

BUILDING A LIST - HOW SONGWRITERS CAN SELL MORE CDs

by John Ferreira

Is your email list growing on a daily basis? Do you even have an email list? Do you need one? Well, if you want to build your fan base and business you do!

Imagine if you had a list of say, 10,000 serious fans and you just finished a new recording. You send out the news to your list and a few of them buy your new cd, let's be modest and say only 20% buy. By writing a tiny email and pressing the send button you just sold 2500 cd's! What did you sell them for? Let's say the price was \$15... hello \$37,500.

Not bad. Now imagine working even harder at building that email list and getting 50,000 subscribers, 100,000 subscribers and do the math again. Are you with me? I thought so. You won't be looking to call any record companies, they'll be calling you! But now you don't need them anymore.

So, the title "How To Build a Mailing List" just might have gotten a bit more interesting. What is this list exactly and what's the proper way to go about getting one started? Glad you asked.

I've been doing it a while now and have learned some very important facts that I will share with you so you can start with the right foundations and make the best use of your time and efforts to build and grow your very own list. You'll be glad you did.

Important fact #1

Your list of customers have to be people that put in their own name and email address on your website, or blog.

You're not just sending out emails to whoever is in your address book or whatever. This is called spamming and nobody likes that.

On the other hand, when someone opts in to your list that means they are truly interested in what you have to offer so they are pleased as punch when you send them something because they asked for it and that's the difference.

Important fact #2

To have an opt-in box on your site you need the services of an auto-responder. This is a piece of software that takes the customer information and builds the list for you. But it does much more than that. You can program it to automatically send emails at different intervals to a new subscriber, re-direct the subscriber to a thank you or instant download page of a bonus you may have promised or anything like that. This is all previously set up in advance but then is on auto pilot for as long as you want.

You can get an auto-responder by subscribing to one of the many companies online that provide this service. Many to choose from at several different price fees.

Important fact #3

Traffic. You need people to see your site in the first place or there won't be too many signing up onto your list.

There are so many different methods and tactics to get traffic online that there are entire books and courses devoted to the subject so we can't get into that here. Suffice it to say that it's very important and every online business needs it to survive.

Building a mailing list can require some work but it's worth it, remember our math examples from the first paragraph of this article.

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