

## 5. How to build a productive relationship with your list

For all businesses- small, medium or large scale, developing a healthy and mutually satisfying relationship with their list holds a great deal of relevance. It should be given apt importance because the success of a business depends to a large extent on this.

Let's have a look at some very important points that cannot be overlooked in order to build a long relationship with your list-

### 1. **Communicate frequently-**

Your list should always get the required attention and never feel neglected. The best way to enhance their faith is to be in constant touch with them, so as to get their attention and remain fresh in their mind. Never let your image slip out from their mind.

### 2. **Being personal-**

Being personal implies giving them a touch of belongingness. This means that you need to make them feel connected to your product. Add some data about how the product can benefit them in their personal and social life, and arouse the feeling of trust in your list.

### 3. **Cater to their requirements-**

For enhancing relations with your list, most important point is that needs and requirements of your list should be given the topmost priority. Make suitable plans and policies so as to provide them with their potent and immediate requirements. Remember, customer is and always will be the king.

### 4. **Focus on interactive communication-**

Best way to build a solid relationship with your list is to have a two-way communication with them. On many occasions, people get sick and tired of receiving monotonous e-mails. So, make efforts to enhance their value by inducing new and creative ideas, and increasing their appeal in the eyes of viewers.

**5. Remain informative and educational-**

Keep in mind the simple fact that your e-mails need to focus on the main topic only. Being educational implies you need to provide some information of genuine worth to them. Also, it should help them in case they want to share it with their peers and colleagues.

**6. Reward loyalty-**

Another effective way of enhancing relationship is to reward the most loyal people in your list. Keep a track of them and allow them to get benefits for being true to you. Giving them little gifts can infuse their interest level, and foster a long time commitment with your brand.

**7. Avoid excessive criticism-**

Keep in mind the simple fact that mistakes are committed by humans only. In case you find some people are becoming a barrier in your way, don't go for excessive criticism. Remember, a person lost can be a big loss in the years to come.

So, keep in mind that building healthy relationships will help you to go a long way, and will surely become the stepping stone to your success.