

## Email List Building - Tips To Create A Responsive List

Are you struggling with creating a responsive email list? If so, then you might at the relationship you are building with them. Are you emails full of information, the pulls in your readers, or are they pitchy, possibly turning them off?

People want to receive quality content, especially your email list subscribers. They expect quality and value in the emails you send them. You even told them that you were going to provide them this value as well.

You should strive to provide them information that is fresh, easy to understand and something that your subscribers can start using right away. Free information that they don't need to pay for. If you do this, they will be more likely to purchase from you when you do offer products.

Is email list building easier said than done?

It's not, but always ensure you are taking a smart approach to it.

1. Consider yourself and expert in your niche. Do your best to write intelligent material about what you know in your emails.
2. Write in a style that is easy for your readers to understand. You want your readers to feel relaxed, like you are talking to your friend over lunch. Make sure your grammar is free flowing and non-technical.
3. Don't try and push your product at every opportunity. Discreetly place a link to your website in say 20% of your emails. Don't push your product in their faces every day. That is not the way to building a list your email should be a pleasure for them to read. Think about what comes into YOUR inbox? Do you enjoy reading them, or feel like unsubscribing?
4. How many emails do you send? This can vary depending on what niche you are in, but make sure you send the right amount of emails. In the beginning when you are building up trust and relationships you could send them up to 5 emails in a week. After that slow it down a little bit. Although, if you have a lot of really great information you want to provide to them, don't worry about sending it out. Just don't send out sales letters everyday otherwise they will all unsubscribe from your list and you don't want that, do you?
5. Put your self in the mind of the recipient, and ask if you'd be happy to get your email. How would it make you feel - excited, or like deleting it?
6. Most of all, always treat your subscribers with the respect that you would expect to receive yourself. This is by far one of the most important factors in your list building.

### About the Author

Learn how to grab 5000 list subscribers with [Autopilot Cash Formula](#). Get more list building tips at <http://www.heidipassey.com>.

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