

STEP UP SERIES

Strategies, Tactics, Evaluations,
Principles to Upskill & Progress

Weekly Business
Newsletter

By Shanker Viswanath



6 Tactics to Build A Relationship With Your Email List

One of the ways to grow your business is Email Marketing. You know that you need an Email List for that and have started to build one.

The next step is to Build A Relationship that will make the list profitable. Here are 6 Tactics to help you get that process started.

Be Yourself

Let your personality come through to your list. **People** will **buy** from you **because** they **trust you**. If you **try** to be **something you are not**, it will come through to your list and you will **never develop** that **trust**.

Stay On Topic

If your **list** is **about marketing**, then that should be the topic of your email. **Don't send** them **tips on Finance**. The person has signed up for a specific topic and you are violating that trust you have worked so hard to create if you deviate from the topic



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Unsubscribers Are Good

The only way that you will not get unsubscribes to your list is to never send to them.

Not everyone will like your personality or writing style. Those that don't will never follow your suggestions & so it is **not a great loss** when they **unsubscribe**.

Be Informative

Make sure that you are giving **massive value** to your list. Don't just sell.

You may talk about their pains and your solution but also **let your subscribers learn** something about the topic even if they aren't interested in your solution.



“A small list that wants exactly what you are offering is better than a bigger list that isn't committed.”

Ramsay Leimenstoll

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“Always ensure you give quality over quantity. Emails are quite cost effective. However, do not use it as an excuse not to provide massive value to your email subscribers”

Shanker Viswanath

Limit Content On Emails

Sending multiple items to your list can be extremely confusing to them and never get you the action you are looking to get. **Make sure that you have a Call To Action** in every email. Never leave your subscribers wondering what you wanted them to do.

Be Responsive

If you receive an email from a subscriber, **answer it**. That goes a long way to building the trust that is necessary to create a customer. **People buy from those that they trust.**

“Make the customer the hero of your story.”

Ann Handley