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Maximum Mailing Lists

By Tatiana Velitchkov

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There used to be a time when a huge mailing list subscriber base automatically meant huge online profits, simply because "advertising" was the biggest name in the Internet revenue game.

But now the rules have changed, and although online advertising is still alive and thriving, most web site owners have come to realize that the only way most people can REALLY PROFIT on the web is to sell a useful product or provide a valuable service ---

--- And that they'd be better off doing the ad placing rather than the subscriber-base-building-AND-ad-spot-selling if they wanted to maximize their business budgets.

Still, building your own mailing list remains a must in any Internet marketer's handbook, with the idea that you can use it as your own personal marketing tool.

Because it's a marketing TOOL, it's also supposed to make your job as a business owner EASIER, and there are FOUR THINGS you need to remember to make sure it works (and stays!) that way:

1. Define exactly what you need your mailing list to do.
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Is it for attracting the attention of new clients, for keeping old clients interested, or for spotting industry

trends and evolving client needs?

Is it for sending more people to visit your website, for getting existing customers to order more products, or for gaining the respect & loyalty of people in your industry — which could lead to referrals, partnerships, and other benefits?

No matter how "worry-free" your mailing list seems to be, managing it (and its subscribers) still takes up a certain amount of your online & offline time.

And it really doesn't make sense to waste ANY time on something you don't even need.

2. Decide on the kind of subscribers YOU need.

The old Internet way of thinking was "ANY kind of subscriber is a PROFITABLE subscriber" — but that just doesn't work on the shaken-out web anymore.

Just like your existing clients, mailing list subscribers (who are also POTENTIAL clients) fall into 3 categories:

- a) the ones who really need what you're offering, and bring you the most amount of profit for the least amount of time & effort
- b) the ones who aren't sure about what they need, and bring you minimum profit in exchange for a lot of coddling & hand-holding, AND
- c) the ones who don't really intend to buy any of your products, but are in for the ride because of all the "free stuff" you can give them.

Many old "free web hosting" companies learned this lesson the hard way, and ended up either charging high service fees to quickly recoup their expenses (and repel their thousands of non-profitable members), or closing shop altogether.

(And that is something you CLEARLY don't want to do.)

3. Define clearly what you expect from potential list

members -- and what THEY can expect from you.

Although at first this sounds rather cold & uninviting, it's actually a rule that's sustained the oldest successful mailing lists and the best of the new ones.

Our most ideal clients are the ones who hold personal values & business visions similar to our own. This same formula applies to ideal mailing list members.

You created your list for a reason; people sign up for your list also for a reason. If both these reasons are

synergetic enough, then you and your list members can enjoy a long and satisfying relationship not just through email, but through actual business interactions as well.

4. Manage smarter, not harder.

A business owner's many responsibilities are taxing enough as it is, so you don't want the role of "mailing list moderator" to be too complicated to get in the way of your other roles. So:

– Combine your website promotion efforts with your mailing list awareness campaigns.

– Automate as many functions as possible, but step in with a personal touch when it really matters to your customer.

– Actively seek your members' input in keeping your list dynamic & useful for everyone.

– And remain true to your list's original purpose & vision, creating a real service for you & your members.

So what if you apply all these principles and you end up with a list of just 200 members?

If you sent them a single announcement for an online sale, and more than 100 of them visited your site & more than 50 made actual purchases, then THAT'S a MAXIMIZED mailing list indeed!

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Administrating Mailing Lists

By Jos van Doorn

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So you have subscribed to a lot of mailing lists. You want to announce your newsletter. That's why you did it. But what about the administration?

Let's talk about mailing lists as found in eGroups. What goes for them also goes for the mailing lists found in other services.

To start with you could save all pages of the mailing lists that you've found in eGroups. That way you can check whether you're subscribed to them.

After subscribing to a mailing list you'll get a welcome e-mail. In that e-mail you'll find instructions about posting announcements etc.

That's a thing that needs to be saved. It always comes in handy to check whether the rules of the mailing lists have been followed.

Read the welcome e-mail and find the e-mail address for posting announcements. Copy this e-mail address to a text file.

This is how announcements are made:

1. It's always done by e-mail. Address the e-mail to yourself.
2. The subject of the e-mail is the name of your newsletter

3. Write the e-mail addresses of the mailing lists in the BCC field. The e-mail addresses are separated by semi colons

Here is an example of such an e-mail. It's an example of an e-mail I've send away to announce my own newsletter.

To : josvandoorn@zwallet.com

Subject: ACAD Newsletter

BCC : A2ndIncome-subscribe@listbot.com;AardvarkMarketing-subscribe@listbot.com;AdvertExpressEzine-subscribe@listbot.com;asti1-subscribe@listbot.com;AWAHS-subscribe@listbot.com

Body : Subscribe to ACAD Newsletter if you want to learn AutoCAD and AutoLISP. The newsletter has a lot of useful information. Subscribe for FREE. Send an e-mail to:

<mailto:acadnewsletter-subscribe@topica.com>

Using the BCC field is very handy. It saves a lot of time in sending out e-mails. You can send out the whole lot at once.

The recipients of the e-mail will not see who else received the e-mail. That's not mentioned on the e-mail they receive.

In the example only a few e-mails are specified. In reality send out my announcements to a loot more e-mail addresses.

Use NotePad from Windows for making the text file for announcing your newsletter. Make three separate text files: week, bi-week, and month.

Being subscribed to a lot of mailing lists has a big disadvantage. You'll receive a lot of e-mails. The e-mails will fill your e-mail account quickly.

The first thing to do is open a separate e-mail account

for the e-mails from the mailing lists. Most of the e-mails you'll just delete.

You can go a step further. Remember the home page of Yahoo! Groups. There is a link with the words "My Groups". Click on that link.

A page is displayed. On the page are all groups mentioned to which you subscribed. You can make changes to your subscription there.

The number of members of the mailing list is on the page and also the delivery options. Click on the link saying "Edit Delivery Options".

Now you can change the delivery options. There are four delivery options:

1. Individual Emails
2. Daily Digest
3. No Mail/Web Only
4. Unsubscribe

As you subscribe to a mailing list the first option is active. Individual e-mails will be send to you. That will fill your e-mail account quickly.

Choose for daily digest to receive less e-mails. When you do e-mails are bundled and put in one e-mail. That e-mail is send to you.

But the third option is the best option. You're still subscribed to the mailing list. But you don't receive e-mails no more.

The last option is a sort of double option. To unsubscribe you can also send an e-mail to the mailing list.

There is another big advantage to the My Groups page. You can see whether you can post messages to the mailing list.

If you can post messages to the mailing list then a link saying "Post" is displayed. You can click on that link.

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An e-mail screen appears.

I don't know about you. But I only want mailing lists for posting announcements. So if I can't post to the mailing list right away I unsubscribe!

This is all the administration that's needed for mailing lists. Keep it simple. Don't save too much. You don't want to spend days on your mailing lists.

Jos van Doorn is an AutoCAD specialist, AutoLISP programmer and ACAD newsletter publisher. The newsletter is *for people who want to learn more about AutoCAD and AutoLISP. It's FREE. To subscribe: <mailto:acadnewsletter-subscribe@topica.com>



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Impair Healthy Healing In People Over The Age Of 30!**

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