



Internet Growth Systems
growing your business online

Build Your Mailing List – Increase Your Online Profits

by

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Why Have A Mailing List?

If you already have a bricks and mortar business outside of the internet then you probably have an existing mailing list of customers, past and present as well as those who have expressed an interest in your business. You may also have purchased a mailing list to increase your customer base. With your customer mailing list you will send out periodic newsletters or special offers using the postal service. If you love direct mailing, then you will love mailing lists online!

For those of you just starting out without any type of mailing list, you may be wondering what is so great about having one. Some marketers will tell you it's a great way to print money. In some respects I agree but only when you treat your subscribers with respect and due care. It's not so much a numbers game than a quality game.

Imagine you have a mailing list of 1,000 email addresses from people who have signed up on your site. You have just created a new product that you would like to sell and remember that you have a mailing list, you haven't contacted your list for a while but you know that they are interested in what you have to sell, after all they signed up for your mailing list.

Once your product is ready, you send out an email to that list announcing your new product, at say \$47. You will probably get a few sales and that is what internet marketers mean by having a licence to print money, in that you get instant sales for any new products and/or services you launch and it also works for promoting existing products and/or services too.

However, if you keep regular contact with your mailing list by sending them interesting and useful information, not spamming them by sending only sales pitches each time you mail them and keep yourself accessible for them to contact then when you send out a mailing with a promotion or a new product, the response rate will be much higher.

Having a mailing list is a great responsibility as you need to build TRUST between yourself and your subscribers.

You don't need to mail them weekly if you don't want to, all you need to do is



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contact them regularly, so if you say it will be twice a month or monthly then stick to it. If you have great information to pass on then you can try it weekly as well, do what works best for you, your business and of course, your subscribers.

Mailing List Providers

There is a wide variety of mailing list providers or email marketing providers out there as well as software that you can use to host (all the details are held on your own hosting server) your own mailing list.

As you are probably aware, spam is a huge issue on the internet. You will probably receive countless spam emails each day and that's with anti-spam software deleting spam emails before they get to your inbox.

So what? You may be asking, you are an ethical and honest business owner, you would never spam. That may be true, but your subscribers who don't know you, don't know that. It is very easy for a subscriber to click that your email, no matter how well intentioned, to click that your email is spam. There is nothing you can really do if someone, or several people, click that your email is spam.

If you use a mailing list providers such as [Aweber](#) or [GetResponse](#) they have built up trusted relationships with the main email providers such as Aol, Google, Yahoo etc and they get the messages put on "whitelists" which means they should automatically go through to your inbox, unless you have a lot of spam abuse attached to your mailings.

Using a mailing list provider also means that you are not using up your valuable hosting as storage for all the email information you are collecting.

Personally I use [GetResponse](#) as I have found them to be the most cost efficient of the providers and they have recently upgraded their service to include split testing, and many other great features for internet business owners.

The best advice is to check out [Aweber](#) and [GetResponse](#) and see which



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provider is offering you the package that best suits your business. Both offer a free trial and/or a free account so you have nothing to lose!

Another great thing about having your own mailing list is that you can write a few newsletters in advance and set them to be delivered at different times in the future, which is a great time saving tool.

You can also have different lists under your mailing list account. This is very useful if you are selling different types of service, you can have a list for each type. You can also create a buyers list that moves subscribers from your prospects list to a buyers list after they have bought from you, after an email promotion.

Another great use is when you hold teleseminars or any events that people have to sign up to receive further information. You can track how popular each one is by either having a separate list for each event or using a tracking code to differentiate between event but keeping the signups on the same list. The choice is yours!

Finally, if you think about all the time and effort you put into promoting your website and increasing the number of visitors to your website and if they are arriving and then leaving without buying anything. They may never come back. However, if you entice them to sign up to your mailing list, you can then contact them whenever you like in the future, as long as they stay subscribed. If you are selling high end items and/or services then this may be a better strategy for you to use, rather than trying to get first time visitors, who don't know you or your business to buy immediately.

Take some time out of your busy schedule to look into [Aweber](#) and [GetResponse](#) to see which suits your needs the best and then sign up for a free account and set up your first mailing list. The free accounts will come with advertising that will show up on your mailings but it will get you started on building your mailing list and if you like the look and feel of it, then you can upgrade to being a paid customer without the advertising.

Building a mailing list is a must for any internet business owner, when are you going to start yours?



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Internet Growth Systems has it's own affiliate program that gives you 50% commission on all sales you make, as well as 5% on 2nd tier sales.

Using affiliate links is a great way of increasing your online profits by recommending affiliate products to your mailing list and receiving commissions for any sales your mailing generates.

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