

# Educating Your Subscribers

By Robin Forbes

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To my mind, educating your subscribers is one of the most important building blocks that you can implement.

You could start by telling them about your products and services, or better yet, how others are using the products and becoming successful, beautiful or whatever it is that your products are supposed to do; and how they too will benefit from using them. This is sometimes known as the gentle, subtle sales pitch. Naturally this method can be used to be not so subtle as well.

Or you may focus on educating your subscribers on relevant information and happenings in their particular field of interest. It could be about search engine tactics, new design tips, upcoming conferences and seminars or what's happening in their industry. It all depends of course on who your audience is.

By becoming a knowledgeable source who shares and teaches your users, two things happen. Firstly you will have increased your own effectiveness because you're keeping up to date with what's relevant in your field. Secondly, your subscribers continue to be better informed and when it comes to thinking about your mutual topic, your name comes to the front of their mind as being an expert in that field. At the very least, you are someone with privileged access to the fountain of knowledge. And with those thoughts in mind you score the very big "brownie points", in that you'll be the first person they consider buying from; which is what we wanted all along, right?

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Robin Forbes is The Pencil Dude; Proud

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