

How to Build an Email List of Seniors

Use the resources and ideas below and in a year's time you can easily have a thousand senior email addresses in your area. Then, just use our inexpensive newsletter email service (www.advisor-newsletter.com) to email them each month and turn them into clients for you. You can stay in front of them for peanuts and have a continuous drip campaign. These contacts will not only lead to new clients but also:

- Invitations to speak at their clubs
- Invitations to write articles for their newsletter
- Referrals to seniors not even on your list

1) Get Email Lists from Your Senior Clients

In addition to asking your clients for their email address, ask your senior clients for list of email addresses they may have. They may be willing to share them with you or make a solicitation for you. For example, say you have a client that belongs to the local senior garden club with 250 members. Your client may be happy to give you a copy of that list or solicit the members on your behalf with something like the following email:

Dear Folks,

Bob Smith has been my financial advisor for the last three years. He has an excellent newsletter for us seniors called "SeniorFinances" and you can get a free subscription. Each issue contains articles on where to invest for more income, items on insurance like long-term care, tips on reducing your income taxes and estate planning, etc. To get a free email subscription, just click here.

*Stu Svenson
President*

2) Rent a Senior Email List

Just like you can rent mailing lists for sending mail, you can rent 2 million+ email addresses of seniors. Of course, you may only want those in your area and you can select those you desire by zip code.

At your library, you can find a copy of the "SRDS" Direct Marketing List Source (your library may have this service on-line from a PC at the library).

If they have the physical books, find the section with the email lists and look down the lists for lists that contain seniors or people with money, such as

- People who take cruises
- People with grandchildren
- People who own luxury cars

Most of these lists are available by zip code and by age of person.

If the library has the service on line, search on keyword "senior" and request only email lists. When we last checked, there were over 25 email lists of seniors. In the details of the list, you want the lists that offer a zip code selection so you can email to only those seniors in your area.

Please note that unlike regular mailing lists, email list vendors usually **will not give you the list**. They will want to do the email for you. So you are not going to be emailing them the newsletter. Rather you are going to be emailing them a solicitation to subscribe to your newsletter. It is those people who respond that you will add to your email newsletter list. Once they respond you then "own" that email address.

We have prepared the email text to send to a rented list below. This has not been NASD reviewed as you may want to customize this:

Alternative #1

Don't get ripped off by Wall Street or let some fly-by-night financial advisor take advantage of you! Get your FREE subscription to SeniorFinances Newsletter, designed especially for people age 60+. Don't be in the dark about your money! Easy to read articles on:

Ways to reduce your taxes that you won't hear from your accountant

How to steer clear of "sucker" mutual funds

Safe income investments that pay you 6% and MORE

How to slash taxes on your IRA withdrawals by 50%

Understand long term care insurance before you buy

How different types of annuities work and which can help you

How to get cash for your old life insurance policy (more than your insurance company will pay)

The big difference between bonds and bond funds that many retirees don't realize

How to identify hidden fees in your mutual funds

And much more on taxes, IRAs, annuities, long term care, investing for income, insurance and every phase of finances that affects people of retirement age. Receive SeniorFinances FREE every month:

Just hit reply to this email and then in your reply provide your information below to get your subscription:

Your Name:

Your zip code:

Alternative #2

FREE newsletter on Senior Financial issues to keep you from making bad financial decisions. Receive your copy each month via email and get solid advice on how to increase income, how to pay less tax, how to reduce taxes on IRA distributions, the

best ways to help grandkids with their education and much more on financial issues that affect people age 60+.

Here's how to subscribe.

Hit your reply button and in your reply to this email, provide your name and your zip code. That's it! You'll receive your free copy every month.

3) Inexpensive Ads on Local Senior Web Sites

There are dozens of senior web sites focused only on seniors in your area. Just for fun, we did a search on "Columbus Ohio Senior." Here's what we got without looking any further:

<http://www.ohiosenior.com>—a web site for Ohio retirees—\$49 a month for a banner ad
<http://www.columbuswired.net/SeniorLiving/default.htm>—the senior page of Ohio's web magazine—\$20 a month
<http://www.ag.ohio-state.edu/~seniors/>—the Aging in Ohio web site
<http://www.subasekb.navy.mil/retkbnews.htm>—the site for local Navy retirees
<http://www.oshpra.org/mends.htm>—the Retiree Association of the Ohio State Patrol

The ads are very inexpensive (\$20 -\$50 per month) and thousands of seniors can see your ad to subscribe to your free senior newsletter. We have designed the web ads for you (in various sizes to fit most senior web sites). Click here to see the sample ads. Follow the directions on the ad page to make sure you get the leads from the people who click on the banner.

By the way, you will find these local senior web sites faster if you use a search engine that is really many search engines in one. Use the tool at www.dogpile.com or better, download free software from www.copernic.com

4) Subscribe to Our National Email Service

We advertise on all of the national senior web sites asking seniors if they want to subscribe to the SeniorFinances email newsletter. We will also be emailing to national lists of seniors and getting their request for the newsletter. If you subscribe for that service, we provide you the leads for your area. <http://www.seniorleads.com>

5) Have a Sign-Up Form on Your Own Website

If you have your own website, be sure to promote the newsletter on the site and have lots of places where they can sign up for it.
