

Building E-Mail Lists: Why You Mustn't Feel Shy

Despite everyone knowing just how important e-mail lists are for an effective digital marketing strategy and knowing just what a big difference they can make, there are still countless blogs out there that *don't* have any kind of mailing list.

Why is that?

Partly it's because it's a lot of work and the idea of having to send out an e-mail every week or month can seem daunting. At the same time though, it's also down to the fact that many people feel almost *embarrassed* to create a mailing list and are even very apologetic about it. What's going on? Read on and let's find out...

Why People Are Shy to Ask for E-mails

There are many reasons that people often shy away from mailing lists. For one, people often feel like this is personal information and that asking for it might be 'over stepping' the mark. At the same time, it's easy to feel like a spammer when you send out e-mails to your members. Most of us are on the receiving end of a *lot* of e-mail spam and in 99% of cases... we hate it. So why would we want to be responsible for putting anyone *else* through that?

Why You Shouldn't be Shy

In fact though, you really *shouldn't* be shy to ask for e-mails and there are a number of reasons for this.

For starters, when you ask someone for their e-mail you're getting permission from them. They're under no obligation to give you their address and if they don't want to... they won't. No harm done! Remember that the vast majority of the really successful bloggers *do* ask for e-mails and this means that it's largely expected of you. You won't look unprofessional for not having one there... you may in fact look *more* professional.

You also *won't be spamming* once you have the addresses. As long as you send great quality e-mails that contain real value and you don't do it too often, then no-one is going to begrudge you finding your way to their inbox.

At the same time, you mustn't feel shy because this is after all a business. If you feel shy to push yourself forward, then you aren't going to get very far in the world of marketing and you're going to undermine your potential success as a result. If you don't take yourself seriously, how can you expect anyone else to?