

How to Easily Build Your Mailing List

Article Written by Jane Johnson, Director of Aspect Coaching and Director of the Australian Life Purpose Institute

This is a crucial element to growing your business. With a list you are able to market your products easily, have people who want to hear from you, and can introduce new ideas easily. It takes very little time to maintain a list and can bring great credibility, contact and of course income.

The following are key points to keep in mind to grow a list quickly.

Get some proper software to collect your addresses

This is so important so that you do not lose your contacts and you are able to contact them easily when you have built up quite a few addresses.

IF you are going to use electronic mailing you may wish to consider software such as Constant Contact www.constantcontact.com or www.awebber.com With this software, people can automatically subscribe and unsubscribe so all that work is taken care of. These come at a very reasonable rate and it is good to start contacting people early so they do not forget who you are. You may want to consider whether to use html or text. Some people say that html is getting harder to overcome the Spam filters.

If you want to use mail, a formal database with addresses may be necessary and one that prints labels.

Start with your existing network

It is purported that people know around 250 people in their existing network. This can be colleagues, suppliers, health care workers such as your dentist, legal professionals such as your accountant, solicitor etc. Begin with checking your email address book and write to all those relevant inviting them to subscribe to your mailing list. Remember to mention what you are offering them.

Consider an Ezine or Newsletter

Without offering some value, people will not want to go on your mailing list. You do not want to just send info about you or sell your products. Providing information, tips, resources, and articles will be attractive to people and worth something. Remember you want to include around 70% content/ value and 30% ads.

Offer a free product for people to sign up

Without this you may find it increasingly hard to get people to sign up. There are so many ezines out there that people are wanting more and more. A free

product may be a report, e book, ecourse, or tip sheet. You can set this up so that it is delivered by auto-responder and then everything is automated.

Collect addresses from all sources as you carry out business and add them on

Every time you meet someone, you need to be adding this to your database. Don't let an opportunity go by without inviting people to your list. One person can be worth '000's of dollars in products they buy over time or referrals.

Keep in touch regularly

This is most important because if people don't hear from you for a while they may delete you from their email or think you are Spamming. It has been shown that any more infrequently than monthly can pose a problem for the relationship. You can take off the burden of the writing by making the ezine once a month and including a short quote in the intervening weeks. Alternatively you can write articles can include portions of this in each newsletter. This way you are recycling material.

Keep the Ezines Short

People are bombarded by material and email these days that any thing long is unlikely to be read. You will have wasted valuable preparation time too.

Plan that something can be read in 3 or 4 mins and contains no more than around 4/5 points. You can split articles up and give half one month and the rest later.

Be clear on who and what your ezine addresses

The more specific you can be, the more likely you can get sign ups. General topics can be evasive. Examples of good ezines are the Ezine Queen 'Straight Shooter Marketing' for coaches and consultants who want to grow their list. (See www.ezinequeen.com or Robert Middleton "Get more clients" for service professionals.) You can check out ezine titles on the ezine directories to get ideas. Use dramatic words that make an impact. Using numbers and results can be very effective.

A good idea is to write out a statement describing the results your ezine can provide, with some dramatic words such as Guarantee, Increase, Results, in the description.

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Jane Johnson is one of Melbourne's leading Women's Performance Coaches. She has worked with many solo entrepreneurs, small business owners and executives, to enhance their success in their chosen career or business; and improve their income levels. She has also helped many clients find more fulfilling work. Jane is author of the home study course "Finding your Life Purpose" and several ebooks. She also runs teleclasses and workshops in these areas and is Director of the Australian Life Purpose Institute and the Biblical Coaching Academy.

BONUSES

Register for a 45-minute complimentary phone coaching session with Jane at:
http://www.aspectcoaching.com/Complimentary_Session.html

Contact Jane at: <http://www.aspectcoaching.com/index.html>. Access other FREE resources, including a Goals Report (valued at \$15), on our Getting Started page by following the link.

Want Guaranteed Ways to Increase your Success in the Workplace? Receive Jane's FREE ebook "Getting More Done in Less Time" (valued at \$30) when you sign up for our free ezine at: <http://www.aspectcoaching.com/Newsletter.html>. Every month get tips, articles and resources to empower you to "Work Smarter not Harder".