

Asking Questions And Really Listening To The Answers Is The Beginning Of Long-Term, Loyal Relationships

People love to be asked; whether it's for their permission, how they are feeling, about their families, getting invited to the event, and numerous other questions that could be asked about or of them. Being asked is a feeling of empowerment. It gives the person being asked the opportunity to express their thoughts and opinions in an honest, forthright manner. It's an opportunity to put things in a different perspective, allowing others to see the matter from all angles.

You have the ability to pose a question to a lot of people, very quickly and it is an excellent thing you can do even before you begin to build your list. So in order to pose your question you would set up an "ASK" campaign. Make a goal of getting 100 answers about the niche you're into. Once the question is out in the open, and people begin answering it, you'll gather information to use for content when writing emails, ad copy, articles and any other type of writing you decide to do, based on the varying opinions, comments, questions, and responses from the people on your list.

Hold off on capturing people's names and email addresses, so you can ask as many questions as possible in a short period of time. You can collect that information if you want, but it isn't vitally important when you first start.

Keep your question specific and simple. If you ask too much of people by putting in more fields to fill in, it is less likely that people will take the time to fill the whole survey out. Ask for a central answer that is at the core of running a business online. That way the question is specific, yet generalized to suit a variety of people and their businesses. "Whatever your business is, what question burns the hottest about whether or not you are heading in the right direction to make this thing fly?" Add in a conclusive or hanging statement at the bottom, along with your photo and signature to personalize it, then sit back and see what happens from that point on.

The answers you get from your ASK campaign can be used as bullet points, headlines, body content and everything else you need to create a squeeze page. The answers you get from so many different people will make it catchy, truthful, and compelling. Naturally people will want to know more, so they'll sign up to receive your newsletter, ezine, ebook, etc. That, my friends, is the beginning of the trust basis you want to have with the people who have signed up to be on your list. This is your chance to make an impression, you only get one, and so know what you're talking about, know the products you are selling. Don't get caught with your pants down, in other words.

The positioning of your ASK campaign is important because you want to be shooting for an audience of people related to what you are doing. You don't want people coming out of left field and wasting your time and their own. Know what you're trying to accomplish when you decide to run an ASK campaign. You'll get more quality, targeted answers faster.

If you decide to use paid advertising to pose your questions, ask people what they want straight up, the very first thing. Then use your thank-you page like an opt-in page, inviting folks to sign up for your free weekly ezine. You may want to offer a free gift or download when they join your list.

Once you've found out what folks in your niche want, head on over to that awesome site ClickBank, to find something of value you can promote, like a free training course or an ebook, for example. Once they've signed up, send out a quick email thanking them for subscribing and to let them know that whatever you were offering, is on it's way. While waiting for responses, pose the same question again.

You are building a foundation with the people on your list by knowing what they want and then giving it to them. The base of your client/seller relationship is now in the process of being formed and will grow from there into long-term, loyal client/seller relationships. Lay a strong foundation, then begin recommending products to your list.

In having the desire and ability to build a strong foundation and relationship with their lists very quickly and easily, those people are doing very, very well. These are some basic ideas and suggestions you can use in forming that strong, lasting bond with your list.

Bottom line, start with a strong foundation so you can really build rapport by finding out what people on your list want first. Do that and you are free to start selling them your wares, or somebody else's, depending on whether you're selling a product you developed or if you are an affiliate marketer.

Give your list what they are asking for. Do your research, don't start throwing products/services randomly at your list. Be as specific as your question was and as your list's answers were.

By doing it this way, people feel listened to. Allowing for people to feel like they were heard is really a big thing people, and I think we all know that.

About the Author

Andrea McClure is the creator of [Perpetual Affiliate Profits](#), where you can find the latest in earning profits as an affiliate marketer and the fastest, easiest ways to get it all rolling. Upon subscribing, you will receive my free report ebook! Visit: <http://perpetualaffiliateprofits.com>

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