



The Secret To Convert Your Mailing List To An E-Mail List

If you've built up a mailing list over the years, that's great. Unfortunately about twenty states in the USA have "do not mail" legislation pending. Couple that with increasing costs to mail and people filtering their mail while standing over the trash, it seems direct mail will be a dinosaur in a few years.

The good news is you can convert to an email campaign to save money, be more immediate and track opens fairly easily.

Here's how to do it:

1. Create a postcard with your website on the front – it should look like a screen shot.
2. On the back give an offer. Again, I believe in rewarding loyal customers who have purchased from you before, not to people who haven't. Maybe your offer would be \$10 off your next order or \$20 or more, free upgrades, five pounds of fresh roasted coffee delivered to their door or even a trip. It doesn't matter what you offer as long as you establish the value and you think it is something your customers will respond to.
3. Give a date they have to bring it in or mail to you.
4. Below that make sure you have a place for them to enter their email address. It must say winners notified only by email.
5. Send the card out to anyone who you've done business with customers, vendors, neighbors, the works.

Here's the secret to making this work...

A lot of people, if they like you and recognize the card, will respond. But a lot won't. That's why you do a *duplicate mailing* two weeks later (just pull out those who brought in their cards already.) It increases response rates by 20%.

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