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Ten Tactics For Making Your List More Responsive To Your Offers - Part 2 of 2

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. This is part two in a two-part series that will feature ten tips that will help make your list more responsive to your offers.

If you missed part one, you can download it by visiting my blog here.

<http://www.MichaelRasmussen.com>

If you're reading this, then I assume that you've already read part one, so there's no need to do another introduction. This is a subject that makes a direct impact on your bottom line profit, so let's just get right to it, and discuss five more tactics for boosting your response rate.

Tactic #6 - Use Double Opt-In

Double opt-in is quickly becoming the standard for list building these days. People are sick and tired of the hassle that comes along with single opt-in. Things like:

- Spam complaints - Person A can easily sign up person B for your newsletter without their permission, which can cause trouble for you).
- Fake email addresses - Let's face it, we've all entered fake email addresses into someone's name squeeze page just so we can get past it, and onto the main part of the site.
- Prospects who aren't really interested in what you have to offer - These people don't read your emails anyway.

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Instead, they inflate your monthly email server bills, because your list grows larger and larger, but many of those names and emails are worthless.

From what I can tell, most of the major autoresponder companies are forcing people to use double opt-in so that they can protect themselves from spam complaints, so you can pretty much guarantee that - eventually - it's all going to be double opt-in anyway.

I suggest using this strategy yourself. Your list won't grow as quickly, but the readers you DO get will be much more responsive to your offers, and are more likely to actually read your newsletters.

If someone takes the time to confirm their subscription, they're raising their hand and saying, "Yes, I definitely want to hear from you." That's the kind of person who can help you build your fortune. People who just slap in a throwaway email address just to get past your squeeze page are worth nothing to you.

Tactic #7 - Give Whitelisting Instructions

I can't tell you how many of my friends tell me that my emails wind up in their spam folders. I don't know why, because I've never spammed them OR their ISP, but there you go.

ISP's tend to use blanket discrimination against anyone who has their own dot com address. In other words, if your email is coming from username@gmail.com, you're fine, but if your email comes from username@yourdomain.com, then it might be ending up in people's spam folders.

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I think you'd actually be shocked if you knew just how many people are unaware that you emailed them. It's becoming more and more important for us as marketers to educate our readers by teaching them how to make SURE they get our emails.

The good news is that this is a task that is easily outsourced. If you don't want to do the writing yourself, just hire a ghostwriter from elance.com or a similar site, and pay him or her to create some whitelisting instructions for you. The time has come where you cannot afford to skip this step. Here is an example of whitelisting instructions:

www.CleanMyMailBox.com/whitelist-sample.html

Tactic #8 - Be Consistent With Your Mailings

If you've got a good prospect that is willing to spend money on your subject, chances are that he's on other email lists as well. And you know what? Everyone else is competing for that person's attention.

You cannot afford to be forgotten, so it's absolutely critical that you mail out on a regular basis. I recommend at least once a month as a bare minimum, but ideally you would mail out once a week (preferably on the same day of the week). I like to mail out once or twice a week, depending on what's going on.

Sometimes I'll send out one promo, and one newsletter. Or, if it's a really busy week, I'll send out two promos (although I try to avoid doing this). If I have to email my readers twice in one week, I usually try to explain why I'm doing it, and that I had no choice if they were going to be notified of this important launch.

On the surface, this may sound like common sense, but ask yourself... are you doing this? How often do you email your readers? Do you realize that, if you don't stay in regular contact with them, you will be forgotten and replaced by someone else?

Create a mailing schedule, and stick to it. Your response rates will be much better as a result. The Internet marketing world is so chaotic, and people will appreciate you setting a pattern and sticking to it. It shows that you're reliable, and consistent. That alone will go a long way toward increasing your response rates.

Tactic #9 - Don't JUST Send Out Promos

When someone subscribes to your email list, they are looking for information. They are NOT looking merely to be sold to all the time. Why would anyone sign up to your list just to receive ads?

The people on my list find me through a lot of different ways. Many of them have signed up through FreeAdvertisingForum.com. Others have participated in some of my massive launches, like with EmailPromosExposed.com. Either way, I do my very best to send them content that will make a difference in their business, just like I'm doing here with this two-part newsletter.

Be sure to balance your mailings between content and promotion. I sometimes mix the two. For example, I might send out an email that teaches people one simple tactic, and then tells them that if they want to learn more, they need to buy this product.

Sometimes, however, you need to just send out pure content in order to gain loyal readership. People will tolerate (and sometimes even appreciate) good promotions, but they won't tolerate being used, and 'bled' for every dollar they make.

Tactic #10 - Give Discounts And Promo Codes

Speaking of sending out promos, one of the best ways to skyrocket your response rate is to give your readers a special discount that they can't get anywhere else. For example, often times I will do a joint venture with someone, and they will either give my readers a special price or an extra bonus item that they can't get otherwise.

Why would a product developer do this for me, and not give that same deal to the general public? Because he knows that I can produce a lot of sales for him without him doing any additional work, and so it's worth it for him to make a deal.

I like to pass these deals onto my readers, because it lets them know that they made a smart decision by signing onto my list, and also... it builds loyalty. Whenever there's a major product launch, people check with me to see if there are any special deals that are available.

Sometimes there are, and sometimes there aren't. And sometimes I will go out of my way and create a special bonus item myself and give it only to my readers. Anything I can do to make the transaction more valuable for them, I usually will.

In Conclusion

Who knew there were so many ways to make your list more responsive? It's absolutely critical that you learn how to do this now, because your market is going to continue to grow larger, and it's important to position yourself as the person who's got the inside scoop. That way, your emails actually get read instead of just delivered.

Once again, this is the second half of a two-part series. If you missed the first issue, you can get it by clicking [here](#).

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that [here](#):

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