

YOUR EMAIL LIST

WHY IT'S IMPORTANT

In the online world, your most important asset is the list of names & email addresses you collect from potential clients. Once a person's name & email address is on your list, you are in charge of your relationship with them. Your eMail list empowers you to be able to connect with these individuals whenever you want.

WHAT YOU NEED TO KNOW

There are several terms that you will need to understand when it comes to your eMail list. I've defined the most common ones below.

List Management System:

Your list management system is the technology that you use in order to maintain the names and emails of the individuals who sign up on your site. It automates the name and email collection process, allows you to communicate with your entire list or a small segment of your list and most importantly, it helps you to be in compliance with online Anti-SPAM laws.

Free Gift Offer:

In order to entice visitors to sign up to your list AND to give them a taste of how you can help them, you should offer a free gift. Your free gift can be a Special Report, Audio Course or Video Series, but it should tie back to your main offer.

Opt In Box:

An Opt In Box is a form that gets coded into the pages of your website or on social media in order to collect the names and email addresses of visitors. It is usually used as an invitation for visitors to provide their name & email in exchange for your free gift.

AutoResponder eMail:

An autoresponder is an automated email that gets sent to an individual who signs up to your eMail list. You can have a single autoresponder that is sent immediately upon sign up or you can have multiple autoresponders that act as a series of follow up emails over time.

Autoresponders are a great way to ensure that EVERY visitor that signs up to your list has the same exact experience. Consistency is key when developing good client care and this is a great first step.

Broadcast eMail:

Where an autoresponder is an automated message triggered by an action, a broadcast is a message that you initiate. Using broadcast emails is how you send your newsletter to your list. You send a broadcast to your list from inside your list management system dashboard.