

Brand  
New

# LIST SUCCESS

**Build a Responsive List**  
**Write Emails That Convert**  
**Establish Credibility & Trust**

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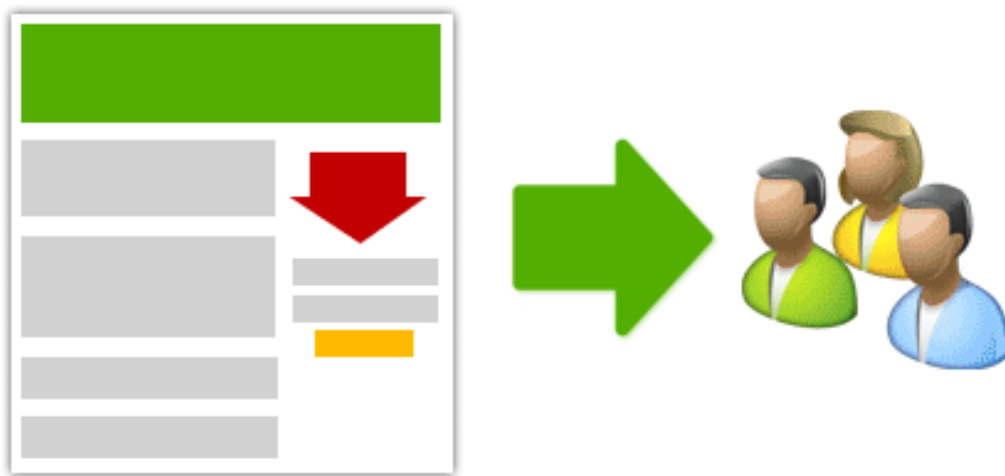
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## How To Write & Design A Compelling Landing Page

# LANDING PAGE



Whether you're writing lead nurturing emails, drafting blog posts or shooting an ad for your YouTube channel, in order to be a successful inbound marketer you have to be a master content creator. Generally when people think about landing pages they automatically jump to conversions: but there's more to it. Factors such as how often visitors abandon your form, which particular treatment performs better or what the bounce rate is: all these metrics boil down to how well you craft your content.

But writing a good landing page is somewhat different from say, a blog post. Several nuances necessitate a different approach when handling landing page copywriting and while these nuances might seem minor, they have significant impact on conversions. So if you're trying to find a way to create effective copy that leads to a successful “squeeze page”, consider these practices.

### **Work on the headline**

Your target here is to make sure the landing page refers to the place from which every visitor came. Likewise if an ad copy drove them there, ensure the headline refers to where they came from. Your language should match exactly, so that your visitors stay oriented and engaged. This is a crucial part of your landing page.

### **Clear call to action**

Some of your options here include using hot-linked text or graphic buttons but whatever you use, make sure your visitor knows what they need to do. A short landing page should do well with at least 2 calls to action; and 3-5 in a longer landing page. Testing headlines and copy texts will give you the best results: but you may choose to spice it up a bit.

Always write in the second person

Your visitors don't care much about you, your company or even services and products, except as to how they benefit them. Forge a stronger connection between the reader and whatever you have to offer by speaking to them directly, and that way you'll have successfully demonstrated the value of your offer- by showing the reader how they can benefit from it.

### **Write a clear, persuasive message**

You might be tempted to showcase your creativity here, or how good you are at turning a clever phrase. Keep in mind this is business, and not an art class, so you have little room to express your creative genius. Try to think of the most direct way to say what you want, and avoid jargon or literary flair if it detracts from the essence of your message.

### **It's OK to write long copy - but keep it tight**

Your readers can and will follow long copy provided you keep presenting a solid case. But not every service or product will require the same amount of copy so adjust accordingly. Short copy is perfect for subscription or something that doesn't include cash commitment. Long copy is best used when closing a sale.

## **Start with the most important points**

Most of your visitors are gleaning and skipping through content and you only have three seconds to get their attention before they hit the back button. People tend to read beginnings and ends before they focus on middles so you need to find a way to position your most critical arguments in these positions. Make it easy for them to get the message so you don't lose leads or new reconverts.

## **Learn to use reader keywords**

What on earth is a reader keyword? Think of the words your visitor will look for- not the search engine- when they scan your page. Readers will assume the page they landed on is related to the CTA or page they came from so you need to confirm this for them. You may use the same phrases -or close variations- to let the reader know they're on track.

## **Draft value-oriented language**

This is the "so what?" of your page copy. This is where you spend time convincing your visitor that the time he or she will spend filling out the form is worth it because of the offer they'll receive. Make it a rule to include a header on every landing page that explains a specific benefit-- "If you purchase this, you will get."-- or something similar. This way you will pinpoint the value of your offer.

## **Work on the format**

Good landing page has much to do with sentence structure and word choice as it does presentation. Your copy might be decent enough but if its not visually appealing, they might lose interest with the information. You can get over this hurdle by breaking up your copy and

using headers of varying sizes, and make use of bold text, italics, checkmarks, parentheticals, etc.

## Consistency

Finally, after writing and formatting your copy, go back one last time and proofread the copy. Remember you're trying to convince people to give you their personal information and they are not likely to do so if they find your copy riddled with errors. Go over the grammar, spelling, accuracy, consistency and facts. Here's where people go wrong:

- Using different spellings for the same words and terms
- Losing track of uppercase and lowercase letters when writing terms such as "eBook".
- Messing up dates
- Giving inaccurate data
- Quoting the wrong sources

## Test everything

As with any aspect of landing page optimization, you need to keep testing. These tricks and tips will get you started but your work doesn't end there: design plays a huge role in this. Elements such as color, layout, images- these are

crucial interactivity elements whose single purpose is to engage the reader at a deeper level and cause a response. Likewise your audio and video play a major role and they all need regular testing in order to effectively merit a deeper look.

Finally, you may need to minimize the amount of clutter on your page. This means removing visual clutter, navigation bars and certain links. If you want the reader to focus on your copy, don't give them any distractions. Make sure your supportive visual keeps them engaged but not side-tracked. This should be enough to get you positive results consistently.

## Which Autoresponder Should You Use?

Imagine how tough it is to keep emailing each one of your subscribers who visit your site every other time. Well, you could devote your time to collecting all their email address and putting them in an address book, but that would be tedious for you.

Building a list doesn't have to be that difficult, and you don't have to do it the brick and motor style because that would amount to inefficiency, don't you think?

That's where Autoresponders come in, to help you build your list in an efficient way even if you're out on holiday and hundreds of subscribers are visiting your blog every few minutes. And you see, an Autoresponder lets you meet a very human need because we're all programmed to "want it now", not later.

Visitors who express interest in your site want instant gratification, and they want it the moment they come across something that would help them in your website. But the moment they enter their email address to your Autoresponder system, both the welcome message and the incentive you offered the other day starts winging their way into their email address inbox right away. In

fact, once they make their request, they don't have to wait for you to see it and fulfil it because the system is fully automated.

An Autoresponder helps you in building a list that converts

You see, any form of communication is very helpful because it's about establishing relationships. By communicating with people more efficiently, you are helping your business to grow. Using a communication system that's efficient helps you achieve a few things;

- (a) Your contacts will start trusting you as a reliable business partner
- (b) You'll come across as the leading expert in your industry
- (c) It gives you an opportunity to prove that you're into business for a long term
- (d) You increase the likelihood of improving your sales in no time

In short, the more you keep communicating, the more money you'll make, which is a very good thing for your business. You need an Autoresponder that flows with your

needs the way you want it, a system that makes work easier for you so that you don't lose out on a single opportunity.

So you're probably wondering which autoresponder to use.

Well, there are many options for you to go with. However, making the right choice beforehand is very important because you don't want to change your email provider later and lose some of your contacts. You certainly don't want to lose your list.

Right now, the most popular ones include Aweber.com, getresponse.com, mailchimp.com, icontact.com plus many others. These are your options now, though you must validate them based on their features before choosing.

If you're going to use Aweber, Getresponse, Mailchimp or iContact, here are some features that will help you make your decision:

Aweber



Of course many companies use it, so you might be better off using something that's popular in the industry. We also noticed that many experts use Aweber whenever they send you a message. In addition to that, it's affordable and has many great reviews when you search for it online. Here are other reasons why you might want to stick with Aweber.com:

**1. It's very easy to use**

This is why many people use Aweber. Even if you know nothing about list building or Autoresponders, you'll still easy to figure it out.

**2. Unlimited list**

Aweber lets you create unlimited lists at no additional charges. If you're new, chances that you'll be trying out things to find out what works is very high. You can't afford to pay for every list you create and abandon.

**3. Reliable**

It's a fact that some Autoresponders are not reliable.

You don't want your mails to end up in spam or fail to get delivered. We hear that Aweber has a success rate of up to 98%.

#### 4. **Embeddable**

Aweber lets you design your forms with tons of templates and customization. You can also customize your forms according to occasions, plus you can embed your forms anywhere on your website. There's also an option for setting up popup forms.

[Getresponse.com](https://getresponse.com)



# GetResponse

Email marketing is only effective when you reach the right people at the right time. Just like Aweber.com, Getresponse lets you do exactly that with their new interface. So what are the features?

#### 1. **Time-based**

It means you can now send out emails to your subscribers at specific intervals when they sign in.

#### 2. **Unlimited Autoresponders**

Once you purchase this autoresponder, building your

list is absolutely free. Communicating with your subscribers is also free. You are guaranteed unlimited access to important features

### 3. **30 seconds delivery**

Whenever a subscriber enters their email, they'll receive a response within 30 minutes of subscribing.

### 4. **User-interface**

It's simple to use, intuitive and password-protected. No one gains access except you alone.

[Mailchimp.com](https://mailchimp.com)

The MailChimp logo is written in a large, black, cursive script font. The word "Mail" is connected to "Chimp", and there is a registered trademark symbol (®) at the end of the word "Chimp".

Aweber charges \$19 per month, so if you're low on budget, why don't you go with Mailchimp.com? In fact, for as little as 3 cents per email, you'll get a fully functional Mailchimp pay as you go service.

### 1. **12,000 free emails every month**

That's a lot, in fact more than you need, unless you own the kind of website that receives 1000

subscribers every day.

## 2. **3 cents per email**

This is a great plan for anyone who wants to track his budget when it comes to promoting their business. Pay as you go service has all the features found in the pay by the month plan.

## 3. **Reward plan**

The moment one of your readers signs up for a Mailchimp account, you become a part of the Mailchimp reward program instantly.

[Icontact.com](http://Icontact.com)



Icontact is also another option you could go with. It lets users create, send and track their email Autoresponder messages. It lets users take advantage of the latest trend in email marketing, hence raising their income.

**1. Graphs and charts are available to aid your tracking efforts**

You can now take advantage of graphs and charts that track messages sent to subscribers in real time. Word has it that iContact has a success delivery rate of between 98%-99%.

**2. HTML templates**

You get 250 professionally-designed HTML templates to help you send business emails that are appropriate to your style.

**3. Users get 24-hour help** in setting the system up and maximizing the potential of their lists so that they don't lose out on opportunities.

**4. RSS feeds, Surveys and Autoresponder software** application are available, all at your fingertips, packaged in a very easy to use interface.

As you can see, the Autoresponders mentioned above all have features that can help you boost your sale with email marketing. There are many others we've not mentioned, though they could be as good as the ones we've mentioned above. So the choice is yours.

## How To Get Visitors To Your Opt-in Page

Despite the recent growth of various online marketing strategies such as social media, email marketing still remains to be the most effective marketing tool for websites. A mailing list is therefore one of the greatest assets a business can possess.

Building this list however is not an easy task. Some websites have even resorted to buying lists in a desperate attempt to increase their subscribers but in the end this proves useless and even damaging.

A good mailing list is one which a website has developed naturally. Such a list contains individuals who have a high potential of becoming loyal customers. To build a good mailing list you need an equally good, high conversion opt in page.

The first step in creating a successful opt in page is increasing the traffic to it. Without people visiting the page, you have no chance of building your list. Below are some helpful strategies through which you can boost the amount of visitors visiting your opt in page.

## **Search engine optimization**

To get as many people as possible to visit the opt in page, you need to put your website in front of as many eyes as possible. The best way of doing this is through search engine optimization. The proper use of certain rich keywords and key phrases and providing value to your visitors through the content on the website are all effective SEO methods. With an increased ranking, more web users will see your website and possibly visit it.

## **Paid advertising**

If you are just beginning to build your mailing list, getting the traffic you need naturally can take time. To jumpstart the list, make use of paid advertising. You can advertise using Google or Facebook ads. The advantage of paid advertising is that the traffic that you receive is still beneficial since the people who will click on the ad are those who are interested in what you have to offer. Ensure that you have crafted your ads, especially those on Facebook, well enough so as to attract as many people as possible.

## Social media

Facebook, Twitter and Google Plus are some of the best social media websites that you can use to triple the traffic being received on the opt in or squeeze page. Facebook is especially effective at this. All you need to do is create a fan page and then get people to join it. You can even use Facebook ads to get more fans. Frequently invite your fans to sign up for something and place the opt in page url where they can easily see it. Be careful however not to spam your fans. Instead, strive to provide value and make offers that they cannot refuse.

## Solo ads

This is another popular method of jumpstarting your list although you will have to pay for it. It involves using someone else's list to market your website and create your own subscribers. For instance if your website is in the health niche, you can find a well developed almost similar health website and then pay the site owner to email your content or offer to his list. Of course you can only use solo ads with other related websites. For those in marketing and business niches, a form of solo ads is Safe Swaps – <http://safe-swaps.com>

## Forums

Many websites owners do not realize the potential that forums hold in getting more people to visit an opt in page and subscribe to emails. You can easily build a list with hundreds of subscribers simply by using forums. Just find a popular forum in your niche, sign up and then become an active participant. Answer and ask questions and contribute to discussions. As you build your authority on a forum, more people will be curious to find out what you are offering.

## Article marketing

Article marketing has long been said that it no longer works. However, it should still be part of your traffic generation strategy, as you'll still get traffic from those searching for information around a particular topic.

This involves creating short articles, between 300 to 700 words and then posting them on various article directories. At the bottom of each article, you include a url to your opt in page. To increase the number of people who follow the url ensure that the article contains helpful and informative content and use more than one article directory. Even better, post the articles to directories in a certain niche rather than general directories. Here's an

article directory where you can submit your articles:

<http://ezinearticles.com>

## **Press releases**

Media releases are particularly effective at getting people to check out what you are offering. To increase the effectiveness of press releases, create them regularly and submit them to different news websites.

## **Guest blogging**

Get in touch with popular bloggers and ask whether you can submit a blog post. Although you may not get paid for the post, you may be allowed to place a link to your website at the end of the article. The more popular the blog, the more traffic you will get.

## **Contests**

People love winning things and a contest of any kind will receive a lot of attention. Start a contest on your website and publicize it on social media and ask your fans to share it with their friends. Ensure that the reward for the winner is appealing enough for people to want to participate.

## YouTube

YouTube is the most popular video hosting website. Take advantage of the millions of visitors who visit it every day to boost traffic to your opt in page. Learn how to create a viral video that is both helpful and interesting. In the video and description, provide a link to the opt in page. You can also encourage people to share their video on their websites for more visibility.

In your effort to get people to visit your website, make sure that they are people who are likely to sign up. Hence your efforts need to be directed towards a specific target group. As you work within your niche, you attract relevant visitors who in the future can easily turn into paying customers.

After you have attained considerable traffic increases, remember that there is also the work of getting people to actually join your mailing list. But once you have established a steady stream of reliable traffic, you have tackled the first step in email marketing.

## 7 Ways To Write Damn Good Email Copy



Email marketing has overcome dozens of challenges and competition over the years and still remains one of the most effective solutions for businesses when there's need to reach the customers directly. Whether you're a B2B or B2C marketer, being able to reach your customers through email makes it easier to create interest and generate more leads, not to mention revenue.

A well-written plain email can yield better results than a complex, highly decorated email with dozens of bells and whistles. When managing email marketing, keep in mind

that creating fancy emails won't get you leads: if the emails are devoid of well-written content, subscribers will lose interest and unsubscribe from your list.

So how exactly do you write engaging and compelling marketing email? It's actually not that complicated: you only need to observe a few copywriting practices and use them when drafting the email. Next time you sit down to draft a message, consider these 7 tips and ask yourself whether your email meets these requirements.

## Write Short, Clear and Compelling Subject Lines

Half the job of drafting good email copy is nailing the subject line. This is important because the subject line is the first thing your subscribers see before they open the email and they wouldn't bother reading the email if the subject line doesn't pique their interest.

Keep the following in mind when crafting subject lines:

1. **Actionable language generates the desired effect.** Actionable language doesn't necessarily describe verbs -though they help. Actionable words tell the recipient what they can do with the information provided. For instance a subject line that reads "Take Mom To Brunch" is bound to pique interest.
2. **Personalize if possible.** Highly segmented emails always have better open rates. This would explain why the best email copy is the one you write to ONE person. Find a way to personalize the subject line and then work on providing relevant content to the recipient.
3. **The subject line needs to be clear first**, then you can worry about making it catchy. If after drafting

the subject line, you find that you can make it funny, cute, catchy, whimsical or whatever, then by all means, go for it. But never sacrifice clarity in order to add some entertainment value.

## **Ask Questions And Try to Convey a Sense of Urgency**

When you ask questions in the subject line you effectively pique your subscribers' interest and get them to read the email. One way to do this is to include time-sensitive promotions or some deadline they could miss. Even when working with a limited number of words you can still convey urgency by making it sound as if everyone is attending the event so the readers feel as if they'll get left out.

## **Appeal to The Subscribers' Self Interest**

At the end of the day, the customers only care about services and products in the context of their specific needs. As a way to address this, your copy should go beyond explaining the features of what you're selling, and explicitly describe all the benefits of the product or service. Remember features tell, but benefits sell. Imagine you're selling an onion on your sales copy, and so you start out describing what an onion is, its special features and so on. This information will have answered

the “what”, instead of “how” and “why” the subscriber should purchase the onion. If however you explained the benefits thereof, such as how the onion could spice up a recipe, or how it lowers calorie content, the reader will be interested.

## Use Design Effectively

Most sales emails contain some form of design and that can enhance the message but try to support the message in the email- not detract from it. Effective design makes it easy and fun for readers to engage with the content. It may contain neat and visible social media icons, and use clear prompts and simple buttons to guide the reader through the text.

Use design sparingly if you don't have enough experience with it. Several elements can make the purpose of design backfire on you: for instance all capitalized or bolded text, white typing done over a over light background- which makes it difficult to read text, or a tiny call to action. Support your message with a captivating photo, good color contrast and clear call to action.

## **Deliver What Your Subject Line promises**

It is absolutely crucial for your email message to deliver what the subject line promises. If your readers don't get what they're promised, click-through rates will tumble and over time you won't have any open rates to speak of. Make sure the message body doesn't disappoint and you should have significantly high open and click-through rates.

## **Draft a Compelling Message**

So now that you have that catchy subject line and you've grabbed the reader's attention, how do craft copy that will keep them engaged, informed and ready to click? Several issues have to be considered here.

1. Establish relevancy. It takes more than a catchy name tag for your email to yield results: you have to start by establishing relevancy so they have a reason to read the material.
2. Write in the second person. This ensures you orient the copy towards the recipient, as opposed to yourself. A typical sales copy contains numerous instances where the words "you" and "yours'" are used.

3. Be brief. In cases where you know plenty about the topic, you might be tempted to shove in an entire life story into the copy, but don't. Few people read marketing emails word for word; so find a way to summarize whatever information you have to offer and allow the reader to quickly scan the document and still get the most important information.

## **Pump Up Your CTA With Actionable Language**

Yes even emails have calls-to-action! Or at least the good ones do; and its up to you to make sure to include a button-effective call to action. This means using language that is clear and succinct, and that is action-oriented. Keep in mind though, not all email clients will render you fancy HTML copy, and not all recipients will choose to display them.

You may rely on plain text with a clear, perhaps hyper-linked call to action so your readers do something about the information offered. Ultimately you want the reader to click on your call to action so it might not matter how many images or bolded words you have, if they don't lead to clicks, they're not being used properly.

## 7 Email Subject Lines To Increase Your Open Rates



Your email's subject line is the gatekeeper of your email campaign. When you invest hours of work into getting the segmentation right and nailing the email copy, you absolutely want your email to get read!

The average person gets dozens of emails every day – and this may include coupons, newsletters, social media notifications, password resets, lead nurturing emails, invitation to parties, and so on. It's a lot of material to sift through, never mind open, and most people open the emails based on how effective the subject line is.

Granted, there are a few more elements of an email that determine whether or not you'll open it; for instance a familiar sender name, but for the most part, the subject line determines whether or not you'll pay attention to the email.

People's inboxes are always full of messages so it's all too easy for them to hit Delete without a second thought; yet email can be a powerful tool when used to market your business. Subject lines that convey a sense of urgency tend to have higher open rates than say, those that offer freebies, and the use of first names has been found to increase the open rate by a small margin.

But there's a lot more to subject lines than first names, and knowing which factors affect open rates can help you draft effective emails. Here's a quick guide to get you started:

## **1. Localize and personalize**

You've probably come across basic personalization in email marketing- "Hey John, would you like.." It's pretty common nowadays and perhaps a little overused but that does not mean you shouldn't personalize your subject lines. You get a better effect when you use customer

attributes and actions to tailor your emails. Remember the following:

- Use first and last name
- Modify the subject line based on the recipient's location
- Mention their actions on the website- favorite features, what they've been up to, etc
- Gender. Clothing stores are very specific to gender when highlighting products

## 2. Be very specific

Whether you're sending notifications or direct updates, you need to be clear about each campaign and your objectives. However, being upfront doesn't necessarily mean revealing everything the email is about, but assuming you're targeting specific segments, then you need to point that out in the subject line.

Cold emails are the most challenging because you have to explain how you got the recipient's contact information, win them over and then present your sales pitch. It might sound counter-productive to let people know why you're sending them emails but it's actually the best way to get their attention and get click-throughs.

### 3. Take time to build momentum

Auto-responders are very effective at sustaining a life-cycle email marketing campaign. The series makes it easier for you to present yourself to the recipients and allow you to build momentum, because you shouldn't just email people out of nowhere.

Informative subject lines can be used in a series to build momentum and increase your email conversions but unfortunately most businesses send less emails than they could for fear of annoying their recipients. If the emails are relevant and helpful, you shouldn't worry about annoying the readers.

### 4. Test Everything!

You may have read that short subject lines are more effective at boosting opens: it's one of the many marketing quotes thrown around but the truth is you can never be sure how true that is for your own audience. Subject lines are relative to your audience and there really isn't any hard rule when it comes to length.

The best approach here is testing. Draft the best subject lines you can and play around with long and short lines, capitalization, funny characters, etc. Testing is important

in every aspect of marketing so apply it to your subject lines to get a clear picture of what works.

To give you a better picture of what works in subject lines, here is a compilation of 7 email subject lines people went crazy about:

### **1. " Hey"**

When handling inbound marketing, simple subject lines have the best results. This particular example is not about a smart or short subject line, but rather the effective combination of casual personalization and the sender name paring- for instance if you received an email from the president with this subject line, you'd be curious to find out what he has to say.

Paring unlikely subject lines and sender names is very effective at getting people to read the email. You may also try paring a goofy mascot with a serious subject line.

### **2. "As You Wish"**

Learn what makes your audience tick and employ a few psych principles to get their complete attention. For instance, this subject line was taken from a movie, The Princess Bride, and UncommonGoods used it on their

buyers for a more personalized effect. The company knows their buyer persona very well and they knew that referencing that particular movie would get their subscribers' attention.

### **3. "Where to Drink Beer Right Now"**

Okay, so not everybody loves beer, but imagine receiving this in your inbox at 18:45 on a Wednesday night? I mean, think about it: you've been holding it together since Monday and now you need to decompress with a few of your buddies before the weekend gets here; and then you get a notification just as you're about to head out and it says "Where to Drink Beer Right Now".

The timing alone makes this subject line a winner.

### **4. "Not Cool, Guys"**

We're not all equipped to be snarky writers but you can play around with the subject line and find a way to make it stand out. Most email platforms make it easy for you to edit the preview text so utilize that extra space to win over more subscribers and boost your email stats.

### **5. "You're Missing out"**

You may have heard about FOMO, an acronym for fear of missing out; which is actually a big deal now in our interconnected society. Naturally, people don't like to miss out on things, and a smart marketer will exploit this vanity by initiating an effective marketing campaign.

## **6. "DO NOT Commit These Facebook Atrocities"**

No matter how reserved or down-to-earth you are, nobody likes to do things wrong. Why not work on that simple and natural human tendency on your email subject line? Learn to dramatize your words for effect. This line spells out "DO NOT" using full caps for effect, so that way readers will notice the message in their inbox.

## **7. "What Can You Afford?"**

This is an interesting and somewhat encouraging angle; showing your audience a bunch of products that are RIGHT on their budget. Its also kind of competitive, your audience pitting cash against what's available on the market.

You have to play off emotions to get people to read your emails. You needn't be a psychologist to play this game; just pay attention and you'll see a number of opportunities. Remember principles such as scarcity,

urgency and social proof, and see how they boost your conversion rates.

## How Often Should You Email Your List?



Is there a right or wrong way on how often should you email your list? We all know that your list should be treated as if it is a goldmine. Think about it. How would you react if you were bombarded with emails that provided no real value with the sole purpose of getting you to buy something?

Would you say that once a week or month is enough. You certainly do not want to inundate your subscribers with too much information, but at the same time you do not want them to forget about you either.

## Why It is So Important to Frequently Send Emails

If you get it wrong when sending your emails, you could border on being annoying, in which case your subscribers will unsubscribe from your list. On the other hand, if you communicate often enough at just the right times and frequency, you have a better chance of making more money than the average marketer.

Some marketers recommend that you stay in touch by sending your list a weekly newsletter. While others say twice a week is not a bad idea as an absolute minimum. When would it be considered as wrong to send out scheduled emails? Randomly sending out emails is not such a good idea. Say, you send emails 3 times per day over a 4 day period, then you decide to send out 2 per day for a week. The problem with this is that your mails would not be expected, and would most likely be ignored as a result. This is not the way to do it. You do not want to annoy your list to the point where they unsubscribe from you.

If you carefully consider what is needed to foster a positive relationship between you and your subscribers, once a day would be regarded as a good start. Provided you share very useful information in the form of free videos, mini reports or something that has real meaning

in their lives. It must be new, exciting and content that has not been shared previously.

When you establish frequent contact you will start accomplishing some important factors that are needed to grow your business, such as:

- Strengthen your authority in the Niche that you are in
- Establish credibility and trust with your readers
- Demonstrate that you are here to stay
- Increase your chances of being foremost in the mind of your subscribers when it comes to purchasing your offer
- Fully showcase the benefits of making use of your products or services

Most importantly, when looking for an answer on how often should you email your list, you should bear in mind that your subscribers should be treated like family. This can be done by sending them an email where you simply state how much you appreciate them, then give them valuable information that will make a difference to their lives. All this without any strings attached.

## **Things to Avoid When Sending Emails**

Do not shove all kinds of marketing messages in the face of your subscribers to try and twist their arms into buying this or the other from you. Unless, of course, you do it in a tasteful manner where they get to realize the value in owning a particular product you have. You should rather concentrate on getting your subscribers to trust and value your opinion. Doing so will ensure they stay engaged and ready to respond to any future offers coming their way.

Some marketers go all out to promote anything and everything for the sake of making money. Avoid doing this. Send emails that focus on useful information and list sources that will add value to the life of your subscribers. Never think that you are bothering your readers if you have something of value to share with them.

## **Should You Broadcast Messages or Send Autoresponders?**

If you intend making a special announcement, then a broadcast message as a one off email would be ideal. On the other hand autoresponders make the lives of internet marketers so much easier.

All they need to do is set up their series of messages upon which subscribers will be informed on a regular basis about news and events that is of importance, or any other informative material.

Which one of the two would be better to use?

There is no right or wrong answer in this regard. Below are a couple of guidelines to help you along:

**Broadcast messages** - If you are a very organized individual who are able to send broadcast messages consistently on a daily, weekly or monthly basis, then this would be the way to go.

**Autoresponders** - Most people and business owners already live a very hectic life, and would therefore prefer making use of autoresponders. This way you can keep in touch with your prospects for months if not years. All this without even being there. All that is required of you is to do the work once, then set and forget about it.

The only problem is that too much automation can become impersonal to the point where people do not feel valued. It won't be a bad idea to relate a story to your subscribers every now and again. You should mix it up a

little. Make use of an autoresponder, but also broadcast something of importance every now and again.

For instance, on a Monday, Wednesday and Friday you could set your autoresponder to do its thing. Make a point of personalizing your messages on all the other days, which would include making use of broadcast messages.

Your subscribers will see you as a real person and not think they are dealing with a robot. This is the kind of approach that is highly recommended.

Back to how often should you email your list? The fact of the matter is that this question is answered differently by every business. You should email as frequently as you possibly can without annoying your subscribers.

Test it by taking a closer look at how often your mails get opened, etc. If you experience too many unsubscribes, then it is a sure indication that you are overdoing it. Close monitoring is the key to your success.