

5 Quick Tips: Maintaining A Responsive Optin List

By Mike Merz

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Building an optin list of subscribers is a difficult enough task ...

Satisfying them on a continuous basis doesn't have to be.

Keep them coming back for more, by ...

1) Providing fresh content ... preferably your own.

Try to stay away from articles that have made "the rounds", unless specifically requested, if you do use the content of others. Writing your own articles will give you credibility, and aid self branding. It's also a good idea is to set the stage for the article, by providing lead in commentary.

2) Giving your subscribers something of value in each edition ...
... and clue them that there'll be something special in the next one.

Segmentation keeps them interested ... and coming back for more.

3) Speaking to your subscribers one at a time.

Try to visualize that you have only one subscriber ... and you're talking directly, and only, to them. This kind of personalization helps form a bond of trust.

4) Losing the hype!

If you start sounding like a late night infomercial, you might as well kiss your credibility, and potential sales, goodbye. You don't have the advantage of providing a visual experience like they do, so keep it natural, comfortable, honest, and realistic.

Be yourself! ..;)

5) Letting them know how they got there (in case they forgot ..;), and how they can get out, if they choose to do so.

Make it clear that they're receiving your followup because they asked for it, and provide the details.

Unsubscribe options should be made clearly visible ... knowing that they can leave when they want will help keep them there.

Well, that's it for now.

Follow the aforementioned five, and I'm sure you'll maintain a solid, responsive list.

One last note ...

Keep the list clean of autoresponders, "over quotas", and other undesirables ... for your sake, and that of your pub's ad purchasers.

This will help assure that you, and your sponsors, are getting maximum response when promoting.

Regards,
Mike Merz

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