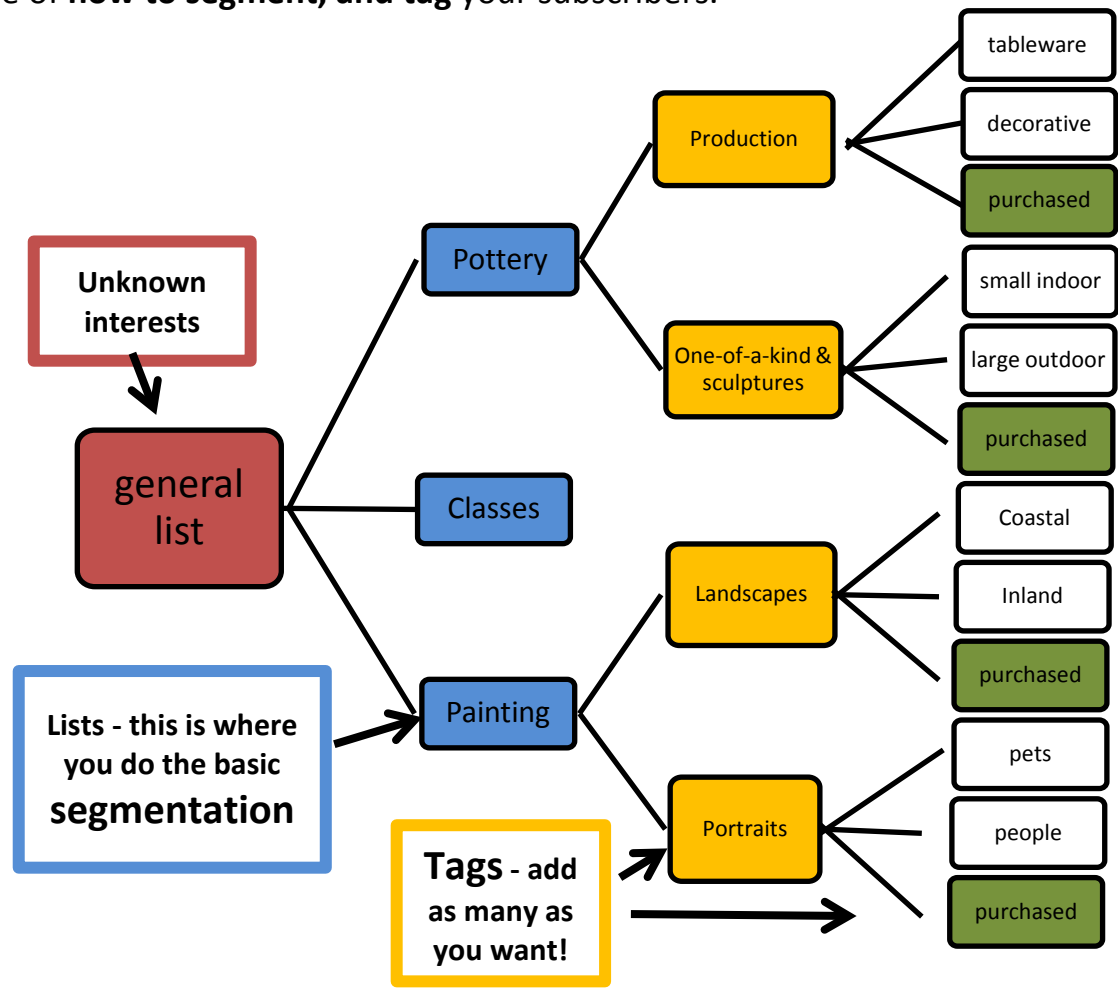


Sample of **how to segment, and tag** your subscribers.



If someone has collected a painting of crashing waves, what list would they be on? What tags would they also have to further identify their interest?

This is a just one possible scenario. You may have only one **list** for all art and another for all classes and and create multiple tags to break out the paintings from the pottery. Or you keep the above format and teach classes in both "painting" and "pottery", therefore needed tags for those. There is a good chance that anytime you send an email about an upcoming class, no matter what their tag is, they will likely want to know about either class. But the goal is to make sure you are sending info relevant to your followers.

The most important thing to understand about **lists** is that you can have as many and as few as you want to have and rely on tags to target your email marketing. The best is what keeps YOU clear on who your target audience is and focus on making sure the needs of each group is being addressed in your campaigns.

We have included a blank form - print out as many as you need to create a path to your successful segmenting and tagging.