



## Confidently Selling to Your List Audio Transcripts

**Lynnette Chandler:** Good day everybody. I'm Lynnette Chandler from MomMasterminds.com. And you're listening to our exclusive resource selling to your list. Today I'm interviewing The Internet Marketing Sweetie, Alice Seba. Now Alice is held by many top marketers for her ability to truly connect with the people on her mailing lists and making some pretty good money that way too. I'm really, really excited to talk to her as I just know she'll be able to help us overcome some of the challenges that we go through everyday when trying to sell to our lists. Welcome Alice.

**Alice Seba:** Thank you very much and thank you for your kind words.

**Lynnette Chandler:** You're welcome. I wouldn't have said it if it weren't true. Alice, you've always had a list as far as I remember. There was a point in time, and this was around the time when you owned Internet Based Moms that your emails, compared to what they are today are structured quite differently. Why did you change and how did that change affect your business?

**Alice Seba:** For someone who doesn't know what you mean and maybe to clarify so I know what you mean, you meant by going from an Ezine format into something a little more casual and short. Is that what you're talking about?

**Lynnette Chandler:** Exactly. I remember some of your emails were very Ezine, very newsletter and totally structured. And now you're like my friend, the girl next door.

**Alice Seba:** Well that was the plan. Honestly, you don't hear people talking about Ezine as much anymore or maybe I'm just not listening enough. I'm in my own world deciding what's good for me. There's a couple reason why I dropped that format. First, it's a lot of work. You're coming up with all these formal sections, you need articles, and you need this. It depends what little sections you've made for yourself, you put on a lot of pressure for yourself to make this little magazine that goes out by email. I discovered in the efforts that I did that most people were just really reading the beginning anyway, they didn't go all the way through, some did. But a lot of the work just nobody was paying attention to it. If I had a link I wanted them to click they would click the links near the top and the further down you went the fewer clicks there were. So I thought, that's just silly and that's a lot of work.

I think people who have Ezines tend to feel like they're under pressure that they have to send out on a certain day and it has to be done this way. I understand you want to be consistent and regular, but I decided to throw all that out the window and just be a whole lot less formal, do shorter emails. And this is more recent, I email a lot more than I used to. So instead of sending this one, huge, long email once a week I might email my list a few times a week, but I give it to them in small chunks. I find that they're paying attention more. I'm also probably in their minds a lot more, because it's a more frequent thing. It's less formal.

When I started doing that people started replying more as though they thought I was sending them a personal email which I think is pretty cool. If they feel like I've spoken directly to them, I'm not trying to trick anybody. I think most of them really probably knew it wasn't just too them, but something about the way it was written made them feel like I was speaking to them so they felt they could do that. And also just conversions are better. If you have an Ezine and you've got all these sections and you want to promote a product in the middle of that you totally diluted your message. If you want to promote a product then you send out a promotion. If you want to even review a product, even if you're not blatantly selling, but you're doing kind of an informative thing. But if you stick a review in the middle of an Ezine not as many people are going to read it and probably not as many are going to click through. It's just a lot more focused and it's easier.

**Lynette Chandler:** Well you know, what you mentioned there about what you've noticed happening to your list about the click throughs and the conversions, people are not really reading the whole Ezine or newsletter any how. They're just reading the top part, which if I remember correctly the top part was always a message from you.

**Alice Seba:** Yes.

**Lynette Chandler:** So there's no need to do extra work when they're already paying attention to what you're already saying. The additional stuff that comes after it is just kind a like throwing your time out of the window.

**Alice Seba:** Absolutely, and distracting them. Yes, they still read the beginning, but others would forget about what I wanted them to do in the first part and then move on to the next part and then that just diluted the results.

**Lynette Chandler:** Right, very good points there, definitely interesting. Alice, I have got a questions submitted by one of our members. The question is actually a pretty common one, even I myself ask sometimes on certain lists. I don't have a very big list, we're not talking about 10,000, 20,000, 30,000 40,000 here. Can I still expect to make some kind of money, something decent from this list?

**Alice Seba:** Yes, of course. A small, and targeted, responsive list is priceless. The goal is obviously to keep growing your list, building that relationship and the income will grow. I mean it's all a learning process. Now if you just started building your list and you've got about 80 people on it and it's just casual people who came to your website and decided to sign up for your newsletter, I can't say that every time you're going to send out an email you're going to score big, because that is a fairly small number. But if you only have 80 or 200 right now then work to grow it. You're not going to be stuck in that forever.

But that said, you don't need tens of thousands of people on your list. Honestly, a lot of people that have the huge, huge lists they built them with less targeted methods where they might use those cool registrations, which don't ask me about them, because I don't understand them. Their response rates are probably lower than people like myself. My list isn't huge either. Because I really work to get people on there who are very interested in me and what I have to say as opposed to just anybody on there that I can.

**Lynnette Chandler:** That's an important point, building qualified people and having them on your list. We have kind of touched a little bit about growing this list. A lot of times people say you grow your list and you offer them something. What can I offer to people so that they will sign up on my list?

**Alice Seba:** There are a lot of things. Just about anything that you think they'd like, probably not your first born or you're not going to be shipping out physical products to everybody. Things like audio recordings, reports, a teleseminar, and coupons, whatever it takes. The thing is you really want to make sure it's something highly relevant to your target customer, something that also showcases you or your company, even if it's not you personally, as a good place to buy things. Don't go and buy resale rights stuff and give it out, something written by somebody else, for signing up for your list, because they're there to get that information from that person. You want it to be something that's by your company, something personal that creates that trust, and that shows you the expertise, and builds that connection.

Also, it's not just one thing. Maybe on your website if you have a sign up box on every page or you have a certain offer, but you might do different promotions and have different offers where they get something else free if they sign up a different time. It really just depends. Just try out different stuff and see what they really respond to and what they really seem to like.

**Lynnette Chandler:** I really like that idea about giving different things and changing up your offer a little bit and kind of testing your offer. I should have thought about that, but thank you, Alice. That was a great, great point.

**Alice Seba:** You're welcome. If you write an article or something like that and you're distributing it and some big people are going to be publishing it you could promote a different offer on your website. It doesn't always have to be the same thing.

**Lynnette Chandler:** Well that's great. Now I go about building this list and I get people on a site and they sign up. How do I really know that the people who are subscribing to my list are qualified and quality?

**Alice Seba:** You don't. But you can help assure this by only using targeted methods of list building. Yes, there's always going to be lots of people who sign up who probably never read your emails. They'll just keep coming into their inbox for years and they'll just keep deleting them. If you have stats to look at that kind of stuff you might be able to remove those people, that's totally up to you. The one way to help ensure that more and more of your people are targeted is to use those targeted methods.

Like I said, how you want your freebie offer that you use to get them to sign up should be very relevant to your business, some of your own content or if it's a coupon related to your product. Before the subscriber has signed up they should have already sampled some of your content, your product, or something else about your business that makes them want more. For example, the sign up box on your website, they've been to your website, they know what you're about, and then they go in and sign up for more. Or if they're reading an article that you've written your buy line, you promote your website or other content whether it's videos or anything that you may have done or in your signature line. But basically they should have some understanding what they're in for.

**Lynnette Chandler:** A lot of time part of the game is about building a list is getting traffic our website. But traffic is only one thing; we need to convert them into subscribers. What kind of conversion rate should we be looking at? Does it depend on the market? Is there a number that I should be targeting at?

**Alice Seba:** When I got the question I was wondering if they meant what conversion rates as in the sign up rate, because there's quite a few. There's the sign up rate, there's an open rate which I think we're going to talk about, click through rate, and the percentage of people who buy. But as far as sign up rate goes, if that's what the question is, there is no answer, because it really depends on how you're promoting it. If it's your sign up box that's on the side of your page, all your pages and you have a lot of traffic coming into your website then your rates are going to be fairly low, because it's just a little box to the side.

Yes, it can be very effective, but it's different than if you drive targeted traffic to a page that always promotes your newsletter offer then you're going to have a lot higher sign up rate. And I think on the really targeted offers where you send them to a certain page you can look at 40 to 60 percent or something like that. I don't think there's really an answer except for you want to test things out and improve as you go along. Just work for constant improvement.

**Lynette Chandler:** Would I be correct if I would say you definitely put a sign up box on your website, but also set-up targeted and special landing pages where the only thing people can do is sign up for your list and advertise that?

**Alice Seba:** Yes, and you have to sell it to them as well. You have to tell them why they should sign up, offer them that freebie and stuff like that, but yes, absolutely. Those are the kinds of things you should be putting in your buy lines, and your signature lines, and things like that, because if you just send them to the homepage of your website after reading an article they're probably going to click through and then leave. So you want to send them to a really highly targeted page, because this is someone who's already read your content, like it, and is interested in learning more. Do the most with it that you can.

**Lynette Chandler:** I'm really glad you reminded me about the buy lines, and the signature lines, and going to a targeted page, because I've been guilty of that too. Sometimes I just put my homepage on there.

**Alice Seba:** Well sometimes people want the search engine links and things like that, so you have to weigh what your goal is, but if you really want to do something with those visitors, yes, a targeted page.

**Lynette Chandler:** All right, something to work towards. We talked about open rates, and other kinds of click through rates, and so on. We have heard a lot about open rates. Some people talk about how many people really open their emails and the percentage. How important are these open rates? Should I be concerned about them?

**Alice Seba:** My autoresponder doesn't actually give me that, because I write in plain text and it doesn't add any image in it. So I don't actually even know mine. I used a service in the past that did actually include them, and it was an interesting statistic and it allows you to test out different subject lines, because that's ultimately what you want them to do is to open that email.

I think also when you look at some of those rates, when this person asked, "Should I be concerned?" They can be very low, it's surprising. You have this huge list, or even if it's not a huge list, the percentage of people that actually open is never as high as we want it to be, and it probably never will be. People are busy, they have tons of emails, it's just the way it goes. But you can work to try the different subject lines, different things to try to get them to open.

On the subject of subject lines, that is your subject line's only job, it's to get your reader to open the mail. Don't try to sell them on what's inside or tell them what the offer is in the subject line, I guess it depends, but generally speaking you just want them to open it. I find that actually a little bit vaguer subject lines tend to this, because if I was going to send out a promotion for a certain product, say it's a Halloween costume ebook or something like that, at that particular moment that the reader receives that email they might not be interested in Halloween costumes and they'll say, "Oh whatever." So you

want to maybe say, “Something spooky for you inside,” or something like that, because it gets them interested.

Your subject line is so short; you can’t just make them decide I want a Halloween costume ebook. But when they open the email and they start reading you have so much more space to get them interested in that offer. Sometimes your subject lines are going to very to the point, but you’ll kind of know when it’s more appropriate to do that.

The other thing is that people use their subject line to do, “Newsletter Issue 2, Volume 3, Brushing Your Teeth.” You’re wasting a lot of your space if you’re going to talk about brushing your teeth, which you’re probably not. But say something like, “The one thing you should do before bed every night.” And then they’ll be like, “What should I do?”

**Lynette Chandler:** So the subject line is actually like your hit line that says, “click me”. So it really should be whenever we can we try to incorporate a little bit of mystery.

**Alice Seba:** Yes. But there are laws that it can’t be totally misleading like people who send out the “notification of payment received” and then on the inside it’s a promotion for a product, no I’m not saying that. It’s related, the spooky thing is spooky; the costumes are spooky.

**Lynette Chandler:** Enough to invite a little intrigue, but not so that you’re totally off tangent and cheating them out of their time, so to speak, for clicking your email. Okay, very good. Anyhow, while we’re on the topic of getting emails opened, and tracking, and learning of our results, when we recommend something to a list or when we promote one of our products, what is a good way or how do you track these recommendations in your email? For me my problem is really more of an affiliate product. I know quite a few of our Mastermind Members have that problems too, is how do you track how well your affiliate recommendations do? Is it just by the sales coming in, because we don’t have control?

**Alice Seba:** That affiliate program doesn’t have tracking?

**Lynette Chandler:** Right.

**Alice Seba:** As far as tracking your offers in general I’d be using the tracking capabilities in your shopping cart, Google Analytics, or the affiliate conversion tools if they’re available. A lot of affiliate programs do allow you to track where the sales are coming from, for example, Click Bank and Commission Junction are two big networks. You can track what is going on from there.

But there are a lot of programs that don’t offer that, so at the very least redirect the link through your own domain to track the click throughs and keep an eye on the volume of sales. If it’s a broadcast email you’re probably going to know, like if it’s an email you just sent out to all your list on one day and you start getting the sales over the next few

days you're probably going to know where that came from. If it's an email in your autoresponder and people are getting it on day 20, so the sales are trickling in as people go through the series, then you can hopefully in your stats program see how many clicks there is on a particular day and see what's happening through there. You're going to at least track the clicks. You can't always track the conversions, but as long as you're tracking the clicks it gives you a better idea of what's going on.

**Lynette Chandler:** Better to track something than nothing.

**Alice Seba:** We've drilled it into our members that when they're doing affiliate marketing to do those redirects anyway, because you don't want to show that ugly referral link. And if the affiliate program changes eventually all you have to do is change the redirect instead of finding all those links you made.

**Lynette Chandler:** Correct. Now you mentioned a little bit about autoresponders and broadcast emails. I know, especially for someone who's new to list building, we're a little apprehensive to start selling. Sometimes when writing an autoresponder we don't know when we start putting in offers. Do we start straight away on day one or do we kind of wait a little while until they get a little used to our style and then put in offers?

**Alice Seba:** If you're doing the presequenced autoresponder you can take some time to build up your content and reputation, because every new subscriber is going to get the same sequence so you have this time to build that up. But it would also depend on your list, I mean, if your list is about products, say you're doing product reviews or it's a shopping type of list, then I don't think you need to wait, because they're there for the product information as opposed to being wowed by your vast knowledge.

If it's an autoresponder, yes, you might wait. If you're doing a newsletter that goes out in a broadcast format, like I said, sending it out to everybody at once it gets tough, because the get to know you period is lost, because everyone is coming in at all different times yet you're broadcasting the same emails. So in that case if you scheduled a broadcast promotion for the 15<sup>th</sup> of this month and someone signs up the 14<sup>th</sup> they're going to get that promotional email.

I don't know which autoresponders offer this, I think there are some or if you have an opportunity to make something custom, you might be able to exclude the people who are new from a mailing. But as far as I've seen most autoresponders don't really have that feature so I wouldn't worry about it. You may possibly put somebody off a tiny bit, but I don't think it does, and if someone's going to get put off by having a product promoted to them then whatever.

One way you can also overcome it is if you do mainly broadcast emails, I have quite a few sole autoresponder lists, and then my main list is mainly broadcast, but I still have a short sequence of emails that goes out to people when they first sign up. And if you could do that as well, and that builds content rich and they're going to go out to your

subscribers in the order you specify. Then just keep doing your broadcast as you schedule them.

**Lynette Chandler:** Okay. Well we've kind of blended two things together now, because we've kind of moved into this fear thing, the fear of recommending and selling to people. I know the first time I did this I was sweating bullets. When I look at some of our members and some of the questions that they send in, this is not just me. A lot of us have this fear. "If I recommend something or I sell something to my list they will unsubscribe, so what do I do?" Are there any suggestions that you can recommend?

**Alice Seba:** Yes, set yourself up with an electric shock that each time you feel guilty it will zap you and hopefully eventually the feeling will go away. But seriously, it comes with practice, because I have felt it before. It's been a long time since I have, so I sometimes say, "You people are crazy. I don't know why you feel like that for." But I have felt it before.

It's strange. It's kind of an evolution, not all, because some people come right in and they're ready to sell and they don't care, but a lot of us don't come from sales backgrounds and it's something we're kind of timid about. We feel really guilty and we also on the other side, as a consumer, we also don't like the pressure as well and it makes us uncomfortable, so we're worried that we're going to do that to somebody else. So I think that has a lot to do with it, is our own feelings about it like thinking, "Well if someone did this to me I might be upset." But let's be serious, we're running a business and a newsletter is not charity work. There's nothing to feel guilty about period. It's just something you're going to get used to, and you're going to start promoting more, you're just going to be happier about.

Also, I don't get notifications of my unsubscribes. My autoresponder sends them, but they go to my virtual assistant who just deletes them, because I don't want to know, because it's disheartening. Also, my replies, the replies where that angry subscriber might reply and say, "This is garbage. How dare you sell something to me." That goes to my virtual assistant as well, and I never see those. If there is a serious problem or a legitimate concern about the subscriber she'll notify me. But in most cases I don't need to see it, I don't need to know about it. I'm just in ignorant bliss now. I always think about that.

It was one of our members, Nell, who had recently had someone complain and she was really upset about it. And I was thinking, my subscribers don't do that. Then I realized, yes, they probably do, but I don't know about it, because I can see the people who are happy with my stuff who are interested in what I have to offer and take action on my offers. Not everyone buys, and that's okay, but I'm focusing on the positive stuff.

**Lynette Chandler:** I was just going to say that the focusing on the positive thing is also important the other way around. You mentioned just now, we keep thinking about the offers that we receive and we don't like the pressure. But what about the times that we

get offers that we really like and we felt so thankful that we didn't miss out on that? I guess it's also good to remind ourselves that some of our list members, in fact maybe a good chunk of them do feel that way about our emails.

**Alice Seba:** Yes. And I've had people say that too. On Mom Masterminds people would be talking about a particular product and they'll say, "Well I didn't buy it, because Alice didn't email out about it. So obviously it's not worth it." That doesn't necessarily mean that, I mean I'm selective. Yes, they are looking out to see, "Well, okay, I'm getting 1,000 other emails about this. Let's see if Alice, or Joe, or Jack sends out an email about it."

The people who unsubscribe on the basis of you promoting to them are never going to be your customer, and that's something that people should really remember. So why sweat it? You're not writing a newsletter, it's not a charity and you're not doing it just out of the goodness of your heart. You may love it and it may be something very important to you, but ultimately you decided to do it, because it's part of your business. So the subscribers that you want you want them to be potential buyers. And in the end most of our subscribers probably never buy, but the people who appreciate our content and who are happy to consider our offers are the ones we want. It's nice to have a lot of subscribers, but if our promotions shave off those people who are just offended by spending money or whatever their issue is it's a good thing. It saves you money on your autoresponder bill to. That way you don't have so many useless people on it.

**Lynette Chandler:** Exactly. And also the chances of getting into spam, because if they're not really that interested and if they're marking it spam then it counts towards you so you might as well have them off. So now that we get over this fear what is the best way to sell to them without coming off too pushy?

**Alice Seba:** You have to work on these guilty feelings, because a lot of the times you think you're pushy you're really not being pushy. And always remember that the loudest people on your list are often the ones that are the complainers, the people who aren't happy. I've noticed that in my jobs that I had before starting my own business, in a restaurant and stuff. The people who are the loudest are people who you just can't please. And you're happiest customers, it would be nice if they went and told your boss that you did a really great job, but they don't usually, because they're just happy and they keep coming back and they're quiet about it. They just enjoy their time and then they leave.

Some of my best customers, and they're not my best customers because of this, but they never contact me personally. They never ask for help on anything. They never contact my support, they just keep buying stuff. I like those low maintenance customers. They are welcome if they need help, they can go through the support system and get that. But it's the people who are easy to please that are the ones that you want. But just because you might get a few complaints on an email doesn't mean you were in reality too pushy to your target market, because those who complain are often not your target anyway.

So really going into this question, I do understand the concern. We want to build relationships with our list, get them to trust us and let them see that we have some expertise to offer. That means you need to mix your promotional emails with content and vary the amount of sales pitch you put in them. Just mix it up. They don't know what to expect, they're always just know that there's going to be something interesting whether you're promoting something or not. You sprinkle in that good informative information and good advice in making purchases.

Some ways you can mix it up is to send out purely content emails on a regular basis, obviously, that's the easy one. Most of us have no problem with sending out content, you're not selling anything. But also being informative in your promotions, I just touched on that. Really explain why a product is valuable and educate your reader in your promotions, be honest. If the product is suitable for some type of people, but not for others, say it. You're going to do your readers a favor.

Sometimes you're also going to do a full on promotional when you email out. You're just going to say, "This is great. This is why I like it. I think you should go check it out." And other times it's just going to be a subtle mention of a product in a content build email.

**Lynette Chandler:** Right. So not only does your content vary you should also vary how the tone or how hard you push on things. Sometimes it may be soft and subtle and sometimes you really go all out.

**Alice Seba:** Absolutely. And as long as you're delivering something of value to them they're not going to care that you do that. If your friends with someone and they're a great friend and they tell you they like a product and that should go buy it. Sometimes friends can pushy and go, "You have to get this." You don't get upset with them. Yes, in the Internet marketing market where I market, yes, people are more aware what I'm emailing to them I'm doing to make money. But if you're in like the scrapbooking market and things like that and you're giving out good content, these people aren't always really thinking of it that way. They're looking at you as maybe a friend or just someone that they listen to. And when you say you like a product it's not necessarily they're going, "She just wants to make money."

**Lynette Chandler:** Yes. That's a good point, because we always need to remind ourselves to take off our Internet marketing glasses sometimes and really look at our niche for what it is and at our market for what it is. Yes, that's definitely important. I need to put a big star next to my notes on that.

**Alice Seba:** Well yes. We Internet marketers hate to be marketed to sometimes. You see on forums people complaining about these marketing tactics and stuff like that, but the average person isn't thinking about that stuff.

**Lynette Chandler:** That's true. Alice, for a long time, and in fact I remember I asked you this question a few months back, we've just been told that we should develop and ecourse for various reasons. To offer people something to sign up and also put our recommendations into the ecourse. Email/ecourse has been kind of like something that is recommended that we should do. Do you really need to run an ecourse in order to sell to your list?

**Alice Seba:** No. Ecourses are definitely a valuable way to showcase your knowledge in content in a very specific how to do something; how to lower your grocery bill, how to make a new baby scrapbook, how to improve your email marketing, or things like that. It's very specific and they are very effective tools. But, no, you don't have to have one. Honestly, my main list which is what I promote generally on my blog and on my website and things like that, because there's so many different topics in those places that I have one big list that I go to. That's my biggest list; that's my most profitable list.

However, when it comes to certain products I have complimentary ecourses that go with them, because there they can get that really specific target information that I know they're already looking for. But on my blog I was just trying to get them to sign up for my list, because I was going to teach them how to do a WordPress theme, even though I have no idea how to do that. Then I kind of lost people, I need kind of a general offer when I'm marketing generally. But in a specific area I would go specific. They don't have to do the ecourse, but it can be very valuable, especially with information products and things like that where you're selling a product and very specific information.

**Lynette Chandler:** Am I right to say that if I were creating a list for a new information product or a specific product that I have, that I want to sell, it would be a good idea to have a special ecourse for that?

**Alice Seba:** Yes, absolutely.

**Lynette Chandler:** Okay, well that's good to know. Another thing we've been told is to make use of post scripts, the PS. Writing PS and then putting a link to the product at the end. Does that work?

Alice Seba: Well sure, it's something that catches their attention as they're about to close the email. They scroll down and say, whatever and start to close it. And it's also a great way to blend in some more subtle promotions into your emails. Maybe it was a totally content email and then you put a little PS in the end, non offensive, nice. But I say adding the PS to an email with no other promotion is not going to be as good a conversion as in if you just sell to your list. But it's definitely another tool to get your information out, doing that blending thing where you're doing content. Sometimes just content, and sometimes you're doing a full on promotion, and sometimes you do content with a little PS or something like that. I wouldn't rely on a PS. Nobody is allowed to wimp out and just say, "I'm just going to put PS into my emails." You'll sell more if you really try to sell.

**Lynette Chandler:** That's a really interesting factor right there. I've done where it's just pure content and put a PS at the bottom. And like you, I have noticed that they don't get as many click throughs. They might read it, but they're not that interested and they're not motivated to buy as opposed to, "hey check this out" or a harder sell.

**Alice Seba:** Well yes, you have to presell them a bit.

**Lynette Chandler:** Good statistic. I heard we shouldn't sell to our list on every email. But I've also heard, people tell me that you should make an offer in every or at least in as many emails that we can. So this is kind of conflicting information. Which should I do?

**Alice Seba:** If anyone heard this conflicting advice from me let me explain, because I don't sell products in every email. But in just about every email I have a call to action or I make some kind of offer. However, that doesn't mean that the call to action is a product for sale. A call to action is simply, for anyone who doesn't know, telling your readers to do something. And I like to train my list to take action even if it's not always to open their wallet. I want them to be accustomed to doing what I want them to do. It sounds funny and manipulative, but it's true.

My calls to action might be grab a free report. Sign up for a teleseminar. Go read this blog entry, fill out a survey. Please make a comment on this on what you think on my blog. Be ready for my next email, because I'm going to give you instructions on what to do next. Basically I'm bossing them around. And I want them to get used to doing something when I tell them to.

**Lynette Chandler:** Yes, that training thing it's really interesting. And I think I learned that from you too. The very first time I heard that it was like wow. If you don't sell or you don't make an offer to click, or to download, or to listen to something then you're also training them not to buy when you do promote something. At least that's something I've heard.

**Alice Seba:** Well, yes, they're just going to read your email and close it up. That's what they do every time. But, yes, even as I said, you may not even have a link in the email, but you're getting them ready to say, "Hey, I'm going to email you again in a few days and I'll tell you more about whatever's happening." So then again, you've told them to do something.

**Lynette Chandler:** I like that. I didn't even think about that. Preparing them for the next email or for the real offer that's coming up, that's excellent. If I email my list this offer should I also blog about it and if I should, where is the value for email subscribers? Why would they subscribe to email anyway when they can get this information on a blog?

**Alice Seba:** Generally speaking, yes, do it. The value is that some people prefer email and not all of your subscribers go to your blog at all or on a regular basis unless you let

them know about it. A lot of people ask, “Should I put my newsletter archives on my website, because then people won’t sign up?” But it’s a reminder tool. It’s a way that they can get more information. If they don’t want to be reminded of you then they probably don’t want to be your subscriber and that’s fine.

Get your offers out there and your content out there as much as you can. Use it. Don’t just hide it away in the emails. They have to be reminded of it, because not all of my readers read my blog regularly and not all of them are on my mailing list, but if they end up on both they get to see it twice. They get to be reminded. And they’ll go, “Yes, I was going to do that.” And then they’ll go ahead and do it. I wouldn’t worry about people thinking they already got that.

**Lynette Chandler:** Right, because the more exposure they get the more your message sticks to the top of their minds.

**Alice Seba:** Yes, absolutely. And then you don’t have to work so hard. Someone on my Masterminds was actually writing about that today. She said she had trouble keeping up with her blog, because she was so busy with her Ezine. First I thought, well don’t do an Ezine anymore. But even if you do combine it with your blog, my blog and my email list work hand in hand. I send my readers to my blog frequently.

**Lynette Chandler:** So it’s about synergies, about using different channels to not only reach different people, because some people prefer one, but also to create some kind of synergy between everything that you’re doing. Alice, it was a month or two ago, that Frank Kern had launched his Mass Automation Program. He was very convincing. He talked a lot about adopting roles like being the gal next door, or being a leader, or being the guru or the expert. Is it necessary for me to adopt such persona when I’m talking to my list or when I’m selling to them?

**Alice Seba:** Well it’s not necessary, but it does work very well. Now all that Frank is teaching it really relies heavily on creating a pretty close connection with your list which can be very effective. You want to be someone that your readers remember and who want to hear from. If you just email out drab, matter of fact stuff in most markets it probably won’t get your readers excited. They won’t be looking forward to your emails. And I think that personality has a lot to do with how they interact with you.

Think of how you can connect with them best and also think about your own personal style. I think Frank even mentioned that too. You can act a little bit, you might be a little funnier than you might be in person, but you don’t want to go totally out of your comfort zone or you’re not going to pull it off. You’re readers are going to be able to tell that it’s not you.

Actually I found it very interesting what Frank said, and I resisted the idea, but I could really see that’s it true is that he says when we first start emailing them all this really good content and information so they’re really impressed with it. And then he said then

you get lazy and you basically just entertain them. But it's kind of true, because they're connecting with you and they're listening to you. You don't have to knock yourself out trying. I think you still want to deliver content. And Frank, watch him he still delivers content. But he keeps his goofy personality out there and that's what draws a lot of people to him.

**Lynette Chandler:** Yes, absolutely. You probably know that I met my husband online. And we talk about this online thing a lot, really who people are. The truth of the matter is, even though we can hide a lot about ourselves behind a screen, but when it comes right down to it if people stay with you for a long time they do catch on whether you're the real deal or not. I guess we should be ourselves and we can let loose a little bit. As far as possible, we try to be the way that we are and we attract the kinds of people that we're hoping to attract and like us.

**Alice Seba:** Exactly. Actually that's another good point about attracting the type of people that you want. And this is an upcoming blog post for me so when you all read it you have to act surprised like you never heard this before, but going back to the being afraid to sell or where someone gets upset, their subscriber complained. I think we have a lot of power to choose who is on our list, what type of people we attract to our list. For example, let's just talk about my main market where I work and which everyone will be familiar with because they're in the community and they know what people are like in Internet marketing land. There are people who are cheap. They are scarcity-minded. They think it's really tough to really get anywhere. They don't want to spend money. They get offended when people get them to spend money.

And then on the other hand, you know that there are these big gurus who have these huge lists and they're selling \$2,000 products to people. So there are people who obviously are out there who are willing to spend money. A lot of people say, "Well, my market doesn't want to buy anything. They can't afford it." It's like, well you're tracking those people. What you're doing is you're allowing your list to decide that you shouldn't sell to them, that you shouldn't be spending money. Change your ways. Change the way you communicate. Change the way you make offers and some of those people who were scarcity-minded start with will start to change. A lot of them won't and they're going to drop off. You'll start attracting the people who are willing to spend money. And it makes a big difference, because it's in your control who listens to you. Don't worry about the people who want everything free and stuff like that. They will find somewhere else to go where they're comfortable or find somewhere else to complain and it's not your worry.

**Lynette Chandler:** Yes, that's an important point right there about attracting the right people. I don't know whether it did work or not, but when I first started my first newsletter, rather email a list, I always told them upfront that on occasion I will be sending you product reviews or pointing you to some really good products. In a way I felt that by doing that they know that they're not going to get everything from me for free. I would like to think it was a little bit of the reason why my list members are responsive.

**Alice Seba:** I think so. I think because you're telling them this is what's going to happen. I think some of my little disclaimers, under my policy it says that the email address will only be used by my company to communicate on or about Internet marketing topics and products, or something like that. I often throw in the word products to let them know.

**Lynette Chandler:** I think people are not so concerned about your on and off offers and suggestion, but what people are really upset about is when they get an email from somebody they don't know, but got their email from you. Or you start emailing them everyday about a product and just every single time they open their email it's an offer asking them to open their wallets. I think that probably is the thing that gets to people the most.

**Alice Seba:** I'm not suggesting anyone does their list that way and I know people do it. That's their thing. That's not saying you need to sell more. It's certainly not suggesting that you have to do that.

**Lynette Chandler:** Okay, great info. That's a lot to work on. I know I've got so many ideas now. And start tweaking some of my messages here and hopefully make it more profitable. Another thing which concerns a lot of us, and I talked about this to you before in our coaching, is sometimes I have nothing to offer my list or I don't have anything good to email about. Do I wait and just say, "I'll email them when I do have something good or something to offer them," which could be 10 or 30 days later? Or do I just find something interesting to email them about?

Alice Seba: I can't believe that I just heard this question from "the blogging lady" who has the blogging calendar, a million ideas on what you can blog about. If you can find ideas to blog about you can find ideas to email about. It's kind of the same thing. And when I was considering this question I was thinking about your blogging calendar and things like that, it was a perfect brainstorming tool for emails as well. There's always something to write about or to offer. That's part of your responsibility as a list owner. Spend some times each week or once a month and brainstorm your ideas and schedule them.

A lot of us for blogging work we're attempting to do it every day or several times a week. And email, even though I do it usually a few times a week, but a lot of people are only doing it once a week. So it's not even as time consuming as a blog. No, you just don't have an excuse.

**Annette Chandler:** Well that's true. I don't have an excuse. That actually brought up a very good point. I actually read this thing about two days ago that somebody actually used my blogging calendar and said, "Hey, this not only a good resource for blogging, but it's also a way to generate ideas for your marketing activities and email."

**Alice Seba:** I saw that she had linked to our blogs I think.

**Lynnette Chandler:** I thought, well you know what, that's so true. And I guess the lesson and the point here for all of us is that we should look at things not just in one dimensional. If we get some ideas for a blog it can work for an email too. And not necessarily email towards the blog. The blog post can be a jumping of point for your email too.

**Alice Seba:** Absolutely. And those ideas for that can also become an article that you distribute and things like that. Reuse, be an environmental Internet marketer, reuse your stuff.

**Lynnette Chandler:** I have this question also which is a good question. We build lists, we email them, we get over our fear, we send an offer out to our list and a question from this lady was she did send an offer to a list, but unfortunately there were no bites. Where did she go wrong or did she do anything wrong? Is there something she can do to increase response when she emails an offer?

**Alice Seba:** You don't know what when wrong without knowing specifics. If your list is very small it's not going to be too surprising. Like if it's 80 people or 200 people that sometimes happens. It could be the product was wrong. Maybe she didn't promote the right thing. Maybe the way she made her offer was wrong. Maybe the sales copy that the click through was wrong. There are so many different aspects to the success of an offer, and the goals are really to get to know your target audience better and see which offers they do respond to or which they have no interest in. This flop offer is probably a good lesson to her. If I make an offer there's going to be some response. Sometimes it's a huge response, sometimes it's average, and then sometimes it's almost nothing. And I'm always shocked and whatever, but I think it was a learning lesson that maybe it's not the right thing.

Also test out different subject lines again that get them to open more readily. Maybe it was her subject line. Maybe it told the whole story and tried to sell in the subject line and so everyone just decide they weren't interested instead of letting the email help them make that decision. Also, look to see if they're clicking through to check out the sales page. If they're opening it and they're not going through there, well what went wrong inside the email? Maybe a lot of people opened it up; maybe they didn't read it, because nothing caught their attention. Or maybe they read it and decided, no, I'm not interested. What could you have done differently there?

Then also, from the people who click through you want to see how many people actually took you up on the offer. All of those pieces are going to help you see where the problem might be, how you can improve it, and where you can take advantage of the successes and learn from the mistakes, because sometimes they happen. Don't worry, I felt it, you get this guilt again, but when no one responds and you think, "My list must think I'm just so stupid for sending that out." But the reality is is even in the offers that do really well

there's only a small percentage that is actually going to buy. If you have a list of 10,000, 9,000 of them are not going to buy. So most of the time most people aren't going to respond, so just because it was a flop, don't worry about it. It was a learning experience for you and go on from there.

**Lynette Chandler:** I think it's important for us to, like you say, learn from the experience and gather as much information as to what went wrong and also to not let this thing spoil our future enthusiasm to sell. It shouldn't stop us right there, "I'm never going to do this offer again. I'm never going to do another offer." That would be just a big mistake.

We have talked so much and there are a lot of ideas. I definitely have some things to work on after talking to you, I always do anyway. Alice, this has been a fantastic, informative call. I am very certain our listeners will have a lot of information from this call that they can use and turn their lists into something highly profitable. Thank you so very much for agreeing to talk to me today.

**Alice Seba:** Well thank you.

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