



Golden List Secrets

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INTRODUCTION

You've heard it hundreds of times... the money is in the list. Every top marketer will tell you your list is made of gold and they're absolutely right.

But you don't have to be an Internet guru to have a golden, "cash-on-demand" list. Anyone, even those just starting out, can generate hundreds, or even thousands, of dollars each and every time they send an email to their list.

It's just a matter of knowing how to get those results.

If you're an Internet marketer in any niche, you must build an opt-in mailing list in order to follow up with your website visitors. There are many ways to do this and you'll find some of them listed in the resources section at the end of this ebook.

But this report is not about **how** to build your list. There have been plenty of those written already. It's about building a relationship - a good rapport - with your list.

That's the key to turning your list into gold.

Savvy marketers will tell you to give your list members plenty of good, solid information and occasional free gifts to build that relationship.

Then, once you gain their trust and respect, they will become buying customers. This is very true, and you don't want to skip either one of those aspects.

But your list members also like to know you're human, that you're just like them, and that's what this report is about.

CHAPTER 1 - Have a Conversation with a Friend

Your list members should be just like your good friends or your extended family. "Talk" to them in the same "tone of voice" and tell them the same things you would tell your friends and family.

I've been writing a weekly newsletter for over 3 years now. My editorial is always written about what's going on in my life each week.

My subscribers have heard stories about my two oldest kids' weddings, my granddaughters being born, my stressful former day job and my vacations.

They know I hate the cold northern Michigan winters and even though I love the summertime, I hate to mow the lawn.

If I can't hit the broad side of a barn during my Friday night bowling league, they hear about it. And if I ever bowl my first 200 game we'll celebrate together. :-)

They laughed with me over my 17 year old daughter's antics with my car and a snowbank, and they cried with me over the deaths of my kids'

teenage friends in tragic car accidents.

We've shared life's little (and sometimes big) ups and downs. They've given me as much helpful advice over the years as I've given them.

These people are as real to me as my offline friends and family, and I treat them that way. Even though we've never met face-to-face we have a friendship that spans across hundreds, even thousands, of miles.

CHAPTER 2 - Be Yourself

When I write my editorial or articles, I write like I talk. In other words, I just act normal and people like that. It's what works for me.

For instance, if I write something that makes me chuckle as I write it, I add LOL ("laughing out loud" in Internet lingo) at the end of the sentence. If I was speaking those same words, I would have laughed as I said it, so I'm just being myself. (Yes, I do crack myself up sometimes! LOL)

Here's an example from my March 5th, 2006 issue:

I think spring may be on the way. We had a heatwave yesterday - it was 28 degrees. LOL It's supposed to hit the upper 30's today, so I think I'll drag out my bathing suit and lawn chair and get some sun. :-~) There's still several feet of snow in the yard so I'll have to sit on the deck, but I better enjoy the warm weather while it's here. We're expecting a couple more inches of snow overnight. LOL

As silly as that was, you'd be amazed at the response I got. Many of my subscribers wrote and jokingly told me they wanted to see pictures of that. (To which I replied, "I don't think so!" LOL) But the point is, they liked my nutty comments and they interacted with me by writing.

Your list members want you to be yourself, whoever "you" may be. They want to get to know your personality just as they would if you met them offline, face-to-face.

You don't have to go into long, drawn out stories - some of us do and some don't. (Personally, I'm a "Chatty Cathy.") But your list members will appreciate your being "real" instead of sounding phony or mechanical.

Don't think you can't write something that people will be interested in. They don't want to know all the intimate details of your life, but they do like to read a "friendly conversation" and enjoy a touch of humor. Just write it as if you're writing a letter to your grandma. :-~)

Now, before you say that you can't "talk" to hundreds or thousands of people, let me say this...

It's not the same as public speaking.

I'd be in big trouble if it was! I start shaking in my boots and lose my train of thought in front of only 6 or 8 people. There's no way I could ever speak in front of large groups. I'm sure I'd pass out! LOL

You should have seen me one time when I had to appear in court on behalf of my employer...

I was dead sure that when the court officer said "please state your name for the record" I wouldn't even be able to remember my name, let alone state it. LOL But I managed to get through that part okay.

So there I was, sitting on the witness stand, the center of attention and shaking like a leaf. The district attorney held up a small yellow and white sticky-backed paper with numbers on it and asked me what it was.

It was all I could do to gather my wits enough to say, "I think it's a shelf label."

I "think" it's a shelf label?!? For crying out loud! Of course it was a shelf label! It was the same kind you see in any store underneath an item to show you the price. Geez!

But the fact that there were 12 jurors, the judge and a few others in the courtroom threw me for a loop. Imagine me in front of hundreds or thousands of people. Nah, we won't go there. LOL

But I got off the subject...

This is NOT like speaking in public. It's much easier. For one thing, since you're writing, not speaking, you have the opportunity to read and reread what you've written. You can make corrections until it's exactly as you want it.

So technically, you can be yourself, but without feeling self-conscious, embarrassed or put on the spot. :-)

Just put your personality into whatever you write, whether it's an article, ezine editorial or email product promotion. Your list members will enjoy and appreciate getting to know the "real" you.

CHAPTER 3 - Give Them Excellent Customer Service

I make it a point to answer all my emails within 24 hours at most, usually much sooner. If someone takes the time to write to me about something, they deserve a reply as quickly as possible.

It doesn't matter what they write to me about -- maybe they didn't receive a product they ordered and they need the download link; they might just want to say they like my newsletter; or they could even chew me out because they don't like my opinion on something -- I always answer their emails.

It's just common courtesy to reply to people's questions and comments, no matter what the subject matter. If they were to go into a brick and mortar store with a question or complaint they would expect someone to respond to them quickly. Being online shouldn't be any different.

Yes, it takes up some of my time, but I see it as one of the most important aspects of my business if I want to have a good relationship with my list

members.

Treating your list members with respect and showing them common courtesy will go a long way towards building the golden relationship you need to succeed.

CHAPTER 4 - Gain Their Trust

Be honest and trustworthy if you expect your list members to respond in a way that's beneficial to you.

You don't want your subscribers to feel like you'll do anything to make a quick buck off of them, so be sure the products you recommend are high quality and useful to them.

Always be open and upfront if you make a mistake (and we all do!) that may not be in their best interests at times. Admit the mistake, apologize for it, then move on. They'll respect you for it. After all, you're only human and we all make mistakes.

But don't make too many "mistakes" or their trust in you will diminish and then completely fade away. You'll lose subscribers and those who are left on your list will be unresponsive.

Once you gain their trust, they'll value your opinion on other things that matter to them, too.

I'm amazed sometimes at the number of people who write and ask my advice on a product/program they're considering getting involved with, for instance. They trust my judgement and know I'll give them the straight scoop, good or bad.

Many of them tell me they feel a "connection" with me, that they "instinctively" know they can trust me. That tells me I've done my job right in building rapport. :~)

CONCLUSION

When building a relationship with your list members, you need to realize that no matter what you do, you can't make everyone happy.

Just like in the "real" world, there will be people who dislike you for some reason. It's simply a fact of life, a personality conflict.

Don't let it get you down or discourage you. You'll find many more people who like you than those who dislike you.

The first 3 chapters of this report are the building blocks to the final one... gaining your list members' trust.

You'll know you're warming them up, heading in the right direction, because they'll stay on your list. Some of them will write to you with comments or questions. You'll "feel" that relationship building, consistently getting stronger.

Here's a quick recap:

- Have a Conversation with a Friend
- Be Yourself
- Give Them Excellent Customer Service
- Gain Their Trust

Follow those rules, adding your own personal touch, and you'll soon spin your list to gold.

And isn't that what you want? ;-)

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<http://www.GoldenListSecrets.com>

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<http://www.home-business-on-a-budget.com>

RECOMMENDED LIST-BUILDING RESOURCES

Don't build just one opt-in list when you can have two

<http://www.goldenlistsecrets.com/recommends/machine>

The fast and easy way to accelerate your opt-in email list

<http://www.goldenlistsecrets.com/recommends/list>

Generate a stream of hungry, targeted, double opt-in leads

<http://www.goldenlistsecrets.com/recommends/triplelist>

Get a free opt-in list of thousands

<http://www.goldenlistsecrets.com/recommends/lucky>

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