

A STAY-IN-TOUCH MARKETING GUIDEBOOK

How to Build **A Responsive** *(and Profitable)* **Email Marketing List**

Fill Your
InBox with
Money!



Presented by

Marty Marsh

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How to Build a Responsive (and Profitable) Email Marketing List

Welcome

The world of online marketing is ever shifting. As a business owner or a professional practitioner, you likely are feeling overwhelmed with all the online marketing choices out there.

Besides there being a lot of conflicting information, you're likely getting bombarded with messages telling you that you have to do this or you have to do that in order to be successful.

My clients ask me all the time, "Marty, what is the one online marketing strategy that I must be utilizing to grow my business the fastest?"

Rarely do I tell my clients that they HAVE to do something when it comes to their marketing. But in this instance, I answer without hesitation:

"Create an email marketing program."

If there's nothing else you have time for right now, you absolutely must have an email marketing program above all other strategies. Everything else can be added later.

Now, having said that, the cold reality of today's online market place is that people are becoming so overwhelmed with the amount of marketing information flooding their inboxes, that they're becoming immune to it.

They've become "inbox weary" and they are being very picky and very choosy about which email messages they actually open and read. And no longer are you competing just with the person who has a similar or same business as you, you're competing with every other marketing message in your prospects' inbox.

And some will tell you that you don't need an email marketing program



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at all if you use social media. Well, I'm here to tell you that I'd rather have 5000 people on my email marketing list than I had 10,000 Facebook Fans, or 20,000 Twitter Followers.

In spite of the challenges you face as an email marketer, email marketing is here to stay for a while and will remain one of the most viable ways to market and grow your business. It is the cornerstone of a dynamic and effective marketing mix.

Read on to learn how to build a responsive and profitable email marketing list.

All the best,



Marty Marsh
Follow-Up & Stay-in-Touch
Marketing Strategist

I believe that business — in the hands of Soul Proprietors — can be the greatest spiritual expression on the planet. As a business owner you have the power to literally change the world. — Marty Marsh

About Marty Marsh

Marty Marsh has been happily and successfully self-employed since 1995 helping his clients discover their business and marketing strengths and then helping them apply those strengths toward creating a business that brings them both joy and profits.

Marty's expertise in the world of small business marketing is balanced by his ability to connect deeply with people on an intuitive level, so that he can assist his clients and students in deliberately creating the kind of business they want.

His marketing students and coaching clients say he has a gentle, yet persuasive manner when it comes to helping them learn and implement new concepts and ideas. As a business and marketing coach/mentor/consultant, Marty has the ability to recognize areas that need improvement and to capitalize on the strengths of solo-entrepreneurs so they can spend more time doing what they love to do. Marty's students see immediate results by applying the principles they learn.

As a long time small business owner, he knows first-hand the trials and tribulations, joys and triumphs of running a successful business. A life-long student, Marty has an insatiable appetite for learning as much as he can in this life-time — and not just about marketing. He says he teaches the things he most needs to learn about himself.

Marty calls himself — and his clients — soul proprietors because they approach business as a means for helping people solve their problems and believe that marketing is all about creating relationships with real people and should be done with a high level of integrity and honesty.

For Marty, being self-employed is all about the freedom to create a livelihood by helping people solve their marketing and business problems and allows him to live his life on his own terms.

You can learn more about Marty and how he can help you to discover your own business and marketing strengths at www.martymarsh.com.

Build A Highly Targeted Mailing List That Really Converts

Although a *broadly* targeted mailing list is still a valuable asset for your business, there are a number of advantages to building *highly targeted* mailing lists based on a number of different variables. But how do you go about doing this?

Create New Lists For New Subjects

It goes without saying that you should have separate email lists for broadly different subjects. A subscriber interested in gardening probably wouldn't respond if you sent them emails about learning French, and vice versa. However, you can also apply this rule to small sub-niches.

For example, you may choose to build one list about growing vegetables on empty lots, and one about growing herbs in the kitchen for cooking. Both are within the broad topic of "gardening", but you'll find that you can send far more targeted offers to each list, ultimately keeping your subscribers happier and increasing your profits.

Build A Customer List

Your most targeted mailing list — and most valuable — is going to be your past customer list. Build a new email list for each product or service, or set of products or service packages, that they buy from you. That way you know for sure that they're already interested in a certain type of product or service, that they are already willing to buy from you, and that they will be much more receptive to the idea of buying from you again!

Segment Your Lists

If you've already begun building an un-targeted list, then all hope is not lost! Most mailing list providers have a feature that allows you to segment your lists based on certain data collected about your subscribers. This could be as simple as the date they signed up, or it could be another variable such as the referring website, or a particular link they clicked on in one of your emails.

Segmenting your lists can help you break down broad lists into smaller, more targeted lists and help you to send out more appropriate offers. You can also split test different types of emails to test the results and break down your lists even further.

The Benefits Of Highly Targeted Lists

If you know that someone signed up for specific information on one topic, you can send them targeted and relevant offers specifically about that topic to increase the chances of them buying from you again. Although you may believe that un-targeted lists will yield the same results, the truth is that subscribers are far more likely to ignore your emails if they aren't directly relevant to their interests or problems. Even if you're sending them related information, unless you're targeting people whom you know to be interested then you could be wasting your time.

“Send out more appropriate emails — suited to the interests of the people on your lists — by segmenting your lists.”

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By using the tips above to build a targeted mailing list you can greatly increase your results from each and every email you send out. It may take a little more work in the beginning, but it will be well worth it when you start seeing the impressive returns.

Build Long-Lasting Relationships With Your Subscribers

When it comes to email marketing tips, it isn't just the ones that help you grow your list that matter. The truth is that your list could have thousands of subscribers, but none of them will make you any money unless they trust you and your offers and develop a relationship with you and your brand. Here are some of the best ways to go about building that all-important relationship.

Be Personal

Your subscribers probably didn't sign up to hear about all the ins and outs of your personal life or your dirty laundry, but that doesn't mean you can't personalize your emails, sharing bits and pieces of what is happening in your life. People want to do business with other human beings, and they tend to be drawn to people who are more like themselves.

So if your target audience is moms, and you have children yourself, then the moms on your list are going to be interested in what's happening in your family. They'll likely see themselves in your sharing. The cool thing is that when people share interests then a certain level of bonding takes place and the trust-factor goes way up much quicker.

Always include a few sentences in your email about what you've been up to before moving on to your main topic. It helps to remind customers that you're a real person, and you'll form a much deeper connection as a result.

Be Open To Replies

This is another way to show your subscribers that you're a human being, and that you do care what they think. Make sure you include a sentence or two letting them know that they can reply to the email if they have any questions or comments. If they know they can rely on you in this way, they will be far more open to any offers you send their way.

Respond to them as quickly as you can. You'll be amazed at what a great response you get back when you actually take the time to connect. Some of my best client relationships have come about simply because someone reached out in an email to connect, and then heard back from me.

Under Promise And Over Deliver

You hear this phrase a lot when it comes to business, for one simple reason: it works! Always go above and beyond what your customers expect of you. Surprise them out of the blue with free products or valuable information that they can really use, and make sure any offers you do send them are of excellent value.

“People want to do business with other human beings who are a lot like themselves.”

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One thing I like to do, a couple of weeks or so after someone has joined my list and downloaded my irresistible free gift, is to send them another free gift that they were not expecting. It could be another free report, or ebook, an audio recording, a CD, or a fun gift of some kind. (This is also an excellent way to ask for a postal mailing address that you can use for direct mail marketing.)

Another fun thing I like to do is to draw a name once each month from the list where I do have postal mailing addresses and send that person a specially selected book. That's a great surprise!

Always Put Them First

There may be times when another marketer approaches you with a tempting deal to promote to your list. Instead of thinking about just the money, consider for a moment whether this promotion would really be the best thing for your list.

Firstly, did they really sign up for these kinds of promotions? If so, is the product or service something you trust, and have tested for yourself? Thirdly, do you trust the marketer you're pointing them toward? Remember, if your customers aren't happy with something you personally promoted to them, they aren't going to be happy with you either.

Be Yourself

Lastly, remember to always be yourself. Your integrity will show through if you believe in everything you do and say. Don't try to copy other (seemingly) successful marketers — every business is different, and every person has their own unique strengths. Play to your own strengths and let your list see the real you. They will appreciate it! Nine times out of ten people are buying “you,” not necessarily what you are selling.

The only joint ventures you should ever participate in are the ones that are going to reinforce the relationship you have built with your list. Sometimes you may need to turn down a potential money-making opportunity to keep your relationship intact, but you'll eventually come to realize that the strong relationship you have with your list is worth a lot more money in the long term.

Before accepting a joint venture deal, be sure to consider whether this promotion would really be the best thing for the folks on your list.

Getting The Most From Your Email Mailing Lists Means Testing, Testing And More Testing!

Your email mailing lists can be a highly valuable business tool. Most every marketing guru out there will tell you that your money is found in your list. And they are right about that. But if you don't use them the right way, your subscribers can quickly become “blind” to your emails, ignoring them when they see them in their inboxes or, worse, unsubscribing forever.

These days people have become what I call “inbox weary.” There is so much email in their inbox every day that after they sort through finding the ones from their friends and family, and dealing with any work or business related emails so they stay out of trouble, there is very little time left for looking at and reading marketing messages.

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Where it used to be that you were only competing with the company that offers something similar — or the same — as you, now you are competing with every other email message in their inbox.

And there's a lot more *deleting* going on than there is reading. Or worse, messages are getting moved to the "Read Later" folder, and we all know that "later" almost always never comes.

If you want to keep your subscribers interested in what you are saying and offering, then you need to constantly test the way you do things. Here are a few of the most important elements you'll want to test.

1) When To Send Your Emails

Believe it or not, it makes a huge difference to your results depending on the time of day you choose to contact your email mailing lists.

You may have heard experienced marketers saying things like "never email on weekends", "Tuesdays see best results" or "people don't respond on Mondays". While it's useful to read about their experiences, every single list is different.

And yours will be, too.

For example, if your list is a hobby niche targeted towards working parents then you may find they open their emails more in the evenings and weekends. If you're targeting work-at-home Internet marketers, however, then weekday daytime emails might work best.

One thing we've discovered in the email marketing world is that reaching business people on Saturdays, depending on your business, may be the most ideal time to reach busy business people. On the weekends they tend to be more relaxed, have time to spend on your site, and may be more inclined to buy.

The only way you will know is to test out the best days for your mailings over a period of time.


2) How Often To Email

There's a huge debate when it comes to how often you should email your lists. However, one thing is for certain, make sure you do email them! It sounds simple, but so many people are so afraid of overwhelming and annoying their email subscribers that they fail to email them at all!

Again, this is another area you'll want to test. At the minimum, make sure you check in by emailing at least once a week to keep your name on your subscribers' radar screen — other than that rule, it's up to you as to how often you email.

If anything, you should err on the side of emailing too often than not often enough. If you're only touching your list once a month, they'll forget about who you are — fast!

And don't take unsubscribes to heart or get upset about them. It's not the end of the world if someone unsubscribes. Consider that they are self-qualifying themselves. It's unlikely they would have stayed a subscriber for very long anyway and they would never have bought anything from you. (And remember, the whole point of email marketing is to ultimately make sales!)



It makes a big difference to your sales results depending on the time of day you choose to contact your emailing lists.


3) What To Email

Another thing marketers are afraid of is scaring away their customers with too many promotions. It's true that you need to be careful about what you are promoting, but what constitutes "too many promotions" is different for all email mailing lists.

For example, your customers may have opted into a "special offers" newsletter, in which case they're going to expect promotions!

The best way to know what they want and respond to — and remember, that's what's important here — is to mix purely informational emails with your promotions. You may find your customers ignore your informational emails, or you may find they ignore the promotions unless you mix them in with something free. You'll never know until you test!

I teach my clients to send emails that contain some kind of call to action in every email. It may be as simple as asking them to comment at your blog site, or an invite to a free teleclass, or to answer a question. When they are used to responding to your calls to action, when you offer something for sale, they are more likely to buy or at the least, respond favorably.



BIG TIP: You don't want to wait too long to make an offer to your list for something to buy. As part of your sales funnel you should have some low-cost item that you can promote for sale. People are more likely to buy when they are relatively new to your list, than those who have been around for a long time. Once you make that first, low-cost sale, then, as time goes on, you can present your more expensive offerings, and the decision for those things may take a bit longer.

How To Test

Most email marketing services have a number of features that allow you to test what works best. At the very least, keep track of how many email opens you get, how many people click your links and, if appropriate, how many people buy. When you've tested one way of doing things, test the opposite, and record your results until you know what works best for your subscribers.

Other testing strategies that you can employ include sending surveys to your subscribers to ask their opinions or just simply listen to their feedback. But remember that many of them, no matter how much they love you and your emails, won't bother to respond at all.

All email mailing lists are different, which is why testing — as well as learning from other successful marketers — is absolutely vital to the growth of your business.

How Do You Choose The Best eMailing List Provider For Your Email List?

If you're considering building an email marketing list then the very first step is to choose your mailing list provider. You never want to send marketing emails from your desktop application. You could likely get blacklisted if you're perceived to be a spammer. Yes, the ISP Police

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are watching! So you must use a third-party email service provider, like Aweber, iContact, Constant Contact or Infusionsoft, to send out all of your commercial emails. There are rules and laws to follow and these providers make it easy to comply. In fact, you don't even have to think about it as they'll take care of all that for you.

If you're not sure where to start, here are 5 points to consider before handing over any cash.

1) Cost

Cost is inevitably a factor, especially if your business is just starting out. However, one thing you want to bear in mind is that, once you grow your list, you're going to want to hang onto it for a long time. Think long term and choose a provider that you can afford and who will be worth sticking with into the future.

Also, take a very close look at any free service providers. It's tempting to sign up for free, but bear in mind that they may have very limited list sizes before they start charging, or they could have strict terms of use regarding what you can and cannot mail out to your subscribers.

2) Extra Charges

Nearly every mailing list provider is going to charge you more once your list gets to a certain size. Make sure you find out the basic size limits before you sign up, and how much you can expect to pay once you exceed those limits. All providers charge differently. Some charge for the number of emails sent, and may limit the number of lists you can have.

3) Tracking Features

To be a successful email marketer you're going to need tracking tools to help you figure out what your list does and doesn't like to be sent. Take a look at the tracking features and ensure that your potential mailing list provider, at the very least, shows stats about open rates, click-through rates, subscriber growth, and unsubscribes.

4) Spam Defense

Unfortunately, for legitimate email marketers, spam has become a huge problem all over the Internet. You need to find a provider who will protect your subscribers against spam as well as you against complaints of spam!

The big name companies are going to have a number of security measures in place, so if you've seen a provider's name mentioned around a lot, then you're probably safe. But they should also have information on their website about how they keep your subscribers' details safe.

When it comes to keeping you protected against complaints of spam, look for providers that allow you to use double opt-in. This means that, after your subscribers opt-in using your email sign-up form, they must click a link in their email to confirm that it really was them who signed up.

*Beware of Free trials
and free services.
There may be too
many limiting factors
to make a fair test or
to do the kind of
email marketing that
will bring you sales.*

5) Ease Of Use

If you've never used a mailing list provider before then there's bound to be a learning curve when figuring out how to get it to do what you need it to. This is where free or low-cost trials come in handy — they let you directly compare and contrast a number of providers to see which one feels right for you, which have the features you need, and which are simply too complicated for what you're doing.

But beware: once you start building a list on a free trial basis — or building a list, period — you run the risk of losing most of those subscribers if you have to move them to a mailing service that requires that they each have to re-opt-in to get on your new list at your new provider.

Choosing a mailing list provider is one of the most important decisions you'll make when starting your email marketing program, and is not a decision to make rashly or take lightly. Take advantage of personal recommendations and reviews, work out a plan with your marketing coach or consultant, but above all, do your own research to ensure that the provider is right for your individual needs before you sign up.

Choosing a mailing list provider is one of the most important decisions you'll make for your email marketing program.

10 List Building Tips For Growing Your Subscriber Base Fast!

When it comes to building a successful business we all want to see results as fast as possible. And, while building your list will be a long-term effort, you can help improve the speed at which it grows by employing as many of these list-building tips and techniques as possible.

1) Use Forms On Your Website

Make sure you place opt-in forms in a prominent location, above the fold, on the homepage of your website. Add them to other areas, such as above blog comment areas, to get them noticed even more. Whatever you do, make sure that your subscribers can see a way to sign up on *every single page* of your website. (You never know what page someone will land on, and most of the time it is NOT the homepage.)

2) Provide An Incentive

No matter where you choose to start promoting your list, you're going to find it difficult to get people to actually hand over their email addresses unless you provide them with an incentive for doing so. All list building tips will tell you to start with providing a good incentive — what I call your irresistible free gift — whether that's an eBook, a coaching session, an eCourse or anything else of value to your visitors — that promises a solution to their problems.

3) Post In Forums

Most niche forums will allow you to include a “signature” where you can place a link back to your site. Include a link back to your sign-up page and make sure to post a number of helpful posts around the forum, several times a day.

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4) Place Ads In Forums

Prominent forums in your niche may have a classified ads section where you can post a big incentive for people to sign up to your list. In the Internet Marketing niche, for example, you can pay \$40 for a Warrior Special Offer and expect a number of sign ups. This is perfect for new email lists where you aren't yet well known.

5) Write Articles

Submit informative, useful articles in your niche to some of the many online article directories. In your author bio section, include a link to the page where interested readers can sign up to get your gift and get on your list.

6) Create A Facebook Page

Create a Facebook Page for loyal customers and fans of your business to “like”. At the same time, make sure you include an email opt-in form on the welcome page to take advantage of the interest you get.

7) Sign Up Your Buyers

If you use an automated shopping cart system, like 1 Shopping Cart, then most will allow you to automatically add customers to a designated customer list. Use this to send them product updates or offers tailored to what they've already bought. You can do the same thing in Aweber.

8) Blog

The more times people come to your website, the more times they'll see your opt-in forms and your irresistible freebie incentive, and the more likely they will be to sign up to your list! How do you get people to visit your site regularly? Start a blog with the latest updates, tips, and insights you can offer to your niche!

9) Ask Subscribers To “Tell A Friend”

If you've got a fantastic freebie, or are sending out very useful information, then your subscribers will want to share it with others. Include a note in each of the emails letting them know that, if they want to share it, they should direct friends to your email list sign-up page.

10) Participate In Ad Swaps

This means promoting another marketer's list in exchange for them promoting your list to their own subscribers. This works best if your lists are of a similar size, and if you're very careful about the people you promote to your subscribers (i.e. make sure you trust the other party!)

Remember, none of these list-building tips are going to do you any good unless you start employing them — putting them into *action* — TODAY!



If you're baffled about email marketing — it *can* be a daunting subject — then make sure you watch for the many opportunities throughout the year that I provide for learning the intricacies of email marketing. While your VA may be very helpful in keeping your email marketing going, when it comes to planning and setting it in motion, it really is up to you to make decisions

Make your bio section of your articles all about the reader and tell them exactly where they need to go to learn more and to get your free gift.

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based on what you know about your business and its future, YOU always know your business best. But it is always helpful if you have an expert to lend you a hand to figure all that out.

I offer a free strategy session to plan your best approach to establishing your email marketing program for your unique business. You can schedule time with me anytime you like here: <http://timewithmarty.com>

Hey there smart and busy business owner,

Thanks for reading through to the end of this report. There's a lot of information contained in the pages here, and implementing each step may seem a bit overwhelming right about now, but please don't give up.

Because whether you're just starting out, or you've been in business for awhile, an email marketing program is essential to your online success.

If you're finding that you've learned so much about email marketing that you are feeling overwhelmed with all the steps needed to get going and keep going — and all the technical tasks to do it — and you're wondering how in the world you can ever get it all done, then I have the answer...

Turn-Key Email Marketing Program

You need an email marketing program in place right now or you're losing potential business every day. But the thought of having to learn all the technical details and figuring out how to get all the pieces done scares you to death.

We've got the solution: Marty's Turn-Key Email Marketing Program

Here's what you get:

- Consultation with Marty to determine your needs
- Autoresponder Service Selection and Sign-Up
- Freebie Special Report Layout (up to 20 pages)
- Landing Page / Confirmation / Thank You / Download Pages
- Upload your list (if you have one)
- Install Opt-In Form on Your WordPress Site
- Help write 5 autoresponder messages + your welcome message
- Email Template for your eZine including header
- Everything checked out and ready to go
- Training for you or a staff member in how to use the system



Schedule an appointment with Marty to learn more and to discover if this program will be helpful for you: www.TimeWithMarty.com

Visit www.MartyMarsh.com/Services

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