



# How to Build a List of Responsive and Loyal Email Subscribers

## LESSON 1

### What Is An Email List and Why Is It So Important?

**M**arketing methods tend to come and go like fads but there is one method that has endured and continues to endure: the email list. An email list is a list of subscribers who have chosen to receive messages from you through their email accounts. On many websites, you'll see a sign-up form asking for your email address, promising high quality content and promotions in exchange. This is the sign-up form for an email list.

Email marketing is still considered one of the most powerful ways to build a connection with your audience and there are several reasons that this is the case.

- ▶ Your messages go straight to your subscribers' email inboxes. Email is still the most frequently checked online service, much more than even the ubiquitous, billion user-strong Facebook.
- ▶ Email is personal, direct, and private. Thus, it's good for building trust and an emotional connection.
- ▶ There are a variety of ways you can use your email marketing to promote your products or website.
- ▶ Email marketing is extremely cost-effective, costing only the price of your email marketing software service.

## How to Build a List of Responsive and Loyal Email Subscribers

- ▶ The content you share with your list is exclusive to your subscribers, which helps to even further build a solid relationship.
- ▶ You own your email list. It's not someone else's platform and it's not dependent on traffic from search engines.
- ▶ It is an asset to your business.

## How Marketers Use Email Marketing

Marketers build email lists for a number of reasons. These include:

- ▶ To sell products directly
- ▶ To build a deeper relationship with your audience
- ▶ To brand your online presence
- ▶ To drive traffic to your site or blog
- ▶ To build authority in your niche by sharing valuable content
- ▶ Any combination of the above.

In this course, we'll cover many aspects of email marketing, focusing primarily on the part that is most critical — your relationship with your list of subscribers. However, the basic steps for successful email marketing are simple:

1. You get people to subscribe to your email list.
2. You send out email messages on a regular basis to your list.
3. If your list is responsive, you earn income every time you send out a promotional message.

Email is how many successful marketers earn their living.

### Action Assignment:

We're going to go easy this first week or with what *appears* to be easy, at least. A little thinking is required.

- ▶ List the top reasons you're going to start or increase your email marketing. How do you want to use email marketing?
- ▶ Identify the main goal you want to achieve in this course.

## How to Build a List of Responsive and Loyal Email Subscribers

List the Top 5 Reasons you are going to start — or increase — your email marketing efforts. Then, identify the main goal you want to achieve in this course.

<b>Reason 1</b>	
<b>Reason 2</b>	
<b>Reason 3</b>	
<b>Reason 4</b>	
<b>Reason 5</b>	

<b>MAIN GOAL</b>	
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