Top Tips To Avoid Mailing List Burnout When Promoting Your Joint Venture Partners

Creating joint venture partnerships is one of the best ways to build your mailing list, generate income, and grow your business. But, if you're not careful, you may find that you're actually hurting your most valuable asset - your list! In this article I'll share with you my thoughts on how to Avoid Mailing List Burnout When Promoting Your Joint Venture Partners, and still get great results from your promotions.

Four red flags to consider when looking out for mailing list burnout:

1. If you notice that a lot of people unsubscribe every time you email, you are doing something wrong. Now, some people will unsubscribe every now and then, but you really have to look at the numbers. So, if I’m emailing 20000 people and I see that 50 have unsubscribed, I’m totally fine with that, absolutely. You cannot please everybody.

2. Number two is that some people will complain of too many emails. If you start getting notices from people saying that they’ve heard from you too much, or that you are spamming their inbox, it may be a sign. However, if out of 20000 people, two to seven complain of spam, then that’s okay.

3. The third red flag that your list is burned out is when people stop buying. If they’ve been buying before and all of a sudden they stopped, it’s probably because you’ve sent them too many offers too frequently. I think that one offer per week, mixed with really good relevant content is not too much, but that’s for my list. You need to learn about your database and how they like to receive emails and respond accordingly.

4. The fourth sign is when people stop responding. It can be really frustrating and sad when you feel like you are talking to no one, or that no one is reading or listening to you. And it’s hard to continue publishing your newsletter and develop fresh material. If you don’t feel a connection with your list, or fail to get any positive feedback, it means people don’t like your material or that they want something else.

Other than that, if you see anything changing in the pattern of how your list is answering their emails, or how they are responding to you, that’s a red flag too!

If they’ve always ignored you then you didn’t build a responsive list in the first place. But, if something changes in the pattern of their behavior then it’s definitely something to notice.

A few tips on how you should treat your list to avoid burnout:

**Tip 1: Be selective**

You should focus on only the top five to ten products or partners a year, while leaving room for some really hot sellers. For instance, I like to choose 10 products or partners a year, and leave some open spaces in my schedule for interesting options that may turn up later.
Be selective, and don’t say yes to everybody. My criteria for selecting has to do with a top quality product and top quality marketing.

Tip 2: Hold Teleclasses

Instead of e-mailing promotional or informative articles, I prefer to hold teleclasses, as they are a lot more valuable. You can host them yourself, or plan one with a guest expert, or your JV partner, to personalize the experience and be perceived as an educator instead of a promoter.

In other words, a teleclass has a higher perceived value than a direct promotion by email. So, in place of sending an email and directing people to a website where they can pick up something for free, I like to invite people for a free teleclass.

Every teleclass I present by myself, or with my guest is an educational piece with possibly a promotion at the end.

Tip 3: Post A Guest Blog

One of my JV partners that was promoting a program, sent me an article suggesting I publish it as a Guest Post.

So, instead of sending a solo promotion to my entire list, I published the article on my blog and sent a link out to my list. We got over 100 opt-ins for the teleclass she was holding to promote a teleseminar!

So, sometimes when you don’t feel comfortable sending out an entire promotional mail (especially if you already have done it for that same person), you may want to just post a guest blog and invite people to read it, or to even comment on it.

Tip 4: Segment Your List

Another really important thing when you are marketing to your list is segmenting it. This way you don’t send every email to everyone on your list, thus allowing you to reduce the frequency of your emails.

You need to have capability in terms of technology to be able to segment your list effectively. But, for the most part it’s just a matter of sending a list of people that are tagged in a certain way to an autoresponder.

Segmenting your list is one of the easiest ways to avoid list burnout. You can target your e-mails really well, based on what people purchased or their activity. Maybe they downloaded something and now you can build up on that.
Tip 5: Write In Your Voice

You may re-write your copy of emails to make them match your style and personality. I can’t tell you how many times JV partners would send me something that I just couldn’t imagine sending out to my list.

For me re-writing has almost always paid off, because it was personal and it seemed like it had my voice. What’s really interesting is that your list actually learns your voice, and can very easily spot when it’s not authentic to you.

They can feel when it’s a template message that everybody is receiving, as opposed to just your personal written promotion or article.

However, you must be very careful if you choose to rewrite. You should be able to make the copy exciting, and not take away its potential of generating results.

So, whether you want to rewrite or not is a choice that you have to make. If you do rewrite, make sure you consult your JV partner.

Tip 6: Make It Relevant

When you are not marketing anybody or anything, you must make it a point to provide high quality, rich content as well as relevant and personalized information in the form of articles, videos, audios, teleclasses, blog posts, etc.

Tip 7: Engage Your List

This is very important. You could invite them to answer a survey question, post comments on your blog or ask for feedback. These little things help you create a bond and a relationship with your list, which will help you enjoy better results when you actually promote something.

Hopefully, you’ll find these tips helpful in avoiding a burnout and getting better results from your mailing list. Obviously, this is not an exhaustive list. So, if you have more suggestions, I’d love for you to share them. Just go to my blog at www.Milana.com and leave your comments. I would love to hear from you.