

How To Turn Unsubscribers Back Into Subscribers!

By Larry Dotson

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1000 Ways To Sell Your Info Products! <http://www.ldpublishing.com>

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You're always going to have people that unsubscribe from your e-zine. Once they unsubscribe, that's lost revenue and exposure for your business. You won't be able to remind them to revisit your site. They won't get to see your next product release. You can not sell any more advertising to them.

When people do unsubscribe, send them an e-mail confirmation that their request is complete. You can ask them in the confirmation why they decided to unsubscribe. Learning this information can help you improve your e-zine and lessen future unsubscribers. Also, ask them what would attract them resubscribe.

Another thing to add to your e-mail confirmation is an incentive to resubscribe to your e-zine. It could be a free ebook, software, consulting, an e-mail course, an online utility, etc. It should be something you don't offer to normal subscribers.

In conclusion, learning why people unsubscribe and using incentives to attract resubscribers can increase and maintain your e-zine's subscriber base. When most people see that you care about their opinions and needs they'll likely resubscribe in the near future.

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