
Email Lists

Every entrepreneur should have the intention of growing and nurturing their email list, this ebook explains why.



Email List

Leading Ladies In Business

Why building an email list is the LLIB number one priority

Building the LLIB email list has been an essential part of building the platform however we didn't realise this until we moved into our second year in business. We had no idea that our email list would become the energy of our business. It took us this long to realise this because we were so busy working within the business to see the results our email marketing campaigns were having.

We love social media but sometimes social media is just not enough to create those conversions that come from having trust and the nurturing of a customer relationship. Your email list is yours to nurture as much as you like, the more nurturing the more your platform will flourish with a genuine community. The importance of creating original content that offers value to your audience's life or business will be the reason why your mailing list is so successful for you and your audience.

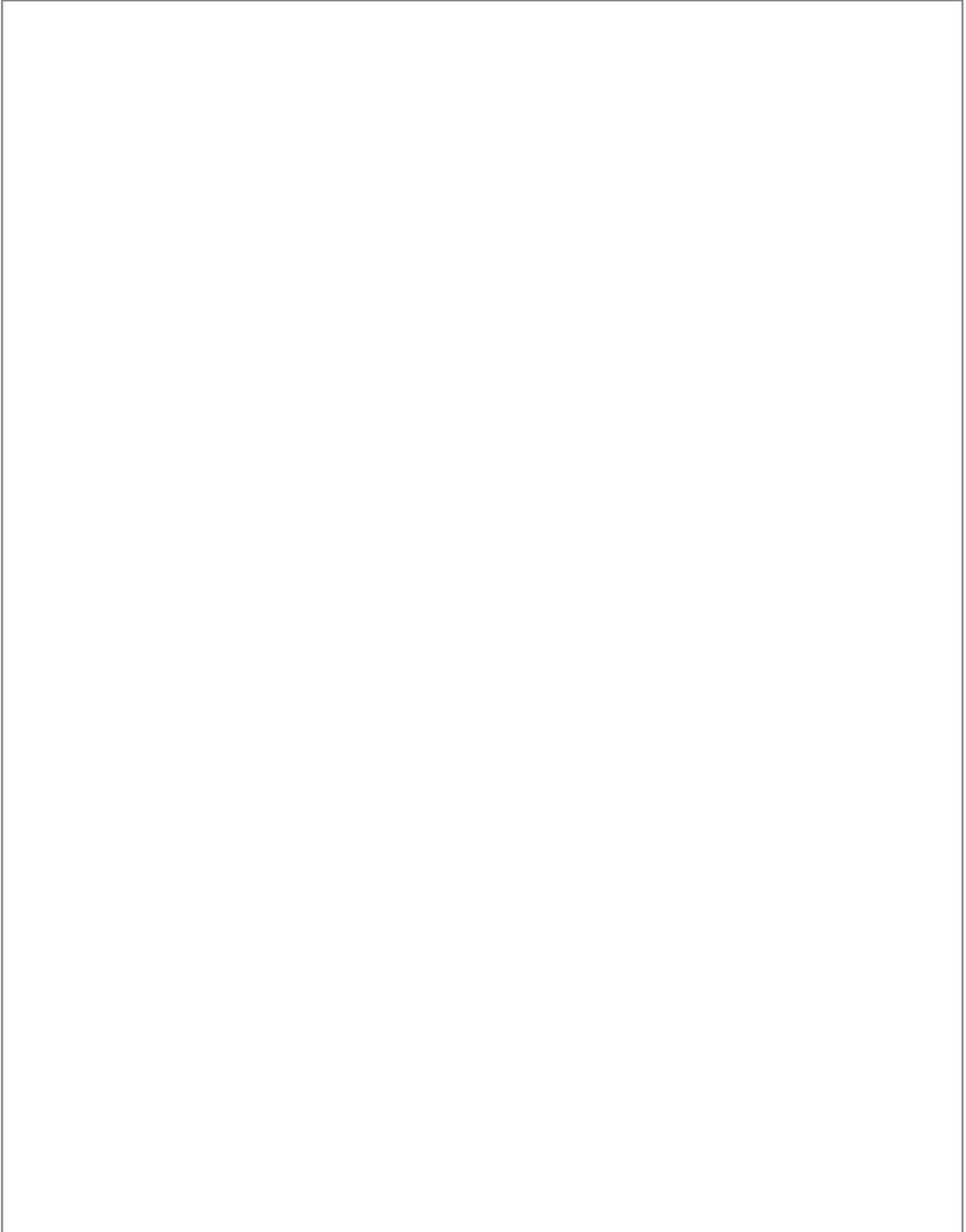
To ensure growth and genuine connection between you and your incredible mailing subscribers you have to ensure you put the time not only into content but into sending that content out there. The LLIB platform sends at least 20 emails per month and not one would come across as spammy to our audience because we genuinely believe that we offer so much educational value within the content we create and that we wish someone had given us when we first started out in business.

We found that creating your very own email list folder really helps. We include emails that we receive after signing up to other platforms and noting down what we liked about the email as a customer, the potential and then we flip it the other way and see if there is anything that we would have changed about the email. Keeping this folder really does help support our own inspiration.

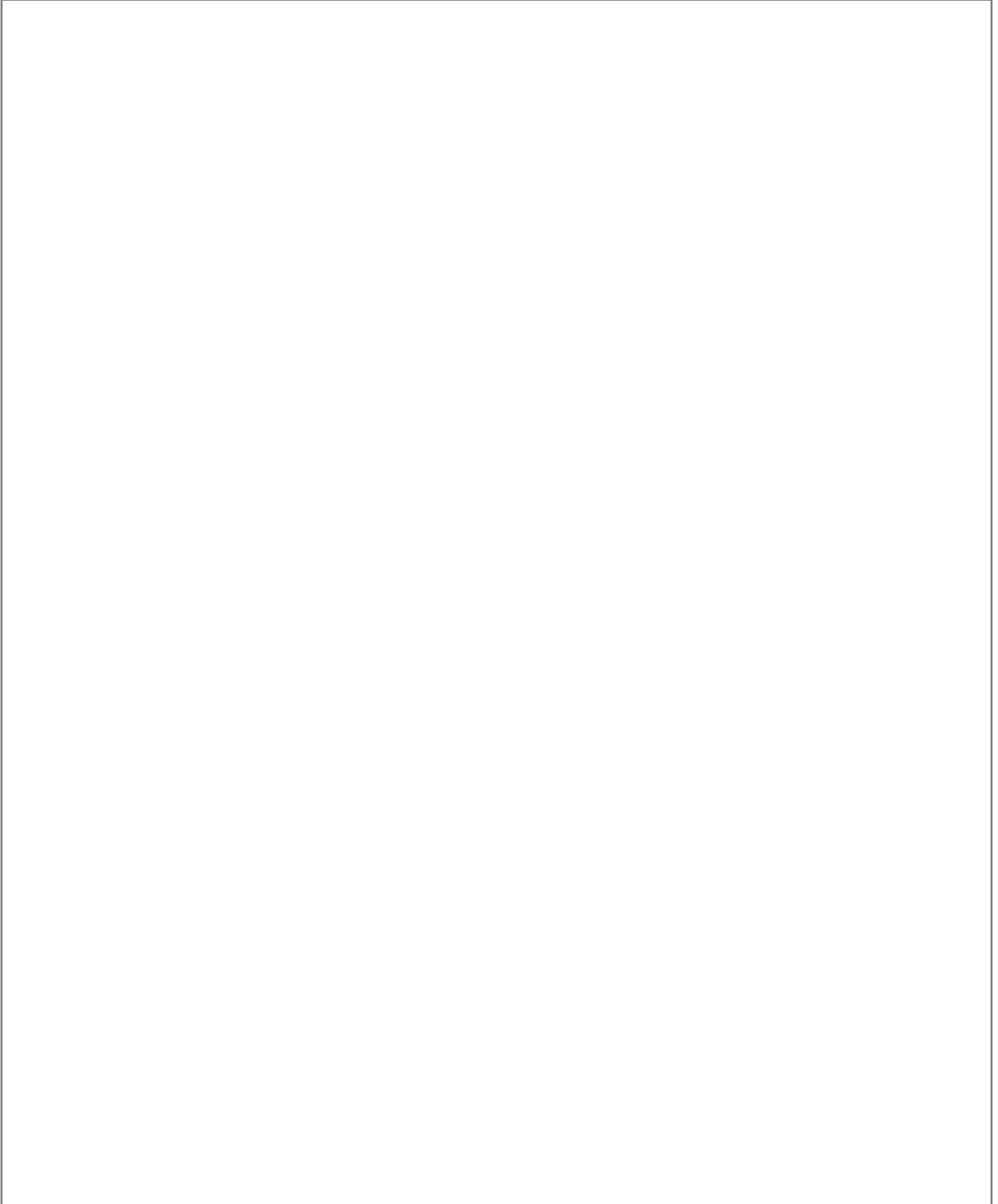
Think about lead magnet that would attract your potential audience to your mailing to your businesses mailing list and start to mind map your ideas below. Think about what your audience needs.

A large, empty rectangular box with a thin black border, intended for mind mapping ideas. The box is currently blank and occupies the majority of the page's vertical space below the text.

now we would like you to think about lead magnets that attracts your audience from the email list to your more information about your product or service which results in a sale.



Mind map some ideas around how you would make your email list more unique and personal to your audience. For example we add in first name features in the subject heading.

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