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# **Your Email List - What To Do With It**

It is really important to keep in regular contact with the people who join your mailing list. Internet marketing is all about the relationship that you build up with your subscribers. The top earners in the business know how to get their subscriber liking and trusting them through the emails that they write.

The best way to do this is through the use of an email auto-responder. This piece of software will enable you to write a series of emails that can be sent out to your opt-ins automatically. When a new subscriber joins your list they will receive the same series of emails as everybody else that joins in the same order. The first email will be sent out when the opt-in gets confirmed.

You can then select the day for the next email to go out and then the next and the next etc. You can change the delay between each email so if you want one a day for the first 3 days and then reduce that to one every 3 days, this is not a problem. The same emails go out to every subscriber in the same order until they unsubscribe.

Broadcast emails can be sent out at any time you choose. A broadcast email is one that is sent out to all subscribers no matter how long they have been on your list. This enables you to send an email with time sensitive offers or announcements that you might wish to make to all at the same time.

A good relationship is something that you need to develop with your list to make sure that when your emails arrive in their inbox they actually open them and do not just delete them automatically. This is the only way that you will get a great uptake on any offers that you may suggest to them.

Make sure that when you send an email it is addressed to them personally. You can do this through your auto-responder when setting up your emails originally. It is not a good idea to continually try and sell to your list in every email, you should try to develop your relationship by always giving people excellent value. This can take the form of advice about their interests or possibly giving away some free information etc.

Remember people buy from other people who they like and trust. It is up to you to build that trust and get them to like you over a period of time. Treat your list with the respect it deserves and it will continue to be profitable for you for a very long time.

Learn more about [Email Lists](#). Stop by John Moore's site where you will find out everything about [Internet Marketing](#) and what it can do for you.

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