

Special valentines day issue this month. Hope you have a wonderful day and that someone special in your life takes the time to do something nice for you. Which reminds me to set aside some time in my diary for my lovely wife.

If there is one thing I've learned you've got to work hard at keeping your relationships going. From marriage, to family, to friends, and to business relationships. It all takes lots of effort and time. Lucky it's worth it.

Surprisingly nothing major or minor to report this month in my rant, we've just been completing project after project, and picking up a lot more web marketing business along the way. I must confess that I'm really enjoying web marketing / consulting with

businesses to help them get more out of their website and making them more money. I'm still shocked and dismayed by the majority of business owners that neglect what some of them already know is their biggest asset for producing sales (their website).

It's great talking with other business owners about their business and in turn helping each other out.



Let's get straight into another newsletter.

Aaron



From The Desk Of
Aaron Dwyer (owner)



This newsletter is
delivered digitally to
help the environment

Web Site Tip #15 –Are you building an email list??

The one technique that has paid off more for me in business than any other is having an email list. You are receiving this newsletter since you are on an email list. I know for a fact that every single business needs to have an email list. So here's 12 ways you can build your list.

All the great e-mail management services (I recommend and use netrospect.com.au/aweber) provide the HTML for a subscription form which you can paste into your webpages, so the technical aspects of getting subscriptions aren't difficult. The real issues relate to marketing.

1. **Priority placement.** Place the sign-up form prominently on your homepage, "above the fold" (i.e., visible on the first screen without having to scroll). Graphics and placement should draw the eye to this form. Getting subscriptions must be a high priority for your site if you hope to succeed!

2. **Multiple forms.** Put a subscription form on nearly every webpage in your site. I've put a subscription form at the end of every article to catch readers when they're ready to take another action.
3. **Provide a rationale.** In these days of information overload, you'll have to explain the benefits of subscribing in a compelling way.
4. **Provide an incentive.** Offer a white paper, free e-books, entry in a contest to win an iPhone, discount coupons, the promise of Internet-only specials -- something that your subscribers value.
5. **Word-of-Mouse.** In your newsletter ask readers to encourage their friends to subscribe. You can have a reader forward his copy, but you risk the friend clicking on the unsubscribe link. Better yet, encourage use of the "forward to a friend" function that e-mail management services provide.

Offline Subscriptions

If you have the kind of business where you contact your customers on the phone or face-to-face:

6. **Ask customers to subscribe as you ring up their orders,** providing a small registration blank next to the cash register or a bowl where they can leave a business card to subscribe (and enter a drawing).
7. **Exhibit in shows** and actively solicit newsletter subscriptions.
8. **Provide telephone guidelines** for employees to explain how to ask for a subscription during each call.
9. **Display your domain on all printed materials** with the benefits of your newsletter -- on sales collateral, fliers, bags, business cards, advertising, etc.

Subscriptions from Other Lists and Websites

A final approach is to seek subscriptions from other websites and newsletter lists.

10. **Ask for a subscription during online checkout.** Everyone who makes an online purchase should be asked to check a box to indicate his or her desire to receive a free newsletter subscription.
11. **Co-registration.** You find partners whom you ask to place your subscription form on *their* "thank you for subscribing" webpages and offer to put their subscription forms on *your* thank you page. There is software out there to facilitate this, but I'm not going to promote any since I'm not a big fan of this option. Some companies provide e-mail subscribers at 25¢ and up. Be careful, however, since co-reg subscribers often don't realize what they've really signed up for, may not be well targeted, and may unsubscribe or go dormant quickly. Monitor these subscribers carefully.
12. **Reciprocal plugs in complementary newsletters.** Find newsletters you enjoy and ask the editors to plug your newsletter to *their lists* in exchange for you plugging their newsletters to *your list*. This works best when your list isn't too much smaller than theirs.

You don't have to use all these approaches, but employ as many as possible. Now go out there and build your list!

Testimonial of the Month

“There are three things I look for when I buy anything. Firstly does the product do what I want it to? Secondly is the cost competitive with similar offerings found elsewhere? Finally are there any other factors that would sway my decision one way or another? When looking for a new web host I wanted primarily an easy interface to a less expensive web hosting service and I wanted to be informed regularly of what’s going on. I didn’t want to deal directly with the server farm people and I wanted a more personal “softer” interface to the host.

My previous provider would never return emails or phone calls and the only time I knew there was a service at all was when the auto-generated billing sent me a renewal reminder!

Then I happened upon Netrospect. Great server space, very good uptime, easy user interface, regular informative emails and links to tutorials and a fantastic price. If it’s at all possible I think they care more about my web service than I do!” Martin Stennett – www.offshore-technologies.com

I’m always looking for more testimonials, so if we have helped you in any way that has impressed you and made you think “I’m glad I have Netrospect looking after my website and emails”, I’d really appreciate it if you could send me an email about it. A couple of sentences is all it takes. **Anyone that sends me a testimonial will get 1 month FREE web hosting credit.**

Offer of the Month

Get your Brisbane business in the news! Your business can be promoted on News In Brisbane, a Brisbane internet news website, that I’ve setup with Ray Playle. Every business owner knows you have to promote your business and that news worthy information always out-performs display advertising.

Here’s your chance to get a fresh news story for exposure of your business. **½ price @ \$150** (normally \$300). Only valid for the next 7 days, until the 17th Feb 2011.

We’ll include 2 photos and 2 links back to your website in the story. The best part is the press release that we create for you will be sent out to online press release sites. Giving you true value, and the possibility for other news outlets both online and traditional print media to pick up your story. The backlinks across www.newsinbrisbane.com.au and the online press release sites that will be created to increase your search engine rankings are also a major benefit.



Member Showcase of the Month

This month I'd like to showcase Phillip Wolstencroft and Southern Highlands Ecclesia in Mittagong NSW.

www.eternalife.org has been a member since Feb 2006.

I want to draw your attention to the File Cabinet section. It actually is an archive of audio files created from the church. This not only helps current members of the church but those online visitors to get more of an understanding of what they are about.

This is important because the web is a multimedia medium that you should embrace and use all forms of media with it. Every single business without question should be using audio and video to further their website presence.



Don't Forget About Your Referral Bonuses

Every time you refer a new member to us, we will credit your account with **THREE (3) months free web hosting**. So simple it just works. Spread the word. A new member can leave your name in the signup form so you get credit for the referral.

Thank you to our loyal members that continue to refer new businesses to us...

Dennis Cheshire – www.ceta.org.au

Paul Quilliam – www.queenslandkids.org

ARE YOU ON THE MOVE?

Don't forget to contact the office if you are moving to a new address or changing your email address,. This is very important, since if there is an issue with your account and we can't contact you, then your website and emails may be suspended until we can.



Lucky Member of the Month

Member Name : Dianne Simpson

Website : faktree.com

If this is you, you've won **THREE months of web hosting. (value \$30 if you are on the Bronze plan)**. To claim your prize, you must contact us by email before Feb 28.

Quote of the Month

I wanted to be an editor or a journalist, I wasn't really interested in being an entrepreneur, but I soon found I had to become an entrepreneur in order to keep my magazine going.

Richard Branson

Chuckle of the Month



Source: www.chrismadden.co.uk