

# How To Keep Your Subscribers Happy

**By Ewen Chia**

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# About Ewen Chia



Striving to earn extra income, Ewen started learning the internet business in 1997. **For 5 full years, he worked on his internet business part-time, every day from 11pm - 3am while holding a full-time job.**

He was motivated to build a better life for his family and to clear credit card debts. After years of perseverance and little sleep, he finally cracked the internet marketing code and has never looked back since!

## "World's #1 Super Affiliate"

Since starting as an Internet business pioneer in 1997, Ewen has come a long way. Today he is regarded as one of the world's most respected internet marketing gurus.

He is often called upon for his ingenious marketing advice, especially in the areas of business integration, email marketing, product creation and online branding.

He is also often referred to as the "World's #1 Super Affiliate" and his name is synonymous with Affiliate Marketing, although that is not all he does. Many students have been able to quit their jobs and make their own income online!

## #1 International Best-Selling Author, Trainer & Speaker

Ewen is also a highly sought after international speaker. He has toured the world helping people achieve financial freedom. He has spoken in events with people like Robert Kiyosaki (Rich Dad, Poor Dad), Anthony Robbins, Tony Blair and Donald Trump.

In November 2006, Ewen received the first ever World Internet Summit "World Internet Challenge" award for starting a new Internet business and generating **US\$80,000 in 3 days** from that very business - right in front of 1,000+ participants!

In February 2009, Ewen launched his print book, "[How I Made My First Million On The Internet and How You Can Too!](#)"

Within hours of launch, this book **made internet marketing history** by becoming a **#1 international bestseller** on Amazon, Barnes & Nobles and other book retailers...all at the same time!



Ewen Chia's websites: [EwenChia.com](#), [AutopilotInternetIncome.com](#), [InstantPaycheck.com](#), [InstantAffiliateBusiness.com](#), [3000PerMonth.com](#)



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# How To Keep Your Subscribers Happy



## **The Money Is In The List...**

I'm sure you've heard that one before...and I couldn't agree with that more.

However, what I do want to add to that statement above is an additional word, which is "relationship".

Yes, I would think that the more appropriate statement is...

***"The Money Is In The Relationship With Your List"***

That's because I've seen marketers with a small list out performing others with a huge list, and a good relationship with the subscribers makes all the difference.

The word "SALES" is written in large, bold, red 3D block letters. A red arrow points upwards from the top of the letter 'A', symbolizing growth and increasing sales.

And I've found that when I build a good relationship with my own subscribers list, I tend to have a higher email opening rate, and that usually equates to more sales.

Of course, that can happen to you too when you have a great strategy.

# But I'm Having Troubles Maintaining My List..



Yes, I hear you.

When I first started out, having a list seemed difficult to maintain. And most often than not, I struggled to find out what next to send to my list.

So take comfort, I've experienced my own fair share of struggles with an email list too.

However, because I've had the privilege of starting early in email marketing and taking care of my subscribers, I was able to zoom down into one simple strategy that you can start using to making your subscribers happy and wanting more.

Believe me, I've used many strategies, and there are many that I don't use. But if I were to choose one above the rest, it would be the one I'm about to outline to you.

## My Strategy Unveiled...

In my previous issue, I mentioned about providing value, and I'm aiming to do that for you here in this issue, to set a good example.

You'll need more than just a list and a squeeze page or a simple product site to maintain a good relationship with your list.



Here are the additional things that you'll need. And I'm proud to say that not only are they easy to implement, this strategy works in whatever niche you're targeting.

And if you've been in online marketing for a while, you'll already have what's necessary.

I've put them into steps, and you can copy your way to success.

### Step 1 – Start A Blog

The main foundation for this strategy, you'll need to have your own blog. And you don't need to look very far to get one done.

In fact, if you have [your own domain name](#) and [host](#), just install wordpress on a subdirectory, like YourDomainName.com/blog. That's all you need.



You can check out my blog at [www.EwenChia.com](http://www.EwenChia.com) for an example should you need to.

The reason you need to have your own blog within your niche/market is that it gives you a massive advantage when you do things correctly.

Your blog will be used as a "content platform" for your subscribers.

I've found out that creating blog content for your subscribers is by far the best way you can create content not just for your list, but your website visitors.

That's because not only will you be keeping your subscribers happy with great and useful content, but you will also generate more traffic to your site with those same content that will build the credibility your visitors will have for your site.

However, do not just put up a blog and just leave it there, thinking it's going to drive traffic on its own.

You'll need to update it regularly, and the best way to do that is to use your own articles that you're already using for traffic generation.

It's not difficult, it's just recycling your content.



And be patient too! Nothing gets built overnight, and getting a blog with massive content up is going to take some time.

Don't let that affect you. Just focus on 1 post at a time and progress from there and before you know it you will have lots of great content that you can leverage on.

Also, learn to pace yourself. Put up one post a week, so you don't get burnt out within the first month of starting your blog.

## Step 2 – Broadcast To Your List



When you're done creating a new post for your blog, you can send a broadcast to your list to inform your subscribers that you have done up a piece of great content they can benefit from.

That's how you drive instant traffic to your blog.



However, take note that you should only do this if the content is relevant.

For example, on my other blog at [InternetMarketer.com/blog](http://InternetMarketer.com/blog), I post different types of content with regards to internet marketing, which can range from traffic to email marketing to affiliate marketing or even direct marketing.

And if I'm trying to broadcast to a certain group of subscribers, say those who get on my list at one of my email marketing products, [Optin Profits](#), I'll only send the broadcast to them when I put up a post with regards to email marketing.

Similarly, I'll only broadcast a post about affiliate marketing to those who are on the list from [Secret Affiliate Weapon](#), since that's a product that deals with affiliate marketing.

Get the picture?

I'm trying to educate and provide value to my subscribers, but not all posts will relate to everyone.

So I'm only broadcasting the correct posts to the correct group of subscribers.

Doing this has helped kept my subscribers happy because I educate them with juicy content they can benefit from on a regular basis.



And the best thing is that instead of having to dig through their emails for my content, they can always come back to my blog every time they wished.

That's not all. I get to benefit too from this step.



Suppose I send out my content as emails as opposed to a blog post, they can't get to share my content virally.

Sure, they can forward my content elsewhere, but that's usually not what they would do.

However, with a blog, all they need to do is to click on the "SHARE" button, and they can start sharing my content on facebook, twitter, or other social sites they are on.

# Can You See The Power Of This Strategy?

Let me be clear about one thing...



The above strategy I outlined is not something new. After all, social marketing, email broadcasts and online blogs are old technology.

I'm just piecing things together for you so you see the entire picture of how you can in fact, use what's always been there, to breathe new life into your marketing strategies.

In fact, it's been in use by many marketers I know, and it has proven time and again to work very well, regardless of what niche you're planning to target.

It's evergreen, which is my favourite way to do things online.

So in case you're still stuck in the rut and find it hard to implement this new strategy and still prefer to do things the old fashioned way, by all means.

But I hope you can see my sincerity in helping you go forward, so to help coax you further, here are some other advantages of the above strategy.

## Advantage 1 – You Generate Additional Traffic Back To Your Blog



I mentioned this earlier, but it's worth mentioning again.

If you sell products or services from your blog (which you should, but don't overcrowd your blog with affiliate products) then every time you send broadcasts out you can make more sales and sell more products.

## Advantage 2 – You Get To Reach Out To Website Visitors Too

Content emails will only build trust with your subscribers, but a blog will help you to build the trust with your subscribers as well as your blog visitors.



You'll also stand a much better chance of getting your posts shared by both your subscribers and visitors.

And that means free exposure for you, with no additional effort on your part.

### **Advantage 3 – You Get Great Comments to Your Blog Posts**



Because you already have a great relationship with your list, all your content will almost immediately sit well with all of them.

And it's also because of that relationship that people would be more willing to start commenting on your post, making it easier for your visitors to add more comments.

It's true that no one likes to be the first to add a comment, but with existing comments from your pool of subscribers, adding comments becomes much easier.

I remembered having to slog for comments when I first started my blog, but once I realized that my subscribers could actually help, slogging became a thing of the past.

## **In Conclusion...**

Ever heard of the snow ball effect? That's exactly what you're doing when you start using the strategy I just outlined here.

A well populated blog takes time, and you might start out small (yes, me too), but overtime, it will build up into an incredible content authority site that represents you well online.

So be patient, and allow yourself to focus on building up your blog that brands you as an authority in your niche.



I've been able to experience massive success, so I know you're bound to experience success online overtime if you practice what I just revealed.

Remember this though. Don't just follow it blindly. Your aim is to build a great relationship with your subscribers, so bear that in mind as you're building your blog, and you'll do well.



# Some Final Words



Before I end this report, I'd like to say a few words.

I've been using the above strategy for my online business, and it works like a charm.

The more people you are able to send back to your blog and the more comments you get and the more your content gets shared, you're building traffic back to your site and building a branding around your site with little effort on your part.

And isn't that what we all want? To accomplish much with as little effort as possible?

Of course, don't forget the other purpose of your email list too, which is to communicate and recommend useful products to them.

In any case, I hope that you'll be able to see how my strategy can help you in your online business.

Stick to it, and in time, you'll be able to reap all the benefits!

Hope you like this report.

**To Your Success,**

Ewen Chia

