

# Relationship Marketing and Emailing Your List

Smart business owners understand the importance of developing their own email list. Unfortunately that not many businesses actually send out regular emails to their list. This article will discuss the importance of email marketing and why you should mail more regularly.

Before we talk about emails, let's talk about what a relationship is. A relationship is two or more people communicating with each other. The end goal is for all parties involved to gain a better insight into each other.

So what better way to communicate with each other than by emailing? The wonderful part is that you can now email thousands of people at one time. To do this effectively you need to be using some type of autoresponder service. These services allow you to mass mail without getting into trouble with spam or crashing your website hosting.

Once you have a list in place, it is important to open the lines of communication. After all, why pay for a service if you are not going to use it? When you first set up your service you want to have an introductory email that gets automatically sent out. This can be as simple as just thanking them for joining your mailing list or newsletter.

Your next step is to write some emails that you can add to your service ahead of time. You will then schedule them to be delivered at regular intervals.

These emails need to be the ones that will help you develop a relationship with each person. Always write your emails as though you are writing to just one person, and write in a friendly, conversational style.

Your goal is to build a relationship with each person which ends with them taking some type of action. This might be to buy a product or service or to visit your website.

These subscribers have joined your list because they like you and/or your products. Now you just need to build upon this. You can do this by sending out

emails that offer additional advice and information. Always think about connecting with this person in some small way.

This connection can be done by telling stories about yourself. Or it can be done by just opening up about your business, and giving your readers insights in to your daily routine.

As well as offering advice, provide additional resources for other products that they might find useful. When you do this consistently you will find that you start to receive replies to your emails and that people offer testimonials and reviews. When this happens it is a sign that you are on the right road when it comes to relationship marketing.

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