**The Social Power of an Email List**

Email marketing is one of the most powerful and essential forms of internet marketing available. Slowly, it is being recognized as this as more and more bloggers shout about the power of email marketing.

But while it’s true that more people are waking up to the potential of list building, it’s also true that many of those same people are failing to make full use of its potential. That’s because they don’t recognize that email is not just a means for you to communicate with an audience, but also a means for them to communicate with you AND with each other!

**A Quick Example of the Social Power of Email**

Most email marketing broadcasts are written as newsletters. These are info dumps not intended to elicit a response.

But what if you invite your readers to respond? What if you say they can get in touch if they have any questions and then actually *answer* the emails they send back?

Suddenly, you are now having direct conversations with the people who love your brand and who want to hear more from you – which is an ideal way to build trust and authority. If someone feels like they know you, then they will be *much* more likely to buy from you – especially as they know they can get in touch if they ever have a problem!

Better yet, is that this casual conversation could easily lead to a sale of a bigger ticket item. If you are a coach for instance, then this conversation could lead to someone signing up!

You can even use a survey conducted via email in order to carry out market research! This way, you could get an idea of the kinds of things people want to see from you, such that your next product or service launch will almost be a guaranteed hit!

**Sharing Posts**

Finally, why not ask people to share your content if they enjoyed it? People forget how easy it is forward on an email. If you include a call to action at the bottom of your message inviting people to sign up, then those new readers could very easily become new subscribers!

Of course, this will only work if the content you provide is high enough quality, and if people think *others* they know will enjoy it too. This is a good incentive then to keep putting out your very best work!