

## The Importance Of Treating Subscribers Like People And Showing Them You Care

If you want your subscribers to your ezine or newsletter to turn into paying customers, you will need to develop a relationship with them, because in order for them to become buyers, they must first know, like and trust you. This is why it is important to develop one-to-one relationships.

One-to-one marketing is relationship marketing. Your job is to continually build and foster your relationship with your subscribers. As your relationship builds, so will the trust and loyalty your subscribers have for you.

Whatever product or services you wish to sell, become an expert. People love and respect experts and it's one way to attain credibility. An easy way to do this is to align yourself with other experts in your field. You could do this by interviewing people and going to seminars or workshops. If you can manage it, try to get your photograph taken with those experts and include the photos on your website for your visitors and subscribers to see.

Writing articles that are published all over the Internet is another way of becoming an 'expert.' People learn to view you as an expert in your field because you are offering advice within a certain niche.

Although you want your list to view you as an expert, it is also important that they see you as a real person. People generally do not care for the perfect, polished or corporate personas. They like individuals they can relate to and connect with. Consequently, you need to offer them something they can connect with so they can see you are just like them. People tend to like others who are like themselves so it is very important that you focus on similarities. Try to uncover commonalities between you and your prospects.

Blogging and teleseminars are great way to show you are real, because blogging and teleseminars allow you the opportunity to share more information about yourself on a personal level than typical marketing mediums do.

Another way to show people that you don't know and have never met that you care without sounding cheesy, trite or false is to solicit their feedback.

Feedback is the most important thing you can get from your subscribers. If you know what they want, what their needs are and how you can help them, all you need to do is create a solution that will solve their problems. Another benefit of feedback, it reminds you that you are not just writing to email addresses.

In your newsletter emails, constantly solicit feedback by including in every message the following questions:

"How can I help you?"

"Is there anything you need from me?"

"What do you want?"

"What do you need?"

To send personal messages to everyone on your huge list, try using a tool called PagePersonalizer.

Page Personalizar automatically personalizes and customizes your Web pages and it has the function of creating surveys.

Another great way of finding out the needs and wants of your subscribers.

Source: <http://www.articlecircle.com>

### About the Author

Glen Hopkins is an internationally renowned Internet marketer and the #1 Best Selling Author of "Lucrative List Building". He specializes in helping online businesses build profitable email lists. Visit <http://GlenHopkins.name> for his free report on "Top 10 List Building Secrets" (valued at \$97).