

Why You Don't Want *Everyone* on Your Mailing List

Many businesses, bloggers and webmasters when going through the process of building their mailing lists will make the mistake of thinking the objective is to get as many names and e-mails on there as possible – *regardless* of who those people are. The more people you can market to the better right?

Well actually... no. While it's good to have a long list, it's only really going to be useful if the people on that list are genuinely interested in your niche and likely to be interested in your future products.

The Status of Mailing Lists

Think about the e-mails you receive in your inbox and how many of them you actually read. In terms of newsletters, the chances are that you'll read about... none of them right? And that's because the people who got your e-mails likely did so by getting you to sign up to something you had no choice in, or through means you're not even really sure you can remember...

It's actually quite rare for people to actively give out their e-mails, precisely because we're so inundated with nonsense. As such, if your email collection form is just sitting in the corner of your page with nothing to make it stand out it's not all that likely that many people are going to add their names. And you know what? That's a *good* thing.

The Benefits of Keeping it Small

The reason that this is actually positive, is that it means the people who *do* sign up are going to be people who are really genuinely interested in what you're offering. They'll have looked around your site and decided they were so interested in what you were talking about/selling that they just had to go ahead and give you their e-mail.

This in turn means that when you write to them with an e-book you're selling they're actually *quite likely* to want to buy it. These are your die-hard fans... and you can treat them as such.

If you are tricking all and sundry to give you their e-mails, then the number of people on your mailing list is going to be misrepresentative of the reality. You'll believe you're doing better than you are and you'll have no idea 'who's listening'. Keep your list a little harder to find though and you'll only get the hardcore followers... which will give you an accurate measure of your site's success.

And an added benefit? You won't be wasting everyone's time by selling to people who have no interest in what you're offering. All this does is to damage your reputation anyway!

So go big, sure. But keep it targeted!