



Look After Your List

By Peggy Baron

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Introduction

First of all, welcome to this report! I've made every attempt to be as annoying as I possibly can in asking these successful internet marketers questions about their lists. To my surprise, they've been happy to answer and have been exceedingly helpful. Many of them really over-delivered!

I've learned a lot from these marketers and I'm glad to put it all together in this report and give it away to you. My sincere hope is that you learn from it too.

I won't go on and on here... the information is in the pages that follow. The questions are not in a particular order, but they are grouped by the marketer answering the questions. The marketers are in no particular order either.

Happy reading! Drop me a line if you want to comment on this information.
[peggy\[at\]peggybaron.com](mailto:peggy[at]peggybaron.com)

To Your List Success,

Peggy Baron

P.S. Feel free to give away this report in its entirety!

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Nicole Dean

www.NicoleOntheNet.com

What are the ways you contact or send information to your list? PDF newsletters, autoresponders, fancy autoresponder template newsletters, regular email, snail mail, etc. Which has been the most effective, and why?

I send almost all of my mailings to my lists as plain text messages. (Nothing fancy whatsoever.)

For my subscribers at www.ShowMomtheMoney.com -- trust is a huge issue. Many of them have already been scammed, so they are very cautious (as they should be). They don't want to feel sold to. They want a relationship, like receiving help and recommendations from a friend. I don't want to be "corporate" by sending professional template html newsletters to them. It doesn't feel right to me. So, instead, I am very open about myself and my business and my recommendations for products and services that I personally use.

Now, if I was running a storefront or a professional service, it might be different. But, from an affiliate marketing/relationship-building strategy, I just use plain text (although I often send my readers free pdfs as gifts.)

My www.WebTrafficBasics.com course is a little different in that I've posted all of the lessons onto my site. This is an ecourse where I send notes with a link to each lesson on a weekly basis. That works great because I've included audios with several of the lessons that they can stream while reading the articles. This course has become very popular, so I believe (I hope) people are enjoying the format.

As for snail mail, yes, I do incorporate it to certain lists, but not to all of my lists. Obviously it's expensive, and should be used for very targeted lists (like past customers or active affiliates who are making sales.)

Do you have a plan for being consistent with your list (other than using an autoresponder)?

Most of my lists start with an ecourse of some type. From there, I continue to add messages as I feel inspired. I also send regular blasts, as big news happens. For instance, I'll refer again to my www.WebTrafficBasics.com course. That initially started as a 7 day ecourse. Now, I think it's at about 30 lessons, and I'm planning to add another 30 in the coming weeks. My readers are

asking for more information, and asking more questions.

Using an ecourse allows me to teach people from the beginning stages through advanced. It allows them to grow to trust me as I provide more and more valuable information. And, it also allows me to send emergency blasts if there is big news. It's the perfect solution for me.

Here's a free ebook that may be helpful to your readers... "How to Create an eCourse in Only One Day" <http://www.free-ebooksonline.com/books/create-ecourse-in-1-day.pdf>

Nicole, what is the one biggest mistake you see list owners making?

That's easy, Peggy. Most list owners focus all their efforts on their lead lists (their free lists) and ignore their two most valuable lists. Want to know what the most valuable lists are? Customers and affiliates.

Customers have already proven that they'll spend money with you. They are GOLDEN to you. Please don't ignore them. They want more from you and may wonder if you're even producing more products. How sad that they want to spend more money with you, but may be missing all your promotions if they don't happen to be on your leads list.

Affiliates are your free sales force. Why ignore them? They need to be shown the love... in large doses. Find out what they want and give it to them. There's a great course that I highly recommend on this topic.

www.SalesArmySecrets.com -- if you have an affiliate program, this is a must read. I contributed to this course, so I know it's good. ;)

Nicole Dean

www.NicoleOntheNet.com

Heidi Richards

<http://www.wecai.org>

Heidi, how do you track the subscribers to your list(s)? In other words, do you just get a name and email address, or do you track where they're from, etc?

I get email addresses and first and last name. I use AWeber contact management system to collect, verify and store the data. It is very easy to use and people can opt out anytime.

I want to make the barrier to subscribing as simple as possible. As one who also subscribes to many things, if the process is too cumbersome or too much info is required of me, I will abandon the process before I complete it. Of course, the other side of the coin is that it also depends on how badly someone wants the information. For instance, when I create my next ecourse, I am going to test a couple of variables including more up front info from subscribers.

What do you send to the people on your lists?

Newsletters, promotions, and occasional free reports. I use ebooks as a list building tool.

Here's an example:

<http://www.speakingwithspirit.com/yourmarketingcalendar.asp>.

I am currently working on an ecourse to use for startup businesses which will help me promote a new blog I am working on.

Of the info you send out to your list, roughly what percentage is newsletter, what percentage is promotion, and what percentage is free report?

80% info, 20% promotion (I am a firm believer in the 80/20 rule). My area is primarily marketing so roughly 80% of the things I send are marketing related. The other 20% is motivation, leadership and lifestyle.

Heidi Richards

<http://www.wecai.org>

Michael Ambrosio

<http://mroverdeliver.com>

Michael, how do you take special care of your lists?

There are so many ways to take care of your list that I hardly know where to begin. So I will go through what I do.

First, you should always try to remember that your "list" is actually made up of people. You must always be respectful, and truthful. It's okay to be yourself, and in fact, I recommend you be yourself. I am not the world's greatest writer, but I have been complimented many times on my easy-going style.

You may have heard this many times, but when you write to your list members, write as if you are writing to each person individually. Your emails should be about what you can do for them - not what they can do for you.

Give value first, and constantly. I personally think that it's fine to send pitch emails from time to time. In the internet marketing niche, most people understand that there will be ads in the emails. But make sure you give awesome content too.

I tend to mix things up a bit. I will send an article with "sponsor ads", then maybe I will do a solo ad for a product. Then I will just write something - either personal or informative - with no advertising at all. And approximately once every month or two, I put together an 8 or so page PDF with articles.

Bottom line is to build your relationship with your subscribers. Build the trust. My list knows that when I promote a product, I have either purchased it or was given a preview of the product before I promote it. I turn down a lot of JV offers due to quality...more than my subscribers would believe...

I also give out free stuff from time to time, such as a report or a piece of software. Something I think my subscribers would like or find useful. Here are two samples:

<http://www.plrdominance.com/plr/PLRCashbrander.zip>

<http://www.youcantblockthis.com/free/>

You can also get your subscribers involved. For example, put together a survey and ask them what they want to know about. Or, if you are creating a product, go to your list for Beta Testers before you look elsewhere. You'll find that many

are eager to help you.

You'll also get personal emails from time to time from people looking for help or advice, or who want you to review their latest product, etc. So when you do get these, here's a couple thing to remember...

Never make promises that you can't keep. VERY important.

This will get tougher as your list gets bigger, but try to answer everyone personally. I think it's a show of respect and courtesy when you take the time to answer people. Make your reply email available and do your best to use it.

When your business gets busy, you may want to switch to a helpdesk or outsource support, but you should still try to personally answer people. Once you lose touch with your subscribers, they WILL lose touch with you.

Do you have any sort of tracking system that helps you look at what works and what doesn't work as far as getting your list to respond to whatever you've sent them?

I am a late-comer to tracking, but have found it to be a very valuable tool. Like many marketers, I don't have just one list. I have about 15 to 20 of various sizes. Tracking will help you determine things like deliverability, open rates, click through rates and sales conversions.

I have used various tools. For example, in my AWeber accounts, I HAVE used their on-board click tracking. But it's not detailed enough for me. Now I use a piece of software called Go Try This by John Reel.

<http://www.mroverdeliver.com/gtt>

With this software, I set up a campaign for a product or affiliate promotion. It generates a link. But then you also have the ability to add a suffix without having to create a new campaign for every list.

For example, in the link above, I will add a different suffix for each list, like this:

mroverdeliver.com/gtt-br
mroverdeliver.com/gtt-mrod
mroverdeliver.com/gtt-nyrh

And so on. When I check my stats, I know by the suffix how many people from

each list clicked the link. You see the power in that? So my suggestion is if you DON'T track each list individually, you need to start.

Michael Ambrosio

<http://mroverdeliver.com>

Tom Kulzer's AWeber Team

<http://AWeber.com>

What is a broadcast? Is that the same as a blast? When would you use this?

A broadcast is a message that you select the time/date for it to be sent to your entire list. Yes, this is like a blast.

What does it mean to "clean your list"? Why should you do it, and how often?

There really is no way to "clean up" a list. The only way to determine exactly which addresses are undeliverable, is to mail to them. Any service that would offer to "clean" a list would encounter the exact same delivery problems that we avoid, by not mailing to this list.

The way that we assess a list is by looking for indications that the list has been/has not been managed. The presence of old outdated domains is an indication that undeliverable addresses have not been removed from the list, as those addresses would be returned, and should have been removed from the list at the time they bounced.

Tom Kulzer's AWeber Team

<http://AWeber.com>

Gene Sower

Internet Marketing Consultant and owner www.Samsonmedia.net

Gene, I know list building is "near and dear" to your heart. What would you most like me to know?

BUILDING TRUST IS KEY

I'm a big fan of email marketing for several reasons, most notably because marketing to your own list of opt-in subscribers generates better responses, such as sales, than marketing to a cold list of "strangers". People who have "opted-in" to your list have said, in essence, "Yes, I want to hear more from you about your product and services". Email marketing is at the heart of "relationship" marketing, also called "permission" marketing, which is a lot more effective than intrusion marketing techniques like TV commercials. It's a great way to build trust and credibility because effective email marketing is about teaching your prospects and customers about your special expertise. It's not about sending them irrelevant advertisements about things they don't want to know about. It's about openly sharing your knowledge and expertise regarding the specific topic they signed up to hear about. If your information is genuinely useful and helps your subscribers gain knowledge or insight, people will eventually become "pre-sold" to your sales message. Your email subscribers will soon realize that "Hey, this person knows what they're talking about". And it's at that point that they'll want to do business with you or refer you to someone who does.

HOME GROWN IS BEST

Back when I owned and operated an online store called Lucy The Wonder Dog that sold pet supplies I sent out a weekly email newsletter with pet related information and a new product review. Every week after blasting out my newsletter I would almost immediately get online orders for the featured product. I was in a hurry to grow my list, having only a few hundred names of my own so I decided to "rent" a list that sent my newsletter out to TWO MILLION "pet owners". It was the largest all-at-one-time marketing expenditure I'd ever tried --- \$2,000! I figured if I got a tenth of 1 percent order response the campaign would more than pay for itself. Since my average order was \$40, I hoped to net 2,000 orders at \$40 each for a whopping \$80,000 in sales! Not even close. In fact, I didn't get a single order. The company seemed as surprised as I was so they actually blasted it out a second time for a total of 4 MILLION people. I wound up with a total of six orders!

The expensive lesson learned? Using someone else's list is a waste of time. You have no relationship with these people. They don't know you from the proverbial hole in the ground. It was then that I realized I had to put a full

time effort into growing my own list.

Some Internet marketers will "guarantee" you top placement in the search engines. If they do, run, don't walk, but RUN the other way. The only way to guarantee a number one position on Google, for example, is to bid on keywords. The highest bidder ranks first. These are the search results that you see on the right side of the page. Every time someone clicks on your search engine listing it costs you your bid amount. This can be 30 cents or 3 dollars every time someone clicks on your listing, depending on the keywords involved. You can see how this quickly becomes expensive. And then the second your budget runs out or you stop paying for the position, "poof", you're gone from the listings!

OWNING vs. RENTING

That's why, dollar for dollar, email marketing allows you to "own" your own traffic, not "rent" it from the search engines. You are in control of how frequently you send your message and to whom. Of course, you can't guarantee that even your opt-in list will open or read every newsletter you send but I can promise you this: more of your messages will be opened by those who asked to receive it than those who were just sent it out of the blue. And as with any form of sales and marketing --- it's all a numbers game. The more people you can reach, the more you can sell. But the more targeted, interested people who you can turn into trusted, warm prospects, well, the results are even better!

How often do you think email newsletters should be sent out to a list? Why? Are there any exceptions to this?

There is a trick to sending out your email newsletter. You don't want to do it too frequently and annoy people. But you don't want to send it so infrequently that they forget you. For online retailers I suggest sending once a week. Select the same day each week so people begin to anticipate your newsletter. And make sure you have something useful to offer. Don't just send it for the sake of sending it or people will unsubscribe in droves.

If you're not sure you'll have enough to say weekly, I think a safe bet is to begin monthly. Then, when something special or newsworthy crops up, you can supplement the monthly newsletter with a "Special Bulletin" or "News Flash". If something pops up in the news that affects your customers, this is where you can provide a genuine service by alerting your readers to something going on that might affect them.

For example, with my Lucy The Wonder Dog business, when there was a pet

food recall or a class action lawsuit against a pet pharmaceutical company or some type of breed ban legislation pending I'd send out a special newsletter if I was "in between" mailings. I can't tell you how many appreciative responses I received thanking me for alerting them to issues that directly affected their pets. So long story short, start out monthly, same day and time (i.e. third Thursday of the month, am) and go from there. I certainly wouldn't send it out less than once a quarter or more frequently than once per week.

When do you think is the best time of the month, best day of the week, and best hour of the day to send emails to your list? Why? Have you done any testing on this yourself?

There are many studies and reports that have analyzed the best days for sending emails. You have to know your audience. The best way is to ask them. I do email surveys at least twice a year asking all kinds of questions including the frequency of the newsletter, topics covered, days sent, etc.

For my list, most people didn't really care when I sent it but the consensus seemed to be once a week was fine. I was flattered that some people wanted it more frequently. But the majority clearly felt once a week was just right.

Getting back to knowing your audience, if most people are reading your message at work, Mondays are generally a bad day for promotional emails because as people are generally trying to catch up and get going for the week ahead they generally delete anything that's not of immediate importance to them. I've read studies that have said that Tuesdays, Wednesdays and Thursdays are best. Believe it or not, the weekends are the slowest times for web traffic and opening emails, so skip sending them on weekends. Granted, if your business is aimed at weekend entertainment activities, sending them out on Fridays may make sense. You need to know your audience.

You can do a search on Google for "best times to send emails" and you'll get lots of interesting reports and findings. My own personal experience after some trial and error was Thursdays. I would schedule the newsletters to go out at 1 am EASTERN time so that most people would have it first thing in their email boxes when they logged in Thursday morning. Getting back to the surveys, most of my subscribers had selected the "Doesn't matter" option so based on Internet traffic patterns and my own work flow, in terms of getting the newsletter ready over the course of the week, this was the day I chose and for me it worked fine.

When I finally sold the business after 10 years, I had over 13,000 opt-in subscribers which was one of the business's most tangible and valuable assets.

These days with my Samson Media Internet Marketing Consulting business (which includes the www.pet-business-opportunity.com website and blog) , I use all the pages of all my websites and blogs to continue soliciting signups to my various email newsletters which each get sent out once per month. I fill in my ongoing communications with blog postings whenever the spirit moves me and then excerpt the blog postings in the monthly newsletter. A great combination!

Gene Sower

Internet Marketing Consultant and owner www.Samsonmedia.net

Matt Bacak

<http://powerfulpromoter.com>

I caught up with Matt briefly when he was on his way to Singapore. What do you do with your lists that you think might be different from other internet marketers?

Great questions, Peggy, here are my answers...

I talk to my list as real people not just a list. Many people see their list as a list I see my list as individuals. "Real People" get my emails and I treat them that way. I also share personal things with my list not just buy, buy, buy. I am a real person and I want them to know that.

Everything that I say to them is I understand you, I have been in your shoes, I can help you, please let me try...

Do you market offline to your list?

Yes, building a list online is the cheapest, fastest way to do it, but the money is offline. So my deal is I take them offline as quickly as possible. We will talk to them via the phone and also direct mail them if they jump over some hurdles and give us more information other than their name and email address.

Matt Bacak

<http://powerfulpromoter.com>

John Thornhill

<http://mentorshipmonthly.com>

In your blog you said, "Today I spent all day adding promotions to my autoresponder sequences. I have added 6 products in total to around 15 different lists. This takes care of my autoresponder promotions for the next 20-50 days." Can you give us more information on how you do this? How do you keep it all straight with 15 lists?

The answer to this is really simple. I use AWeber. With this software application you can create and manage all your lists from a specific control panel. All the subscriber lists you have are available to you via a drop down box, to which you can edit at your leisure. The whole process is simple; add your title of the relevant email auto responder, insert it to the respective list along with the email copy and you're done.

AWeber also allows you to create a range of opt-in boxes for your web pages too. You can have a popup, fade in, and a static opt-in box on your site. The code is supplied for you, so all you need to do is place a small description to the opt-in box then copy and paste the HTML code to your web space. You should now see how the opt-in box appears on your page, with the correct code embedded which will direct you to the respective opt-in list.

Using tools like AWeber makes managing your list a whole lot easier than doing it manually. You also have the added protection of a double opt-in system which protects you from spamming laws.

The reason for multiple lists in your business is you need to offer products related to the list your subscribers have signed up for. As most of my business is eBook eBay related, I can keep my niche tight to these products and make some good offers to my subscribers. You can also monitor where your subscribers are coming from. Having one large list is no good, if you do not know where your signups are coming from.

Can you shed some light on why you would have multiple lists?

Sure, you need multiple lists for:

1. Monitoring signups from specific locations.
2. Offering multiple free products for signups. If you only have one opt-in list you can only offer one product to give away.

My advice to you is, setup a new list every time you create a new product, then you can monitor opt-in from your control panel. You can also offer multiple free items such as brandable eBooks, leaked chapters and so on.

John Thornhill

<http://mentorshipmonthly.com>

Tim Brocklehurst

<http://timbrocklehurst.com>

When you're sending sequential emails via an autoresponder for a campaign, how often should you send them?

If you start by setting your autoresponder to send emails every day, you have to stick to it.

Sending emails daily is the best way to earn more money from your list. Daily emails with affiliate links mean more clicks and sales than weekly emails.

But a daily email may not suit you, or your list-members, and it may not be right for your niche.

Whatever you decide works for you, your members and your niche, stick to it. If its once a week, keep it at once a week.

It's no good sending an email every day for the first week, then one every 3 days, then one every 4 days... This sense of irregularity is liable to get your emails ignored even if your list likes you.

It helps to regulate them so that your users become accustomed to the timing and begin to look forward to them.

Your list-members will respect, and be grateful for, regularity. It will also, like a metronome, over time, subconsciously add a pattern to their buying habits.

Talk to me about the relevance of what you send your list. Why is that important?

The relevance of your emails is important only so that you can maintain your impression as the expert in your niche. It sounds common sensical this, but be careful not to go off track from what your users signed up for.

If they joined for a newsletter on tapestry patterns, stick to tapestry patterns. Don't after a few days start talking about sewing, or curtain-making. There are other newsletters available for those subjects. Yours is about tapestry patterns. That's what your list joined you for. Keep them on that track so they stay with you forever.

Be the total expert in your niche.

I also want to add that whenever I start a new list, I write three medium-length emails, all of them over-easy to read, and all of them welcoming my new list-member to my world.

The initial impression is really important so these first three emails, sent out from the AR once a day, or once every other day, should give away more about who you really are.

Talk about your background, your upbringing, your family... anything which exposes you as a person, not just an Internet Marketer, or list-builder. People identify with people.

Tim Brocklehurst

<http://timbrocklehurst.com>

Andrew and Daryl Grant<http://andrewanddaryl.com>

I know you do ecourses about lists. Can you tell me what internet marketers should not do with their lists?

1. Don't send out canned affiliate emails - write your own. If you are selling someone else's product, they will often supply email copy for you to send out to your list. While this sounds like a great way to save time, it can really affect the great relationship you're building with your list. Because what is likely to happen is that some of your subscribers are likely to get the exact same email from other affiliates selling the same product. It becomes obvious that you are not writing a personal email at all. Your subscribers will start to distrust your recommendations as it seems that you are not genuine. Instead, write your own email with your own opinion of the affiliate product. This reinforces your position as a trusted friend and advisor. It also means that you need to try out the product first, so you are providing a genuine recommendation.

2. Forget the hype. Statements like "trust me, you'll kick yourself in the morning if you miss this one" are going to turn people off. You need to be enthusiastic, but make sure you include the reasons why you are so excited. How is the offer going to really help your reader? Give reasons, examples, and proof. They're not interested in "amazing", "fantastic", or "unbelievable". They are interested in the specifics of what the recommended product did for you or your other clients.

3. Don't use "spam avoidance" versions of spam-filter trigger words.

Can you give me one **great** tip for contacting my list by email?

Have one clear purpose for your email. Decide up front the one purpose of your email, and ensure that the whole email points to this. If your purpose is to have the reader sign up for a teleseminar, then talk about the benefits of attending the teleseminar. Make them feel like they will miss out on something important if they don't attend. Don't get caught up selling the product (which is the job of the teleseminar once they've signed up).

Andrew and Daryl Grant<http://andrewanddaryl.com>

Tiffany Dow

<http://TiffanyDow.com>

Should we be concerned with the people who unsubscribe from our list?

I remember when I had my first unsub on my list - my feelings were SO hurt until Craig Desorcy of wehelpnewbies.com pointed out it wouldn't be the last time and to let it go. Now, people come and go once in awhile, but if I saw a sudden flood of people leaving, I'd be concerned with what I did wrong.

Is there a certain percentage of unsubscribes that is considered reasonable?

I'm really not sure what's acceptable. I've never thought of it in those terms. I think you'll have times where everyone stays and then you'll send a certain email that just doesn't impress a few people for whatever reason (it may not meet their needs, they may disagree with you, etc), so they leave.

At the time they leave your list, do you ask questions about why they left?

No, I don't think it's proper etiquette myself. If I unsub from a list, I don't want to be grilled about it afterwards. But I do like it when customers provide a reason, so if you have that option, always let the marketer know what they did wrong, or why you're leaving.

Do you track your unsubscribes? In other words, do you look at unsubscribes when sending a new campaign or when sending certain types of email and then draw conclusions?

I really only pay attention when I see more than usual. I sometimes get lazy with my list and forget to do any email marketing, so then I'll remember and start creating emails and a few (who have forgotten they were even ON a list), leave. That's why it's smart to put the auto in autoresponder - set those babies up well in advance so they go out like clockwork and your list gets used to hearing from you.

One thing I'm doing is trying to provide additional helpful tips to my lists. For the one I have for www.socialmarketing101.com, for instance (which is my Squidoo list), I try to devise emails which supplement the information in the eBook. I have an email going out every 7 days and I usually try to promote a backend product or affiliate item for every third message, if it fits in well.

My <http://Guide2ebooks> list, which teaches people how to create their own info product, takes a different approach. I know for a fact that many consumers buy eBooks and let them rot on their hard drive, so my emails remind them to take action in baby steps. I get lots of great feedback for this list because at the end of the journey, they have a product of their own that they're proud of.

I know some marketers preach that you should hardsell in every email (that you're "leaving money on the table" if you don't), but I believe it's more important to build loyalty with your subscribers and if they look at you with the used car salesman stereotype, you won't gain their trust for future sales.

My www.PLRMiniMart.com site is primarily a notification of when new PLR items are ready, but my list actually asked me to start emailing them PLR advice and tips, so I do! I also use the list as a brainstorming tool - people love to give their opinion and insight, and I ask for it and then deliver based on their views.

One other tip: Whenever possible, try to find a unique angle or report to offer subscribers, not the same stale content. I wrote a short, 5-page eBook called The Multi-Layered Mindset of Internet Marketers for my TiffanyDow.com site and although it's short, it's helped me grow my list because it's original and unique. Your squeeze page freebie doesn't have to be long, just valuable.

Tiffany Dow

<http://TiffanyDow.com>

Erik Stafford

<http://thefasterwebmaster.com>

What does it mean to burn up your list?

I think when people throw this term around what they are talking about is either 1.) To kill your list by not emailing them on a regular basis or 2.) To generate a large number of unsubscribes, (people leaving your list) because you are mailing them content that they are not interested in or because you are mailing them too many offers and not enough content.

If you email your list nothing but offers, then eventually they will get tired of being sold... and they will no longer buy. They will unsubscribe or even worse, they will report you as spam.

You need to send your list a good balance of content and offers. You also want to make sure you email your list fairly regularly. Everyone has a different recipe. I know several Internet Marketers who email their list every single day... and I also know a few people who email their list once a week.

My formula is to email my list pretty much every day or every other day. I send my list a free gift every Friday. I call it the free Friday gift.

Why is the age of your list important?

My answer would be that there is a shelf life to any prospect. You want your list to be a constantly flowing stream of people leaving and people joining. You don't want people to stay on your list forever and not buy. You want your list to constantly be a good mix of young and fresh and older and more seasoned.

You also want to constantly be adding subscribers. I think that is what is meant by why is the age of the list important.

Peggy, I would also like to add some other tips that I use to make my list highly responsive:

Be consistent. I always start my emails the same way: "This is Erik Stafford, The Faster Webmaster, here with..." and I always end my emails with "To your success, Erik Stafford, The Faster Webmaster."

I find that by repeating my message and being consistent with people have

come to learn subconsciously what to expect from me.

Be personal. Inject some of yourself into your list. I try to be very real and very human with my list. I suggest you do the same. If you are from the south, add a little bit of "Southern Twang" to your writing. If you are older, maybe call yourself "The Internet Grandpa". Whatever it may be, have fun, inject your personality into your emails. And train your list to expect them!

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Conclusion

I hope you've enjoyed all the information contained here, and more importantly, I hope you learned something from it. I know I have.

A **big thank you** to all the marketers who took time out of their very busy schedules to answer my questions. You guys went above and beyond!

The **#1 top tip**, the common theme running through the answers I received is that you have to build **trust** before anything else can happen. After that, the people on your list can become your customers. That's when "The money is in the list" becomes "The money is in the customer".

It's also apparent that an **autoresponder** is a necessity and [AWeber](#) is one excellent choice. There are so many positive comments about them, and their customer service appears to be tops.

Another important issue is **relevancy**. Send information on the topic that your readers signed up for, not on unrelated topics. They're happy to read what you send if it's on the topic they're interested in.

Consistency is key. Send your emails or newsletters at the same intervals your readers have come to expect. If they expect to hear from you once a week, then do that. Don't send several one month, then wait 3 months. They'll forget who you are and what you're about.

In my quest for information about lists, I've found a great, no fluff, ebook that's very good at explaining how to set up your autoresponders. There is even a **sample autoresponder series** which helps you really see how it's supposed to work. This ebook also goes into some depth about building your opt-in list and driving traffic to your site. There are also chapters about picking a topic, researching your market, and creating content. What an all around good read! [21st Century Email Marketing](#) It's by **Paula Brett**, who I find to be a very knowledgeable internet marketer with an easy-to-read writing style.

Do you want to learn more about emailing your lists? Would you like to know what you may be doing wrong? Download my free bonus - [Top 10 Email Mistakes Report](#). It may help you increase your open rate, which can lead to more sales!

Please visit my website peggybaron.com and my blog peggybaron.com/blog!

Peggy Baron