



How to Build a List of Responsive and Loyal Email Subscribers

INTRODUCTION

Welcome to your course: How to Build a List of Responsive and Loyal Email Subscribers. Why do you need to worry about the relationship you build with your email list anyway? Isn't the most important thing to just grow a big list and count on big numbers to make enough sales? In the face of social media and all of the other new things popping up on the web, why would anyone still put their energy into email marketing?

Well, consider this...

According to Hubspot, there are 3.6 billion email accounts worldwide. General estimates put the number of email users at 2 billion worldwide (with additional accounts making the total higher). Compare this with the number of Facebook users, which is just shy of one billion. Facebook is, at the time of this writing, the world's biggest social media platform. Yet its numbers still can't hold a candle to email.

At a recent marketing event where there were about a hundred people in the room, the woman leading the group asked how many people had checked their Facebook account earlier that morning. (It was only about 9:00 am.) A few hands went up.

Then, this being a group of business people, she asked how many had checked their LinkedIn account. A few hands went up.

But when she asked how many had already checked their email that morning (and maybe checked it more than once) virtually every hand in the room went up.

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People are still totally connected to their email and there is no sign that that will change any time soon.

Another study by research firm Radicati Group says that the number of new email accounts registered worldwide is exploding. It predicted correctly that there would be over 4 billion email accounts by the end of 2014. It further predicts that this growth will surpass 5 billion by 2018.

Hubspot also reports that 91% of consumers check their email inboxes daily. The reality is, consumers — your prospects and customers — check their email multiple times a day. Hubspot found that 74% of consumers prefer to get commercial messages through email as opposed to somewhere else, such as social media.

According to stats gathered by Salesforce, nearly half of all email list subscribers reported making at least one purchase per year through email messages.

Email marketing produces higher ROI (Return On Investment) than any other online marketing method. It has a unique place in the world of online marketing strategies because it's so personal. This personal aspect — the relationship — is why email subscribers are so responsive.

Do any of these scenarios sound like you?

- ▶ You have an email list, but haven't really done much with it
- ▶ You have a list, but feel like your subscribers barely listen to you
- ▶ You want to ramp up your current email marketing efforts, but you think you just have to add more opt-ins
- ▶ Your unsubscribe rate seems ridiculously high
- ▶ You have a small list of subscribers and think you just have to grow it bigger before it can be profitable

What You'll Learn in This Course

This course covers the things you need to know to build the type of relationship with your email subscribers so that they respond when you ask them to do something and that leads to lasting loyalty and profits. We'll cover both basic and some advanced strategies throughout this course.

Each lesson comes with an action assignment, so that you can easily implement what you've learned. You'll be completing those activities as you move through the program. By the end,

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you should already be well on your way to a stronger relationship with the people on your email list.

By the time you've finished this course, you will have:

- ▶ Identified reasons it's essential to have strong relationships with your list of email subscribers.
- ▶ Assessed the current state of your email autoresponder efforts and where you need to improve.
- ▶ Identified the actions you will take to increase the number of your list subscribers.
- ▶ Written or revised your current Welcome email so that it sets the right tone and gets your subscriber relationship started in the right direction.
- ▶ Identified what your readers want to hear in your emails.
- ▶ Brainstormed ideas for email content your readers will find valuable.
- ▶ Written emails that keep your subscribers engaged and interested in reading your content.
- ▶ Listed ways you will build your subscriber relationship outside of email.
- ▶ Outlined which types of income you will focus on getting from autoresponder vs. broadcast emails (passive vs. active income).
- ▶ Drafted an action plan for moving forward with your subscriber relationship-building efforts.

Here are some things you need to know about the course itself...

Bookmark this page right now: <http://martymarsh.com/loyalsubscriberslessons> so you can come back for the next lesson. You'll find all of the lessons plus the bonus items on this page.

Unlike most self-study courses, you actually have the opportunity to engage with me so that I can answer your questions and help you make critical decisions. And there are 3 ways to do that...

OPEN OFFICE HOURS

In the right hand sidebar on the lesson page you'll also find when I am available for Open Office Hours. (Usually on Wednesdays.) Please take advantage of this time to talk with me about questions you may have about the course and how to apply the lesson to your unique situation. Or just call and say hello and chat for a few minutes. (Limited to 20 minutes max.)

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Open Office Hours are first come, first served, so if you get my machine when you call, please hang up, wait a few minutes and try again. Please do not leave a message as I won't have time on open office hours days to check messages and return calls.

Simply call **206-290-7901** and be ready with what you want to ask or talk about. Generally we'll have about 15-20 minutes together. So keep these calls tight. I love to chit chat, but I also want to get down to business so you reap the most benefit any time you talk with me.

EMAIL ME

You may also email me as you progress through the course asking questions or for clarification of a point, or to ask advice about what to do next or in certain situations. Expect to hear back from me within 24 hours on working days, maybe longer if your message arrives on the weekend.

In your subject line, be sure to indicate that you are writing with a question about this course. (Loyal Subscribers Question) That way it won't get lost in the vast hole that is my inbox most of the time. :-)

SKYPE ME

I love to Skype with people. And no, we don't have to use video. If you see that I'm online, feel free to "ring me up" on Skype. If I have time to talk at that moment, I will do so. Otherwise I'll need to either call you or Skype you back.

One of the features I love about Skype is the "chat" feature. Feel free to send me chat messages with your questions. It's like email only more immediate. I'll always respond as quickly as I can.

IMPORTANT NOTE ABOUT USING SKYPE: I get lots of requests from folks who are scammers or looking for a good time, if you know what I mean. So before you send a request to me to connect on Skype (my Skype address is [marty.marsh.2281](https://www.skype.com/people/marty.marsh.2281)) be sure to send an email first or a message with your request telling me who you are, your Skype address, and that you are a participant in this course. That way I'll be sure to accept your invitation.

I want to support you as much as I can. Your success with this course is important to me, and I would love your feedback... good, critical or otherwise.

Now, let's get ready to move on to **Lesson 1** and get started creating your email marketing program that will pay dividends far into your future.