

# **“7 Little-Known Secrets To Create Hyper-Responsiveness Among Your Subscribers So That They Hang On To Your Every Word And Offer!”**

**By Ewen Chia**  
[EwenRecommends.com](http://EwenRecommends.com)

**C O N G R A T U L A T I O N S !**

**You Now Own 100% FREE Master Resale Rights To  
This Special Report Worth \$47.00!**

## **ALL RIGHTS RESERVED**

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the authors.

## **DISCLAIMER AND/OR LEGAL NOTICES**

The information presented herein represents the views of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the rights to alter and update their opinions based on the new conditions.

This report is for informational purposes only and the author does not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and his resellers and affiliates cannot assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional.

## “7 Little-Known Hyper-Responsiveness Secrets”

**Dear Friend,**

The subject of list building - how to do it bigger, better, faster - is always on every marketer's mind. However, I am going to take you to a completely different place today. We're going to go someplace farther and deeper.

In fact, I'd like to turn a worn out catch phrase on its head by suggesting that the “money is in the list” rule needs to be *upgraded* to reflect a far more advanced way of thinking.

Ready?

Here's the NEW rule:

**If the 'money's in the list', then the BIG MONEY is in the hyper-responsive opt-in list.**

Just allow that statement to sink in for a moment.

You see, you can build as big of a list as you want. You can build dozens of opt-in lists if you have the time; but sheer *size* does you no good if your subscribers are cold to your offers!

You don't just need a list. You need a *hyper-responsive* list.

You need a group of people who are *thrilled* to be a part of your list, who look forward to each newsletter you send and *who take action* on the offers you send to them.

It may not be pretty, but it's the truth:

**Getting people to join your list is only half the battle. It's really *what you do with those subscribers once they're on your list* that counts.**

So, if you're ready to take it to the next level and create a hyper-responsive list that really pulls in the profits, read on...

## **The 7 Hidden Secrets To A Hyper-Responsive List:**

### ***Secret #1: Follow Up Immediately***

Proper list management and common sense marketing strategy dictates that you follow up with a new subscriber immediately.

If you've promised a bonus, an ecourse or gift upon subscription, then you need to set your autoresponder to send that content out *as soon as the subscriber confirms his opt-in*.

There are many reasons why this is crucial, but the primary one is that you risk losing that subscriber if you don't follow up right away.

## “7 Little-Known Hyper-Responsiveness Secrets”

How would you feel if you confirmed your opt-in to a list, and then heard absolutely nothing for days or weeks afterwards?

It would feel sort of 'sketchy', wouldn't it? And by the time that list owner actually emailed you, you might not even remember signing up for his newsletter in the first place. You may not even care anymore, as the initial excitement you felt over his offer has long since waned.

### **Secret #2: Follow Up Frequently**

In order to maintain your subscribers' interest, you need to stay in touch with them on a regular basis. You need to send some type of content out to your list *at least* once a month. Once a week is even better. Twice a week is best.

Remember that every new subscriber is a person who is new to *you*. You need to make sure they remember who you are. Aim for *maximum mindshare*.

You also need to train them to expect from you a consistency of content, and a consistency of *delivery* of that content.

A regular mailing schedule builds rapport. Your subscribers come to expect news and offers from you on this schedule, and they look forward to it. It's a lot like receiving a magazine or newspaper subscription.

### **Secret #3: Balanced Content**

You must make sure that you keep a balance between your regular, 'free' content and your offers, endorsements and other sales efforts.

Too many sales pitches, and you're subscribers will feel 'used'. They'll un-subscribe fast because you aren't offering them anything of value.

Too few offers and, of course, you won't make any sales. Have no fear of marketing to your list. You have every right to do so.

The key is to establish balance between the free content 'messages' and the sales messages.

What's the proper ratio? It depends on the nature of your list. Only you can judge for sure.

However, if you need a safe 'average' to go by, you can test out a 2:6 ratio. In other words, 2 sales driven offer for every 6 pure content mailings. You may need to adjust this higher or lower, depending on you results.

There's no harm, either, in mixing the two types of content on occasion. For example, you may send out an informational, educational message which ties in with a particular product you're promoting.

### **Secret #4: Write With Authority**

Ok, this is *crucial*. I can't stress the importance of this enough. If you want your subscribers to listen to what you have to say...*and believe you when you say it*, then you must write with a tone of **authority**.

What does this mean, exactly? It means that you position yourself as the teacher and expert on your subject matter. The language you use should be present tense, active and confident.

It is easy to show you this with a “Do and Don't” example:

**DON'T:** *“I admit I am not much of an expert on Google AdSense, but here some tips you might like”*

**DO:** *“As your trusted source for the latest, greatest affiliate marketing tips and tricks, I've got some killer Google Adwords tips to share with you today.”*

See the difference?

The “Don't” example started off with you completely *giving away your power*. You've just admitted to your list that you don't know what the heck you're talking about, but you ask them to listen to you anyway. Never undermine your own authority in this way.

The second, “DO” example is much more powerful. You 'buy' their trust immediately...simply by *telling them* that you're their trusted source for information.

Notice that the language is *eager* and even a little exaggerated. The tips are “killer”. You're their “trusted source”. You've got the goodies for them.

### **Secret #5: Eliminate List Passivity**

One problem with the majority of mailing lists is that the subscribers are placed into a passive situation. They are trained to just “sit and read” your messages, and maybe click on links if you're really persuasive.

You need to go a step beyond this and *train your subscribers to take action*.

The simplest way to do this is by *making your list more interactive*.

There are lots of ways to get your subscribers up off their proverbial 'behinds' and engage with you.

One way is by setting up a **blog** like <http://www.ewenchia.com> to which you post each of your messages. You send *only the link to the blog* out to your list.

They *must* click on it if they want to read your message.

## “7 Little-Known Hyper-Responsiveness Secrets”

You will want to summarize the topics covered, and do so in an interest-leading fashion like:

*First name,*

*The latest edition of Dog Secrets is Now Online, and you can read it by clicking on the link below:*

<http://www.dogblog.com/issues/080106.html>

*You don't want to miss this latest edition of the newsletter. I'm going over some TOP SECRET Dog training tips:*

- How do you house train an older dog?*
- What's this new device on the market that can keep your dog in his yard?*
- A Hidden Danger in Microchipping: Is Your Dog Safe?*

*If you want the answers to those questions, you'll have to visit the blog.*

*The link again is:*

<http://www.dogblog.com/issues/080106.html>

Notice a few things about that message?

- **It is short and to the point**
- **It generates interest and curiosity by mentioning the topics to be covered, without giving away too much about them.**
- **It keeps the message short and easy to read.**
- **It keeps your link visible and primary. There's no choice other than to click on it.**

Now, what are some other methods you can use? You have a lot of tricks at your disposal:

1. Set up surveys and/or games and Q&A's. Have your subscribers participate in the creation of your newsletter.
2. Make frequent use of multimedia presentations. Send out video tutorials to your subscribers.
3. Consider setting up a blog and/or message board where subscribers can interact with you *and* with each other.
4. Consider sending large/long newsletters out in pdf format. Give them the feel of “special reports”.
5. Always keep your subscriber 'bait' fresh. You need to 'gift' your subscribers on a regular basis with freebies and specials.

## “7 Little-Known Hyper-Responsiveness Secrets”

6. When possible, hold **Teleconferences**. Get your subscribers on the phone with you (and maybe a couple of related niche experts) for a full-on, value-packed “Question and Answer” teleseminar. Make audio recordings of the call available in .mp3 format, as well as in transcribed ebook format.
7. Similar to #6, you might also consider holding “web chats” where you and your subscribers can meet up to discuss the latest niche news.

### **Secret #6: Keep Your Offers HOT**

When you do mail offers to your list, make sure the offer you're sending is hot. Hot offers are not junk offers. They are not offers for old, worn out products, either.

**HOT** offers are offers which:

- ✓ Include the newest, most worthy products
- ✓ Are high-value packages, priced to be incredible deals
- ✓ Are often “time sensitive”, meaning the subscriber has a limited window of time to act on the offer before it disappears
- ✓ May be an offer not available anywhere else. Only *you* are able to offer the product, or the special pricing, or the additional bonus packages

And don't forget, your own sales copy writing ability factors into this as well.

You must be able to describe the implicit value and benefits of the offer. You must be able to create a sense of *urgency* in the subscriber's mind as well.

Learn to create truly 'hot' offers, as well as *compel* subscribers to act upon them.

### **Secret #7: List Cleaning**

At some point, you'll want to do some list cleaning.

This means going through and removing all of the dead or bouncing email addresses from your list serve.

You might also send a mailing out to your least active subscribers asking them to *reconfirm* their subscription to your mailing list.

This isn't so much a global responsiveness building tactic as it is a tactic for getting your list organized.

Once you've paired your list back down to only the most responsive subscribers, you'll get a lot more value from your tracking and click-thru data.

## “7 Little-Known Hyper-Responsiveness Secrets”

### Conclusion...

The unifying theme among all of these methods is that *you* go the extra mile to build a *real relationship* with your subscribers.

You let them get to know you.

You train them as to what to expect from you, and you deliver on your promises consistently.

You also give them *additional outlets* for expressing their views, providing feedback and learning new material in new ways.

Put these steps into practice and I promise you'll see your list responsiveness go through the roof...

To Your Success!

Ewen Chia