

ReminderMedia's
Success Guide Series

How to Build, Grow, and Segment Your Mailing List for American Lifestyle Magazine

Introduction

There are many reasons that a tool like American Lifestyle magazine works so well for securing repeat business and referrals: The high perceived value. The appeal of the well-written articles and tasty recipes. The customizable areas that let you reinforce your brand and add a personal message.

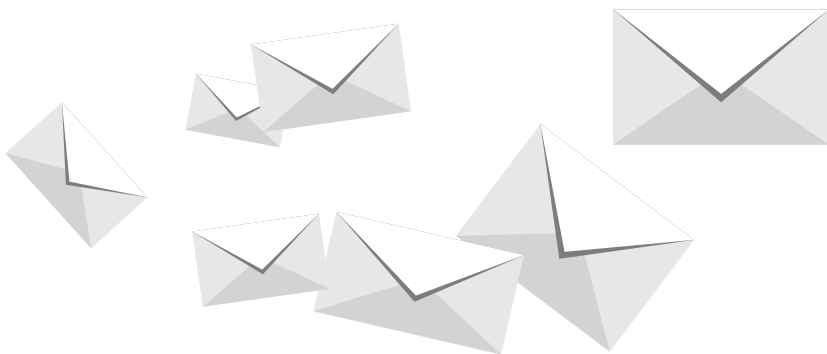
But there's one thing that has a bigger impact than all of those:

Your mailing list.

Relationships are all about people. So targeting and reaching the right people is priority number one. That's one of the reasons sending us your list is one of the first steps in the American Lifestyle magazine setup process.

If you're setting up your account for the first time, or if you want to upload a new list of addresses, but don't know how to export them from your CRM or another program, follow the instructions toward the end of this guide.

In this guide, you'll also learn how to build, grow, and use this valuable asset to get the most from your investment in American Lifestyle magazine.



How to Build and Expand Your List

Most ReminderMedia customers start with their best clients. This makes sense, as they are most likely to provide referrals and come back when they need your services again.

As you have success, you may wish to expand that list to a larger group of clients or influencers. More people on your mailing list means more opportunities for referrals.

Here are some other ways to grow your mailing list or, if you're new, start building it fast.



Add every new client.

It sounds obvious, but it's easy to forget to do it when you have so many other things to think about. And that's the last thing you want to do, because new clients are great candidates for referrals.

Any of their friends and family in the market for your services are likely to seek them out for opinions and advice. And their warm and fuzzy feelings will not have faded yet.

To make sure you're capitalizing on these opportunities, make adding new clients to your American Lifestyle mailing list part of your process. Consistently taking action will ensure that you don't forget.



Add your sphere of influence.

American Lifestyle magazine was designed to help you connect with clients, but you don't have to limit yourself to just clients. Really, anyone in a position to refer business to you is a great candidate for your mailing list.

Consider contacts you have through business partnerships and affiliations. For instance, if you're a real estate professional, sending a magazine to your contacts at local title companies, lenders, home inspectors, and appraisers can pay off in referrals.

Hair salons, doctor's offices, and other businesses that have waiting rooms are other options for expanding your reach. Not only does it help you build relationships with these business owners, but it exposes their customers to your branded pages.

How about people in your networking groups? The value of strengthening these relationships is clear.

How to Build and Expand Your List



Add the people in your farming area.

It's hard enough getting your clients to engage with your marketing. So just imagine the uphill battle you face with the people who don't have a relationship with you. That makes American Lifestyle magazine one of the most effective farming tools in your arsenal.

People actually look forward to receiving their magazine every eight weeks to read the articles and try the recipes. It's a warmer introduction than the typical postcards most agents send.



Add subscribers at open houses.

Open houses are the perfect opportunity to connect with people who are actively interested in the services you provide. But getting these leads can be challenging. Many people will list false names or addresses. American Lifestyle can be the lead magnet you need to overcome this challenge.

Give away Promotional Copies to everyone who shows up and include a call-to-action in the letter, inviting them to receive their own copy every issue. Since you need their address to mail them the magazine, you'll get the correct information and a hot lead.



Use American Lifestyle magazine and Social Media Shares to attract new prospects.

The same tools that help you start conversations with clients can also help start conversations with prospects. It's an easy way to expand your reach with very little extra effort.

We create new, exclusive content to share on social media with every issue. And your clients may share it with their friends. When that happens often enough, you develop a reputation for providing valuable content, and that's how you grow your social media following. Reach out to those followers with the offer of a magazine to foster those relationships.

When following up with clients after a mailing, you ask for referrals, right? But if they don't know anyone who has an immediate need for your service, have you thought of asking if they know anyone who may be interested in getting their own American Lifestyle?

Remember, you get address exclusivity, and you can choose different segments for each issue if you want. So it makes sense to add as many names as possible.

Segmentation Strategies for Targeted American Lifestyle Magazine Mailings

As your client list grows, you can segment the names to take a more strategic approach to your mailing strategy. Here are just a few examples of the ways you can sort your list.



Value

According to the Pareto principle, 20% of your clients generate 80% of your business. Focusing on these clients is likely to produce the best results when it comes to referrals and repeat business.

You should be able to identify these individuals within your database. But if you're under the gun and aren't familiar with your database's functionality, try this low-tech exercise: Set a timer for 15 minutes, and make a list of all the clients you can name from memory. There's a good bet those people are among your best clients.



Recency

When was the last time you had contact with a client? That will likely affect your message and follow-up strategy. It can also help you ensure that you're not neglecting people on your list if you implement a rolling contact strategy.

Using a client relationship management (CRM) tool can help you identify and schedule follow-ups. Be sure to also include notes on recent conversations that you can use to make your follow-ups more personal. For instance, if a client mentions an upcoming trip, make a note to ask how he or she enjoyed it the next time you speak.



Interests

This one takes a little more preparation, but it has the potential for the biggest payoff as well.

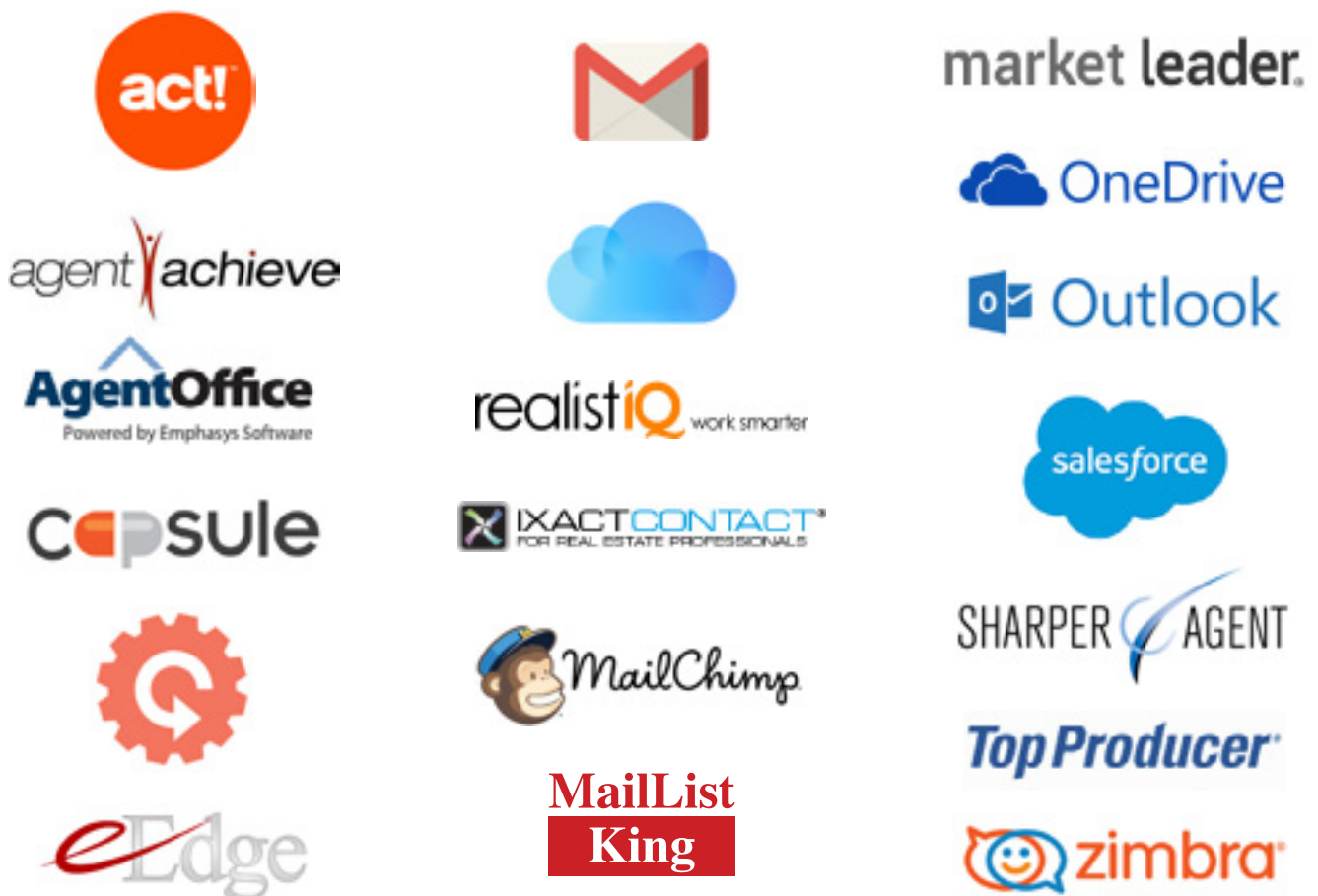
Make note within your CRM, or other client management system, of the topics that your clients are interested in so that you can start a conversation when an opportunity presents itself.

Armed with this information, you can create messages that are certain to be relevant. By establishing common ground, you'll build trust and rapport for long-term success.

How to Export Your List from Popular Programs

You have to have a mailing list in the American Lifestyle interface before you can utilize the strategies in this success guide—or benefit from American Lifestyle magazine at all, for that matter.

We've put together instructions on how to export your contact list from many popular programs.



*Logos featured are the property of their respective owners.

How to Export Your List from Popular Programs



ACT! INSTRUCTIONS:

1. From the File menu, select **Data Exchange**, and then **Export**.
2. In the **File type** field, select **Text - Delimited**.
3. Select a location, and type a File name. Make sure you enter a file name with a .csv extension.
4. Click **Next**.
5. Select **Contact records only**.
6. Click **Options**.
7. Select the **Comma** option button in the **Select field separator** section.
8. Select the **Yes, export field names** check box in the **Do you want to export field names** section.
9. Click **OK**.
10. Click **Next**.
11. Select **All records**.
12. Click **Finish**.



AGENTACHIEVE INSTRUCTIONS:

1. Go to **Contacts**.
2. Click on **Import/Export**.
3. Select the option to “Export your contact database from the AgentAchieve system for use in another contact manager.”
4. Click **Next**.
5. Select the group(s) containing the contacts you want to export, and
6. Click on the **Search** button.
7. Click **Next**.
8. Select the option to “Export all fields in my AgentAchieve contact database.”
9. Mark “Excel format Zip Codes.”
10. Click the **Export Contacts!** button.



AGENT OFFICE INSTRUCTIONS:

1. Gather the group of people you want to export, using **Tools, Group**.
2. Search by example, and then select the category of people you want to export.
3. Click **Begin, OK**.
4. If you want to export everyone in your database, put “-!” (without the quotes) in the first name field when you do your search.
5. Click on **File, Export Contact Information**.
6. In **Export to File**, double click the field to browse, and then select a location to export the file.
7. In **Save as type**, select **All Files**.
8. Then in **File Name**, name the file, and end it with a .csv.
9. Click **Save**.
10. The **Export Contact Information** box will open. Click on **Address Heading**. Then click on **Include**.
11. Click on **Address 1, Address 2, City, State, and Zip**. Click **Include**, and **OK**.

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CAPSULE INSTRUCTIONS:

1. Go to **People & Organizations List**.
2. Choose an existing list, or create a new list using your own filters.
3. Use the **Export** at the top of the list, and choose **Export to CSV**.



CONTRACTUALLY INSTRUCTIONS:

1. Go to the **Contacts** page.
2. On the top right, click **Export**.
3. You can choose if you want to export all contacts, contacts appearing in search results, or contacts in a specific bucket.
4. Click **Submit**.

You will then get an e-mail with the CSV file of the exported contacts. The e-mail will contain a link where you can download the exported file.



EEDGE INSTRUCTIONS:

1. Login to your eEdge account.
2. Click on **View Contacts** under **myContacts** in the **myControl Panel** section.
3. Select **Import/Export** on the far right just above your contact list.
4. Choose the **Export Contacts** tab.
5. Select the agent you would like to export contacts for.
6. Select the contact groups you'd like to export and the contact status.
7. Save your file to your computer.

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GMAIL CONTACTS INSTRUCTIONS:

1. Sign in to Gmail.
2. Click **Gmail** at the top-left corner of your Gmail page. Then choose **Contacts**.
3. From the **More** drop-down menu, select **Export...**
4. Choose whether to export all contacts or only one group.
5. Select the **Outlook CSV** format.
6. Click **Export**.
7. Choose **Save to Disk**. Then click **OK**.
8. Select a location to save your file, and click **OK**.



ICLOUD INSTRUCTIONS:

1. Select one or more contacts in the contacts list. To select several adjacent contacts, click the first one, and then Shift-click the last one. To select multiple nonadjacent contacts, Command-click them on a Mac or Control-click them on a Windows computer.
2. Choose Export vCard from the Action pop-up menu  at the bottom of the contacts list. If you select multiple contacts, Contacts exports a single vCard containing all of them.



IQ OFFICE INSTRUCTIONS:

1. Under **Customer Relations** in top navigation, click **Export Contacts**. This opens the Contact Management Export Wizard.
 2. Select where you would like to export from, and click **Next**.
 3. Select **Contact Types**. To select all, click the double right arrow button. Click **Next**.
 4. Choose contacts to export. Click the check box in the top left to select all. Click **Next**.
 5. Choose fields. At minimum, select full name and mailing address. Click **Next**.
 6. You won't need to change anything on the File specifications screen. Click **Next**.
 7. Review the export overview information, and click **Next**.
- Your will now have a CSV file.

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IXACT CONTACT INSTRUCTIONS:

1. In IXACT Contact, click **Utilities** in the top navigation bar.
2. Click **Export IXACT Contacts**.
3. Click **Save**, select a location (your Windows desktop for example), then type a File name, and click **Save** again.

MAILCHIMP INSTRUCTIONS:

1. Open the View subscribers screen, navigate to the Lists page in your account, and click a list name.
2. Click the **Export List** button to go to the Subscriber Exports page.
3. When the export is ready, click the **Export as CSV** button. Depending on the size of the subscriber export, it may take a few moments before your subscribers are ready for export.

Lists are exported in CSV format and packaged in a ZIP file.

MAIL LIST KING INSTRUCTIONS:

1. Select **File > Export to File** from the main menu.
2. Specify a filename.
3. Choose which members to export. You can specify to export just the displayed entries (available when you have filtered your mailing list), the entire mailing list, or just a selected group.
4. Choose which fields to export.
5. Set your delimit character. If you are exporting to a plain text file, then you will need to specify the character that will separate the fields within each record.
6. Click **OK**.
7. In the dialog that opens, select **Save File**, and select where to save the file. Click **OK**.

How to Export Your List from Popular Programs

market leader.



MARKET LEADER INSTRUCTIONS:

You can export contacts from the Report Manager and the Contact Manager. Either is fine for these purposes.

Exporting from Report Manager

1. In Report Manager, search for and view the set of reports which have the contacts you want to export.
2. Click the **Mail Merge** button, or select **Mail Merge** from the File menu, and a dialog box will appear.
3. Select the **Current Set of Reports** option.
4. Select the **Form Letter** option.
5. Click the **Send To** buttons for the contact types you wish to export (Owner, Architect, etc).
6. Provide a name for the **Mailing List**, via the **Select** button or by typing in the file name in the input box.
7. When you click **Print**, the mailing list will be created.
8. When the mailing list is ready, a dialog box asking whether you want to mail merge and print now will appear. Click **No**.

Exporting from Contact Manager

1. In the Contact Manager, look up and view the group of contacts you want to export.
2. Select **Mail Merge** from the File menu, and a dialog box will appear.
3. Make sure **Form Letter** is selected.
4. Provide a name for the **Mailing List**, via the **Select** button or by typing in the file name in the input box.
5. When you click **Print**, the mailing list will be created.
6. When the mailing list is ready, a dialog box asking whether you want to mail merge and print now will appear. Click **No**.

ONEDRIVE INSTRUCTIONS:

1. Go to your OneDrive, locate the document, and click the padlock.
2. Click **Get a link**, and then **Create Link**.
3. E-mail the provided URL to customerservice@remindermedia.com.

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OUTLOOK INSTRUCTIONS:

1. Click the **File** tab.
2. Click **Options**.
3. Click **Advanced**.
4. Under **Export**, click **Export**.
5. In the **Import and Export Wizard**, click **Export to a file**, and then click **Next**.
6. Under **Create a file of type**, click the type of export that you want, and then click **Next**. The most common is Comma Separated Values (Windows), also known as a CSV file.
7. Under **Select folder to export from**, select the contact folder that you want to export, and then click **Next**. NOTE: Unless you chose to export to an Outlook Data File (.pst), you can only export one folder at a time.
8. Under **Save exported file as**, click **Browse**, select a destination folder, and in the **File name box**, type a name for the file.
9. Click **OK**.
10. In the **Export to a File** dialog box, click **Next**.
11. Click **Finish**.

OUTLOOK XP PRO INSTRUCTIONS:

1. Open Outlook XP Pro.
 2. Click on **File** tab. A drop-down box should appear. Then click on **Import and Export...**
 3. Select **Export to a file**, and click **Next**.
 4. Select **Microsoft Excel**, and click **Next**.
 5. Select Contact folder to export from, and click **Next**.
 6. Type in the name of the exported file. Then click browse, and select Desktop.
 7. Click **OK**, then **Next**, and then **Finish**.
- At this point, the addresses should be saved to your Desktop in an Excel format.



SALESFORCE INSTRUCTIONS:

1. Log in to Salesforce.
2. Click **Report** at the top of the page.
3. Click **New Report**.
4. Under **Select Report Type**, double-click **Accounts and Contacts**.
5. In the drop-down, click **Contacts and Accounts**.
6. Click **Create** on the right side of the page.
7. Before running the report, clear the **From** Date Field so there is no date restriction.
8. After clearing the date field, click **Run Report**.
9. Click **Export Details**.
10. Next to **Export File Format**, choose **Comma Delimited.csv**.
11. Click **Export**.

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SHARPERAGENT INSTRUCTIONS:

1. Go to **Contact Manager**.
2. Check the contacts that you would like to download, or choose **Check All**.
3. On the right side, choose **Download contacts**.
4. Select the fields you would like to download, or choose **Select All**.
5. Click the arrow button >> to move the fields to the column on the right.
6. Click **Done**.
7. Click the **Download** button.
8. Choose **Save**.
9. Title the file, and save it to your computer.

The file will be saved to your computer as a CSV file.



TOP PRODUCER INSTRUCTIONS:

1. Point to **Setup**, then **Data transfer/conversion**, and click on **Export data**.
2. Select **Search for contacts to export**, and click **Next**.
3. Perform a search for the contacts, highlight those to export, and click **Next**.
4. Select **Export selected columns** at the top of the window.
5. Highlight the columns to export, and click the arrow pointing to the box marked **Columns selected for export**.
6. Repeat until all desired columns for export have been moved to the right, and click **Start export**.
7. Select a file name and a directory on your computer's hard drive, and click **Save**.



ZIMBRA INSTRUCTIONS:

1. Click the **Preferences** tab.
2. Click the **Address Book** tab.
3. Click **Export as .CSV File** in the **Import / Export** area. The Choose Address Book dialog appears with a list of your address books.
4. Select the address book to export.
5. Click **OK**. An **Opening Contacts.csv** dialog appears.
6. Click **Save to Disk**.
7. Click **OK**.
8. Select where to save the file, and enter a file name. The default name is **Contacts.csv**.
9. Click **Save**.

Conclusion

The more strategic you get about your list, the better your mailings will perform. Test different strategies and tactics to see which gives you the best results, and repeat those efforts to maximize your ROI.

Don't forget to follow up with the people on your list. American Lifestyle magazine is a great icebreaker. You just need to pick up the phone and start calling. Be sure to make note of which types of articles and recipes each person on your list responds to, so that you can talk about them.

And remember, our marketing advisors are here to help.

NEED HELP BUILDING YOUR MAILING LIST?

Our Marketing Advisors have created a tool to make building and segmenting your list easier! Build your list using the tool, and submit it to your account.

[USE OUR MAILING LIST TOOL](#)



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