

Today's interview features full-time marketer and super affiliate blogger, [Lynn Terry](#)...



Please introduce yourself to our readers...

I've been working online and from home for 13 years. My name is Lynn Terry, and I am best known for my candid blog at <http://www.ClickNewz.com>. I am a Super Affiliate, a seasoned expert at Internet Marketing and a variety of online business models, and am also a single mother to two children. Now teens, they were just 5 months and 5 years old when I started my first business.

When, how and why did you get started with blogging @ ClickNewz.com?

I have been blogging full-time for more than six years. I originally started blogging on [blogger.com](#) and then moved to ClickNewz.com and a WordPress platform about 18 months later.

I started the blog to 1) try blogging as a business model and platform, and 2) to share my personal daily finds and challenges with Internet Marketing. In the beginning it was as much the personal journal of an online business owner as anything, but it has grown into a popular Internet Marketing blog with a large readership.

What is your experience with list building so far?

I have over 10 years experience with list-building and email marketing. In the beginning it was easy to build email lists, and many publishers built large (mostly untargeted) mailing lists. Users are more cautious about giving away their email address now than they were then, and publishers are finding that micro-targeted mailing lists work much better than general topic lists.

What are the TOP areas I should concentrate on when building my list first time?

First, you want to make sure you have a good mailing list manager. This is super important when you're just starting out, as it's difficult to move a mailing list without losing 90% of your hard-earned subscribers. I use and prefer Aweber, which is the industry leader in mailing list management.

Second, create a targeted topical list. Know exactly who you want to subscribe, and what you are going to offer them in the way of content. Consider your market, and how you can best serve that market. Create an incentive that appeals directly to that market, and keep your mailings on topic as a follow-up to that download.

Do you have a formula for writing subject lines that get opened?

The absolute best thing you can do is split-test subject lines with your list. Every list and every niche is going to be different, and respond to different things, so split-testing subject lines yourself is the only sure bet.

I never, ever use misleading subject lines. While they may get a good open rate (at first) they are deceptive and they create a sense of distrust between you and your reader.

What would you say is the one most important thing you've learned about writing openings?

I use specific subject lines that will appeal to the exact person I want to read the email, and I make it personal. Often I will ask a question, or use the word "you" in the subject line.

From there, I open with a personable statement that asks the reader a question, or otherwise draws them into what I want to share in that message. Make it a point to address the reader personally, or use words like "you" and "yours". Avoid saying "I" or "me" too much, and avoid generalizations like "my subscribers" or "all of you". ONE person is reading your email.

What about getting clicks?

Getting click-through's is all about having a strong call-to-action, and one that is a direct match to the expectations you set with your subject line in that email. It starts with the subject line, then the opening, and should end with a highly relevant call-to-action. Don't just include a link and expect readers to click on it - Tell them what it is, and why they should click on it, and what result to expect when they do (and if they don't).

So how do you make money with your list[s]?

The best way to make money with your list is to have their best interest in mind at all times. Serving your market. Instead of trying to sell them products all the time, be their niche advocate. Keep your eyes peeled for special offers, coupon codes, deals, exclusive content - something over and above what your competitors are offering. Gain your readers' trust and interest through these methods, and they will buy from you over anyone else!

Who are you learning from or getting inspiration when it comes to writing your emails?

In most of the niches where I market, I am my target market. Meaning I am a consumer in that market as well. That being the case, I pay special attention to the emails and advertisements, or blog posts and content, that gets my attention. I add that to my personal Swipe File, and use that for inspiration in creating my own high-response content & subject lines.

List Building Interview by [Codrut Turcanu](#) with
Lynn Terry @ [ClickNewz.com](#)

What are your list building plans for the future? And what do you expect others do once they finish reading your interview?

My plans for the future are to continue to build micro-targeted niche lists, and continue to look for ways to serve those markets. My advice for you, after reading this, is to take a look at what you are doing now and consider ways that you can improve it. And if you haven't started your own mailing list yet, do it today! ;)

Thank you very much for the great amount of email marketing tips and advice you shared with us today.

We appreciate your insights and invite our readers to comment on the blog and ask any other questions they might have.

Codrut Turcanu

<http://www.CodrutTurcanu.com>