

# How To Build

## A Profitable Email List



by: Harry Wheat



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# Introduction

Most social media that you know of are relatively new, but email marketing goes just a little further back. In fact, it was in 1978 that Digital Equipment Corp's Gary Thuerk has sent the first set of mass commercial emails. Thuerk did this to promote DEC machines. This is how he earned the nickname "Father of Spam," although he only rattled a few hundred email inboxes. This was unprecedented, however, and had made a mark. He did have Ray Tomlinson to thank for. Seven years before the so-called spamming incident happened, Tomlinson invented a means to send messages from one computer to another. This was further strengthened by Larry Roberts' invention the following year (1972), which was the first email management system.

In 1996, the world of email further expanded. Instead of merely being limited to students and employees, everyone could create an email account. This was thanks to Hotmail, who fashioned itself as HoTMaiL during those early days. It was alluding to the use HTML to send messages across.

You could say that during email marketing's early days, it already showed success. Marketers were relieved of the extra cost and effort that came with reaching out to prospective clients one by one. On the other end, the client is pleased that marketing is reaching him in the comfort of his own home.

Unfortunately, as more companies jumped the bandwagon, pleasure became an annoyance. Unsolicited emails started bombarding inboxes, creating confusion. Before, people felt as if they were receiving personalized email. They felt like the marketer was talking to them directly. After getting bombarded with tons of email, they felt the reality of the ease of preparing those emails and sending them. Everyone was doing it, and it no longer felt special. Laws had to be made to protect both the marketers and the recipients.



By 2012, the email went mobile. Here was another opportunity for marketers to reach their clients. It was much easier to advertise a product or service when 40% of recipients were opening their emails via their phones. Of course, this also prompted marketers to do something about their emails. These emails should be formatted according to the specifications of most phones. The first few instances in which prospective clients opened their emails by their phones were less than successful. There was a need to scroll from left to right just to view the entire content. Moreover, there was also the possibility of the image being completely cut on the edges. Companies have learned from these early mistakes.

As quickly as just a year later, businesses had succeeded in making use of automation. Their marketers did not have to type the email right before sending it. They could be planned out and categorized. Email campaign businesses, such as MailChimp, were getting some serious batches of applications. Finally, we are close to email marketing as we know it today.

With the more recent events in mind, you can see that the email is no longer prepared like a love letter – an effective one just feels like one. It is not written with one intended recipient. Instead, it is sent to a mass of people but still manages to feel personal. This is the value of researching the types of people that should be included in your list. Gone are the days when you randomly pick numbers and email addresses. You are not a spammer or a phisher. As a legitimate business, you must gear your attention towards people who could respond to your email ads and newsletters positively.

But how do you do just that? How do you build a profitable email list? How do you collate information on people who will be happy to hear from you instead of deleting your email on sight? You already know what strategies to use when email marketing. The void that this book can fill is in helping you create that email list. What is an attractive and sophisticated email campaign when everyone receiving it is not particularly happy about it?



## Chapter: 1


# Attract Clients with a Compelling Lead Magnet

You have most likely heard of the term “lead magnet.” This is what you use to grab the attention of a potential customer.

# What is a lead magnet exactly?

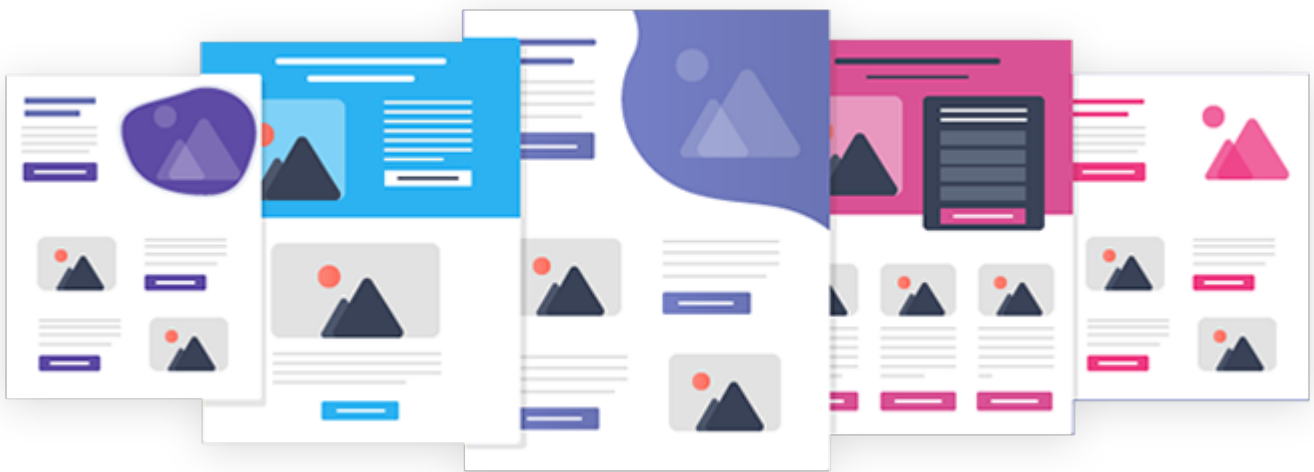
When you go to the supermarket and get some samples of a new product, you get a little preview of what you can get. So, you will perhaps get a bite of a new cheese and spice hotdog. You expect to get the same thing, but more when you finally buy the whole pack. In this case, though, you are the prospective client. Why are we taking the point of view of the client? Well, because lead magnets have to appeal to the client. It is the client's problem that you are trying to solve with your lead magnet. You need to be able to feel their need.





With the lead magnet, something similar to the grocery sample happens. You put out something free. This free sample of sorts should not be insubstantial. It should be able to provide an answer, a solution, or comfort. How do you make sure you can achieve that?

**First, you have to make it readily available by:**



# Creating a Landing page for it

*So, you may be a little confused about this advice. How can you lead people to your actual lead magnet? Isn't it supposed to be the starting point? Well, yes and no.*





Yes, your lead magnet should help you get the word around about your product or service. However, it should be housed in a professionally-crafted website. It cannot float in a void. There should be somewhere people have to visit to read about it. Be careful, though. A dodgy looking landing page can easily break the initial attraction.

No, your lead magnet also needs a place to be so that you can direct people to that page.

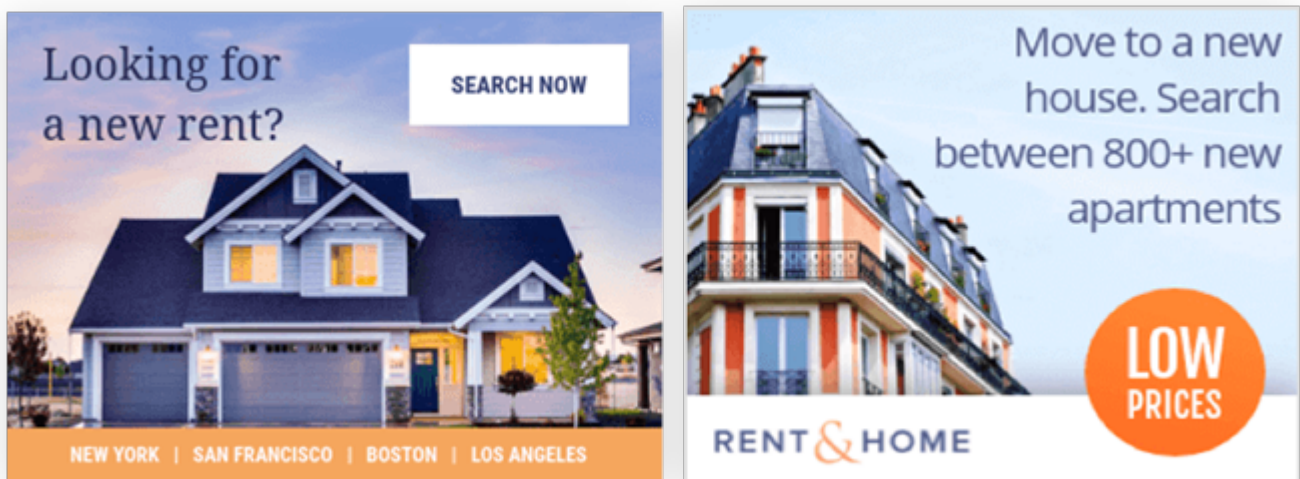
The landing page can also work as a real, working website that you regularly update. It should be a website that focuses on the same niche as the product or service you are offering. This way, you can invite dialogue and a call for more information. Just set up forms that can make it possible for your target consumers to sign up.



#### Get in touch

While your target consumers will not be surprised to hear from you after they have filled the form above, you should be honest on the get-go. Add a tick box that they can choose if they want to subscribe to your content. Do not just send them unsolicited emails. You don't want to end up in their spam folders.

## Make an ad about it



An ad that you can flash on websites and email inboxes will undoubtedly give you some leverage. Some people may indeed be annoyed by it, but the right people will click on it. Remember that you are out there to connect with the right people. A mailing list of possibly annoyed people will not be a profitable one. By flashing that ad, you can easily distinguish valuable contacts from the rest.



I bet that when you scroll down Facebook, you will see some ads pop up. Sometimes, they are on the sidebars, and sometimes they appear with the posts in your news feed. Then, you start thinking about how they seem to read your mind. These ads are directed towards a demographic. They are also distributed according to what you have been browsing on the web. You can target your demographics this way, too.

## Send ads right into email inboxes

This may either be thought of as either intrusive or welcome. If a person feels the latter, then you may have found at least one potential subscriber and buyer.



## Share it social media

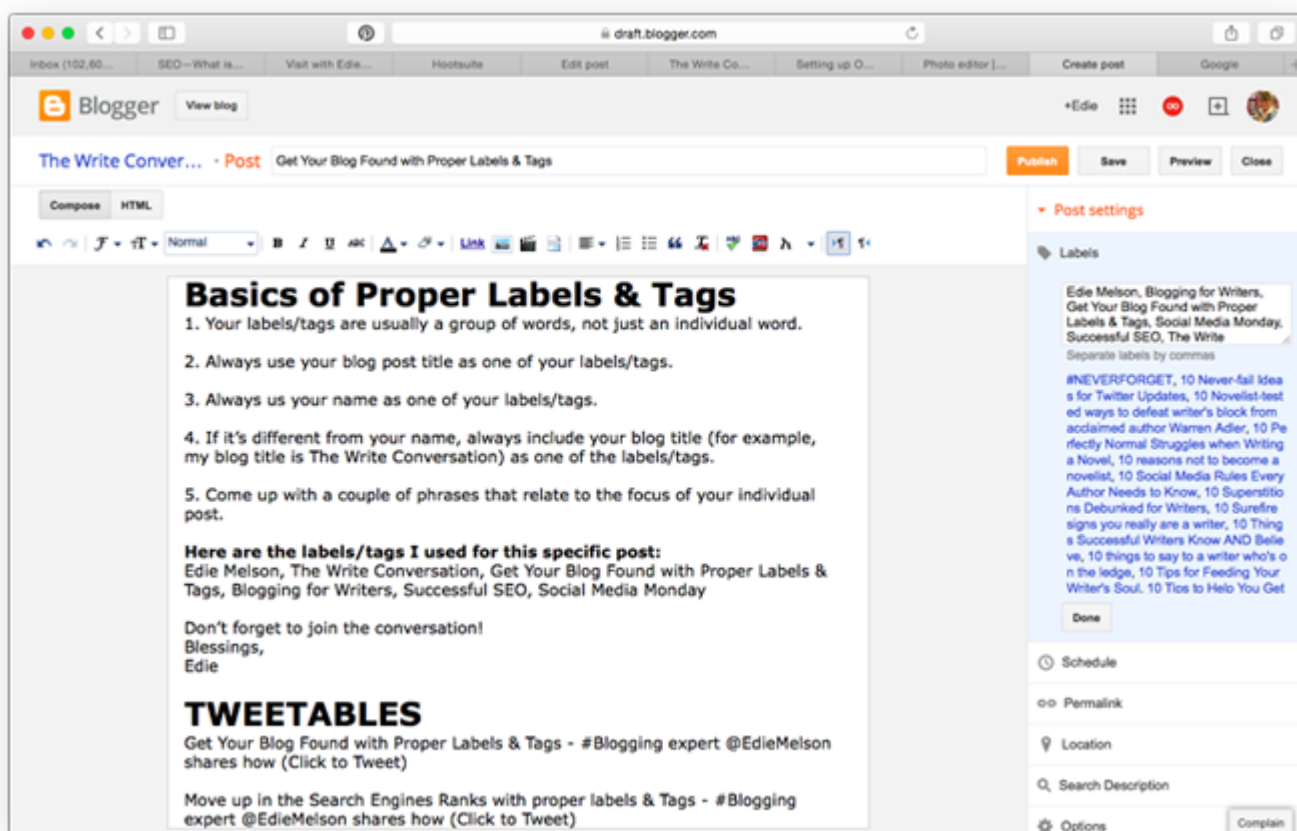
You can share a link to your lead via social media. With the right design, it will connect with some people. These people will click on it and subscribe to your mailing list. If they are extra proud of their discovery, they will repost your link to their friends. That repost will target some likeminded individuals. After all, they will be reposting it to friends, some of which share interests and/or demographics with them.



Social media sharing can thrive by free reposts alone. However, you can also pay a sponsored ad. This way, the social media platform can already weed out some of the possible incompatible contacts for you. These ads usually run for an affordable cost. You can set a ceiling price for when the ads can stop. When it does stop, you have already spread the word, and the right people are sharing your lead magnet.

# Write a Blog about it

Well-written original content will undoubtedly match you with people who have the same interests as your prospective client. The blog content also further tightens the ties that may already conceptually bond you with your such target clients. The more they read from you, the more they will confirm their initial attraction to your lead magnet. They will come to the realization that you are an expert in the industry or field that you are in. They may have come to the conclusion that you can be trusted.



The screenshot shows the Blogger post editor interface. The browser address bar is `draft.blogger.com`. The page title is "The Write Conversation" and the post title is "Get Your Blog Found with Proper Labels & Tags". The post content includes a list of five guidelines for using labels and tags, followed by a list of tags used for the post and a tweet. The right sidebar shows the "Post settings" panel with the "Labels" section expanded, displaying the selected tags and a "Done" button.

**Basics of Proper Labels & Tags**

1. Your labels/tags are usually a group of words, not just an individual word.
2. Always use your blog post title as one of your labels/tags.
3. Always use your name as one of your labels/tags.
4. If it's different from your name, always include your blog title (for example, my blog title is The Write Conversation) as one of the labels/tags.
5. Come up with a couple of phrases that relate to the focus of your individual post.

**Here are the labels/tags I used for this specific post:**  
Edie Melson, The Write Conversation, Get Your Blog Found with Proper Labels & Tags, Blogging for Writers, Successful SEO, Social Media Monday

Don't forget to join the conversation!  
Blessings,  
Edie

**TWEETABLES**  
Get Your Blog Found with Proper Labels & Tags - #Blogging expert @EdieMelson shares how (Click to Tweet)

Move up in the Search Engines Ranks with proper labels & Tags - #Blogging expert @EdieMelson shares how (Click to Tweet)

**Post settings**

**Labels**  
Edie Melson, Blogging for Writers, Get Your Blog Found with Proper Labels & Tags, Social Media Monday, Successful SEO, The Write Conversation  
Separate labels by commas

#NEVERFORGET, 10 Never-fail Ideas for Twitter Updates, 10 Novelist-tested ways to defeat writer's block from acclaimed author Warren Adler, 10 Perfectly Normal Struggles when Writing a Novel, 10 reasons not to become a novelist, 10 Social Media Rules Every Author Needs to Know, 10 Superstitions Debunked for Writers, 10 Surefire signs you really are a writer, 10 Things Successful Writers Know AND Believe, 10 things to say to a writer who's on the ledge, 10 Tips for Feeding Your Writer's Soul, 10 Tips to Help You Get

Done

Schedule

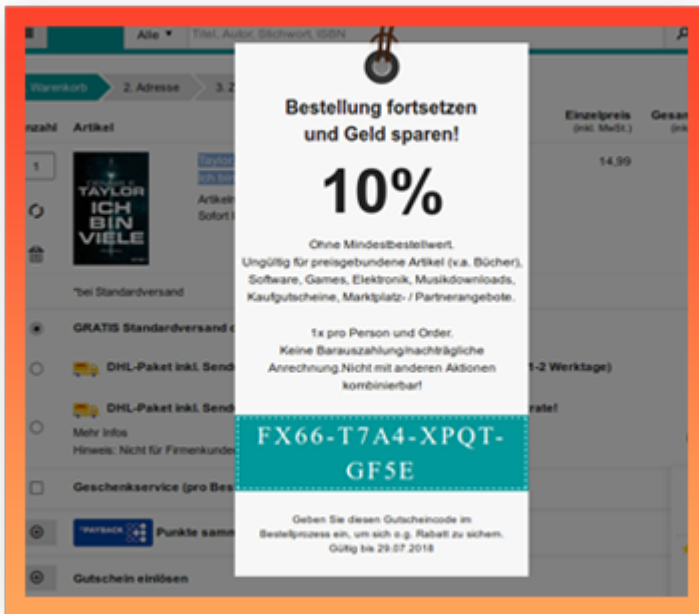
Permalink

Location

Search Description

Options

# Do not hide the content with popups



Sometimes, you see links to attractive headlines. Then, you go to that site, and then - BAM! You get a signup popup. While this may work in some cases, your prospective clients may not appreciate your content getting blocked by these interruptions.

They want to read what you have. Then, they can decide wholeheartedly if they want to subscribe. Your popups may gain some subscribers, but will they be the right ones?

Popups do work with people who are already interested in finding out more about your product. They may have already set their mind to buy or subscribe. On the other hand, they may backfire if the visitor just wants to know more about your product or service first.



# Create an infographic on it

Let's face it: not everyone is a reader. Some are audio-visual learners. You can appeal to the visual part by condensing the information into one little but compelling infographic. The infographic is especially suitable for the social media platform. It is easily shareable, and people can already see the full picture at one glance. Some may have to scroll a little, but that is about it.

*The infographic above may be from the USDA, but something similar can be used as a lead magnet for nutritious meal services.*

# Entice with an actual sample

Remember the sample hotdog bites from the supermarket? You can do something more closely resembling this marketing strategy by providing excerpts of your lead magnet here and there. Go for appealing headlines and engaging text so that they would want to know more from you.

## Launch a viral competition that requires emails

Get up to 16 GB of free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!  
If you need even more space, [upgrade your account](#).



Invite your friends by email

Send

More ways to invite your friends

Copy link

<https://db.tt/Qp2DWlFX>

Do you have something to giveaway, but do not have the budget to score several of that free gift? Then, you can launch a viral competition.

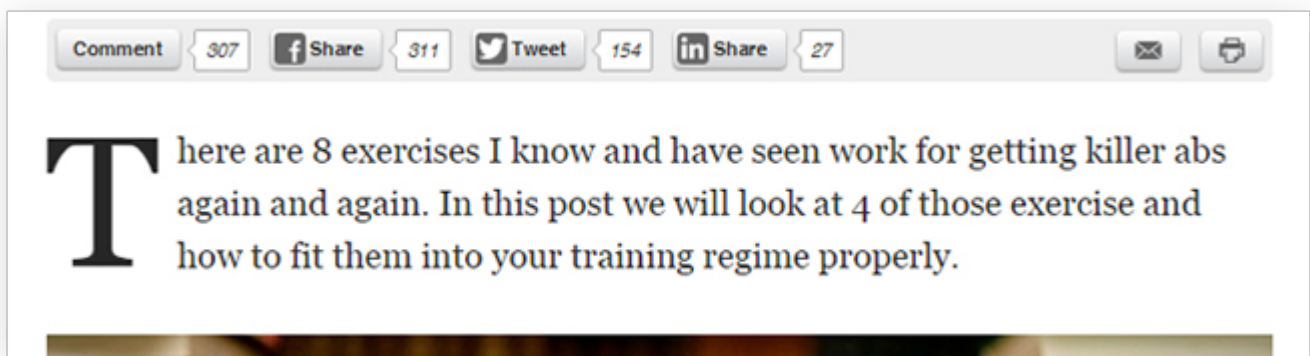




For example, you are selling genuine leather goods. You want to grab the attention of more people, but you cannot afford to give away several leather pieces. So, you take one of your more popular products and offer it as a competition prize. The participants have to enter their email address to join.

# Create

## cliffhanger content



Remember the way that television series and film series are really good at keeping you on your toes with cliffhangers? The end of an episode or one of the films in a series can be so exciting and teasingly incomplete that you have to watch some more. You are going to do just that with your content. Catch the eye of your prospective client with an appealing headline. Once they see that headline, they will be compelled to enter their email address to find out more. You can offer an excerpt of an article or book or a snippet of a video.

# Boost your email list with a **Viral loop**

A viral loop involves the first subscriber in the game. Hook your first batch of subscribers with compelling content. Then, offer them a bonus or a freebie when they invite other subscribers. This will build your email list. Do make sure that you fulfill your promises. When a hook becomes a disappointment, you don't know how much the fallout can affect your business.



Once you do deliver on your promises, your client will feel more part of your business. After all, he has gained something from the company while also helping out people discover the perks of that company. Referral programs work this way.



# Associate yourself with a more prominent, similar company

Some smaller startups begin with associating themselves with a more established company. They would write articles and/or favorable reviews about the other company. Then, they would inform the other company about it. Because of the good ties created by the reviews, the startup manager can prominently post his reviews on his own website and perhaps even be allowed to post on the other company's website.



For example, the established company sells antivirus programs. You write a review about how effective it is to use that antivirus program with full protection against spamming and phishing. You highlight the benefits of the established company to your own, especially since you are selling game software on your website. You want to make sure that the transactions on your website are safe and secure.

## So, the plus points there are:

- 1:** You reviewed a service that you genuinely cared about.
- 2:** You promoted that service.
- 3:** You also highlighted how concerned you are about the safety of your buyers.
- 4:** You attracted the same group that invested in the antivirus programs. These people may likely need antiviruses because they have a close relationship with the Internet. They are perhaps buying products online, including video games.
- 5:** You get free promotions by promoting another business.



# And, of course, maintain current relationships

Just because you are finding more ways to build your email list does not mean you are going to forget the customers that you already have. Customer loyalty should be recognized and rewarded.



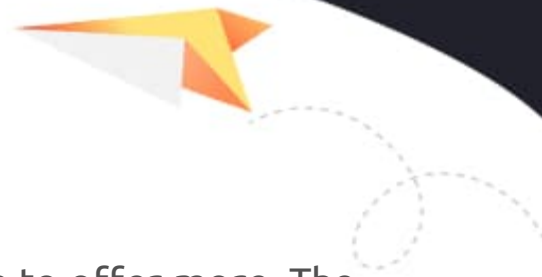
# What are the characteristics of an effective lead magnet?

*It should be able to satisfy a need immediately. If a person is thirsty, do you ask him to wait? You give him a glass of water. He has the option to buy a bottle for when he has to trudge through the same hot weather.*



A sample will certainly solve the problem right away, but it will also make the prospective client crave for more.

It should present a unique slant. So, if everyone is providing the same lead magnet under the same field, your product or service may not get the right attention that it needs to generate an entry into your mailing list. So, it is not just about presenting any lead magnet out there. You have to conduct some research on your possible competitors. What are they offering?



You have to offer something better, and you have to offer more. The right research will lead you to something like that, without any losses.

It should promise something more valuable. What is the point of preparing a lead magnet for something that is not worth much more than the lead? The lead magnet, however, should also convey just how valuable your product or service is. Why would you offer a sample of a bite of hotdog, if that alone is what the client will get?

***It should not overwhelm your prospective client. The lead magnet should not be a big 50 to 100-page book just to get your message across. The client will step back awhile to ponder whether he has the time for that. That hesitation could spell trouble for your mailing list. A full-page with easy to read, compelling headlines and subheadings should be a better representation of what you have to offer. Better yet, prepare an infographic or a short video preview.***

It should provide a clear picture of what they are going to get. Several online companies now offer free trials. These free trials quickly grab the attention of prospective clients who want to see the full picture. They readily type in their email addresses. They have to be very interested in your product or service to do this. They are aware that they will be revealing some personal information about themselves as they sign up for a free trial.



# What forms can a lead magnet take?

- 1. A free sample or giveaway*
- 2. A free trial period*
- 3. Webinars*
- 4. Video clips*
- 5. Infographic*
- 6. Brochure or booklet*
- 7. Coupons and discounts*
- 8. Quizzes*

**If it were you, what would grab your attention?**







## Chapter: 2

# Set a Concrete Plan of Action

Lead magnets are just a little piece of the plan of action you need to build a profitable email list. But how did you get there? You know what to present as a teaser of sorts, but what are the steps exactly?

# Brainstorm **with your team?**



*Before you even set out to post or distribute anything, you have to brainstorm with your team. Anything that you put out there may be there forever. You can delete your landing page or website, but someone may have already taken a screenshot of your possibly embarrassing startup.*

To start strong, you need to be able to know the content of your campaign. Yes, this is a type of campaign, or at least the beginnings of it.

01

## Brainstorm about the target client

*A mailing list is made up of people. Your mailing list will not become profitable if you don't know how to appeal to the type of consumers that you need.*





# What problems are you planning to solve?

You are offering a product or service that must make life better for your target consumer. Take a hard look at it. What can it really do? How does it make life better? Who gains the most from your product or service?

If, for example, your service provides illustrations. Who do you draw illustrations for?

*Are these book illustrations? Then, you may have to target authors and publishers. Your niche should include book publishing or cover art. Are these comic illustrations? Then, you may have to target artists and graphic novelists, as well as publishers, too. Do you have a cartoony style? Then, you may appeal to those who are publishing children's books or newspapers with cartoon editorials.*

What if you are providing exercise videos for those with bad backs? There may be fewer people under that category, but by making your niche tighter, you may just offer a solution that is unique from what many competitors have to offer. So, instead of creating videos for just about everyone else, you are targeting people who may have scoliosis, Tarlov cysts, and other spinal problems. You can specifically make use of these conditions as keywords or key phrases in your content.

## Do you have current customers?

Do you already have customers? If so, then you have to keep them interested by sending newsletters now and then. For offline customers, provide them with promos from your brick and mortar establishment. This way, you can access their email address. Be honest about what they can expect. Tell them that they may be receiving emails now and then, to alert them of new products and promos. Happy customers would be happy to be part of that.



*Your happy clients will also provide you with a better picture of who you want to target as consumers.*



## Who are you competing against?

Your competitors will also provide you with clues as to how you should handle your email campaign. What did they do to build their email list? Of course, you don't want to appear as a copycat. You have to be better. Knowing your competitors' strategies will help you swerve away from the same. The next section will provide you with ways in which you can steer away from good content and use original and compelling content.



*Based on the questions that you have asked yourself, can you now answer the following?*



- 1: Who are your target consumers?
- 2: What can you offer? What do they want?
- 3: When do you plan to set up your business? How can the present state of things affect how you target your audience?
- 4: Where are you setting up your business? Will it be online or in a brick and mortar store – or both? Where will your ads be housed aside from your email marketing?
- 5: Why do you need to use email for advertising? Is your business reasonably new? Do you have recent promos? Are you extending your reach online? Do you want to save money?

***Being able to answer the 5 Ws above will draw you closer to knowing your brand and your prospective client better.***

**Here is another list that you must consider:**

- 1: Gender
- 2: Interests
- 3: Relationship Status
- 4: Occupation
- 5: Location
- 6: Income



*The above are just a few of the categories that you can use. However, the above may provide you with a good start.*

***Gender may influence interests but not wholly. Some products do get directed towards one gender only.***

***Relationship and family statuses also decide whether a particular person will be interested in diapers or a mortgage.***

Occupation can provide you with clues as to what tools certain people require, such as roofs and nails to carpenters and builders. Meanwhile, income can give you an idea as to whether your client will afford what you have to offer. Would they jump to an offer of something exclusive and pricey? Or, would they instead go with discounts and low prices? The latter will more likely be enticed to grab cost-saving opportunities.

Your prospective clients' location also determines whether you can do business with them. This is especially true if you will be inviting them to your brick and mortar establishment or if you have to deliver packages to their homes.

Here's the thing: you can't be entirely sure you will get the right target clients all the time. You need to back your strategies with service platforms that provide audience insights. The initial email that you list can become more defined and category-organized until you can zero in on a group of highly profitable contacts.



02

# Brainstorm email strategies



*Let us begin by scrapping practices that do not work or may only work at a minimal time.*

**Discard the features below that will certainly make you lose possible clients:**



**1: Use spam-like content.** When you don't plan your lead target well, you may end up attracting the wrong group of recipients. Will they be happy to hear from you? No. Bombarding them with emails that do not have substantial and relevant content is also a no-no. The target clients will then regard you as a spambot and a less than reputable service or product provider.

## Facemasks and Covid-19

**Hi, I hope you and your loved ones are doing well.**

Wearing a face mask is certainly not an iron-clad guarantee that you won't get sick - viruses can also transmit through the eyes and tiny viral particles, known as aerosols, can penetrate masks. However, masks are effective at capturing droplets, which is a main transmission route of covid-19, and some studies have estimated a roughly fivefold protection versus no barrier alone.

### **About our Reusable Cotton Face Masks:**

- 100% Cotton, three layer.
- UV resistant, water resistant, antibacterial.
- Reusable cotton face masks with ear loops for lasting comfort.
- Eco-Friendly safety dust mask for both women and men.
- Anti-dust, reusable and washable up to 20 times.
- One size fit most, easy on and off, easy carrying.
- Perfect mask when travelling through congested airports, bus terminals, malls, parks and busy city streets.

**>>>CHECK OUT OUR FACEMASKS NOW<<<**

**It's time to take more care about yourself and family!**

**DELIVERY IN 2-5 DAYS**





Thank you for creating your baby registry with Amazon - the #1 baby registry service. Start taking advantage of our great benefits, including:

[Welcome Box](#)

Follow three easy steps and claim your free gift box valued at over \$35.

[Completion Discount](#)

Get up to 15% off remaining items on your registry.

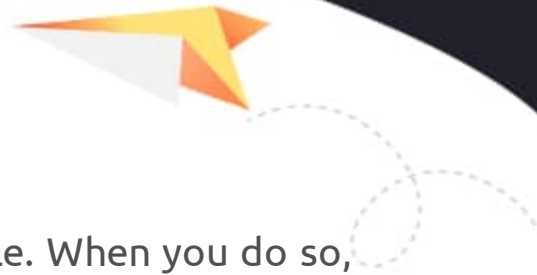
[Inspiration](#)

Check out our most popular registry items.

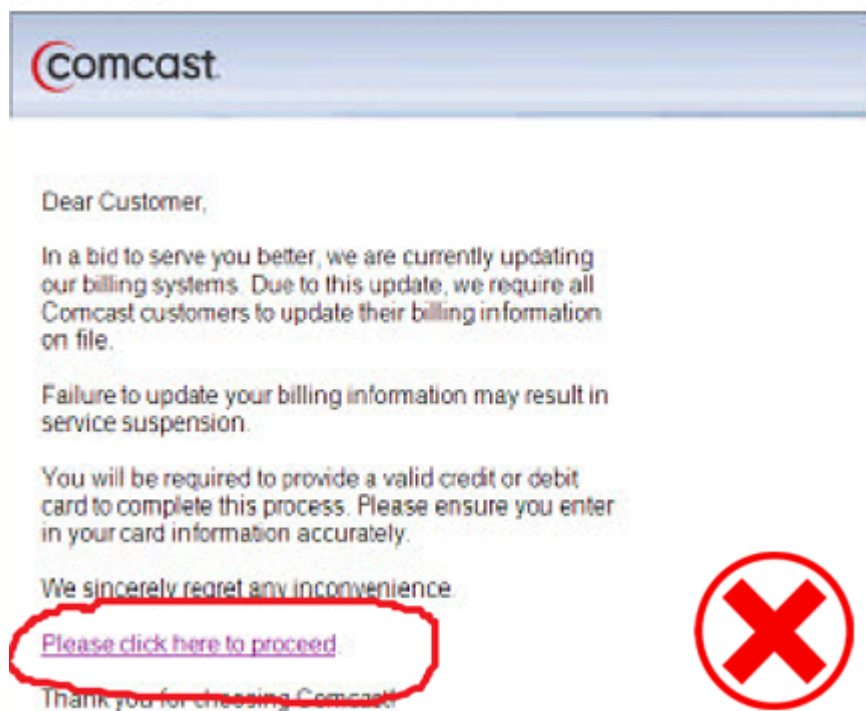


[Start building your registry](#)

**The above email works** on the logical assumption that people need to use face masks during COVID-19 times. This particular email had been thrown out into the spam folder. Why? It directly sells face masks. This could be anyone. The business may be legitimate, and they may just be capitalizing on the pandemic. However, the sender's Gmail account, urge to click a strange, external link, and blatant selling had it evicted from the regular inbox. You don't want this to happen to you.



**2. Sell in the welcome email.** This is not acceptable. When you do so, you are merely making a quick sell. The relationship can stop right after the purchase. You have not built any relationship at all; you went and offered marriage on the first date. That should scare anyone. A prospective client will feel cheated after getting a service that he did not expect. Lead magnets do not operate like that. They usually ease people in, showing them the benefits of their products and services. With the first few emails, the person feels like a part of a community.



The Amazon baby registry above alludes to sales, but never blatantly tells the consumer to buy. It asks the consumer to be inspired and to take advantage of benefits. Yes, it is sales. Why do people go to Amazon, anyway? Yet, Amazon takes things slowly and subtly. Yes, you can build the registry now, but you are not yet expected to buy.



*Your business may be legitimate, but a link like the one in Figure 9 is downright suspicious. It is doubly suspicious if it comes from an email that does not look professionally done.*

**3. Use boring, generic language.** The language that you choose should appeal to your target audience. It should respond to the problem or goal that your consumer has.



Subscribe to our page now



Rise up from all that paperwork and  
start living

**The first one is efficient enough, but the second one makes the prospective client feel heard.**



**4. Provide long forms** just for the lead magnet. You want more people to subscribe. You don't want them to get discouraged right away. When they see several pages to fill in just to get the lead magnet, they may start wondering if it was worth it.

Provide a single page form that will only collect their name, address, and email address. That should be enough for a start. As you build a relationship with them, they may want to have more ties with your business. That is when you provide them with forms that go deeper into what they really like. The way they respond to your initial emails will also clue you in as to what they really want.





## Chapter: 3

# Solidify Your Email List's Profitable Status

You have probably reached the point where you have collected enough email to have a reasonably successful following. But what do you need to do to make that following translate to profits?



***You have probably reached the point where you have collected enough email to have a reasonably successful following. But what do you need to do to make that following translate to profits?***

Now, some people, when they hear “profitable email list,” they think of something else. They collect several email addresses and information about the people who own them. Then, they sell the lists to the highest bidder.







This is, however, not what you are here for. You are here to build a fully engaged following that will be part of the virtual community that you will prepare for your subscribers. Selling their information to others will be breaking their trust. You don't want that to happen at any point in your relationship. You will be either thought of as unethical or unsafe. If you want to start off on the right foot with your customers, you need to provide them with full awareness as to what will happen to their content. Many of them already feel insecure online. Moreover, having them think that your database got stolen will post the question, "Is it safe to transact within your website?"

# No, whatever profit that you must gain from your mailing list should remain untarnished.

## 1. Welcome your subscribers!

When your potential client finally decides to subscribe, provide him with the warmest welcome you can muster via virtual means.

Some companies may also want to get down to business, assisting the new subscriber to what they can do next. After all, you want to assist your subscriber to have the best experience.



● customer-service@k5learning.com

To [REDACTED]

Hi [REDACTED]

Your 14-day trial of K5 Learning has started. Parents and students can log in at <https://www.k5learning.com/login>. Your username is

[REDACTED]

Please see our Getting Started Guide at <https://www.k5learning.com/parents/getting-started>

Initially, lessons are set at a student's grade level; they may be too easy or too hard. We recommend that students take our free online assessments. More information is at <https://www.k5learning.com/parents/tips-on-assessment>.

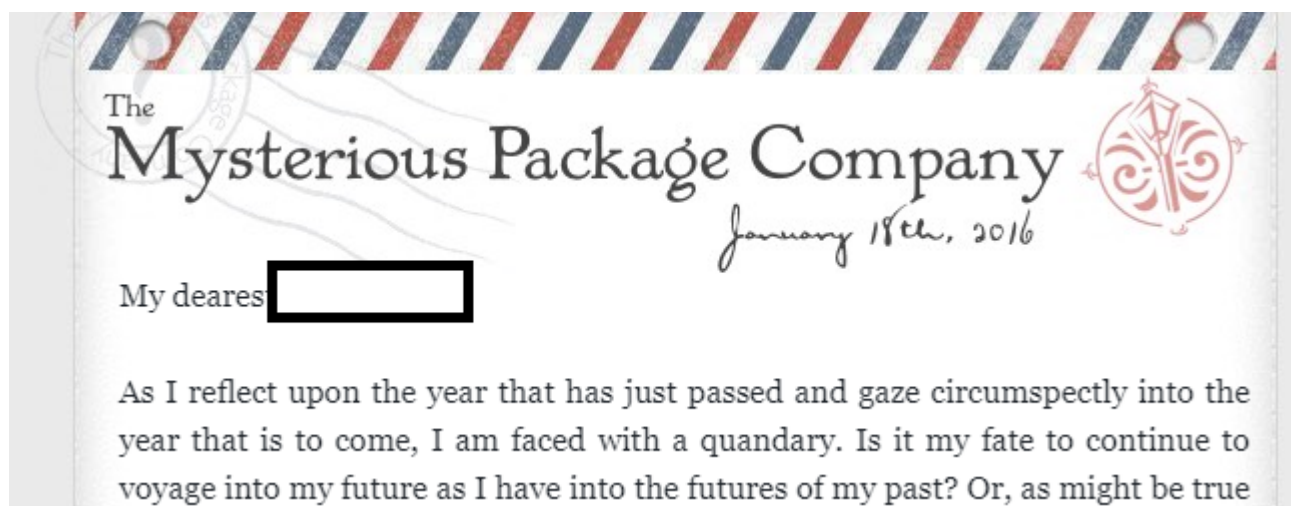
If you have any questions, contact us at [support@k5learning.com](mailto:support@k5learning.com).

The K5 Learning Team

## ***2. Let your subscribers feel that they have control. Give them that control!***

By using an attractive lead magnet, you have given them a chance to opt-in. They can also easily choose to opt-out. You should place the unsubscription link where they can easily see it. They should not feel trapped.

## ***3. Do not bombard them with senseless or hard sell emails.***

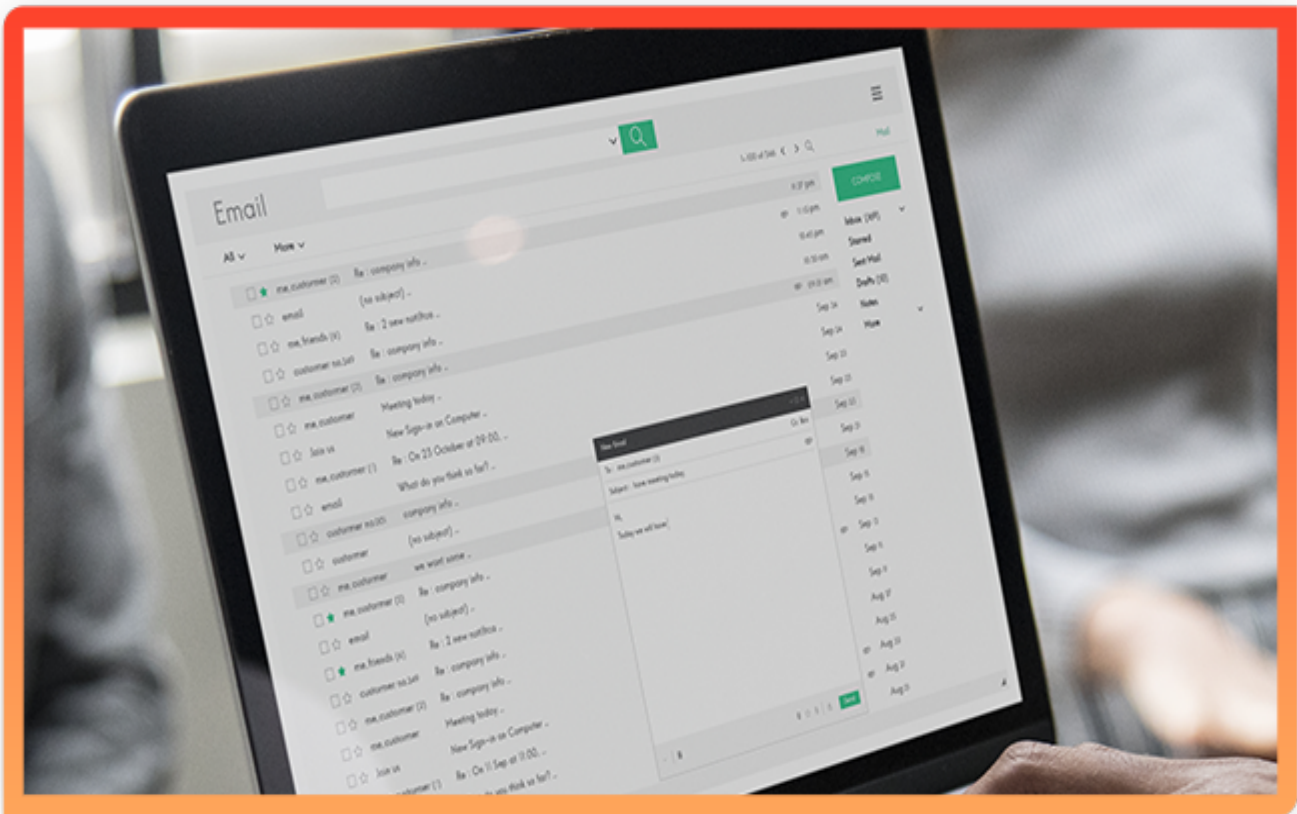


Each email that you send should be exclusive. The recipient should feel like they are part of a secret society.

The Mysterious Package Company has that down to pat. It has found a niche among people who want something strange and vintage at the same time. The Curator, as it calls the sender of its emails, always sounds like he comes from days gone by. There was something so precious about it. There is also no demand to buy anything in particular. No prices are posted in the email. Yet, it excites the subscriber to be part of something that feels so clandestine, as if it is whispering earnestly into his ears.

## 4. Perform regular email list cleansing

Email campaigns have a cost. So, you cannot maintain a list full of possibly unprofitable addresses. You can purge out some of the email addresses that are not generating any positive reaction (purchase, the clicking of links, etc.) You may also consider categorizing your clients as you get to know them better. This way, you don't have to send it to all of them each time. You just send emails to the appropriate subscribers only.



***Be wary, though. Sometimes you may get a lot of clicks whenever you are sending out freebies or promoting contests. Focus on the clients that remain with you, even when you were simply churning out relevant content. These are the clients who are genuinely interested in what you have to offer. Keep your constant buyers, as well.***



## ***5. Share regular content***

You cannot build the relationship and then suddenly just put a stop to it. Continue fostering this relationship by updating your clients. Send them emails whenever your business has:

- A new product or service***
- A new promo***
- Requests for recommendations***
- Offers for collaborations***
- Surveys***
- Regular niche-focused tips***
- Occasional, surprise freebies***



## ***6. Show appreciation***

There will be clients who will stay with you, no matter what. Show appreciation for their constant following by sending them more content similar to your lead magnet. These are bonus content that you have prepared for the ones that continue to value your emails.

*Say “thank you” every time the client makes a purchase or subscribes to a service that you provide. Propose discounts or promos to a VIP group of clients. These VIPs are the ones who are regularly buying from you.*





## ***7. Deliver consistent content***

Don't just wow your clients with your lead magnet and earlier content. You have to consistently produce high-quality content. This way, your subscribers can see that you are serious about your service and that you are always looking out for them.

## ***8. Deliver appropriate, compatible content***

So, a client bought a product or service from you. This client will receive the usual "thank you" and confirmation emails. You can also then send emails that provide your client with information regarding possible add-ons and pairings that are related to his purchase. Recommended products based on the previous purchase may also be good options.

**Bitdefender**

What The Experts Use

Renewal

Renew early and save big!

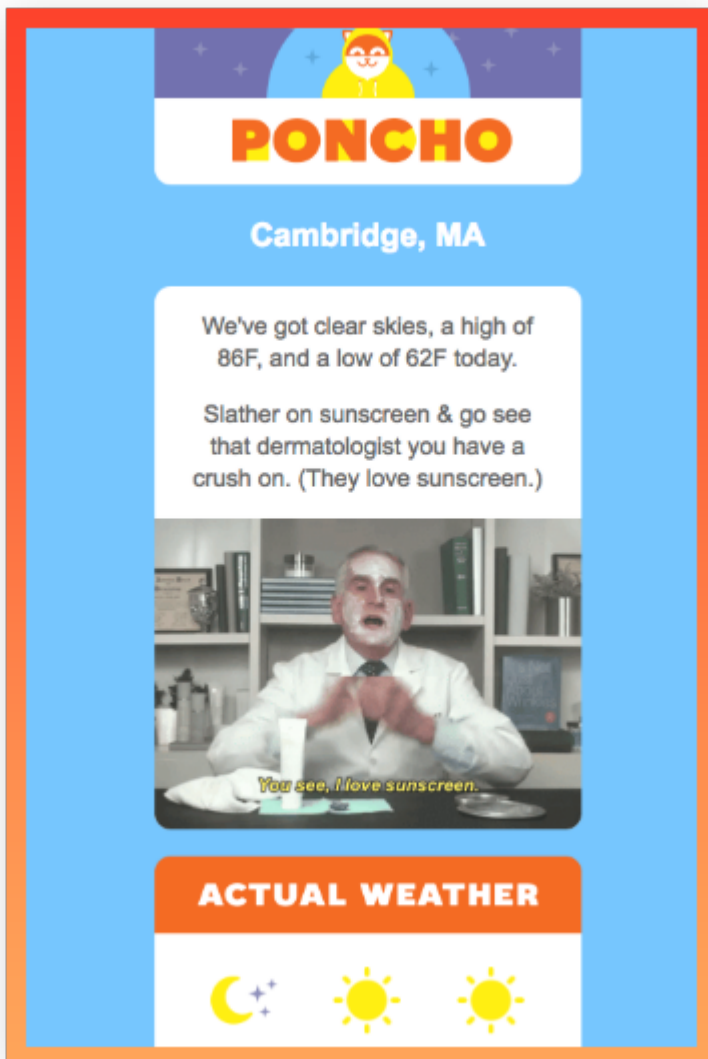
Why wait to renew your subscription? Act now and save big on Bitdefender, now more affordable than ever!

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**Complete protection for your Windows, macOS, iOS and Android devices**

*For product or service subscriptions that are about to end, you can send email reminders. These reminders may also include possible alternatives, discounts, and add-ons to your current subscription. This way, you can either renew early or buy a similar subscription instead of the old one.*

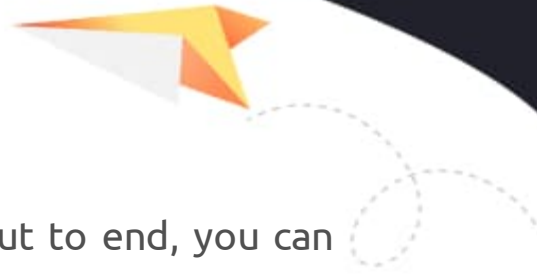
## **9. Maintain an ongoing email campaign**



You don't need just one email to achieve the sales activity that your business needs. You need an ongoing email campaign. This means that there is a specific theme that makes marketing feel more relevant.

You can find consistency and theme in Poncho App's daily weather email. They have made weather emails a lot more fun with its color, wit, and the actual delivery of email





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## ***10. Remind your subscribers what they have been missing.***

Some subscribers do not cancel their email subscriptions but cancel the service subscriptions and have not bought anything for the longest while. You can remind such subscribers what they have been missing.



**BEFORE**



**AFTER**



Hi Jerry,

Recently your Dropbox has been feeling kind of lonely :-)

As a reminder, Dropbox lets you:

- Get to all your files from any computer or phone.
- Share documents, photos and entire folders easily.
- Restore your stuff in a snap even if your computer melts down.

If you need a refresher course, check out [our tour](#).

We hope you come back to Dropbox!  
- The Dropbox Team



***This is why it is crucial to monitor your clients' engagement, purchases, and general interest in your product through the weeks, months, or even years. You need to categorize your clients in something similar to the following:***

**1:** Active subscribers (read, click, and buy) continue engaging these subscribers with premium email content, newsletters, and new product/promo alerts; provide recommendations

**2:** Readers but not buyers (read, click, but do not buy) continue engaging these subscribers with newsletters; provide recommendations because these subscribers are interested but are just biding their time (waiting for the perfect product/service; waiting for their budget)

**3:** Pure business subscribers (do not read, do not click, but buy) provide content that they will want to read with headings that allude to their recent purchases – without being spammy and without dodgy links and attachments

**4:** Absentee subscribers (remain subscribed, but have not engaged in a long time) provide reminders, consider removing from your list especially if you have a maximum limit of email list subscribers in your mailing campaign service subscription

**5:** Unsubscribed possibly reach through inbox ads and social media



## ***11. Invest in high-quality copy and images***

If you don't already have a team of copywriters and illustrators, you may want to source out the work. Why is this important? You need to be able to produce original content. The images must make a compelling appeal for your subscriber's attention. Email inboxes can be packed with messages. You want your subscribers to find your email and decide to keep it. Some emails end up in the trash or even in the spam folder. Obviously, that is not what you want.





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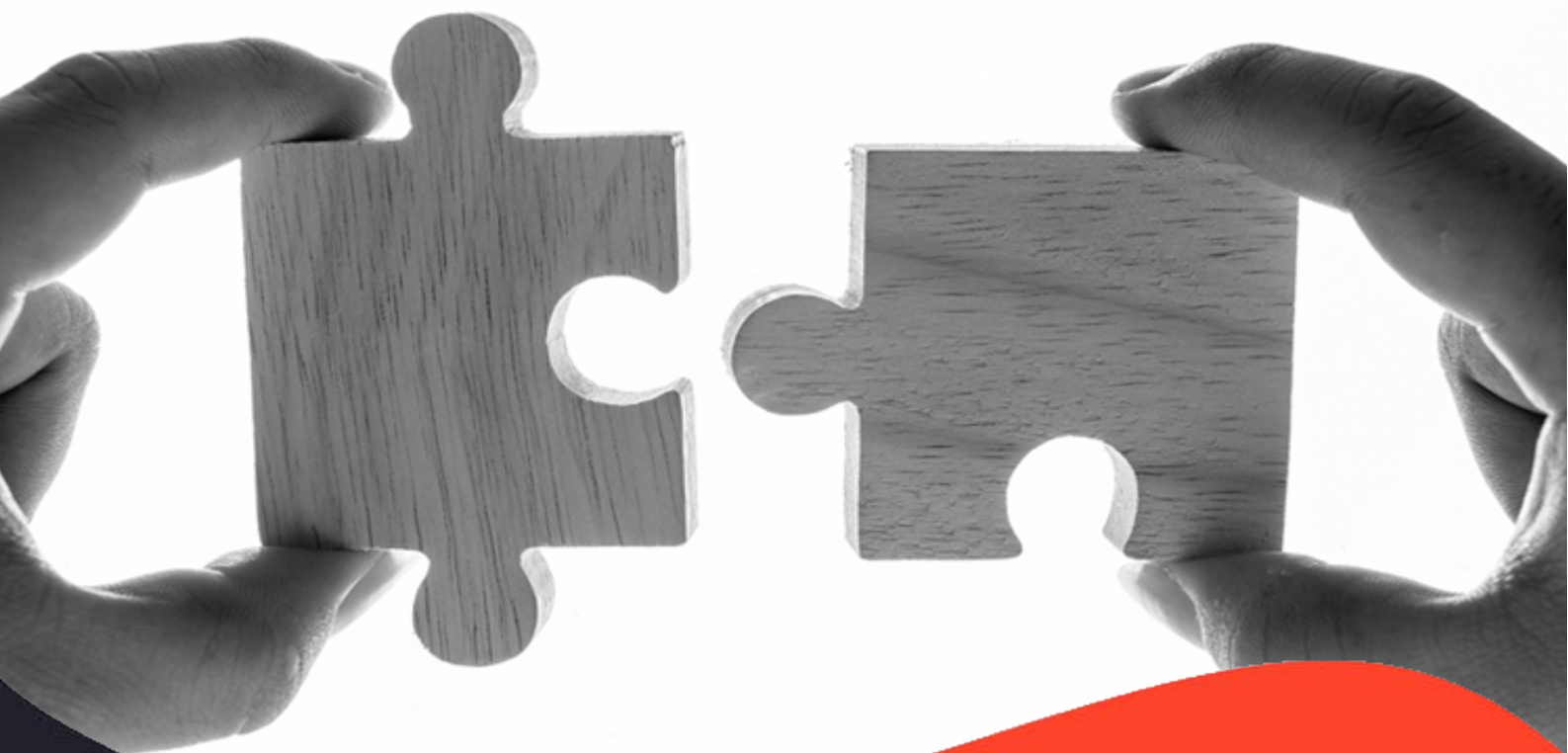
# Conclusion

This is the end of a quick and, hopefully, insightful journey. Email lists can undoubtedly be your secret towards reaching more potential clients at a much lower cost. You don't have to play the traditional salesman with your briefcase and door-to-door sales pitch. Moreover, you don't have to pay for expensive television and radio slots.

*Of course, you must do your part, too.*

Your email list should be:

- 1: Obtained using ethical and legal methods
- 2: Kept safe and secure in your encrypted database





### **Also, your email content should be:**

- 1: Relevant and appealing
- 2: Incorporated with smart copy and original art
- 3: Personalized to each subscriber category
- 4: Appropriate to the intention of the moment  
(purchase confirmation, recommendation, welcome, goodbye)

### **It should avoid:**

- 1: Being spammy-looking
- 2: Containing misspelled words and typos
- 3: Lookin unprofessional
- 4: Taking away the control from your clients (Let them unsubscribe if they want to. If they want to unsubscribe, then they don't seem to be the sort to boost your sales, anyway.)
- 5: Including attachments and dodgy links (Always advise your clients to go directly to your website. Type the URL with an https:// at the beginning.)

***Hopefully, you will be able to effectively and successfully make use of the tips on building a profitable email list. If you are not already on your team brainstorming stage, then you should start brainstorming now. Thank you, and good luck!***



# Thank You!

**We Welcome Your Feedback.**

Feel free to get in touch with us for any  
feedback or question.