



## Post-Training Support

### Build Your Mailing List

If you have a web site you must develop a mailing list. Without a mailing list you and your customers are at the mercy of the search engines and their ever changing regulations. You can not sustain business without a customer base. Online or offline, repeat customers are the backbone of any business. It's even more important online because the competition is greater and each competitor probably has a mailing list.

Your list is your best form of advertisement. The people who are on your list have been to your site and have an interest in your topic. You will have to remind them on a regular basis that your site is a place they like to visit.

The people on your list open the email and find a special offer with an unbeatable price. They don't see any competing information that may distract them. They see your offer and are totally focused on what you have presented to them. Each offer should explain the urgency to respond immediately to get the special price. You have just raised your profit potential by a huge margin.

### How to Build the List

- You will have to build your list from people who are interested in your business.
- While they are there, offer them the opportunity to join your mailing list. Have a sign up form on every page in a very prominent place. Tell your visitors that you will send them valuable information when it is available in exchange for their name and email address.
- Some believe that an incentive should be offered to get people to join your list. There is a lot of controversy on this subject and you must decide what is right for you.
- Be honest right from the start. Don't allow your list joiners to think they are on a list of freebies if you are planning on selling them products. They will quit the list as soon as you send your first offer.



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- If your website looks professional and you have valid information on your site, people will want to hear from you again. They will gladly join your list so they won't miss the great information you have to offer.

### Notes