

Published based on [List Marketing - Wouldn't It Be Nice To Double Your Sales](#)

List Marketing - Wouldn't It Be Nice To Double Your Sales

List marketing can be quite a marketing technique for developing a profitable business online. It combines the marketing strategies of link exchanging, the customer service of membership sites and also the skills of article writing. Let's assume that you have a good background on list building and you have the right mindset about what list marketing is all about. But, like the majority of your peers, you haven't seen a return that would be worth the time and effort you have put forth into creating your list. Let's talk about a simple step which you can take to double your sales. But, before we get into that, we need to understand why most list marketers fail.

It is familiar problems that list builders will come across that will trip them up. The most significant problem which will kill over half of your potential sales, is that your list is probably too bored to respond to your emails. Set aside a second to think about this: Is the people on your e-mail list even reading your messages? Have you been delivering message after message, not realizing these efforts are being written off even before your potential customers read them?

I hate being the one to inform you, but over three fourths of your messages are probably not looked at, probably not even glanced at. Why does this happen? It's because you might not have established yourself right from the start. The minute someone subscribes to your list, you need to establish your credibility and your reputation immediately utilizing your very first email. Should you not capture their interest within the first message or even the second, they're virtually gone for good. You may as well drop them from your list, since they won't make an effort after that to read any of your emails.

An effective way to make sure that your subscribers will continue opening every e-mail marketing message which you send would be to sell to them in your first e-mail message. Offer them a product which you have created. This establishes you as an authority in the eyes of your subscribers. If your subscribers see you as an authority, they will persist in opening every marketing message that they see your name on. So, offer your product to them at a "discounted" price! Turn it into a special reward for subscribing! And those sales will be pure profit as you didn't have to purchase the product to start with.

Say you do not have your own product. This can be taken care of fairly quickly. The simplest way to build your own product is to create an e-book. It might be about anything you have some experience about. Ensure it is relevant to your list for top results. If you're still stuck, you will find loads of articles that may help you get started on your own e-book. If you happen to spend some time seriously researching a certain subject, you can find more than enough information to get you started.

This one step will establish your credibility to your list of subscribers, and have them coming back to your emails. It's a terrific way to basically double your sales!

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