



How to Build a List of Responsive and Loyal Email Subscribers

LESSON 4

The Importance of a Good Introduction (Your Welcome Email)

There are two types of email marketers:

The aggressive, out to make as many sales as possible type

and

The touchy-feely type

I personally fall somewhere in the middle and you probably do, too, you may just not know it yet.

There is nothing wrong with either type. It is just a matter of knowing how you want to present yourself in your marketplace and the kind of subscriber you want to attract.

And since email marketing is all about “marketing” and the purpose in sending marketing messages is to ultimately make sales, then you’re going to want to do your best to attract only the people that I call your perfect-fit client.

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That would be in an ideal world. Sometimes we attract what I would call a good-fit client, or a right-fit client, too. You'll also attract some bad-fit folks as well. We don't have the time or space here for a discussion about what each of those fit-categories mean, but you probably get the drift just from the descriptive words used.

So as you embark on your email marketing journey, you're going to need to decide which "type" you are and plan accordingly. That's the kind of thing we've been talking about so far in this course. Who is your subscriber? What do you want to accomplish with your email marketing? Are you going to provide mostly information and education or are your emails going to be designed to sell something every time you send one?

If you've done your homework on those things, then you'll be ready to jump in and start writing messages to your list.

For someone like me, and you, I suspect, who falls in the middle of being aggressive and touchy-feely, I tend to lean more to the touchy-feely side of things. Most of us who are in business because we truly want to help our clients lead better lives tend to have a harder time asking for a sale than the other, more overtly aggressive type.

And I'm not even sure the word "aggressive" is the right word. I would describe this type of marketer as one who is all business and starts asking their subscribers to buy something right from the get go. While that's not my style, that style does have its place in the marketing world and it really depends on where you are the most comfortable.

Today's lesson is really presented as a kind of middle of the road path to introducing yourself to those who join your list. And we'll assume that most people come to your list without having a lot of experience with you prior to them joining your list.

Of course, the reality is that people get on your list from a variety of entry points. They may have heard you speak, or they may have been introduced to you by one of your advocates, they could have attended a workshop or a teleclass you've presented, and they could come to you strictly by an accident of fate or through a Google search, which, when you think about it, are one and the same.

So you probably are already fully aware that first impressions are what count the most when meeting someone new in-person and it is no different — maybe it's even more important — when meeting someone for the first time *online*.

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When meeting online for the first time, you don't have the benefit of body language, your smile, or your firm handshake to add to the quality impression you present, you only have **words**.

And it is words that you will be using to convey who you are and what you do, as well as your personality and attitude from the very first email that your subscriber receives from you to well after they've become your customer or client. Every step of the way is vitally important to maintain a long-term relationship.

And every word matters.

So when loading up your email service program with messages — autoresponder messages — for your list, you are going to want to give extra special consideration to the first message you send. This message is your first impression — your virtual smile and handshake, which is critical. It has a make-or-break quality to it and it will set your subscribers' expectations — and it could also drive them to unsubscribe immediately.

NOTE: From time to time you'll have someone join your list, download your gift, and then unsubscribe immediately. As you grow, this will happen more frequently. Don't worry about these people. In the marketing world we call them tire-kickers. People who are only out to get what they can for free without any intention of spending any money. It is best that these people leave your list. So what if they got your freebie? Let them go. They would likely fall into the bad-fit client category anyway. Best to not waste any time with them at all.

When someone enters their name and email address on your form to sign up for your list, they'll get a message from you immediately. This is the welcome message and it must be a good one because this one sets the tone for all messages that will come after.

Even with all good intentions, if you don't put some thought into this first email, you could drive away potentially responsive subscribers just because the welcome email is "off" to them.

The following are elements that should be conveyed to your new subscriber early in your new relationship, either in your welcome email or in the first few emails that follow.

Keep in mind that you will want to "touch" your new subscriber more often during the first 30 days they are on your list than you might after that. So don't worry that you're sending too

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many emails at first. You must establish for them exactly who you are and what you stand for, what your personality is like, and how you can help them solve their problems by sticking around and paying attention to you.



Your welcome email should include:

- A sincere thank you for signing up.
- A reminder of what they signed up for and who you are.
- A summary of what they'll get from future messages. This summary should focus on the benefits for them.

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Other good elements to include are:

- ▶ A link back to the report or whatever other high-value item you gave them for signing up (This has marketing power — it reminds them of the free gift).
- ▶ An encouragement to connect with you elsewhere such as social media or your blog (provide the links for them) although the welcome email might not be the appropriate time to ask for social engagement. After all, they don't really know you that well yet.
- ▶ A reminder that they can unsubscribe at any time and that their feedback means a lot to you.

You can include whatever else you'd like in the welcome message, but it's a good idea that there be nothing promotional here whatsoever, but you should include some kind of *call to action*. (We'll talk more about that in just a moment.)

Your Welcoming Message

The purpose of this first welcoming message is to remind people of the immediate value they're receiving from you in the form of your irresistible free gift and the value they're going to get every time you send a message in the future. It should be all about the subscriber and how they benefit by their newly formed association with you.

The tone of the welcome message should be as friendly as possible and set the tone for future emails. Avoid 'corporate speak' at all costs or sounding too formal.

This also goes equally for the first few messages you send. The general idea is to start out with purely informational content and gradually introduce promotional messages here and there. Remember that it's important that subscribers don't feel 'marketed to' although that's exactly what you're doing.

Although I listed several elements above and you should include as many of them as possible, try to avoid making your welcome message too long. You should gain and hold the reader's attention, keeping it short and to-the-point, but friendly.

Next week we are going to start talking more in-depth about the different kinds of email messages you will be sending to your list from here on out, but keep reading here.

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For now, let's talk more about your welcome message.

Who is your audience (your ideal subscriber)?

If, say, you are marketing exclusively to women, the tone of your email is going to be different than if you are trying to attract men only or a mixed crowd. And the tone really must reflect the type of business you have.

If you take a more serious route to doing business with someone then, of course, your welcome message will take a more serious tone.

If, on the other hand, you are the more playful type, then your welcome email should be more playful.

The idea is that you want your personality — and the personality of your business brand — to shine through right from the beginning.

I'll share some welcome email examples in a minute.

Call to Action a.k.a. The CTA

One of the things that I strongly suggest you do is to include a call to action — a CTA — in every email message you send, whether you are selling something or not.

Your CTA, of course, is simply asking your subscriber to *do* something. Sometimes it will be to click for more information, sometimes it might be to ask the reader to comment on a post at your blog, you may ask them to continue reading at your site, and sometimes it will be to ask them to take out their credit card and actually buy something.

By including a CTA in every email you send, even in your welcome email, you get your subscribers used to doing what you ask them to do. The idea being that you “train” them to follow your instructions so that when you *do ask* them to buy something, they will already be used to you asking them to take some kind of action. This way, they'll never be surprised when you ask.

Setting the tone for your emails

Your welcome email should let your personality shine through. It will make your new subscribers eager to hear more from you when they can see the real you.

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There are a couple of things I do in my welcome emails that have worked great for me and will likely work great for you, too.

1. I include my phone number in every email I send out. (Not just in my welcome email.) You have nothing to fear about including your phone number in your emails because the reality is that most folks won't actually call you. So if you're afraid of being awakened in the middle of the night from someone calling from half way around the world, don't worry about it.

You immediately instill an instant new level of trust in you by the reader, a benefit you can't attain that quickly any other way. By including your phone number you say to the people who have joined your list, "I'm a real person and I'm interested in you and I'm not one of those marketers who hides behind the anonymity of the Internet. I'm here for you — and available — when you need me."

2. Ask them to reply to your email and answer a question. As you'll see below in my own welcome email, I ask them to reply to the email and say "hi" and to share with me who they are and where they're from. If they have an extra minute, I ask them to tell me what their greatest marketing challenge is.

You will be amazed at the number of people who actually respond to that message. I love when I get these messages and you will, too. Even if the subscriber doesn't respond to that, it is another psychological trigger to remind them that you are a real person who actually cares about them.

I can't stress to you enough how far this goes to creating instant rapport with a new subscriber.

Below is the welcome email I send. (Now, please don't copy this word for word because, number one, it's mine, but more importantly, number two, you want YOUR personality to come through. But this will give you some idea of how to write your own welcome email.)

I am just naturally a Woo Hoo! Kind of guy.

Subject: Woo Hoo! You are now officially a Soul Proprietor

First of all, [FIRSTNAME], welcome to my community of soul proprietors.

If you haven't done so already, be sure to download your copy of...

==> The Right Marketing Mix for Soul Proprietors <==

This is a live link to my freebie download page

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As a soul proprietor — and I consider anyone who is in a heart-centered, holistic-style business, whether you're a coach or a professional practitioner, to be a soul proprietor — you may be an expert at what you do, but likely don't much care for the business and marketing side of things.

So if that's you, or if you've just been trying to figure out where to start and where to go from there, this ebook will help you to decide which marketing strategies and tactics you might want to try on for size. So jump into it, read it all, then choose one to three strategies to implement and get started.

AND, if you have just a second more, I'd like to get to know you a bit...

...so if you could do just one thing for me today, I'd REALLY, REALLY appreciate it if you'd just click the Reply button to this message and drop me a quick note to say "hi" and to tell me where you're from. AND... if you've got an extra 30-seconds, while you're at it, tell me what your biggest challenge is when it comes to marketing your business.

Since we've finally found each other, I'll be hooking you up with all sorts of cool business and marketing stuff in the days, weeks, and months ahead and I look forward to getting to know you better.

All the best
for your success,

Marty Marsh

Soul Proprietor

Growing Your Business

& Stay-in-Touch Marketing Strategist

P. S. Just wanted to say how awesome it is — out of all the people in the world — that we found each other. They say there are no accidents, so I'm just wondering what exciting things we might be destined to accomplish together. Stay tuned!

P.P.S. And I want you to know, ~~too~~, that you are welcome to pick up the phone and call me: 206-290-7901. I love getting to know the new folks who have joined my community by chatting on the phone (without any fear that I'll try to sell you something). It's a good way for us to get to know each other. So, call me!

There's my
phone number

This is
my Call
to Action

Always
include
a P.S.
in every
email
you send

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At the bottom of each of my emails I put a signature, shown below, just like you would in a personal email to someone. Your signature is another way of reinforcing with the subscriber who you are and how they can reach you, and that you are open to communication. It also serves as a reminder to them as to who you are and why they got on your list in the first place. Remember, people have short memories

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Now, a more formal welcome email might go like this:

Dear [FIRSTNAME],

Thank you for joining my list.

If you have not done so already, be sure to download your special report, *The Name of Your Report*.

==> [Click Here to Download your Report](#) <==

You can expect to hear from me every other week on Friday with information about whatever your business relates to.

I promise to send you only the most valuable content I have.

I value your privacy and I promise never to sell, rent, or give away your contact information for any reason.

You may unsubscribe at any time.

Warm Regards,

Your Name

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Now this kind of welcome email is okay, but it sure doesn't tell me much about the person behind the list I just joined, other than that maybe what they're going to send might kind of dull and dry. Quite frankly, I don't think I'd be very enthusiastic about getting any future emails from them either. I may not even want to read the special report that I got.

The important thing is to be YOU! Let your authentic self shine through. If you have a sense of humor, let that shine through. But if you're not naturally a witty or funny person, don't try to be. It'll just fall flat.

Being you is the key because when it comes right down to it, people rarely buy your services because of what you charge they buy because they want you. So give them you in everything you do, starting with your welcome email message.

And reinforce the real you in every email you send thereafter. Speaking of which, we'll be talking in depth next week about the follow-up messages you'll be sending, including how often and when to send them. So stay tuned. Things are really heating up now, can you tell?

Before I let you go for this week, I also wanted to share a couple of examples of really good welcome messages that express the personality of these list owners. Their authentic selves come through loud and clear. They both tend to be on the "girly" side, which is perfect because these two appeal primarily to a female audience.

Go to their webpages and subscribe to their lists to see how they use their welcome email message to express who they are, and to see the sequence of emails that follow. *(No, I don't get a commission from them, I just like what they do and they are each a great example of the best way of connecting with their audience. Read and learn!)*

<http://leoniedawson.com/>

Leonie's page at that page is also a great example of a very good squeeze page. Leonie includes a video so you get to experience her and she showcases quite nicely her free gift offer.

Leonie comes across as though she is that wonderful best girlfriend that you can tell anything to. I love learning from her (even though I'm a guy) and her success story is one that makes all of us just a bit envious. Plus, she's a great artist, and she uses that talent in everything she does.

<http://www.alexandrafranzen.com/>

You will learn an awful lot if you hang out with Alexandra. She is the epitome of what it means to be a soul proprietor and I love everything she does.

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The link above is to her main home page and you may not easily find her sign up form, but if you scroll down to the bottom of the page, you'll find a line at the bottom right that says "Get nice, helpful notes." That link will take you to her sign-up page.

You'll notice, too, when you get to her sign-up page that she doesn't offer you a free gift; just an offer to get on her list with goodness to follow.

Remember, I'm here for you. Take advantage of office hours and send me emails with your assignments or to ask clarifying questions.

Action Assignment:

- Write or revise the welcome email to your list so that it includes as many of the above elements as possible.

IMPORTANT NOTE: This assignment is where I can be of tremendous help to you. Write your welcome email then send it to me for review. If I think you need changes I'll make suggestions. This is what I'm here for, to support you in being successful in completing this course so that you can have a dynamic money-making email marketing program.

Send your completed assignment to me at marty@martymarsh.com, and be sure to put in the subject line: *Request for Welcome Email Review, Loyal Subscriber Course*

Please allow me a few days to get back to you.