

THE THIRD TIDBIT

Where do you get the names of people to send broadcast email? How do we build a list?

1. Create a sign up link on your web site
2. Collect business cards, or information forms, at events, meetings, and trade shows.
3. Create a prominent place for those who come to your establishment and want to be on your list, to sign up. Provide an incentive for your patrons and visitors to receive your email. That incentive may be a weekly or monthly drawing from a bowl, or exclusive offers and coupons. It might be a very informative newsletter.
4. Invite those who receive your email to forward it to a friend with similar interests. If you are using an email service provider (like mine), provide an incentive, and request that they use your button (link), not the "forward" command. That way you will be able to track who forwards and how many they forward to. You will also know if the new person signs up to be on your list. You will be able to thank both parties.
5. Send a post card mailing to all your old clients and customers whose email addresses you don't have. Give them an incentive to sign up on your web site. Your in-house list is always better by a large margin than any mailing list you can buy.
6. Have a special open-house, or wine tasting, or special event of some sort promoted in all the usual ways, to bring people into your shop to sign up.
7. In all your advertising include your web site and an invitation to sign up to receive your "hints and tips" or special offers.
8. Join professional associations or clubs where your clients and prospects are found. Ask for a membership directory. Do a direct mailing to that membership list (through the post office, not email). Invite them to sign up at your web site. Membership has its benefits. Give them a "members only" discount.

The lists goes on and on. Send me a note if you want more ways to develop your subscriber list. I hope this helps so far!

Sincerely,
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