preview pane as interesting as possible.

One thing you should remember is not to add too many images in the upper part of your preview pane because it may take a while to load, putting off your customers at the very beginning. Instead, write only your company's name as the header followed immediately by the newsletter. Most of the time, the preview pane will only show the first few paragraphs of the newsletters in order to get your subscribers interested. If they download the newsletter, that is the only time that they can view the whole thing.

## **Write Interesting Subject Lines**

Do away with the normal and boring subject lines for your newsletters. The subject lines refer to the titles that appear on their list of emails received. If your subject line does not interest them, then you may find your newsletters deleted without being read.

When writing subject lines, you have to make sure that they sound interesting. A subject line that goes, "Christmas Dinners" is not likely to attract any subscribers, unlike a subject line like: "Great and Easy Christmas Recipes."

Also, you may want to keep your subject lines short. The subject line is supposed to tell your subscribers what the newsletter is about without giving





away too much information. Furthermore, most of your subscribers will not even finish reading the whole subject line before they decide whether or not to download your newsletter. Thus, make the first few words of your subject line as interesting as possible. Use a lot of adjectives and adverbs if possible, as this these easily catches a reader's attention.

### **Researching on Your Topic**

Before you even get to write your newsletter, make sure that you've done your research thoroughly. Remember that nobody loves a half-baked potato – that is nobody wants to read a newsletter that isn't well-written and well thought of. In order to help make your research easier, you should have planned about the format and layout of your newsletter.

### **Choose the Right Title**

The title is one of the most important aspects of a good newsletter. Your title should be catchy and interesting; otherwise, your subscribers won't even bother reading the whole content of your newsletter, no matter how good it is.

### **Be Brief and Concise**

Avoid too many unwanted fillers in your newsletters. Don't start by telling your subscribers something that they already know. Instead, keep your newsletter brief and concise. Go straight to the point and drive home towards the topic. You can, of course, play with words and get a little creative with your phrases and sentences to spice up your newsletter, but be sure to stay focused and on track.



## **Impress your Subscribers with Facts**

Adding a bit of statistics and other interesting facts to back up your claims is one way of impressing your readers. This helps to build their trust on you and your newsletter because they know that you did your research well.

## **Polish Your Newsletter**

Proofread your newsletter. Make sure that every detail is thoroughly covered, from spelling, grammar and even punctuation. Your subscribers will almost certainly lose faith in a business who can't even write in straight English.

These are some of the things you should consider when writing your newsletters. Remember that your newsletters reflect what you can give your clients, and if you don't give them something good, then chances are you won't have any subscribers left to send your newsletters to in the future.



## How to Make Great Freebies for Your Clients

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We already discussed how to write newsletters that will get your subscribers clicking the download button. Of course, you won't always be sending newsletters, lest your subscribers get tired and fed up. You have to constantly think of other freebies that you can send your subscribers. Here are some more materials that you can send, along with great tips to help you spice up their contents.

### Interesting Articles

Interesting articles are some things that you can send your subscribers. To be able to write articles that keep your readers glued to your page, here are some things that you should keep in mind:

1. Determine the topic of your article. Don't settle for the first thing that comes to your mind. Rather, spend some time brainstorming different topics that you can write about.
2. Research your target market. Know what your target audience wants and what questions they need answers for. Look for the keywords that they use in looking up topics, like "how to..." or "The Advantages of..." and so on.
3. Think of a good and punchy title.
4. Write your introduction, body and conclusion keeping in mind the focus of your article.



5. Proofread your article and check for any errors that you may have missed. Check your spelling, grammar, style, tone and others.

## Writing Effective Announcements

An announcement is a great way of letting your subscribers know about the different things you have brewing at the back of your head. Although writing an announcement may sound easy, there are some things that you should remember to be able to write effective announcements that will get your reader's attention.

1. Conciseness is the key. Be direct with what you want to announce. When readers see an announcement, they don't expect lengthy novels or passages.
2. Write in a friendly manner. As most of your announcements are about good news, keep the tone as cheerful as possible.
3. Include short, positive testimonials about your announcements if any. They should encourage your readers to pay attention.
4. Present all necessary information in a simple way. Avoid technical terms and languages if possible.

## Giving Away an Audio or Video

This can get quite complicated especially at first, but you'll get the hang of it soon enough. However, you will need a lot of technical stuff in order to make a high-quality video or audio.

## Creating an Audio File



An audio file is quite easy to do if you have the right materials. If you think your voice is as good as those DJs that you listen to in your radio, then an audio recording is one freebie that you should definitely make.

Makin a voice recording on a chosen topic need not be too difficult. Here is a simple way of making an audio recording.

1. Get software that allows you to record your voice, like Corel, Ulead or PowerDirector.
2. Make sure that you have a microphone connected to your computer. And make sure it's a good one. You don't want your subscribers to be listening to choppy and blurred audio recording.
3. Save your audio file in MP3 format.
4. Add music in the intro and ending to liven things up. Soft background music may work well, too.
5. Listen to it again, and again, and again until you are completely satisfied.

### Creating a Video File

Almost everybody knows how to take a video of themselves giving a lecture about how to do this and how to do that. Why, you can see hundreds of such videos on YouTube being uploaded almost every day. Even 6 year-olds are doing it!

If you have the confidence to stand in front of a camera, then get your script ready and dress up nicely. Follow the simple steps outlined below to make your own video.



1. Get a web cam for your computer. Don't buy cheap though. Cheap web cams have low resolutions that result in poor videos.
2. Install video editing software like the three mentioned above.
3. Press the record button and start talking. Nobody's watching yet, so you shouldn't feel nervous.
4. Watch your video, and if you are satisfied, you can add any additional features that you think will make your target audience like your video. These may include pictures flashing on the side of the screen, some texts on the lower part, and so on. Yes, these are possible with the programs mentioned above, and it doesn't take a lot of technical skill to operate them.

One thing you should remember is that when you do your audio recordings or videos, it is best to practice before recording. Editing such things after you record them can be quite a hassle, and will require serious editing and technical skills. Thus, it is best to get it right from the start.



## How to Monetize Your List

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Many successful online entrepreneurs will tell you that “money is in the list.” There is nothing truer than this. Many businesses that have taken advantage of email lists were able to get more clients and customers, which meant more income and more profits. Do a bit of googling and you will find hundreds of such success stories in the net.

How did they do it? Here are some of the top answers:

### **Promote Your Products**

This is one of the most common ways to earn from an email list. If you have a product that you would like to sell but is having a hard time doing so, then an email list can just be the solution. Send you clients emails about your product, making sure to mention that it is unique, and what makes it stand out among the other competitors.

Asking your long-time customers to give your product a try may be easy, but it can be a real challenge to persuade those who aren't, so will need to work harder and brush up on your sales talk.

### **Promote Other Products**

If you believe in a product, then you can earn by promoting it to your customers. This is called affiliate marketing.



Here, you are building up another product in the eyes of your customers, and if you are successful, you will receive incentives and profit from the producer of the said product.

However, you need to be 100% sure about the product's quality, since it is your reputation on the line. Test the product first and think about whether you would recommend this product to your customers or not. Remember, you do not want to ruin the trust that your customers put on you.

### **Promote a Website**

There are many good websites out there, but they don't get the attention that they deserve. If you happen to come across one, take note of it and add its link into your newsletters and announcements.

When you do promote another website, be sure to include all the good things in it. For example, if a website offers a free music download, be sure to mention that in order to encourage your subscribers to pay the site a visit.

### **Sell a Website or a Domain**

If you have websites or domains that you would like to sell, an email list can be of help. You can use your email list to advertise about these websites and domains. If you have good marketing skills, then you just make a fortune out of this.





## 10 Ways to Build Your Email List

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Starting an email list is one thing, and maintaining a highly-responsive one is another. If you want your email list and business to thrive and flourish, then you have to work extra hard in making sure that your email list works effectively, and that it stays that way.

In order to do that, here are ten things you can do:

### **Continue Adding Contacts to Your List**

Having a hundred contacts and subscribers is not enough if you are looking to build a bigger list. You should aim to add hundreds of subscribers more into your list everyday.

In addition, you should not just depend on your clients, hoping that they will pass on your links to their friends and families.

You should be active in collecting and gathering email addresses even though you think that you already have enough.

### **A Third Wheel**

If you feel that work is overwhelming, try to get a third party affiliate to help you out. There are many of such companies out there. They can help you by tapping into their massive pool of subscribers and publishers in order to get you a spot in other websites and even social networks.



## Use a Webinar

A webinar can help you gather hundreds of subscriptions very quickly. A webinar is a software program that allows the integration of presentation files, video and audio in a conference-like environment conducted online. It also includes other features such as polling, questions and answers, and so much more. This program makes this online seminar very, very interactive.

Many people love these things, and will automatically sign up if they believe it's worth their time and interest. If you persuade them well enough, they just might call their buddies to join, which means more people signing up for your email list.

## Work With Others

You can ask other companies to put your links on their “thank you” page by putting there: “You may also like to visit (your website)...” or “Other subscribers also subscribe to (your subscriptions)...” and others. In exchange, offer to put them and their sites on your subscription materials, too. It's a give and take process – one small businessperson helping another.

## Buy, then Register

Yes, in general one needs to register first before they can buy anything, but there will also be people who will buy your products first without signing up for subscription. Be sure to take notice of these people, and ask them to sign up in order to get freebies.



## Trade Fairs and Exhibits

Getting a booth in a trade fair or in an exhibit is another way of promoting your business and your email list. Make your booth attractive and professional-looking or whatever you think will attract potential clients the most. Be sure that your booth has a theme built around your business, and that forms and flyers are available to hand out to guests and participants.

## Target Specific Audiences

One way to build your email list is to target specific audiences. For example, if your business is in line with health and beauty products, then you may want to pay several spas and health clubs in your area a visit.

## Privacy Policy

If you want to keep your business thriving, one thing you should always aim for is keeping your clients trust and confidence. One way to do this is by offering a trust and confidentiality policy.

## Use Multiple Forms Subscription

Some service providers offer creating multiple forms for you as part of the deal. You can use this to your advantage by giving different offers on the same site but in different pages.

For example, you can offer newsletters in one page of your site. If your subscriber didn't like it and decides to move to another page, he or she will see a different offer like a coupon – still from you.



## Don't Spam

Once you get into the habit of sending stuff to your clients, and see your revenue increasing by folds, it is easy to forget ethics and be overcome by greed, making you send out more and more emails. One message a day got you far, so sending two must be better. Wrong.

There is no faster way to ruin the relationship between you and your client than by flooding their inbox with loads of messages. You would do well by sticking to the number of messages that your clients are used to, unless your subscribers specifically requested for more.

Building and maintaining a highly-responsive email list can be quite a challenge, but it is a great way of earning loads and loads of cash if you do it right – from start to finish.



## Conclusion

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There are many ways that one can earn money thru the internet these days, and one such way that is widely gaining popularity fast is the email list. Accordingly, it has helped a lot of online entrepreneurs get the clients and subscribers they need and keep them.

You too, can be one of these successful online entrepreneurs.

By using an email list, you can increase the number of your potential customers by hundreds in a flash. This is possible by offering them different kinds of freebies that will surely encourage them to sign up for subscription into your site.

Building an email list is quite challenging, but very rewarding in the end. It not only earns you money, but promotes and strengthens your relationship with your clients and subscribers alike.

The success of a business depends largely on the number of loyal and faithful customers who avail of your products and services. Thus, make it a point to keep your community of customers and clients growing – an endeavor that a highly-responsive email list can help you with.

