

# **BUILDING A** ***Responsive***

# **MAILING LIST**



# SECRETS TO RESPONSIVE LISTS

Every online marketer understands that the best way to generate sales is to have a large email list of subscribers. After they build that list, however, many marketers begin to recognize that the list is large, but it doesn't function to create sales. That's because it wasn't built with the idea of creating a *responsive* list, and instead focused on quantity instead of quality.

The time to start building the right type of list is just as you get started, but even if you've already got a list, you can still tweak your business processes to get a better response after the fact.

## **PAY ATTENTION TO HOW YOU CREATE THAT LIST**

The biggest secret isn't that you need a huge number of people on the list, but that you want a better conversion of subscribers to customers. You can do this by paying attention to how you are creating the list, how you are marketing it, and what is actually happening when you send out an offer. Here are some basic things you should know about a responsive mailing list.

- **Buying email addresses doesn't work**  
For the most part, you can buy thousands of emails on another person's contact list and still generate very poor sales. The secret to creating a good list is to build one up naturally and organically so that people have a good relationship with you and your business.
- **Single opt-ins can be fooled**  
You may put out an opt-in list and be congratulating yourself on the number of sign-ups, that is, until you find out many are fakes or generated by online bots. Learn how to use a double opt-in strategy to build a better list.
- **Targeted demographics are better than niches**  
Demographics tell you the reasons *why* people buy, while niches just assume everyone on your list is interested. You will have better luck by understanding the psychology of your list, rather than just relying on categorical niches, for email marketing.
- **Automate what you can**  
There are plenty of products and services to help streamline your online business. There's no reason why you should be struggling