

Please Unsubscribe Me

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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Please Unsubscribe Me**

**By Luther Powell**

**Please Unsubscribe Me by Luther Powell**

PLEASE UNSUBSCRIBE ME

By Luther Powell

"Unsubscribe me"

"Please remove my name from your list"

"It is not what I wanted, take me off"

"I didn't subscribe to this, remove me"

"I'm not interested in an old man's tales. Take me off your list."

"I don't have time to read all of this email."

These are some of the messages I received from those who want to unsubscribe. These are the nice ones. I have not listed the "nasty" ones. They are messages that no publisher wants to see.

We work hard to get new subscribers, and then we shutter when we receive a message from one asking to be remove.

Why does one unsubscribe? There are many reasons. It may be they do not like the newsletter. If so, they have the right to be removed from the mailing list. I learned long ago that you cannot please everyone. I am sure it is not because there is anything offensive in it. However, one unsubcriber informed me that she was a woman and did not want to read a man's point of view. Perhaps, that was offensive to her.

A few have complained about there being too many ads. I agree with them, but what am I to do? Free ads are offered in order to get new subscribers. They are the life blood of a newsletter. Try publishing one without free ads and let me know how successful you are. If I could publish a newsletter without offering free ads, I

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would gladly do so, but it would soon fail. I try to overcome the dislike of free ads by publishing a part 2 each week, containing free subscriber ads. However, I made one BIG mistake this past week. I imported 132 new subscribers into my mail server and two hours later sent them part 2 without sending part 1 first. I know you don't have to guess what happened. I received 41 unsubscribe notices within 12 hours. I am still wringing my hands over that error. I learned a good lesson. I WILL NEVER DO THAT AGAIN!!

It would be wonderful if we could publish a newsletter like the offline publishers do. Fifty-two issues a year for an annual fee. I don't think we would have many subscribers online if we charged

a subscription fee, e.g., \$12.00 annually. I would have to stop publishing in about two weeks.

How about those who say they do not have enough time to read the newsletter? I can understand those who work at a 9 to 5 job and have evening chores to do. But, why did they subscribe in the first place. Oh well, the customer is always right, and subscribers are my customers. Don't ever forget that. I am afraid that some of those who publish ezines and/or newsletters have lost sight of that fact.

Some have sent some "nasty" emails when they unsubscribe. I will not repeat them here. But, why do they take it out on an old man? Is it because I am almost bald? Or because I have to wear false teeth? One went as far as using profanity! However, that doesn't bother me. I spent five years in the Marine Corps during WWII, and you can't use any profanity that I haven't heard. I just feel sorry for them and I pray for them. That is what my Lord taught me to do. I just say "Forgive us of all our trespasses, as we forgive those who trespass against us."

What can I do about all of this? Nothing! I simply write each one and tell them I am sorry to lose them and I will be happy to have them join our newsletter family again. You cannot do anything else. And I assure you that this pays off in the long run. I have had one unsubcriber come back after receiving my farewell message. That subscriber will be a loyal one and stay with me. I can count on that.

So, if you publish a newsletter or ezine, you are going to get unsubscribe notices. Just write them a nice letter and say to yourself, "NEXT!"

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Article written by Luther Powell

Webmaster: <http://www.papalou.net>

Home of low cost ads to 7500 subscribers

Subscribe at: [Papalou@bellsouth.net?subject=Subscribe](mailto:Papalou@bellsouth.net?subject=Subscribe)

<http://www.Papalou.net>

Luther Powell is a 79-year old disabled retired educator and minister. He publishes Papalou's "A Poor Man's Newsletter" with over 7500 double opt-in subscribers.

### **3 Reasons Why You Should Love Unsubscribes**

**By Michael Paetzold**

If you are like most new marketers you just dread logging into your autoresponder and seeing that you have lost list members due to them unsubscribing. Well I am here to tell you three good reasons to look forward to getting unsubscribes.

The first is that you are actually using your list. The only way that I have ever seen to not get an unsubscribe is to never send an email. If you are not going to use the list why go to the time and effort to build it. So congratulate your self when you get the unsubscribe because you are actually using your list.

The second thing is that someone is opening your email. To unsubscribe they had to at least open the email and click the unsubscribe link. The good thing is that your headline worked and got them to open your email. Now if you are using dishonest headlines, (You have won, your account status, and other headlines along those lines) this is not a good thing and you are reaping what you have sown. If you are using a solid headline that matches your email and it gets opened this is a good thing. Your headline is doing its job.

The third good reason to be glad to get unsubscribes has to do with personality. Now here is a shocker (said with sarcasm dripping from the keyboard) Not everyone is going to like you or your writing style. Those that don't will unsubscribe. The good thing though is that if they don't care for your style you will never build a relationship with them. If you can't build a relationship with them they will most likely never buy from you. So each unsubscribe will make your list more targeted to people who actually like your style and are more likely to respond favorably to your offers that meet their needs.

So now you have three good reasons to no longer dread seeing that people have decided to unsubscribe from your list. Rejoice in the fact that you are actually making your list stronger and more profitable for you in the longer run.

Mike Paetzold is the co-author of Opt In Master Course a series of lessons that are designed to help you build a profitable list. You may get more information at

<http://optinmastercourse.com/mikepaetzold.html>



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