

AN INNER SUCCESS CIRCLE SPECIAL REPORT

Grow Your List

Grow Your Business



Brought to you by

MARTY MARSH

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Grow Your List

Welcome

Your favorite restaurant sends you an electronic postcard for a free birthday dessert. You get an email coupon from your dog groomer offering Fluffy a free toenail clipping. The Apple Store sends you an email about the latest software to make your life easier. I send you a valuable tip about marketing your business.

Across the Internet, around your neighborhood, throughout all industries, companies are using email lists to track, entice, and market to their customers. No matter what business you're in, a customer list is literally your bread and butter.

Research shows that it's infinitely easier – and cheaper – to sell to existing customers than to convince new prospects to buy. And when you market online via an email list, you circumvent many of the challenges of traditional direct mail – namely, cost.

With email lists, you can manage and mail to thousands of contacts at the click of a button, for the fraction of the cost of “snail mail.” This special report will show you easy ways to manage and grow your own email list, resulting in bigger profits for your wallet and higher visibility for your business.

Hi there. I'm Marty Marsh and it is my pleasure to share this report with you because I believe having a responsive email list is vital to your success in business.

There is valuable information in this report and I hope you will take what you learn in these pages and apply them to your own situation. Information has true value only when we put what we learn into practice. Put these ideas into action in your business and I can pretty much guarantee your success!



Marty



Why Do I Need an Email List, Anyway?

If you've ever entered an online contest, offered your email address to an online or local store, or given the okay for a sales consultant to send you information, you've joined an email list. Email lists are simply the email addresses and names of people who sign up, by one of many different means, to receive emails such as eZines or eNewsletters, eCourses, or product information in their inbox.

Collecting customer and prospect contact information and keeping in touch with them on a regular basis is the key to any online business's success. **Here are some of the main reasons to start building your list now:**

Presence – An email list that you mail to regularly gives you an easy way to keep your name in front of your customers and prospects on a continual basis. By making your name top-of-mind, you're increasing the likelihood that your customers will purchase from YOU when they're in a position to buy.

Connection – Say you're a florist. Your average customer may only purchase from you a few times each year. But you continue to stay in touch with her, providing her with quality information that relates to a topic she's interested in — holiday decorations and entertaining tips, for example. When she DOES need a flower arrangement, you'll be the one she buys it from. Why would she spend her money with some website she's never heard of when she knows you, her online friend, who sends her useful information every week?

Education – Some products and industries require more education before prospects are ready to purchase. Email lists offer an easy, inexpensive way to provide the information your prospects need, moving them through the learning curve, until they're ready to buy.

Feedback – Do your customers want your next product to be bigger or smaller than what you have now? Do they hate the background music on your website? Do they wish your software was compatible with a platform you don't currently offer? Don't guess — just ask them! Email lists give you a simple way to solicit feedback from the real experts — your customers themselves.

Easy to Share – Word-of-mouth can be your best source of new business and by providing easy-to-share electronic newsletters or product information, you make it more likely that your current customers will pass the word on to their friends, without incurring a minute of *your* time or a penny of *your* money.

Revenue – Some enterprising electronic newsletter publishers make money by selling ads in their publications to complementary businesses. The larger and more targeted your audience, the higher rates you can command.

Provide subscribers with quality information on a topic that interests them, and they'll gladly allow you to tell them about your products and services.

Starting, growing, and maintaining an email list of targeted subscribers is one of the most profitable things you can do to build a successful business online. Not every prospect will become a subscriber, and not every subscriber will turn into a loyal customer, but you'll find you're much more successful selling to your list than you are to a group of relative strangers.

Provide subscribers with quality information on a topic that interests them, and they'll gladly allow you to tell them about your products and services, knowing you're an expert at what you do. After all, you're providing all this great information... you must know what you're talking about! There really is no reason to delay starting your email list.

Managing Your Email List

Once you've decided to start an email list, you'll need a way to manage your contacts so you can easily add and delete contacts, and send them a variety of electronic communications. While some people try to handle their lists through their personal email accounts, when your list grows, you'll soon run into problems. Not only may your internet server flag you as a potential spammer, keeping track of hundreds – if not thousands! – of subscribers would be a nightmare. Make it easy on yourself and start with a robust system from the beginning.

Here are some questions you'll want to ask when evaluating email list management systems:

- Will it generate an online form for installation on your blog or website that allows someone to subscribe and unsubscribe easily, at the push of a button?
- Does it have the ability to send your newsletter in the format you choose (text or HTML, for instance)?
- Will it scale as your list grows (plan ahead – you don't want the hassle of moving your list later on)?
- Does it offer the ability to create autoresponder messages, where you create a series of email messages and new subscribers receive the messages in order, regardless of when they subscribe?
- How much does it cost, and does it charge by list size or by number of messages sent?
- If it is a free service, does it include ads in the email messages?
- What are its statistics for message delivery?
- Can you attach files to messages? What file types are supported?



- How difficult is it to use? What kind of support is available?

A little research online will bring up a variety of options, any one of which may be ideal for your purposes. One of the most popular for Internet marketers is *Aweber*.

Aweber is a popular choice because:

- **Outstanding technical support.** Live online chat and help lines make it easy for you to get person-to-person support to set up your list.
- **Great training.** A number of online training videos are available to help you learn the ropes.
- **Inexpensive trial.** With your first month just \$1, you can try the service before you commit.
- **Competitive pricing.** Aweber's price structure is competitive to services with fewer options.
- **Unlimited lists.** You can create as many lists as you like – one for each location, product line, market segment, teleclass offerings, etc. – all for one price.
- **Unlimited emails.** You can send as many messages per month as you like, for the same monthly price.
- **Follow-up series.** You can set your list so all new subscribers will automatically receive a series of scripted email messages, regardless of when they join.

There are many other possible email list managers such as iContact, Constant Contact, MailChimp, List Mail Pro, AutoResponse Plus, and Yahoo Groups. *Not all are alike!*

Do some research and ask pointed questions to determine the best solution for you – not just for your current list, but for the future as well. Experts say that you lose an average of 50-90 percent of your subscribers when you switch from one list manager to another, so the decision you make today is one for the future as well.

Comments about Aweber...

This is my opinion, but if you're just starting out, you'll be far ahead of the game if you use Aweber from the get-go. If you've been in business for a while and have been mailing to your list on a regular basis but there's some reason you want to change your email provider, you need to carefully evaluate if it is worth it to you to lose most of your list.

Aweber absolutely, 100% requires that your entire list opt back in if you import a list into their system from another provider. Doesn't matter to them if all those people opted in already, they have to do it again.

And unfortunately, because people are busy or not paying close attention, they often fail to re-opt-in, even if they love what you send them. And Aweber only gives you one chance to alert your list that they will need to re-opt-in. This is why you are likely to lose most of your hard-won subscribers when you change.

The only reason I bring this up is because I do believe that Aweber is still the best email solution out there and overall, the most cost effective. Sure there are other good providers, but IMHO Aweber is the best choice.

My second choice is iContact, and that's the one I am currently using. (I've tried all the others, too.) At this writing I am not willing to make a change to Aweber for the precise reason that I'm not ready to lose most of my list.

Of course many experts will tell you that changing your email manager like this is a great way to clean your list. Whoever opts back in, you know those people like what you are doing and want to keep hearing from you. In many ways, this is a good way to pare your list down to a good responsive group. And a responsive list, even if a smaller list, is the best list you can have.

10 Ways to Promote Your Email List

Once you've selected your list manager, it's time to add subscribers. There are a number of ways you can successfully entice website visitors, customers and prospects to join your email list:

1. Bribery! Not in the monetary sense, but in the “Let me make you an offer you can’t refuse” sense. Offer a free, original ebook to anyone who subscribes to your email list. This method works especially well if your subscriber can *only* get the ebook from you. Don’t have an ebook to give away? Try writing 5-10 original articles on your niche topic and compiling them into a PDF. It’s a quick, easy and cost-free solution to create a unique product.

2. Tweet about it. Let your Twitter followers know when you publish a new newsletter. Tweet the link to your subscription form. Offer a free ad to any of your followers who subscribe and email you their Twitter user name. Ask your followers to retweet (RT) your posts promoting your list.

3. Add a subscription form to every page of your website. The upper right side is considered the best location, but if that doesn’t work, choose a spot and add it to every page.

4. Offer email list-only specials, coupons and information. Make sure your email list gets your *best of your best*, not just rehashed material from your blog or other publications.

5. Update your Facebook status with a note about your newsletter. Encourage your FB friends and family to subscribe and tell their followers. Be sure to thank them when they do.

6. Promote your mailing list instead of your website. Then use your mailing list to promote your other offerings. Your goal is to capture the names and contact info of your prospects and customers. Once you do that, you can steer them to your website, products and services.

7. Create a separate sign-up page (also known as a “squeeze page”) for your mailing list and link to it from every page on your site. Include sample content and detailed information to let your visitors know why they should want to give you their email address. Make it worth their while by offering something they can’t get anywhere else except through you (see hint #1 above).

8. Write guest posts and articles for blogs and websites that reach your target audience. Instead of promoting your website in your resource box, encourage readers to subscribe to your mailing list and let them know what they’ll get if they do.

9. Include a link to your subscription page in your email signature (sig file), as well as in your signature on discussion forums and groups you belong to. Most forums will allow you to do this automatically by customizing your profile. This method is an easy way to capture names from prospects without their having to visit your blog to learn about you.

10. Ask subscribers to forward and share your mailing list with their friends, family and



colleagues. Include a line at the bottom of every email asking your readers to forward the information on if they've found it useful. You might even offer an incentive, such as a free ad or a special discount for every subscriber they refer to you.

There are many other ways to promote your mailing list, but the main thing is to do it, and do it now! Use every means at your disposal to spread the word and encourage subscribers. Building a mailing list is the best way to build your business online, and promoting it wherever you can is the best way to grow your list.

Five Ways to Grow Your Email List with Free Stuff

As you learned above, growing a large, targeted email list is one of the primary keys to successful online business. But when you're starting from scratch, the idea of growing a list of thousands or more can be intimidating. While buying email addresses seems like a quick and easy solution, these lists are usually junk, with inactive addresses or contact information obtained illegally. So what can you do? Try giving away free stuff to grow your list! Here are five "ethical bribes" that have worked for online businesses just like yours:

1. Write an ebook. Everyone wants "insider info" that's not available anywhere else. An original ebook that offers quality content in your niche will attract a ton of subscribers. Some internet marketers use this tactic alone to grow their lists. And it's not as hard as you may think!

Begin by writing 5 to 10 original articles of approximately 500 to 750 words that your readers would benefit from. These can be on all different topics, or they can be related. But be sure they offer good information and are totally original. If writing is not your strong suit, consider hiring someone on a contract basis. Good writers are easy to find and very affordable nowadays.

Place all your articles together in one Microsoft Word document. Add a cover page to the front with an appropriate graphic, your byline, the name of your business and your web address, a statement that the content is proprietary and that they can only get a copy from you. For an added boost of traffic, include a page at the end that invites readers to direct others to your site for their own copy.

Once your document is complete, create a PDF file using one of the many free PDF converters available online (if you're on a Mac, it's even easier – it's already included in your operating system). Then offer this special report as a gift for signing up for your email list, and watch your list explode!

2. Free downloads. Who can pass up free stuff? There are scores of free ebooks, software, graphics packages, podcasts, videos, audios, articles, and more that come with permission

While buying email addresses seems like a quick and easy solution, these lists are usually junk, with inactive addresses or contact information obtained illegally.

to distribute freely. Pick a few that would appeal to your market. Upload them to your website, or a file storage site if space is a concern, and give the links only to subscribers.

Add a few new downloads every week and you'll keep subscribers longer and keep them coming to your site for more free goodies.

3. Physical publications. While you may think only electronic or “intangible” freebies can grow your list, think again! A free printed booklet is an excellent way to attract subscribers. You can create one easily in Word or a similar program and print them one at a time from your computer or get a batch put together at a copy shop.

“101 Ways to...” or “45 Tips for...” are great titles for any niche. Just flesh out the title with quality tips and data, include your contact information and offer it to every new subscriber to your list. This is a great way to also get postal mailing addresses so you can use direct mail as one of your mailing list strategies.

4. Password-protected resource pages. If you prefer to not worry with downloads, create a free resource page that provides quality information your subscribers want. For instance, if your target audience is women in business, you can find hundreds of places for women to advertise their business online, free.

Use this information to create a password-protected page for subscribers-only on your website. Update the information weekly or monthly, and change the password each time so subscribers have to stay on your list to use the updates. Simple. Free. Effective.

5. Templates. Another great freebie to offer subscribers is website and blog templates. Create your own, hire someone to design a few, or find them online and share the links. Whatever you choose, for best results, make sure there's a natural match between the templates and your market.

With these ideas in mind, put your thinking cap on and come up with a list of at least ten possible freebies for your list. Start with one and see how it's received. Remember, one of the best things about working online is that it's easy to test multiple concepts, change your model, or try several things at once. The important thing is to pick an idea and implement it!

Growing a huge list requires a variety of marketing strategies, and one of the easiest is to convert visitors to your website to list subscribers.

Use Your Website to Promote Your List

Growing a huge list requires a variety of marketing strategies, and one of the easiest is to convert visitors to your website to list subscribers. Everyone who visits your website or blogsite is a potential client or customer and being able to market to them long after they've left your site is the greatest advantage in capturing their email information.

To begin, write a compelling description about what your list offers your targeted audience and why they'd want to subscribe. Use the WIIFM (What's In It For Me?) formula and include all the benefits of subscribing, the free goodies they'll receive for subscribing, how easy it is to join — and to opt-out if they choose — and details about the quality content they'll receive.

Create a page on your website specifically for this content. Your mailing list needs its own page. After all, your mailing list is one of the biggest and most profitable marketing methods you can use, so give it the attention it deserves.

Include a sign-up form on this page so visitors can easily subscribe to your list directly. You'll also want to include a sign-up form on all the other pages of your site. These forms are typically located in the upper right-hand navigation column. But on your dedicated list page, make it even more prominent and place it in the *center* of the page so it's easy to find.

Next, create a thank-you page and have your email list manager (Aweber or a similar service) redirect subscribers to this page when they subscribe. Here, you'll thank the subscriber for joining, and let them know if they should be expecting a confirmation in their inbox (a common “double opt-in” procedure for high-quality email list managers like Aweber).

You may want to think about using the bottom of this page for a “thank-you page swap” with another publisher who reaches your target audience. Your partner will use this space to promote your list, and you'll promote theirs. Language can be as simple as... “Now, that you've subscribed, why not check out another great newsletter...” with details or a link to a subscription box. This step isn't mandatory, but it can help grow your list if you choose your partner wisely.

Through your email management service, be sure that as soon as your subscriber has confirmed her email, she's redirected to the link to the free content you promised, or it's sent automatically via email. Whichever method you use, just be sure to get it into your subscriber's hands quickly. People tend to be impatient online, and following through right away on your promise to provide something will make a good first impression.

Now that your new page is all set up, your thank-you page is in place, and your subscriber has the free information she wants, it's time to promote this page.

Submit the link to search engines, online newsletter directories, quality free advertising sites and anywhere else you can think of. Include it in the resource box for articles or guest blog posts you write, and in the signature line on forum posts. Arrange to swap links with other online business people in complementary industries. Include it in your email signature.

People tend to be impatient online, and following through right away on your promise to provide something will make a good impression.

You might even use the otherwise empty space on the back of your business card specifically to promote your list and your ethical bribe.

Constantly work to build the site rankings on this page. Tweak the content and try different headlines and graphics, seeing which convert visitors to subscribers.

Grow Your List with Offline Promotions

Using offline promotions is one of the best, though often overlooked, ways to build your email list. For beginning marketers, in particular, or publishers on a shoestring budget, it's a great opportunity to spread the word without spending a fortune.

Promoting offline can sometimes make it harder to reach your target audience, since you may not know as easily where they can be found – especially true if you have a narrow, niche market. So using a broader stroke in your marketing efforts is acceptable as long as you see good results.

The ways to promote your business offline are only as limited as your imagination. Here are a handful of ideas to spark your own creativity. The best part: They are relatively low-cost and won't break the bank.

- **Fill a small zipper bag with a few Hershey's Kisses, your business card, and a quarter-page flyer that includes details about your email list, and the benefits for subscribers.** Distribute these freely wherever your target audience hangs out.
- **Leave a few brightly colored, half-page flyers with your email list information and subscription URL in the lobby or in your room when you stay in a hotel.** Staple a chocolate mint to each page, so the maid doesn't automatically toss them. Do the same thing with a quarter-page flyer at restaurants, day cares, grocery stores, pharmacies, bookstores, the bank and anywhere else you visit. Ask first!
- **Place a small classified ad in your local community paper.** Local papers usually offer affordable advertising options that are seen by a large number of people. The nice thing about community papers is that most people read them from front to back, so even though the circulation may not be as large as other newspapers, the actual number of eyes that see your ad might be greater.
- **Set up a booth at community fairs such as those held by your church, parish, or local Chamber of Commerce.** Fill a basket with candy to attract visitors, and host a contest for a free gift.

Create some simple drawing slips with a small-print disclosure that anyone who enters will be subscribed to your mailing list, and require everyone who enters to

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include an email address. When the fair ends, draw a winner, and deliver or mail the prize.

- **Rent a booth at a local flea market, business expo, or county fair.** Offer free goodies such as a small booklet related to your niche topic, and ask anyone who stops by to subscribe to your email list.
- **Balloons, pens, letter openers...** all of these ideas that we think only work to build a brick-and-mortar business, can also work to build your subscriber mailing list – if you use them! Carry a few with you so when someone asks you what you do, you can hand them one of your promotional items.
- **Contact local businesses and ask if you can post a flyer on the inside of their restroom stalls in exchange for a free button, banner or text ad on your website.** (This is a good place to use laminated flyers, too.)
- **Have a few T-shirts printed with your subscription URL and info on them.** Something short like: “Free Budget Tips!” along with the URL will work great. Wear one when you’re out and about.

Leaving pens in strategic locations...

At one time I left pens in locations where people were always needing a pen, such as at the bank or at the post office.

The pens, of course, had my business name and contact info on them, including my web address and phone number.

I had a number of people join my list because they picked up my pen somewhere, and I also started a profitable relationship with an author of a book in need of promotion.

So you never know who might pick up your pen and contact you. The cost is relatively low.

Check back often at your locations and replenish the pens, as they will disappear quickly!

Not every idea you have will draw noticeable results, but by using a variety of methods, you’ll get the word out about your business much more quickly. Give a few of these techniques a shot and see what works. You never know when you’ll hit the jackpot.

Increase Your Profit With Your Mailing List

If you have an email list but aren’t making any money with it, you’re sitting on your golden goose, not allowing it to lay any valuable eggs! The whole purpose of going to the trouble of creating, maintaining and growing a mailing list is to reach more customers, sell more products, and make more money. If you haven’t seen a successful increase in your profit with your mailing list, it may be time to regroup and see what you need to do differently.

Here are some of the biggest mistakes list owners make with their email marketing efforts:

They get lazy. After a while, many list owners get busy – or lazy – and forget about their lists. They start publishing less frequently or their consistency drops off. Or they may stop publishing altogether! Don’t let this happen to you.

A neglected list is an unprofitable list. You need to stay in contact with your subscribers

on a regular basis. You can go monthly, though no less than that, but bi-weekly is better, and weekly is probably best, depending upon your subscribers and your industry. People won't buy from you unless you're top-of-mind, and people's memories won't last any longer than it takes to delete your message from their in-box.

They get sloppy. You have to maintain the quality and integrity of the mailings you send to your list. Sure, you can use reprints occasionally. But be sure to add lots of original content as well. And if you do use a reprint, add a personal note to it, to give it more impact and let your readers know why you chose it.

If all you're doing is reprinting someone else's great content, don't be surprised if your subscribers decide to cut out the middleman and go right to the source – dropping off your list and joining someone else's with stronger, original content.

They get dated. If you've set up your messages using Aweber, or another autoresponder system, go back through the messages every once in a while and make sure they're up-to-date and current. For instance, if you ran a special promotion in message number one that ended a month ago, it can harm your credibility when a new subscriber receives that message with old information and broken links.

Online, all you have to impress your prospects is your presence. A broken link online is like a dirty restroom in a restaurant. It shows a lack of attention to detail, and your customers will wonder where else you're cutting corners.

They forget to sell. While it's wonderful to send educational information to your subscribers, don't forget to tell them what you're up to! Let them know about your new products and services. Share success stories and behind-the-scenes glimpses into your business life.

People love to know about the people they buy from, and sharing a bit of personal information about yourself will help them feel more attached to you.

They overwhelm their readers. More is not always better! Giving your subscribers dozens of links to resources, five product descriptions, and ten articles in each newsletter is too much. When people get that much information all at once, they shut down. They either delete the newsletter right then and there, or they leave it to read for "later" when they have more time (which we all know actually means "never").

Choose the best of the best and provide just a few carefully targeted pieces of information. After all, you want to be a *solution* for your subscribers, not another problem!

Your list will only work when you use it, pay attention to it, and help it grow. Treat it as a valuable element of your business, and it will pay you back over and over again.

If you have an email list but aren't making any money with it, you're sitting on your golden goose, not allowing it to lay any valuable eggs!

Quality Content Will Grow Your List FAST

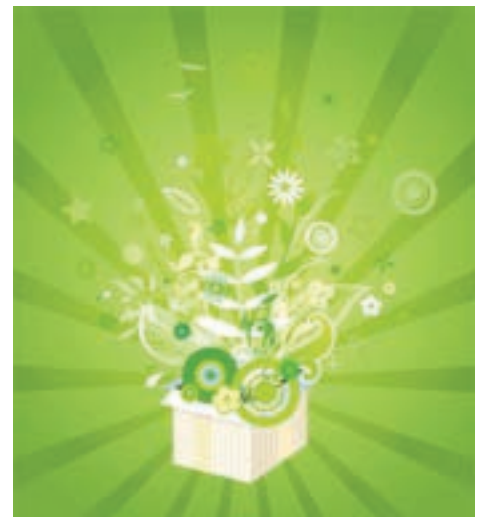
Among all the strategies you can use to promote your list, providing useful information that your target audience wants is the best thing you can do. Quality content will grow your list FAST as your readers pass your information on to others, and tell your friends about your expertise.

Quality content attracts readers and subscribers almost on its own. You won't have to work as hard or promote near as much if every message you send to your list contains quality content your readers crave.

For example, if your target audience is dog lovers, providing them with fresh and original tips to help them best enjoy and care for their canine friends will bring in subscribers quicker than you can say, "Fido"!

You could include articles and information on:

- How to care for dogs
- What to feed specific breeds to keep them healthy
- Training a dog not to jump
- Teaching new dogs old tricks
- Choosing the right breed for individual lifestyles
- Dealing with grief in the loss of a beloved pet
- Where to go on a dog-friendly vacation
- Anything else related to your topic.



These are the kind of articles that your target audience scours the Internet for. Giving it to them will create loyal subscribers who can't wait until the next issue arrives in their inbox, and who tell everyone they know to sign up for your mailing list.

Think of your personal reading habits. Most everyone who is online has subscribed to a mailing list or two in a topic that interests them. You probably have as well. Are you still subscribed? Why? If you unsubscribed, what made you leave?

We sometimes say it's because we don't have time to read, but if the truth be told, we stay subscribed to the lists we really value — even if we don't have time to read every single issue. So what's the REAL reason you left?

Tired articles? Nothing new or original? Same old stuff you see online everywhere else? Probably.

And *your* subscribers will be the same way.

But if you offer quality content that meets the needs of your most targeted subscriber, you can bet your bottom dollar *that* subscriber will stick with you.

So, how do you ensure the content you're providing is what your readers want? By conducting a little research and see what's popular in your niche arena.

For instance, looking at dog lovers again, what books are dog lovers reading right now? What products are they buying? What movies are they watching? Visit dog lovers' forums online and see what they're talking about. Chat with your friends and family who have dogs and find out what they would like to read. All of these things can offer clues as to the kind of content your subscribers would like.

Keep on top of current trends in your niche market so you can beat your competition with the breadth and depth of your knowledge. While they're serving up the same tired articles about the dangers of puppy mills, you're telling your readers about the latest research in flea collars and how to raise a vegetarian dog.

Once you know the topics, then it's just a matter of writing some informative messages that provide that content in an easy-to-read, conversational style that lets your personality show through.

Providing quality content will always be the best way to grow your mailing list. It's what people are looking for when they subscribe, and it's what will keep them coming back for more, and telling others about your list, after they do.

If you offer quality content that meets the need of your most targeted subscriber, you can bet your bottom dollar that subscriber will stick with you.

8 No-Cost Ideas for Building Your List Locally

One often-overlooked source of subscribers for online businesses is their local community. We can get so focused on the online world that we forget we live in a town or city full of potential customers! Here are some simple ideas for building a huge list by marketing locally. Start with one or try them all then keep adding to your methods as you go for the best results.

1. Write a column for your community paper that offers tips and advice for your target audience. If your topic is of general enough interest (like gardening, parenting, business, etc.), the paper may be interested in publishing it with a link to your website.
2. Create a simple flyer and print several on brightly colored cardstock. Laminate them and post around town where subscribers can see them, such as on public bulletin boards or in laundromats or the town library. For best results, limit the text to a short blurb and your subscription URL. For instance, if you target crafters, your poster could read, "Free Craft Tips!" and the URL. These will last longer than plain flyers and cost less than printed signs.

3. Join local networking groups, chambers of commerce, and service groups. Not only will you break the isolation of working mostly online, you'll also be exposed to dozens of potential partners, advertisers, and customers!

4. Contact a local radio station and ask if they'd allow you to sponsor a contest for their listeners. Radio stations are constantly looking for promotions and prizes, so your chances of a "Yes" are high! Direct listeners to your website so they can enter the contest and include the stipulation that everyone who enters will be added to your mailing list.

5. Search for places your target audience frequents and promote your mailing list there. For instance, if you target parents, contact area hospitals and pediatricians and let them know you have a free mailing list that offers parenting tips and information, and ask if they could include a flyer in the packets they hand out to new moms.

6. Don't forget your local Craigslist. Craigslist – the online version of the local classifieds – has become such a huge draw that even Internet newcomers seem to know about it – and visit! Take advantage of this free ad opportunity. Just be sure to list your ads in the appropriate locations and follow all the rules to keep from being flagged.

7. Get in conversations. We often don't take advantage of opportunities to tell others about our business, assuming that because it's online, "ordinary" people won't be interested or understand what we're doing. That's a big mistake – people are people, and you're as likely to find your next customer next door as you are on the Internet. Get over your hesitation to tell others about your online business. Explain what you do and ask if they or someone they know might be interested in your product or service.

8. Speak! Local service clubs, hospitals, women's groups, senior centers, and the like are always looking for low- or no-cost speakers. Pick an area of your expertise that will be of interest to the group, and contact them about holding a seminar or talk. Make sure to bring your business cards or promotional items.

Stretching outside your comfort zone is a sure-fire way to expose yourself to new prospects. Think of everyone you come in contact with as a potential subscriber to your list, and realize that if they need what you sell, you're doing them a favor by solving their problems.

**Stretching outside
your comfort zone
is a sure-fire way to
expose yourself to
new prospects.**

How Article Marketing Can Build Your List

One of the most effective strategies for growing an email list is article marketing—writing and submitting articles to free content directories, blogs, ezines and websites. The potential for branding yourself, adding new subscribers and building online relationships is unlimited.

To use article marketing successfully, you must be able to write a decent article. While you don't need to be a professional writer, you do need to be able to communicate clearly, with relatively good grammar, and without tons of typographical errors. You must also be able to speak the language like a native without making simple mistakes in word usage that serve only to drive readers away.

And stay on topic from beginning to end. So many articles start out talking about one thing and mid-way careen off on a tangent that totally changes the focus of the article.

Good advice: Re-read your article several times before you send it out. I can't tell you how many articles and special reports I read that it is obvious the author never once went back and re-read what they wrote. And if you can, have someone else read it. Make sure they understand it before it goes out to the world.

If you're unable to write reasonably well, hire someone via a service like shelancers.com or odesk.com, or even craigslist.com. Because of all the competition online, writers are affordable for anyone who is serious about Internet marketing. And they're worth their rate three times over if they increase your mailing list and make you look good.

For the best article marketing results, write articles that your niche audience wants to read. Choose a topic that your ideal customer might read, and write for her. In other words, if you sell gardening supplies, it's best to write about gardening! While you may enjoy writing about scuba diving, scuba divers aren't the most likely people to buy your products, so write to those who are.

Never write a sales letter and call it an article! Not only will you annoy readers, but you can get your article — and potentially yourself — banned from article directories, especially the best ones.

Instead, write a good, solid, informative article filled with lots of beefy information that your readers want, then use your resource box at the end to sell yourself. Include a link to your mailing list sign-up page, tell them what they get free for joining, and make it sound good. Don't add a bunch of hype, just the benefits and what you have to offer.

If your article contains quality content that the reader enjoyed, you'll gain a ton of new subscribers for every new article you publish.

Once you have your article in-hand, having proofread and polished it until it shines, begin to submit it to the most popular article directories online. You can also contact the publishers of large ezines in your niche, or blogs that reach your target audience, and let them know you have a new article they may want to publish.

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Some of the more popular online article submission sites are:

- ezinearticles.com
- ladypens.com
- freeaffiliatearticles.com
- webarticles.com

After your submission options have been exhausted, begin your next article immediately and keep the process going. Stay within your niche topic, and you'll attract untold numbers of subscribers.

Sometimes, a blogger or ezine publisher will ask you to write an original article, for free. If the audience is a good fit with your target market and the opportunity will build your credibility, it may be well worth the effort.

In fact, many article marketers form partnerships with blogs and publishers of large ezines just so they can reach those audiences free, on a regular basis. You might want to consider doing the same.

If you're afraid you'll run out of ideas, don't be. The topics within any niche that you could write about are endless, so when you think you have nothing else to say, spend some time brainstorming, or surfing your competitor's site to find new article ideas. There are plenty around, which you'll see when you start to look.

If you're still intimidated by the process, there are plenty of resources to help you. Services like articlemarketer.com and isnare.com will submit your articles for you, while easyarticlemarketing.com is a step-by-step course for creating and submitting articles to grow your list.

Using article marketing is a simple, yet highly effective way to grow your mailing list. Just keep doing it... write, polish, submit, repeat... and before long, you'll begin to see dramatic increases in the number of subscribers you've added to your list.

And in the end...

By now, you've learned that establishing and growing your email list is a requirement for having a successful online business. While it seems like an overwhelming task at first, take it step-by-step, as outlined in this report.

Build upon each success and refine your process for each activity that isn't as effective as you would have liked. By paying attention to your customers and their wants and needs, you'll soon have a thriving list of raving fans, who love your business and are happy to spread the word for you.

Using article marketing is a simple, yet highly effective way to grow your mailing list. Just keep doing it!

GROW YOUR LIST

The most important thing to remember is to continue to take action. Your list won't grow on it's own and neither will your business. Consistency over time will pay off, so start where you are and keep planting seeds. You'll soon be reaping the rewards of your hard work!



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