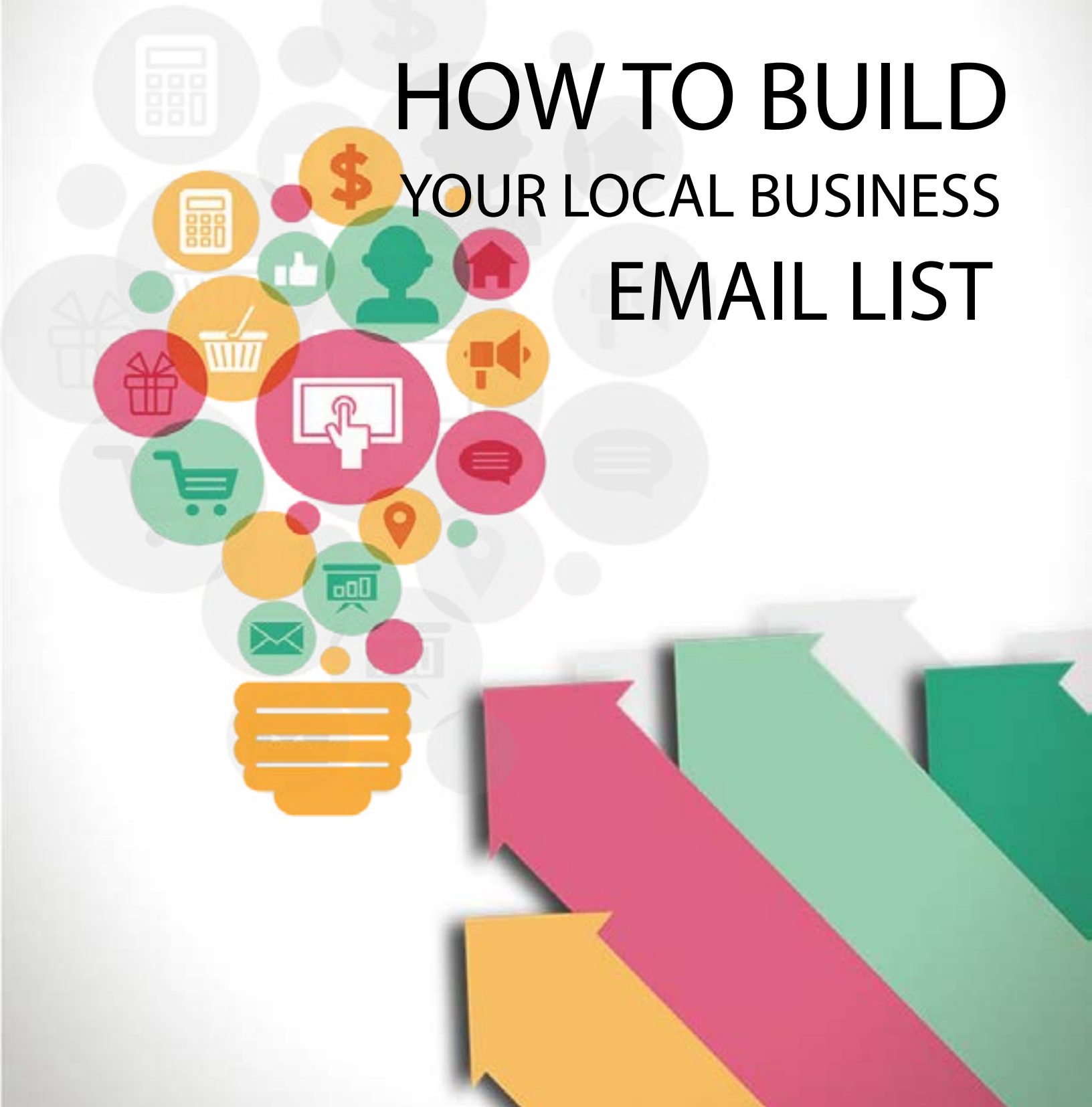


# MAGGAZZINE

## HOW TO BUILD YOUR LOCAL BUSINESS EMAIL LIST



# Table Of Content

How To Build Your Local Business Email List: Part One- Driving In Traffic	3
How To Build Your Email List Part Two: Super Squeeze Pages	3
How to get people to open your local business emails	4

## How To Build Your Local Business Email List: Part One- Driving In Traffic

An email list is a great way to create a continuous stream of income for your local business because you can automatically communicate with a targeted list of people over and over again without starting the whole sales process from scratch. But how exactly does one build that coveted email list? First one needs to drive traffic to your squeeze page and secondly one needs to get them to sign up on that squeeze page.

Here are ways to drive traffic to your squeeze page:

1. Social media- you can drive your Twitter and Facebook followers to your squeeze page through your tweets or your business's fanpage. The wonderful thing about generating leads this way is that your followers can help you drive even more traffic for free due to the viral nature of social media.

2. Article Marketing- this free method works by submitting articles related to your business to article directories and providing a link to your squeeze page through the author resource box or through anchor text links.

3. Video Marketing- uploaded videos on YouTube or other video sharing sites should have links that direct people to your squeeze page

4. Pay per click – if you can afford it, this is a very quick way to drive traffic to your squeeze page. You can place ads on search engines, social media sites or specific websites that have high levels of traffic in your target market.

5. Affiliate traffic- you can sign up affiliates who will do the work of driving traffic to your squeeze page in exchange for a fee per signup. You obviously have to consider the cost to benefit ratio before you use this method.

Having driven traffic to your squeeze page, it is now time to persuade people to sign up. How to do that is covered in our next article, "How To Build Your Local Business Email List: Part Two- Super Squeeze Pages".

## How To Build Your Email List Part Two: Super Squeeze Pages

Email marketing is a very cheap way to generate sales for your local business as you can use your email list for successive marketing campaigns without going back to the drawing board to get new prospects. In our previous article, we tackled how to drive traffic to your squeeze page and in this article we will look at how to create a compelling squeeze page that gets people to sign up to your list.

As you know, a squeeze page is designed specifically to get people to opt-in or sign up and there are some simple ways to increase your conversion rates.

1. No distractions- a common mistake is to try and put too much information on your squeeze page but this only distracts your prospects and lowers opt-in rates. The only information that should be there is a clear message for just the name and email address of the prospect in exchange

for the free product/service you are offering. This is not the place to start putting ads or links.

2. Create a valuable product/service to give away for free to make people feel they are getting a good deal when they sign up. That free offer should offer amazing value in the eyes of the prospect. You can create a report, a video, a coupon or whatever suits your kind of business and budget.

3. Reverse squeeze page- you can use this technique that uses reverse psychology to get sign ups. Basically you offer the first part of your free offer directly to your prospect and then offer the second part if they sign up. This actually helps you filter your traffic to create a more targeted email list of potential buyers rather than mere window shoppers

4. Create a professional looking squeeze page. Choose clean and modern designs that don't look hyped up or phony as prospects will be suspicious about the credibility of your business.

the list only if people actually open your emails. If your subscriber doesn't open his mail, your business will not make a sale.

The average person gets around ten emails a day and if he has multiple email accounts or forgets to open his emails for a couple of days, then he is in all likelihood going to be staring at an Inbox full of over 20 messages. Considering these facts, why would he open your business email and not those from others?

The secret to getting your emails opened is found in the title and first line of your message. These are the two parts of your message people see first as they scan the list of emails in their inbox.

Use these tips to create strong and compelling titles and first sentences for all your emails:

## How to get people to open your local business emails

**T**he money is in the list. Almost everyone marketing online repeats this statement over and over again, but in reality the money is in

1. **Use power words-** these are words that

are grab people's attention

- Create curiosity E.g. Did you get this product? Guess who's coming to town?
- Use Humor
- Create shock factor E.g. Facebook overthrows Google
- Stir Controversy
- State Facts e.g. 10 people will die of cancer today, Fly to London for \$500 this month
- Employ Boldness E.g. New, important, Open now, Here it is, Free, Discover, Secret



## 2. Format your title

- Use Brackets or parentheses. Believe it or not, these actually double your open rates.

For example instead of writing your title as- Important garden chairs on sale, you would rewrite that as Important (garden chairs on sale) or (Important) garden chairs on sale

- 
- Capitalize one or two words in your title. Using the above example, the title would now read (IMPORTANT) Garden chairs on sale
  - Use quotes to also get attention. E.g. New "Italian Cooking" EBook.

**3. Short titles.** Use no more than 40 characters and make sure your title hits your subscriber's sweet spot of need. Keeping your title short enables it to be read faster and keep the readers attention.

I hope you now realize that your business's emails have to be captivating enough to grab your subscriber's attention and that it only takes a little creativity to increase your open rates.