

Make your Newsletter List ♥LOVE♥ You!

*Simple, easy ways to add subscribers.
Tips to help you profit from your list.*

- Much thanks to -

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List Building Secrets- And It Ain't Rocket Science Either!

www.CarrieLauth.com

You hear it everywhere you go online... "The Fortune is in the List". All the marketing big guns say it. But what if your site has been online for months and you've still only got a few subscribers? Or what if you aren't making any money with your ezine? What then?

Recently I had the opportunity to review a very powerful ebook called Meetings with List Masters. The information is potentially worth a ton of money but I didn't pay a cent for it since it was made available to me for free at Mom Masterminds:

<http://www.carrielaugh.com/mm.html>

When I got about halfway through the book, I realized that the majority of the marketing experts interviewed were saying the EXACT same thing! So, there must be something to it...building a responsive, large email list isn't rocket science... the same strategies were working for all the individuals interviewed, regardless of their product or target market!

Hot Tip: For an example of a woman with an extremely successful list -check out the queen! <http://www.carrielaugh.com/queen.html>

Getting Started

1) What is the purpose of your list?

Grab a piece of paper and start writing. WHY are you harvesting emails? Sure, you want to make sales and keep these people coming back to your site, but what else? Are you going to give your subscribers great information? If you sell makeup for instance, are you going to email your customers helpful tips on how to use your product to make themselves more beautiful? Tip sheets on how to store the makeup so it lasts longer? Advice on how to choose the right colors for their skin tone? Etc... Get clear on this.

2) Who do you want?

That's right- who is your ideal subscriber? You don't want a huge list as much as you want a responsive one. So figure out who you want to sell to and word your sign up page "sales" copy accordingly.

3) Tell your subscribers what to expect.

Tell your customers before they opt in: What your ezine is going to contain and how often you're going to be emailing them. People want to know what they're getting into

before they give up their contact info. Make sure they know how your information will add value to their lives NOW. What are the benefits of receiving your information?

4) Create a Bribe to Subscribe

That's right...create something that you can give your visitor when they sign up for your newsletter. It could be a free mini-course, a downloadable report, an article, a coupon, automatic entry into a contest, whatever...just make sure it's something that interests your target market. Your makeup ezine subscribers may not be interested in business information, but they may love a report on how to clear up blackheads. Get clear about who your target market is and how to best meet their particular needs.

Hot Tip: Need a good bribe? Check out the free ebooks at <http://free-ebooksonline.com>

5) Getting To Know You....

Your subscribers likely "clicked" with you as a result of reading your content. That's why they're willing to hear from you again and again! Let them know you're a real person by allowing your personality to shine through. That doesn't mean telling them what you ate for breakfast. It does mean giving your opinions and letting your subscriber see into your life a little bit.

Growing Your List

1) Create a mini site that promotes only your ezine

Consider giving your newsletter its own spot on the web with a unique domain name. Some examples are:

www.baby-scrapbooking.com/

www.free-ebooksonline.com/

Or, you can make the home page a huge opt-in like:

www.natural-moms.com/

This technique can make your response rate soar, simply because it's the only option on the page...the user has to give up their email in order to get to the good stuff- your content!

2) Put a newsletter sign up box on every page of your site.

Many webmasters say that they have the best results putting the sign up box in the upper right hand corner of the page. Test it out and see what works for you, but make sure that it's on every page or at the very least, the main sections of your site.

3) Got that bribe to subscribe in there?

Just checking ;)

4) Write articles and put your newsletter sign up page in the resource box.

This one is self explanatory...just be sure to give them a compelling reason to sign up! For more information about writing and marketing with articles, I recommend a resource put together by my friends Nicole and Kelly at: www.carrielaugh.com/article.html

5) Joint venture with other ezine owners.

Do you know a webmaster whose target market would be interested in your ezine? Have her mention your newsletter in exchange for recommending hers. You can also trade the "real estate" on your sign up thank you page...you know, the page the visitor sees after they opt-in. If your customer is willing to receive information from you, they are likely to place value in your recommendations.

6) Create a free report to give to other webmasters/ezine owners.

Write a great article or report and distribute it to webmasters for free. Make sure it mentions your newsletter as a source of more information. For instance, if you sell children's books, create a downloadable report on "How to Get Your Kid To Love Reading" or some such.

7) Collect testimonials

Getting feedback about your newsletter? Be sure to tell others about it! Ask permission to put your reader's picture and testimonial on your sign up page to impress prospects.

Making Money

Here's where the rubber meets the road ;)

If you're reading this, I'm assuming it's because you want to make money with your newsletter. How do you sell to your subscribers without seeming too pushy or turning them off?

1) Sell to them soon, but not too soon.

Don't wait forever to start making product recommendations to your list, or you will have effectively trained them NOT to buy. But don't let your very first email or two contain a strong sales message. Warm them up first with valuable information.

2) Combine content and ads

Your ezine should offer value by way of good content. Mix in the sales message but don't let it overwhelm.

3) Be careful with your reputation!

Do research and only recommend the best products. If you recommend a product that turns out to be crap, your subscriber may not be very forgiving. Ideally, you should purchase and personally use anything you try to sell to your list.

Here is some training on Affiliate Marketing -
www.Business-Moms-Expo.com/Affiliate_Marketing.html

4) Ask them what they want

Conduct surveys to find out what your subscribers want. Encourage them to post questions and feedback to your blog to create a feeling of community. Then, give them the content they want!

Well that's it in a nutshell- the best of the best list building tips!

Feel free to contact me with your feedback or questions at
www.CarrieLauth.com/blog

Happy list building!

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How to Pull in as Much Profit as Your Wallet will Hold with Lists

by Jimmy D. Brown

The fortune is in the list.

If I had a dollar for every time I've heard that said, well, I'd already have a fortune! :-)

However "broken-recordish" it may sound, it is a truthful statement. The fortune REALLY IS in the list.

Fact is, if you possess the knowledge of how to grow and profit from your lists, you can pretty much write your own ticket.

And, if you'll read the remainder of this article, I'll pass that knowledge right on to ya.

It comes down to getting folks to do four things...

1. REQUEST. First things first, you need to convince people to "opt-in" to your list. That is, get them to join your list of their own free will.

Usually, this involves giving away a mini-course, report or newsletter from your web site. All you need is..

- 1 An Attention Grabbing Title. (I could have chosen "4 Keys to Successful Email Promotions" for this article, but is that as attention-grabbing as "How to Pull in As Much Profit As Your Wallet Will Hold From Lists"?)
- 2 A Handful of Bulleted Benefits. (A short list of 4-6 desirable things subscribers will learn if they join your list. Think "what's in it for me?")
- 3 An opt-In Submission Form. (Your autoresponder system will provide this for you.)
- 4 *Need a reliable autoresponder? We use <http://ilove.aweber.com>*

Hot Tip: The BEST way to get folks to join is to embed the above mentioned items DIRECTLY in the most prominent place you have your site visitors' attention. Usually this is 3-5 paragraphs into your sales letter or 1/3 of the way into an ezine article.

After visitors to your site have "requested" information by joining your list, it's critical that your emails be delivered successfully to their inbox. With all of the filters in place

(among other hazards) this can be quite a chore.

One thing you'll want to do for certain is check your SPAM rating to make certain it's in an acceptable range.

Again, most of the better autoresponder services offer this feature for you.

<http://ilove.aweber.com> does include spam checking

If yours doesn't, you can use the free tool at <http://spamcheck.sitesell.com/startnow9.html>

You can also do things like...

- 1 Get your subscribers to "approve" mailings from you.
- 2 Authenticate yourself as a legitimate mailer when you receive a "response challenge" from protection services such as Spam Arrest.
- 3 - Use alternative formats of your email messages such as "downloadable email messages" in PDF format. (Free report available at <http://GetEmailResults.com>)

3. READ. When your emails successfully arrive at the inboxes of your subscribers, another task awaits – getting them to actually open your message and read it.

This is going to depend upon your "subject line". It is paramount that your subject line be intriguing enough to convince your readers to stop what they are doing and take a look inside.

One way to get this done is to create a swipe file of email subject lines that have convinced YOU to read the messages and then modify those subject lines for your own use.

Ex. I received an email that had the subject line of "This affiliate tip is almost too easy" that caught my attention and forced me to read the associated message.

This subject line could easily be used in a variety of different niches...

- This dieting tip is almost too easy
- This time management tip is almost too easy
- This marriage saving tip is almost too easy

4. RESPOND. When you have convinced your subscribers to open your email message and read its contents, the only remaining "task" is to get them to respond.

You want them to take action. Click a link. Go somewhere. Ultimately, spend money with you.

The only way you'll be able to do this is follow a simple catch phrase I've been teaching for years: "useful, but incomplete".

It simply means this: your messages must provide content that is useful to your subscribers (otherwise, they'll unsubscribe faster than you can say "oops!"), but is also "incomplete" in that there is some additional offer that could enhance or maximize that content.

Ex. You might write an article that shares "7 Ways to Profit With Autoresponders" to send to your list. That's "useful" information to those who are interested in that particular topic. It's also "incomplete" because they need an autoresponder service to put the information into action. That's your cue to promote your recommended autoresponder service. (*you'll love - <http://ilove.aweber.com>)*

See how it works?

If you want to pad your wallet with profits by using opt-in lists, this is how you do it:

Get people to do these four things

- 4 Request
- 5 Receive
- 6 Read
- 7 Respond

This is a system that has never failed, will never fail. I've used it. Others have used it.

Now, it's your turn to use it.

Free Gift: Check out this free ebook by the author - How to Make Six Figures
<http://www.carrielauth.com/Make6Figures.pdf>

Jimmy D. Brown has just released a set of videos teaching you exactly how to grow and profit from opt-in lists and web site traffic.

The shocking part is this: he's basically giving them away for only \$10.00.

<http://www.CarrieLauth.com/listtraffic.html>

Jimmy D. Brown is the owner of the "List And Traffic" membership site, teaching thousands of internet business owners specific things they can do every week to multiply profits. For video training, weekly updated content and printable checklist "systems" for growing your business, drop by

<http://www.CarrieLauth.com/listtraffic.html>



Create An Awesome Newsletter

by [Darlene Arechederra](#)

<http://www.carrielaugh.com/dar.html>

Does your newsletter attract your perfect reader? Do your readers email you out of concern if your newsletter is a few minutes late?

Yes, there really are secrets to publishing a fantastic newsletter. Use the following tips to create a newsletter that will find your perfect reader, keep her anticipating your next issue, and have her forwarding your ezine to her dear friends!

Write Your Article or Issue to Only One Person

While we'd love to be everything to everyone, it's just not possible. Avoid this, and instead write as if you're talking to just one person. That goes for your ezine greeting or welcome. It goes for the article you write -- as well as your closing comments. You're talking to just **one** very special person.

Why is this so important? Because if you're writing for a **group,** you will lose that personal touch. And it's that personal touch that will keep your reader coming back for more.

Each reader has thousands of ezines to choose from. Give her a reason to visit with you on a regular basis. Let her know that she's the most special person in your world. When you do this, she will want to know you better. As she knows you better, she'll discover that you are trustworthy and honest -- and worthy of her time.

Knowing and trusting you is the beginning of a beautiful relationship with your reader. Let it be you and your ezine that she will be attracted to!

If the concept of being a 'sweetie' in business seems impossible, I invite you to visit -
<http://www.carrielaugh.com/sweetie.html>

Losing Subscribers Can Be a Great Thing

Yes, I know. It's hard to believe, isn't it? But, there are actually some subscribers who simply won't be a good fit for you.

Freebie seekers and critics are good examples.

A freebie seeker who only reads in search of a free item (or demands access to your paid product for free) will rarely (if ever) contribute or make a purchase. A critic won't take time to write when you've provided an excellent ezine for her pleasure. But she'll let you know when you've left out a comma -- or if she didn't like something in your ezine (smile.)

Your best subscriber is the one who looks forward to your newsletter. She waits for it to arrive in her mailbox. And if it's a few minutes late -- she sends you a note to see if you're okay! She values what you have to say to her. And she's happy to have something so wonderful to forward on to her friends.

Focus your time and energy on subscribers that are a good fit for your newsletter. This rewards your faithful readers who anxiously await your next issue. It preserves your energy so you can give only your best.

It's okay to let go (gracefully, of course!) of those who aren't a good fit. When someone unsubscribes, that is a really great thing for you in the long run! And, don't be hesitant to unsubscribe someone who has a habit of causing you to feel uncomfortable. (Definitely not a good fit!)

Tip: If you are having trouble with Confidence, check out - The Confidence to Act here --> <http://www.carrielaugh.com/confidence.html>

Create Content Your Readers Will Love

Find out what your readers really, really want. Then provide it for them. You'll know when you're getting close to your reader's heart because she'll begin to send you her comments on your articles. She may send in her own hints and tips. Your reader will contribute because it's a good fit. Now you're talking **her** language!

Here's something you'll want to know, too. Make sure your heart is in whatever content you're providing. Otherwise, you may lose interest -- and preparing your newsletter can become drudgery.

If you find your special content is not what your audience is looking for, you may be attracting the wrong audience. Write specific articles and hand select a few ezines to send them to. This is a good way to attract those who'll love what you have to offer. A simple ad swap can find your perfect readers for you too.

You may find it works best to write most of your own articles. It gives your reader a chance to know you and develop a relationship with you. Others do well by providing guest articles on a regular basis. Try it both ways if you're not sure which your readers prefer.

Note: If you struggle with writing, then check out - www.CarrieLauth.com/article for ways to find topics and write simply and easily.

So, there you go. Keep the above tips in mind when you sit down to write your next ezine. Try them, and jot down the date you make each small change. See if you don't find your perfect reader -- and find your subscriber list growing in the process. Don't be surprised when you begin to receive energizing emails from your dear readers!

Recommendations and free trials

Below are some recommendations I have of products I recommend and use, to build profitable websites and newsletters.

Mailing List Manager:

Many, many successful online marketers rely on Aweber as their mailing list and auto responder tool. With it you can create unlimited campaigns, unlimited messages, etc. It also allows you to track clickthroughs which helps you learn what your subscribers really want- very valuable! Go here for more info and a free test drive of the system:
www.ilove.aweber.com

Super Quick And Easy Website Builder and SEO Tool

If you want to build multiple websites quickly and easily, in my opinion there is no better tool than XSitePro. It has so many features that I can't begin to list them all, but it makes life SO much easier if you want to earn money online. Learn more about it here:
www.XSiteProSuccess.com

Coaching/Mentoring for Moms in Business

Mom Masterminds is THE place for Moms who want to earn a serious living on the Net. Take the free course here -
www.CarrieLauth.com/MM

Need content for your newsletter?

Don't miss <http://LadyPens.com>

Free ebooks at <http://free-ebooksonline.com>

Would you like free long-term advertising?

www.CarrieLauth.com/article.html

Priceless List Building and Traffic Generating

Jimmy D. Brown has released a set of videos teaching you exactly how to grow and profit from opt-in lists and web site traffic.

The shocking part is this: he's basically giving them away for only \$10.00.
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