**Build A Lucrative Email List By Telling Stories**

Building a robust, productive email list is an essential step for many online businesses. At the same time, you are also going to find that building such a list, at least in the beginning, is the sort of thing that is easier said than done. What can you do?

There are a number of different things you can do, in terms of building a viable email list. Ask the experts, and they will give you a number of tips. At the same time, it is likely that any half-decent expert is going to remind you of one key fact: The value of good storytelling should never be underestimated.

When we refer to storytelling as a means to build an email list, there are several things that should be considered.

Using Stories To Create A Lucrative Email List

We live in sophisticated times. This is certainly true for anyone who wants to start an online business. You will find a wealth of tools to help you, including tools that can give you the chance to build a strong email list. However, without a single key element, you’re only going to be but so successful. This is where the quality of being able to tell a good story becomes important. At the end of the day, it might just be the most crucial element to building a successful, thriving email list.

The key word for these stories is “persuasive.” The story should compel individuals to sign up to your email list for more information or special offers. How does one persuade through storytelling? It breaks down into four essential elements:

• You want to inspire them: Your story should leave them with the feeling that extraordinary things can happen to ordinary people.

• You want to challenge them: You generally don’t want to yank them out of their comfort zone, but you also want to give them an idea that will change their perceptions.

• You want to educate them: You want to back up everything in your story with tangible facts and reliable, credible information.

• You want to leave them with a stirring call to action: At the end of your story, the reader should see signing up for your email list as the only choice that makes sense.

Combining all of these things into a single narrative can be challenging. It is also vital to remain sincere and on-point. Start by asking yourself the following: What’s your story?