

3 Ways to Start and Maintain Email list

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The Facts

Before we dive in you should first understand the importance of an email list. Here are some facts!

- 94% of consumers check their email every day
- 86% of business professional prefer to use email when communicating for business purposes
- Customers on average spend 138% more than those who don't get an email
- 88% of retail professionals indicate that email marketing is their greatest driver for customer retention
- Unlike social media, email marketing when used right targets an audience that has opted in your distro.

Meaning they want what you got!

Ok now let's get to the fun stuff!

Here are steps that we have come up with to help you start and maintain your email list.

Step 1: Pick an Email Marketing Service Provider

Here are a few free accounts to test out which works best for you: the below providers all act as a data warehouse they also track email analytics.

Constant Contact:

- Free trial up to 100 emails per month (\$20-\$45/month)
 - Drag + drop designs templates
 - Unlimited subscribers

Mad Mimi:

- Free up to 100 subscribers (\$10 - \$27/month 101 - 5,000 subscribers) • Best if you're technically challenged
- Drag + drop design features with less templates, but superior design

Mailchimp:

- Free up to 2,000 subscribers (\$25+/month depending on data volume + subscribers) • More sophisticated functionality with many more bells and whistles
- More complex data management and statistics reporting
- Split testing (to see which subject lines do better)
- Responsive templates (meaning it will resize the content based on the device that is viewing it)
 - Integrates with more 3rd party companies

Infusionsoft:

- You can segment your list a million different ways!
Enables you to identify clearly what topics subscribers are clicking, reading, and most interested in.
- Track what a subscribers habits are and lead them through more complex email series. You can tag actions, so your campaigns can designate what happens when a viewer clicks (or doesn't click) something and make sure your list gets emails they are interested in
- Serve multiple audiences on one platform (due to segmentation!)

Step 2: Start Growing your Email List

Good news, I have tips on how to grow your email list, bad news there is no shortcut. When I first started building my email list I thought it was as easy as adding public emails from Instagram, Facebook and LinkedIn to my Excel sheet! Well after doing a bit of research I found out that's it's actually illegal and the quickest way to get on a nationwide block list! Crazy right? You must 1st ask for permission to email marketing and advertising information.

Here are a few ideas to get you started:

- Send an email to your past clients telling them that you would love to keep them up to date with the latest and gratesest. Let them know the pros of being a subscriber (subscriber only promotions and deals, first to know about events etc). You want to make sure they understand how you will benefit them. Allow them to subscribe or say yes!
- Offer freebies or promos to new followers and potential clients. Require an email before providing the incentive. You can use free tools like Jot Forms to collect email entries or you can add a section on your website.

- Reward programs, newsletters or blogs are another good way to get email subscribers.
Require an email before enrollment.
- ALWAYS have an email sign up list out during networking events or when marketing to new clients. The goal is to not let one person/business get away without providing an email and permission to opt-in. Even if they didn't purchase from you.
- Options to subscribe should also be available on your social platforms.
- On your website, have several place where a customer/client can subscribe to your email list.

* You can design your website to have a pop up after a certain amount of time, or after they have scrolled down a few time.

Step 3: Maintaining your Email List

So you have your list started, now what? First let's all be honest here, everyone hates spam and a sales pitch. People run as soon as they see it coming.

Here's a few ways to keep your subscribers engaged:

- Don't be "spammy". Do not overwhelm your subscribers with a ton of emails. I would say a good frequency is 1-2 emails a week. Remind them you are there but don't be overbearing.
 - Have good content- whatever it is you are selling, pitching or promoting make sure your content is fruitful.
- Get straight to the point. The more you write the less people read. That's a fact!
 - Always send a welcome email thanking them for subscribing.
- Personalize your emails by adding their name. It goes a long way.
- Don't just be the sales person. The purpose of your email list is to build trust and a relationship.
 - Grammar and spelling is important!
- Use your reporting tools. If you see an email is not doing well stop using it. Inspect and adapt.

There you have it! Now get to work ladies and gentlemen. And remember we are always here if you need help!