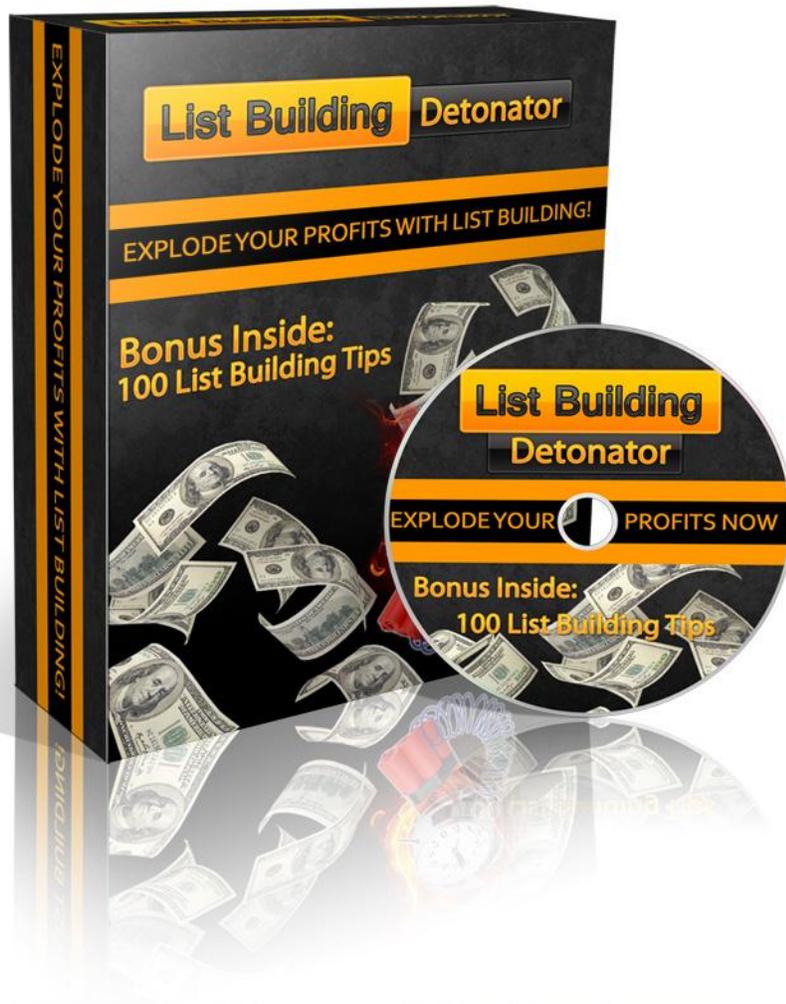


# List Building Detonator



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## Introduction

You finally realize that you need a good opt-in list. After reading countless articles and sought expert advices and have read many success stories of people creating a small fortune with opt-in lists you finally decide to have one of your own. Then it happens, you think you have known everything there is to know about opt-in lists and have followed their advices to the T and you still weren't able to make a profit.

In fact, you may be losing money. You may be hiring writers to help you out, or there are some expenses incurred, even if you have a big list, but only a very small percentage actually buys from you, you're still losing profit. You'll realize that after a few months when you see your statistics and sales figures.

So what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in. You chose a topic where you think could be quite popular and would earn you money. This just not the case. Just because you wrote people from the list doesn't mean they are going to buy instantly.

Here I will offer more advice, for those who have started an opt-in list and have failed, you can rejuvenate your failed venture. For those who are starting, here are three quick and easy ways to build a profitable opt-in list.

- 1) Get your customers to trust you and your products first. Just launching your opt-in list would not make you an expert and a believable seller. Put many articles first before you start an opt-in list. Write about the topic you know and have started and used for your site. Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs.

Join forums from other sites as well. Provide expert advices and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list. You can build a base as well with other forum users. You can ask them to join your list. Friends are always good

customers. Put up a link to your site so that they may be able to see what you're business is all about.

The certain truth is the money will only come in when the consumers and subscribers believe and trust in you. They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they don't know you.

2) Find a product or service that people want and need. Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on forward. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

3) Make friends with other opt-in list users. This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the internet to use, there is nothing like getting a firsthand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it. While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Building a profitable opt-in list don't just happen overnight. There are many preparations and effort to do. Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

In order to begin building a profitable email marketing campaign however, you will need to make sure that you have all of the essential tools that are required.

- 1) Auto Responder Service
- 2) Web Site or Web Space
- 3) Squeeze Page(Landing)

With autoresponder services like [www.GetResponse.com](http://www.GetResponse.com) and [www.Aweber.com](http://www.Aweber.com), you are able to set up an unlimited number of mailing lists, each one featuring customized code that serves as your opt-in box. By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics. There are also free alternatives out there, and there are some options for you in the resources section of this book.

There is a bonus section dealing with Landing, or Squeeze Pages that will help you with design, and subscriber conversion. With That Being Said....

Let Us Begin.....

## **4 Crucial Things You Need To Do To Build your List**

Online marketing may have developed a sudden surge these past few years, but many in the know how have felt its rise even from way then. As more internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business the business world.

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there also many ways that can spread the word about your sites subsistence in a more cost free way. One of this is Opt-in email marketing, also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take form in newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in marketing list.

From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list.

These are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase whatever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the

effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

There are many sources and articles in the internet available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and there different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them.

- 1) Put up a good squeeze page in your site that immediately follows the end of your content. While some may say this is too soon to subscribe for a website visitors application, try to remember that your site should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them off, they may just forget about signing up.

A good squeeze page for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This squeeze page will automatically save and send you the data's inputted. As more people sign in, your list will be growing. You can also buy squeeze page templates and alter them!

- 2) As mentioned in the first tip, make your site very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good programming in your site, make your graphics beautiful but don't over do it.

Don't waste your time making your site too overly large megabyte wise. Not all people have broadband connections, the faster your site gets loaded,

the better. Go for a look that borders between simplicity and sophisticated knowledge.

3) Provide good service and products. A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business always. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the more people will get to know about what you have new to offer.

4) Keep a clean and private list. Never lose the trust your customers have entrusted you. If you provide e-mails to others and they get spammed, many will probably unsubscribe to you. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

### **3 Quick And Easy Ways To Build A Profitable Opt In List**

Here I will offer more advice, for those who have started an opt-in list and have failed, you can rejuvenate your failed venture. For those who are starting, here are three quick and easy ways to build a profitable opt-in list:

#### **1) Get your customers to trust you and your products first.**

Just launching your opt-in list would not make you an expert and a believable seller. Put many articles first before you start an opt-in list. Write about the topic you know and have started and used for your site. Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs.

Join forums from other sites as well. Provide expert advices and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list. You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what you're business is all about.

The certain truth is the money will only come in when the consumers and subscribers believe and trust in you. They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they don't know you.

#### **2) Find a product or service that people want and need.**

Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on

forward. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

### **3) Make friends with other opt-in list users.**

This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the Internet to use, there is nothing like getting a firsthand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it. While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

**Important! Building a profitable opt-in list doesn't just happen overnight.** There are many preparations and effort to do. Opt-in lists are built from *scratch*, as your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you

## **4 Ways To Get Your Opt In Subscribers To Trust You Quickly**

While the rest of the world have developed many barriers and protections to keep their e-mail accounts spam-free, there are also those that subscribe to mails that promotes their products, services and their site. This is mainly because these subscribes wants to know more about what these sites are offering and can be beneficial for them. They expect to get be kept posted on what they are interested in and what are new in the market or field they have chosen.

Businesses would be so lucky to have these kinds of customers; the basic element needed to get these types of people is trust. When your customers trust you they will reward you with their loyalty. Many internet users have gone to great lengths in protecting their email accounts from spam mail. Some free-mail internet providers and internet service providers offer spam protection while there are also some internet based companies that screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through.

Your intended recipient will be able to read and view what you have sent making it a successful transfer of information. To be able to be allowed to do so, you will need permission from your recipient, to get this permission; you need to be able to get their trust. With the great lack of disregard for privacy in the internet, getting the trust of an internet user you don't personally know is a big achievement.

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get spelling more profits. Its easy math if you thin about it.

Getting the numbers is not that simple though, or maybe it is?

- Getting the trust of your clientele shouldn't be so hard especially if you do have a legitimate business. Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Ell, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball payers become coaches, you don't really venture into something you don't have any interest in.
- Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if your into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.
- Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you're a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the other shave experienced from you, so make sure to be consistent in the service you provide.
- Another tip in getting a customer to trust you quickly is to provide them an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service when ever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients don't lose that trust. Because if you do anything with their email addresses like sell them or give them out, you will lose many members of your list as ell as potential members. The true quickest way to gain the trust of your subscribers is

when you are recommended by someone they trust.

## **How To Build A List Of Eager Subscribers**

Every online business provides great service to generate satisfaction among their customers. As each and every customer receives satisfaction over their products or the services they get, there is a great chance that they will become a return customer and buy again. Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list. This is a list where in website visitors agree to be sent promotional materials such as newsletters, catalogs and such that could keep them updated about your site or the niche of your site. These promotional materials are sent via e-mail to the members of the list in different time intervals.

When using e-mail as the media of your marketing and advertisements, you eliminate the need for high costs. Email is free and if you can manage to make your own promotional advertisements you can also save a bundle there. With an opt-in subscribers list, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted. They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your products, new products and services as well as any promotions and special deals you are having.

There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also aware that a subscriber may unsubscribe when they feel that they are not getting what they want or expected. Make sure that they are satisfied with your opt-in marketing strategies and keep them excited in receiving your newsletters and catalogs. Here are some

tips that can help you build a list of eager subscribers.

Make your promotional materials interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about. For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door possibly that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for, these way, you stay one step ahead of them all the time and you will be their bearer of new tidings. They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide articles that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Are you wary about this because you don't like writing? No problem, there are many professional and experienced article writers that can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an E-book to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this e-book with everyone, even other sites; just make sure that they don't change the links in the e-book that will lead people to your site. If you want, you can always get some people to write it for you just like your articles. Your investment once again will be covered by the great marketing

this will generate.

Add e-coupons in your newsletters that will help them avail to special discounts. Put a control number in your e-coupon so that they can only be used once. When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to receive them. Just don't flood your mailing list with mails so that you don't annoy your subscribers.

## **How To Grab Your Readers Attention With Your Subject**

The race for supremacy in the internet based businesses has been really heating up and many sites have been put up to help others to get ahead for a small fee. But there are also ways in which you don't have to pay so much to make yourself a good list of loyal followers. Having a satisfied web traffic and visitors allows you to put up a foundation wherein you can build an opt-in list and make it grow from there.

An opt-in list allows you to provide newsletters to your subscribers with their consent. When people sign up, they know that they will be receiving updates and news from your site and the industry you represent via an e-mail. But that doesn't mean that all of those who subscribe read them at all. Many lists have been built due to an attachment with free software or for a promotional discount and such. Some are not really interested in receiving e-mails from companies and just treat them as waste of cyberspace and delete or trash them without so much as opening the e-mail and scanning them.

You can change all that. While forwarding an email message is relatively after producing your newsletter. Getting people to open them is not as easy. You don't want to waste all the time and effort used in making the newsletters, you want people to read them and have their interests piqued. Interested enough to go to your website and look around and most especially purchased and acquire your products or services.

One of the numerous ways you can tempt or persuade your subscriber is by providing a well thought out and well written subject. The subject of an email is what is often referred to when a person or a recipient of an email decides whether he or she wants to open or read an e-mail. The subject could easily be regarded as one of the most important aspect of your promotional e-mail.

Your subject must be short and concise. They should provide a summary for the content of the e-mail so that the recipient will have basic knowledge of the content. This is really vital in grabbing the attention of your readers

and subscribers. You want your subject to instantly grab the attention of your subscriber and get them to be intrigued to open up your mail. Remember, it is not necessarily true that a subscriber opens up subscribed mails.

A good subject must always be tickling the curiosity of your recipient. It must literally force the recipient to open the mail. A certain emotion must be ignited and get them to open the mail. It is essential to use specific words to get the reaction you need. Keep in mind that the recipient or subscribers spends only a few seconds looking over each subject of the e-mails he receives. You must grab your reader's attention right away.

There are many forms you can use for your subject. You can provide a subject that says your e-mail contains content that teaches them tips and methods on certain topics. An example of this is using keywords and keyword phrases such as, "How to" , "tips", "Guides to", Methods in and others like that.

You can also put your subject in a question form. These may include questions like, "Are you sick and tired of your job?" Or "Is your boss always on your case?" Try to stay on the topic that pertains to your site so that you'll know that your subscribers have signed up because they are interested in that topic. This form of subject is very effective because they reach out to your recipients emotions. When they have read the question on your subject, their mind starts answering the question already.

You can also use a subject that commands your reader. Statements such as "Act now and get this once in a lifetime opportunity", or "Double, triple and even quadruple what you are earning in one year". This type of subject deals with the benefits your company provides with your product and services.

You may also use breaking news as your subject to intrigue your subscriber. For example, if you deal with car engine parts you can write in your subject, "Announcing the new engine that uses no gasoline, It runs on water". This creates curiosity with the reader and will lead them to open the mail and read on.

## **How To Get Your Subscribers Begging For More**

Just as an experiment, a friend of mine subscribe to ten different opt-in e-mail marketing lists to see which ones are effective. Many websites and online businesses have resorted to sending promotional materials to people who have subscribed to them in an effort to boost their sales or traffic. Opt-in email marketing sends newsletters, catalogs updates and many more promotional materials to website visitors who have agreed to be updated whether monthly, weekly or semiannually.

Through e-mail, an internet user that is on the list will receive their updates through email. If a promotional material piques their interest they will go to the site to learn more or to purchase outright. For the website operators or owners, this is a chance to remind their list of their existence and parlor their wares. With the numerous sites in the internet that offers the same products or services in one way or the other, the competition can get pretty tight and it is easy to be forgotten.

Back to my experimenting friend, he tried to find out which opt-in marketing strategies grabbed a person into begging for more. Some would send in very simple fashion, some would very outlandish while there are some that would just lie in between. The differences could easily be noticed and some have gotten the idea of an effective opt-in marketing strategy. He dubbed them effective because he felt like he just couldn't wait to go their site and learn more, the more persuasive ones even got him halfway to reaching for his wallet and to his credit card before he realized this was only for an experiment.

Many companies and site present their promotional materials in a wide variety of concepts. Each has their own distinctive style and designs, but more than the outline and the presentation, the content and the articles are what keeps the attention of your potential customer locked on to your opt-in marketing medium. Creativity is the key here.

From talking to many satisfied opt-in list subscribers and forums, I have

learned of what is essential in opt-in marketing and what makes the subscribers begging for more instead of lining up to unsubscribe.

Keep your promotional materials light, creative and original. Many people are stressed out as it is. Getting a stuffy business proposal rather than a light hearted e-mail may just agitate them more. A warm friendly smile or banter is always more welcome than a serious business meeting or proposal. While you do want your customers to take you and your products and services seriously, you also want to show them that you know how to have fun.

Splash some color in your emails as well as provide some photos and articles that can be related to you but show good news or good light hearted images as well. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials eye catching and grabbing that they won't be able to take their eyes off them. Pique their interests.

Have good content and article, even if it means investing in an experienced and professional copy writer to write them for you. An effective copy writer should be able to build trust between you and your customers. They should be able to establish your credibility in what they write. It must be informative but not too stuffy. Let go of the professional jargons and "talk" to your recipients.

A good article and content should be able to outline the benefits of your product and services and why they need what you are offering. But do not look to be overeager and too persuasive. It should be able to entertain as well as lead them to buying from you.

Your promotional materials should be clear. Don't leave people guessing. You should lead them to you and not vice versa. Explain to them what they need to do in a manner that won't be confusing. Try to anticipate also what your target client needs. Do your research and information gathering, many sites will be able to help you with that.

Provide clear and crisp images of what you are offering. If the people know what you have for them, they are more likely to beg for more. For example, if you are selling a car, provide them photos but only enough to encourage

them to go to your site for more.

## **Can You Really Use Articles To Build Your List?**

Getting customers in your site should always be ranked as high as the importance of the quality and the excellence of the product and the services you provide. They should go hand in hand in providing your customers the satisfaction they get in exchange for the money they have paid for them. Customer service should as well be as fantastic so that the customers are provided with the same satisfaction.

One of the ways you can combine marketing and customer service is through opt-in marketing. With an opt-in list you get the opportunity to introduce your site and products on a good time basis. Opt-in marketing strategy is a marketing strategy that is virtually low cost and not time consuming. Here, you get the consent of your website visitors to subscribe to your newsletters and other promotional materials such as catalogs and free promotions.

Opt-in marketing uses your list of subscribers to send e-mail to. These e-mails will contain the materials you will send to your subscribers. It is essential that you present your promotional items in a manner that will catch the interest and the eye of your subscribers to keep them wanting for more. The best way to do this is to provide fun, entertaining and informational articles.

Well written articles full of content and useful information will help in building your list as more subscribers will be enticed your list. When they have read the samples of your contents in your sites, they will be intrigued as to what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next.

Many sites and companies have captured the importance of articles and this also aids in search engine optimization. As more people are heading towards the internet for their information needs, serving the right information to them via articles in your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit.

There have been the rise for the importance of well written, information enriched and keyword packed articles for the content of their site as well as for newsletters. These articles provide the information many are seeking in the internet. If your site has them, more people will be going to your site for information and research.

Well written articles would also boost your sites reputation. If they are filled with many information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they will always come for you for their needs on that subject.

In connection, you must write articles or commission them to tackle subjects that are closely connected with your type of business. If you have a site for a medicine tackling a certain disease, your articles must be about the diseases. Or if you sell materials for home improvements provide articles with those themes. Most articles searched for are tips, guidelines, methods, manuals and such. If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice as well as for your products.

With the loyalty of these customers, they may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers for that need, they will be happy to be receiving your newsletters as well as other promotional materials to keep them well informed. Others may even forward your newsletters to other people when they find a certain article interesting.

You should provide links in your newsletter so that when other people are reading it and wants to read more, they may click on the link and go to your site. With the articles you have in your site that are good, they may decide to sign up as well for your opt-in list. This will build your list and make it bigger.

Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good

articles for your site and newsletter. If you are not interested in writing them or if you just don't have the time, there are many available well experienced and knowledgeable writers available to help you out. This is an investment that will pay for itself in time.

## **5 Things To Consider When Publishing A Newsletter**

Providing a newsletter for your opt-in list subscribers provides many benefits in terms of driving traffic into your site as well as boosting the sales and profits of your site and company.

This is a marketing ploy that will not hugely dent your marketing budget and will not also require many man-hours in developing this project.

With a newsletter, you can inform the public about your company and products as well as services. You can keep them posted and updated about what's going-on with your company as well as many of your promotions and offerings. With these, you keep on reminding your subscribers that you are still here and is willing to offer them good deals and services.

Newsletters also allow you to impress your subscribers. It can show your expertise and knowledge about the topic at hand and the many benefits you can offer them. When you impress people, they will become potential customers and another great thing is that they can recommend you to their friends, colleagues and family. All of them could very well be customers in the future.

If you do not have a newsletter or publishing one for your site, then you may have to consider about researching and be well informed on how to publish one. It is not as easy as it seems but if and when you get the right idea and process, it will be smooth sailing from there on. Try to take the time to learn what you need to learn and get that newsletter ready and good to attract subscribers to your newsletter as well as traffic to your site.

In the next few paragraphs, I will provide you with some things to reflect on when you decide to start your own newsletter for your site. Here are five things to consider when publishing a newsletter.

- 1) Make sure that the content of your newsletter pertains to and closely associated with your business or the theme of your site. Do not dwell too

far on what could be regarded as your field of expertise. You have started a site and your theme for your site will always be something you are knowledgeable about. For example; if you have a site that sells auto car parts, your newsletter must contain articles or content like photos that pertain to cars, auto parts and such. You may also include content about your company and your staff. Remember that visitors of a certain site are there because they are interested in what the site has to offer. If they sign up for an opt-in list or for a newsletter this means that they want to be updated for that certain theme or subject. Be sure that when you publish your newsletter you are providing for the need of the subscriber as well as their interests.

2) Ensure that you have well written, information riddled and content rich articles. Your articles will be the body of your newsletter and that they should be able to excite your readers as well as provide information. Articles should be well written and checked for errors such as spelling and grammatical errors for it to look professional and believable. The trust of your client to you and newsletter is at stake here.

3) Fact-check your articles. Make sure that you provide true facts and figures so that your reputation as an expert and knowledgeable in that field is not questioned. If you lose the trust of your subscribers these may persuade them to unsubscribe to your newsletter. You will lose many potential sales this way.

4) Provide fresh and new articles that can provide new information to your subscribers. If you publish stale and old news in your newsletter, there is a tendency that people or your subscribers already have read and known about them. This will lose their interest in your newsletter and they won't get to read what is most important, your ads. They may not open or read any of your succeeding newsletters losing your intention in writing and publishing newsletters, to get them to visit your site and make a purchase.

5) Never use copyrighted materials such as photos and articles. This is outright plagiarism, you may get into a lot of trouble for this. You can lose your business and get sued over copyright infringement. If you do not have the time to write your own articles, there are many willing and able professional article writers that can do it for you for a reasonable fee. All your investment in writing and publishing articles will be well worth it when you see your list build up and your traffic increasing.

## **The 3 Things To Avoid When Emailing Your List**

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways you can make people subscribe to your list, there are also some things you must do to avoid subscribers from wanting to get off from your list.

Aside from that, you also want to avoid any problems with the law and your internet service provider or ISP. There are now many laws and rules that are applied to help protect the privacy of the internet users from spamming and unwanted mails. With the popularity of the electronic mail as a medium for marketing because of the low cost, many company's have seized the opportunity and have flooded many people's e-mail accounts with promotional mail.

But, with an opt-in list, you avoid this annoyance because people subscribe to the list; they want to receive the newsletters and promotional materials. They have consented to being on the list by subscribing themselves, just don't forget to put an unsubscribe feature everytime in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the real owner didn't want to subscribe.

It is essential that you keep your list clean and manageable. Arrange it by using the many tools and technologies available for your opt-in list. Do not worry; your investment in this marketing strategy is well worth it with all the coverage you will get which will likely be converted into sales then to profit.

Keep yourself and your business out of trouble and potential run-ins with the law and the internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessman and a legitimate site depends on your being a straight and true marketing strategist. As a tip, here are three things to avoid when emailing your list.

- 1) Take notice of your unsuccessful sends. These are the e-mails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient.

There are bounces that happen or occur because the server was busy at that time but can still be delivered in another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already.

Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

- 2) Always provide an unsubscribe feature in your site and an unsubscribe link in your mails. When someone in your list files a request to be unsubscribed, always take that request seriously. If you don't take them off your list and keep sending them your e-mails, you are now sending them spam mail.

When you are reported as a spammer, you and your business can get into a lot of trouble. You can be reported to the authorities and maybe blacklisted by many internet service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

- 3) Do not provide pornographic or shocking and disturbing content in your newsletters. It is hard to decipher the age of the recipient and many complaints may stem from these. Controversial issues also are to be avoided to not be branded by your subscribers. Stick to the nature of your site and business.

Always remember these tips in this article so that you can have a healthy

relationship with your subscribers as well as be kept within the boundaries of what is allowed in sending mails to an opt-in list.

## **6 Ways To Make Money Using Nothing More Than Your List**

An opt-in list can be quite crucial to any site or internet based company.

Even for a small venture such as a niche profit site an opt-in list can make a world of difference and also add some extra income for your pocket. Rarely would you see an e-commerce site, big or small, that is without an opt-in list.

An opt-in list allows for a company to market their wares and site via an e-mail. With an opt-in list, a site and a subscriber consents to sending and receiving a newsletter from your company. Through this, you can keep your subscribers abreast of what is currently available in your site as well as whatever is coming out.

And because there is mutual consent between the two parties, any mail sent to the list is not considered as spam mail. There is a great number of successfully read promotional materials such as catalogs, newsletters and such that are sent because the subscribers themselves have signed up for them, meaning, they do want to be sent those items.

Building a list is crucial, only a small percentage actually subscribes for an opt-in list. Many people find promotional mails annoying but if you provide a good newsletter or promotional material, you will see your list build up and grow. You can also achieve this by having good content on your site. If people like what they see and read on your site, then they surely would want more. Newsletters would be a way to attract them back to your site. A little teaser or appetizer if you will.

But other than marketing your wares and your services, an opt-in list can also be used to earn extra profit. Not all lists can be used though. It would be good to first build a successful list with a huge number of subscribers. The more subscribers you have, the more money you can get. Here are seven ways to make money using nothing more than your list.

- 1) Place advertisements. There are many corporations who will be

willing to pay to put their banners and ads on a list with many subscribers. Selling or renting out lists is not a good idea so rather than doing that, many companies would just rather place ads with lists that have a huge subscriber base. Your newsletter could be placed with many ads and each one spells money.

2) Have affiliations with other companies that have at least a semblance or relation to what your site is about. Here other companies will provide links and brief descriptions of what they offer, products and services. With every click made on the link that directs or leads a subscriber from your list to their site, the company will pay you. This P4P or pay for performance.

3) Make deals with other companies by asking for a small percentage of sales done through your list. With every sale done by customers that have come from your list and have gone there because of your newsletter, the other company will pay you a small percentage of your sales. The more people who buys from them, the more earnings you get.

4) You may also get products from other sites on a consignment basis and sell them to your list via your newsletter. Place descriptions, articles and photos of the product in your newsletter. There will be those who will buy from you and when that happens, you can order the product from the other site and sell it to your buyer.

5) Sell e-books or a compilation of your articles on your list. Manuals and how-to articles are in great demand. Many people will be willing to shell out money to gain knowledge about a certain topic and subject. With your existing list trusting your expertise in that area, an e-book could be offered and sold or used as an incentive.

6) Create a network out of your list. Get people to invite more people to view your site and subscribe to your list. The larger your list is, the more

people will be able to click on your links and affiliate links as well as make your advertisement rates higher.

Subscribers are willing to pay for information if they know that it can be trusted and relied upon. Use your list to get more and more people to subscribe to you as well as browse your site. Lastly, you can use your list to earn money by making them your partners. Your list will be the bloodline of your growth and increase

## **Bonus Section**

### Landing Pages

## Introduction to Landing Pages

Before you begin the attempt to build a successful list or create a powerful sales page, you will want to start with a rigorous introduction to landing pages. In stark contrast to undifferentiated, unfocused home pages, landing pages focus specifically on capturing leads for a newsletter or making sales for a specific product – and make no attempt to give visitors a different option.

Another common word that is often used to describe landing page, is “**squeeze page**” (or “**lead capture page**” in some circles). A squeeze page is a page designed to get names and email addresses. Usually, however, a squeeze page is usually a smaller type of landing page, which usually has an opt-in form in sight when the page loads.

So what is important to learn in an introduction to landing pages? First, it is important to recognize that all successful marketers use these. If you plan to sell a product over the Internet, you will want to use one, too, rather than relying on sidebar opt-in forms and unfocused pages that do not convey a single point and a single call to action.

Another important thing you will want to take away from this introduction to landing pages is that every landing page contains the same parts and is focused on a SINGLE goal – getting the visitor to become a subscriber or buyer.

These parts are as follows: an opt-in form (or sales prompt), a brief or lengthy introduction, a picture of the list/product owner, the signature of the list owner, and a call to action (or multiple calls to action).

Determining which model will work best for you can simply only be done through testing. While many boast a conversion and attribute it to the shortness of their introduction (many will be one short paragraph), otherwise will boast a high conversion rate because they use lengthy, thorough, and compelling copy.

If there is anything you absolutely must take away from an introduction to landing pages, it is that you cannot create a landing page or squeeze page that isn't focused.

## **The Landing Page System**

The landing page system provides a uniquely powerful system through which you can derive profit from multiple streams. This article will briefly discuss some of those different streams – and how you can manipulate them.

Let's start with the landing page itself: all traffic is sent to the landing page. From there, it will have a number of options, depending on what you have given them. Many marketers suggest that your landing page should always be an opt-in form. Others will suggest that it should simply be a sales page.

Whether it's a free newsletter or a product for sale, the landing page system you create should include a “one time offer,” which will compel them to take action – subscribe, buy, etc.

Once they subscribe or buy, the landing page system you create should then re-route them to a thank you page, which opens up more means through which you can up-sell. One quick way to up-sell is to simply include advertisements on your thank you page for related affiliate products or for your own products. Here, again, you will want to give them a one-time offer.

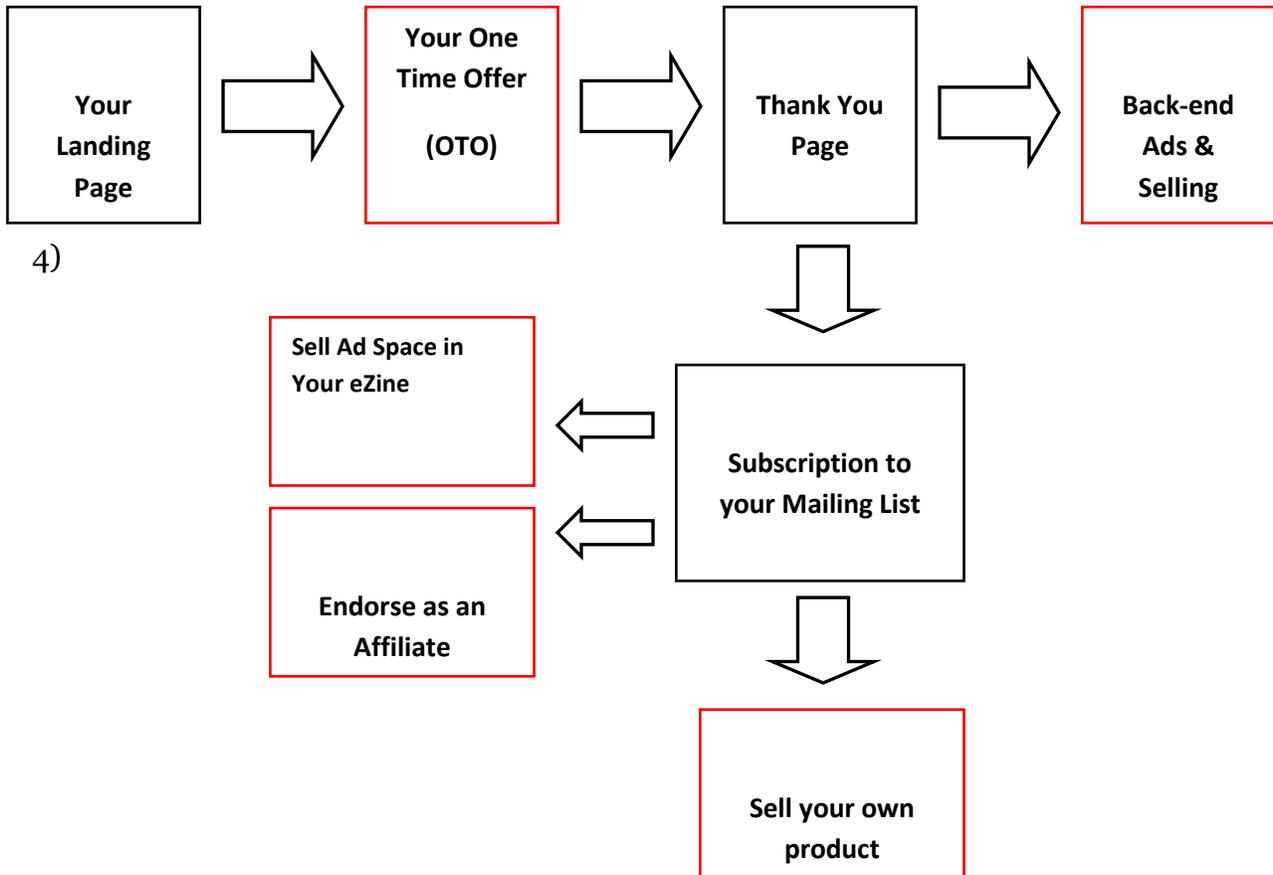
Also, if you haven't yet asked them to join your mailing list, this is where you should do it – on your thank you page. Once they opt-in to your list, you now have a whole new option you can use in conjunction with the landing page system to generate revenue.

One such option is selling ad space in your newsletter or e-zine. The more people you have reading your newsletter, the more you can generally charge for ad space; however, you will want to avoid overselling to your list to ensure your advertisers actually make money.

Your next option is to endorse a product as an affiliate. You can tell your subscribers how someone has just created a brilliant product – and you can offer it to your subscribers through an affiliate link. You may even want to use other products you have as bonuses to give them something extra.

The last and most profitable way in which you can generate revenue through your newsletter is by creating and selling your own products to them.

It is important to note that you don't have to use all of these means to generate revenue; however, the more you use, the more you earn in general.



## **What You Need Before Getting Started**

Before you get started building your landing page, you will need a number of things to a) make your offer actually have a point; and b) facilitate the creation of your landing page.

One thing you absolutely must have before you get started is an auto responder. Without any auto responder, you are tossing potential bags of money in the garbage. Rather than creating a relationship with customers and potential customers – and giving yourself the opportunity to attempt future up-sales -- you're allowing them to leave and never return.

In addition to an auto responder, you will need to have an actual offer that people want to buy. You may want to develop a product, such as an E-Book or a piece of software.

If you don't have the skills to do either, you can always hire a professional to do it for you through [Elance.com](http://Elance.com) or [Guru.com](http://Guru.com). You will then either want to sell this product and attempt to get subscribers from your thank you page – or you will want to get subscribers by offering the product for free (which is what many Internet marketers now do).

Another thing you absolutely must have before you get started is a check out service. You may want to consider [Paypal](http://Paypal), [Click Bank](http://Click Bank), or [2 Check Out](http://2 Check Out). All of these services will allow you to make transactions quickly.

Another thing you must have before you get started is a set of graphics, which usually includes a graphic header, a check out button, background wallpaper, and a half-decent picture of yourself. You can probably provide

the picture of yourself, but you might want to hire a professional to do the rest.

Another thing you will need before you can get started on your landing page is some way in which to create a realistic signature.

<http://www.vletter.com> is probably your best bet; but, if you're on a budget, you may want to opt for simply using a word processing program.

## **Planning Your Landing Page Theme**

Perhaps the most important part of creating a landing page is planning your landing page theme. How you select your theme, of course, will all depend on **how you plan to generate traffic**.

If you decide to generate traffic through search engine optimization, planning your landing page theme will entail finding phrases within your niche which have a high demand (aggregate search value) and a low supply (small amount of competing sites) and then creating multiple landing pages, each which is optimized around a different phrase.

If, on the other hand, you decide to generate traffic through pay per click (PPC) programs, such as [Adwords](#), planning your landing page theme will again entail tuning a number of different pages to fit the keywords you are purchasing.

This is actually where most people fail when they create a landing page: they don't tune it to fit a specific audience. For instance, in the case of a squeeze page for a newsletter, they might start a newsletter about toys, but they only create one landing page and send all traffic to it. This is a big mistake.

Chances are, if you create a quality product or newsletter, it can benefit a number of people. So why not communicate the exact benefits they will derive from subscribing or buying?

If, for instance, you have a newsletter about Legos and toy blocks, so you group it under the loose heading of “toys,” a visitor who is looking specifically for information about either Legos or toy blocks will click off

your page if they don't see the direct connection to the exact topic for which they were searching.

Instead, you will want to setup a page centered around Legos and a page centered around toy blocks. On each page, you will want to communicate the specific benefits to joining the list for each of those groups of visitors.

Going one step further, in addition to planning your landing page theme, if you are creating a landing page for a newsletter, you may also want to segment your list, so you can send information specifically about Legos to those who request it – and information about blocks to those who request it.

## How to Write a Landing Page that Converts

Most people have no (or simply the slightest) idea how to write a landing page that converts. Instead, they slop together elements that they have seen used in other landing pages – but usually do not put them together in the same way the owner of the successful landing page did.

**One major problem is copy.** And that's fine. Not everyone is going to be an excellent writer – never mind a copywriter. But as someone selling a product or trying to build a list, it is important that you know your strengths and weaknesses – and that you either spend the time to overcome them or hire someone else to do it for you.

With copywriting, for instance, it is important to use a mix of compelling sales points with powerful psychological triggers. Most people who create a sales page miss either one or both of those elements.

For instance, they might concentrate so much on building hype that they don't actually explain what solution they are providing – and for whom they are providing it. If I don't have a specific problem that your product solves, why would I buy it? I wouldn't.

Now, **if** they fail to sprinkle in psychological triggers, such as “scientifically proven,” “guaranteed,” and “shocking,” no one will feel compelled to continue reading, as the benefits will have a low or average perceived value.

In addition to these two problems, some sales pages lack coherency and direction. The copy looks amateurish and it doesn't slowly grind forward, breaking down the visitor's resistance to the sale – and compelling him or her to buy more and more at each sales point.

Additionally, if there aren't multiple calls to action – another form of psychological trigger – then a potential visitor might never feel compelled

enough to pull out his or her credit card on the spot and make the purchase.

In addition to careful copywriting, there are other important things you must take into consideration when writing a landing page that converts. For instance, it is important to build a compelling case for a time-bound offer.

Now, this doesn't mean you have to invent fake deadlines and constantly revise them each week. This is a good way to guarantee your complete loss of credibility in the shortest amount of time possible.

However, when planning your copy, you will want to make sure that you constantly urge the reader to act immediately by inserting a number of “calls to action,” as I've mentioned previously.

You may want to consider using fly-ins or pop-ups to create more urgency – or to make a time-bound offer. Perhaps you can use a countdown to build urgency (i.e., when someone arrives at your landing page, they have five minutes to purchase the product at the lowest price).

Now, if you're creating a squeeze page, you might want to employ slightly different tactics. Rather than building a compelling case with multiple triggers and calls to action over the course of 1000 words, you may want to simply condense that all into a compelling headline and one paragraph of “benefits.”

For a completely free-to-join squeeze page, you more than likely won't have a considerable amount of resistance to joining, unless the visitor:

- a) **Doesn't see any benefits;** and
- b) **Suspects that you will sell their email address** to spammers.

Both of these problems are relatively easy to overcome. In your headline, simply state the exact benefits they will receive for joining – as always, mixing in psychological triggers.

In your first paragraph of copy, give them a compelling reason to join now (i.e., the price might go up, the list might become private, you'll get this amazing report)

Now, to overcome the second problems, simply include a short line under your opt-in form that explains that you will not – under any circumstances – spam them or sell or give away their email address and name.

## **Tips on Increasing Your Landing Page Conversion Rate**

There are three major ways in which you can create your landing page conversion rate. All landing pages created by professionals usually include these three elements at a few others.

The first way in which you can increase your conversion rate is **through personalization**. This is usually done in two ways: the first way is by providing a photo of yourself. The second way is by adding your signature to the bottom of your landing page.

This radically increases visitors' trust. Most people who resist buying products online do so because they're weary of getting scammed by a faceless liar, who won't be around when they need help or when they need to return the product.

**Tip:** By adding your picture and signature, you can significantly increase a gain in your visitors' trust. □

Another way in which you can increase your landing page conversion rate is by **using black text or a white layout**. Regardless of what anyone tells you, this is one of the easiest ways in which to make your page look professional, rather than pathetic or desperate.

The third way in which you can gain trust is by **offering something for free**. This is generally what you will do if you're using a squeeze page to generate leads: you'll offer a free report or five-day course – and then use that to generate leads, which you will later up-sell or generate revenue from via affiliate sales. Why is this technique so effective?

Quite simply because it allows them to judge your work and ideas before they actually have to pay for them. Additionally, **it builds trust**.

In addition to these three general ways in which to increase your conversion rate, you should always guarantee a product. If you sell through Click Bank, you actually won't have a choice.

But if you're using Paypal or some other check out (Credit Card processing) program, you will want to make sure you clearly state that customers can return your product for any reason within a given period of time after the purchase.

Follow all of these steps and you will significantly increase your landing page conversion rate.

## Driving Traffic into Your Landing Page

Driving traffic into your landing page – it *sounds easy, doesn't it?* Well, it's not. And no matter how great your landing page is, it won't matter if no one ever reads it. Furthermore, if everyone in the world other than your target audience reads it, it also won't matter. This is why you need to find media through which you can drive targeted visitors to your landing page.

One way in which you can drive traffic to your landing page is through natural search engine optimization. This is the slowest process, but it is also one of the best ways to ensure a **continually increasing** stream of traffic over time.

Generating natural search engine traffic generally entails getting links to your site. While reciprocal linking was once the best strategy, experts now believe that major search engines are devaluing reciprocal links in favor of one-way links and triangular links (which search engines can't really detect).

Another way in which to get natural search engine traffic is by optimization your website for certain key phrases. You can do this by creating pages that specifically focus on one keyword on your given niche. You can then set the page extension to that keyword and optimize the content at a 1.5% density for that keyword. You will also want to use it in header and title tags.

Now, in addition building natural search engine traffic, you will want to consider using pay per click advertising. You can do this by opening an account with Google Adwords.

As mentioned earlier, successful Google Adwords campaigns do two things: they group keywords into multiple, small, related groups – and they send leads to multiple, tweaked landing pages.

This means you will have to start with some careful keyword research; and you will then have to alter your landing pages to match that research. These are some of the most commonly used tools for driving traffic to a landing page; however, they are not always the most effective.

Now, both of those methods can be effective, but they both usually have rather high barriers to entry and require a lot of work.

Luckily, you do have another option: human connections. And this is where most Internet marketers fail. They don't realize the power of human connections because they are so caught up in the idea of making transactions and collecting massive checks without having to deal with customers and clients.

One quick way to get traffic through human connections is a joint venture. You can enter into a joint venture by compiling a list of possible “partners” - or people who might be able to assist you in some mutually-beneficial way. This list might include other list owners in your niche, site owners in your niche, and experts.

There's only one important thing you should keep in mind when contacting joint venture partners – and that is to make it as quick, easy, and beneficial for them as possible. If they have no incentive for doing it, they probably won't even reply to you. And if it isn't easy, they'll accept other joint venture offers over yours.

Another way in which you can drive traffic to your landing page is through blog and forum posting; however, it is important that you do not spam, as many businesses do. Instead, actually participate on the forum, provide people with something of value; and, after a while, post your product in your signature – and try to network with people on the forum who work in similar fields.

Your approach to blog posting should be similar. Include a signature file that links back to your landing page, but don't spam. Instead, post useful comments. This is not only more ethical, but it is plainly more effective. Spam gets deleted. Good comments get praised, inducing people to follow your link and check out your products.

Next, use these 100 List Building Strategies below to get more subscribers to your opt-in lists!

## **100 List Building Techniques**

### **1. The "Specific Date" Technique**

Tell your potential subscribers they will get a free bonus for subscribing before a specific date. Tell them the bonus won't be available after that date. You could also say they need to subscribe before midnight or the end of the day.

### **2. The "So Many Minutes" Technique**

Tell your potential subscribers they will get a free bonus for subscribing in so many minutes. You could have a timer running down the time on your opt-in form. If they really like your bonus, they will subscribe before the time runs out.

### **3. The "Here's Your Lesson" Technique**

Tell your potential subscribers they will get a free e-course for subscribing. You could just publish each lesson on a daily autoresponder series. People like to take courses one lesson at a time. You could even include an ad with each lesson.

### **4. The "E-Report" Technique**

Tell your potential subscribers they will get a free e-report for subscribing. You could write up a 5 to 12 page e-report that your subscribers would really be interested in. You could have it ready to download in PDF format on your "thank you for subscribing" page.

### **5. The "Tease Me" Technique**

Tell your potential subscribers they will get a free sample chapter of an e-book you are selling if they subscribe. People like to get a sneak preview of

products before they buy them. Even if they don't buy your e-book, you'll be able to sell them something else in the future.

#### **6. The "Great Deal" Technique**

Tell your potential subscribers they will get a coupon or discount to one of your products for subscribing. People love getting a good deal and all they would have to do is opt-in to your list or e-zine.

#### **7. The "JV Discount" Technique**

Tell your potential subscribers they will get a coupon or discount for someone else's product if they subscribe. You could set up a joint venture deal with another information product seller. They would get sales and you will build your list quicker.

#### **8. The "Worth It?" Technique**

Tell your potential subscribers how much the free bonus for subscribing is worth. People will feel like they are getting a great bargain for opting-in. You could list the retail price or what other people are selling it for.

#### **9. The "Virus" Technique**

Tell your potential subscribers they will get a free e-book for subscribing. You could also include your e-zine ad in the e-book and allow them to give the e-book away or offer resell or master resell rights. It will become a viral marketing tool for your list.

#### **10. The "Swipe Them" Technique**

Tell your potential subscribers that they will get the private label rights to the articles or content of your list if they subscribe. People will be able to read and use your list content as they wish. There is a huge demand for private label content these days.

**11. The "Republish It" Technique**

Tell your potential subscribers that they can reprint or republish the articles or content of your list if they subscribe. People will be able to read and use your list content with your resource box included. You could include your e-zine ad under each article they republish.

**12. The "Future Goals" Technique**

Tell your potential subscribers the goals they will accomplish by subscribing to your e-zine. You could tell them how your information or content will help solve their problems, improve their life or get over their obstacles.

**13. The "Future Problems" Technique**

Tell your potential subscribers the goals they won't accomplish if they don't subscribe to your e-zine. You could tell them how not reading your information or content could cause future problems or make their life worse.

**14. The "Prize Fest" Technique**

Tell your potential subscribers what prizes they could win by subscribing to your e-zine. You could tell them that you will randomly select a subscriber every week to get one of your products for free. Also, you could have them complete a certain action to be in the contest.

**15. The "Las Vegas" Technique**

Tell your potential subscribers how much money they could win by subscribing to your e-zine. You could tell them that you will randomly select a subscriber every week to get a cash prize. You could have many cash prizes, like \$100 for 1st place, \$50 for 2nd place and \$25 for 3rd place.

**16. The "Fast Forward" Technique**

Tell your current e-zine subscribers to forward your e-zine to their friends, family or associates. If they like it, they'll end subscribing too and forwarding it to their circle of acquaintances. It's a viral form of word-of-mouth marketing.

**17. The "See It Everywhere" Technique**

Tell your potential subscribers to subscribe on any page of your web site. You want to put your opt-in form or pop up on every page of your web site. The more times people see it, the higher the percentage of people will be who will subscribe.

**18. The "Multiple Choice" Technique**

Tell your potential subscribers they can choose between text, PDF or html format. People that like text may not want to subscribe to an e-zine that just offers html. You can lose an awful lot of subscribers by not offering two or more options.

**19. The "My Credentials" Technique**

Tell your potential subscribers your business credentials. People don't want to opt-in to a list that doesn't have the experience or authority to really give them the information they need and want. They just don't want an ad with every email.

**20. The "Confidentiality Agreement" Technique**

Tell your potential subscribers you will keep their subscription information confidential. People don't want you to share, rent, lease or sell their contact information. They want you to protect their privacy at all costs.

**21. The "100% Pure" Technique**

Tell your potential subscribers your content is 100% original. People subscribe to a lot of lists that just publish articles that are found all over the Internet. If you can't always offer 100% original content, at least publish some once in a while to keep your subscribers loyal.

**22. The "Look Who's Here" Technique**

Tell your potential subscribers about the famous, expert or reputable people who have subscribed to your e-zine. Most people are followers rather than leaders. They want to model themselves after people they respect, admire and look up to. People will think your list must be good if so-and-so subscribed to it.

**23. The "Believe Them" Technique**

Tell your potential subscribers about the testimonials or endorsements that you've receive from other subscribers. They will see all the benefits those people received from being on your list. People will believe other subscribers' advice before they believe you.

**24. The "Collect Them All" Technique**

Tell your potential subscribers you offer a free bonus product in every issue. People will subscribe just to start collecting those bonuses. Plus, it will keep people subscribed because they will want to see what the next bonus will be.

**25. The "Next Time" Technique**

Tell your potential subscribers what type of content will be in your next issue. They will think that if they subscribe right away, they will be able to read the content in their next issue. It gives them an incentive to subscribe on impulse.

**26. The "Ad Less" Technique**

Tell your potential subscribers your list has very little advertisements. People sometimes don't subscribe to free lists or e-zines because they think all they get is a bunch of ads. You could even offer an ad-free or an all content/article (with a resource box) version of your list.

**27. The "Give Me Them" Technique**

Tell your potential subscribers that you accept article submissions. You'll get people who will subscribe just so they can submit articles and see them published. You will also get a steady stream of content you can pick and choose from.

**28. The "Swap Me" Technique**

Tell your potential subscribers and other e-zine publishers that you accept e-zine ad trades. People will subscribe just to submit ad trades with you and see if you run their ad. Doing list ad trades can increase your circulation fast.

**29. The "Got Friends?" Technique**

Tell your current e-zine subscribers they can get a free bonus for persuading 3 of their friends, family members or associates to subscribe or by forwarding your e-zine to them. You could set up a "tell a friend form" on one of your web pages.

**30. The "It's Worth" Technique**

Tell your potential e-zine subscribers how much a subscription to your e-zine is worth. You could actually tell them you used to sell subscriptions to it (if it's true). If not, you could say that similar e-zines are charging so many dollars per year for a subscription.

**31. The "Targeted Flirt" Technique**

Tell or give your potential subscribers a compliment. People like to be complimented and will usually return the favor. It might just tempt them to opt-in to your list. The compliment needs to be something that would be related to your target audience.

**32. The "Give It Away" Technique**

Tell your potential or current subscribers they can give away your e-zine as a bonus product. Many people need bonuses for their products or services. It will give their prospects an incentive to buy their stuff and build your list at the same time.

**33. The "Try A Piece" Technique**

Tell your potential subscribers they can read samples of your past issues or list before they opt-in. If people like your content, they will definitely subscribe. It would be a good idea to use some of your best content.

**34. The "See The Past" Technique**

Tell your potential subscribers that they will get access to all your past issues or messages if they opt-in to your list. You can tell them the benefits of those issues too. You can have them all archived on your web site by date or subject in a password protected area.

**35. The "Waiting List" Technique**

Tell your potential subscribers that you are only allowing a limited number of subscribers. It will create more persuasion for them to opt-in right away. You could tell them once you hit so many subscribers, they will have to get on a waiting list.

**36. The "Unsubscribe" Technique**

Tell you potential subscribers there is no risk as they can unsubscribe at any time, no questions asked. It will remind them even if they subscribe that they can unsubscribe any time if they don't like your list.

**37. The "E-mail Me" Technique**

Tell your potential subscribers that you would like to hear from them about how you can improve your e-mailings. You could tell them you regularly survey your existing subscribers for their opinions and what they would like to see from your list.

**38. The "Keep It Free" Technique**

Tell your potential subscribers you may be charging for your e-zine in the future but if they subscribe now, their subscription will always be free. People will want to subscribe quickly so they can lock in their free subscription.

**39. The "I'll Pay You" Technique**

Tell your potential subscribers you will pay them to subscribe. You could have a "subscribers only" affiliate program for one of your products. They will feel privileged and know they will have less competition to make commissions.

**40. The "Easy Form" Technique**

Tell you potential subscribers how easy it is to subscribe. Remind them they only need to type their first name and e-mail address or say all they have to do is send an e-mail to a certain subscription e-mail address.

**41. The "Budget It" Technique**

Tell potential subscribers about your e-zine in free advertising locations. It could be free classified web sites, forums, blogs, chat room profiles, e-mail

discussion lists, list building sites, give away sites, etc. Most of the locations you can just add a signature ad to your post.

#### **42. The "Subscribers-Only" Technique**

Tell your potential subscribers they will get access to a free subscriber-only community. It could be a forum, message board, chat room, blog, etc. Your subscribers will feel special and privileged to only have access to it. They will like to communicate with other people that are interested in the same topics.

#### **43. The "Barter Everything" Technique**

Tell other e-zine/list publishers or web site owners you'll trade ads with them. It could be classified ads, text links, top sponsor ads, solo ads, banner ads, autoresponder ads, thank you ads, pop up ads, etc.

#### **44. The "I'll Be There" Technique**

Tell your potential subscribers you offer 24/7 e-mail support. People want to know you'll always be there for them. Many problems can arise, like people not getting your e-mails, not being able to unsubscribe, questions about your offers, etc.

#### **45. The "My Advice" Technique**

Tell your potential subscribers you'll offer free consulting via e-mail if they opt-in. This is similar to customer support but their questions will be more about the topic of your list. You may want to train and hire someone to answer all the questions or set up an e-mail ticket system.

#### **46. The "Snooze You Lose" Technique**

Tell your potential subscribers you will be offering a specific free bonus to the next 1000 subscribers. If they want the bonus, they will subscribe. You

are also persuading them to subscribe right away with your limited time bonus.

#### **47. The "Famous Guest" Technique**

Tell your potential subscribers the names of the guest authors that contribute articles or content to your list. You could even list some of their professional accomplishments and credentials. People may subscribe just to learn more about them and their knowledge.

#### **48. The "Skim It" Technique**

Tell your potential subscribers your e-zine or list is easy to skim through and read. You could tell them you have a table of contents, clickable links, that you've divided each section up, it's not full of techno jargon, etc.

#### **49. The "Full Of Help" Technique**

Tell your potential subscribers that each issue is full of helpful web site links and resources. People want to learn about new web sites, resources, products, information, tools and advice that will help them accomplish their goals.

#### **50. The "Total Them Up" Technique**

Tell your potential subscribers how many subscribers you already have. People will see how many subscribers you already have and if you have a lot, they will know your list is good. They will feel they are missing out if they don't opt-in.

#### **51. The "A Long Time" Technique**

Tell your potential subscribers how many years you have been publishing your e-zine. If you've been publishing it for a long time, people will assume your opt-in list has high quality information and will be valuable to them.

**52. The "Personal Touch" Technique**

Show your potential subscribers a picture of yourself on your subscription page and tell them a little about yourself. Pictures will give your list a personal touch that could persuade them to opt-in. You could tell them about all your personal and business accomplishments.

**53. The "Gift Subscription" Technique**

Tell your potential subscribers they can sign up someone else with a gift subscription when they subscribe. People will like it that you care about other people in their lives. Many people like to give things to people they know and love.

**54. The "Work Involved" Technique**

Tell your potential subscribers how long it takes you to write or compile each issue. People will see just how much work is involved in publishing your list or e-zine. It will give your list a highly perceived value.

**55. The "Goes Both Ways" Technique**

Tell your potential subscribers how many pages are in each issue. This can persuade people that a lot of information is more valuable or a small amount of information will save them time. It can go both ways.

**56. The "What You Missed" Technique**

Tell your potential subscribers the latest issue can be accessed within minutes of subscribing. People like to be rewarded instantly for filling out an opt-in form. They will want to see what they missed when they weren't subscribed.

**57. The "Only Mine" Technique**

Tell your potential subscribers they will learn information that's not found anywhere else inside your e-zine. People will realize that they will miss out on valuable information if they don't opt-in to your list.

**58. The "Stay Current" Technique**

Tell your potential subscribers that your e-zine has the newest, most up-to-date information. People want information that isn't outdated. They want to stay current on the latest news, trends, strategies, tips, products, etc.

**59. The "Why Subscribe?" Technique**

Tell your potential subscribers the benefits of subscribing to your list. Depending on your topic, it could be making money, losing weight, increasing sales, reliving pain, stopping addiction, improving relationships, increasing mind power, etc.

**60. The "How Often?" Technique**

Tell your potential subscribers they can choose how often they want to receive your e-zine or list. You could have an every day version, once a week version, twice a week version and a once a month version. You could combine all or most of the little versions into a bigger version.

**61. The "Cold Hard Facts" Technique**

Tell your potential subscribers each issue contains cold hard facts and is 100% accurate. People don't want information that is wrong or based solely on opinion. They don't want to take advice that could turn out making their lives harder.

**62. The "Battle Tested" Technique**

Tell your potential subscribers that the information in your e-zine content is proven and tested. People like information that has already been used. If

it's a fact that your information works, then it should work for them too and they will opt-in.

### **63. The "Autograph" Technique**

Tell your potential subscribers they will get one autographed e-zine issue by mail when they subscribe. If you're a famous marketer, it may tempt them to subscribe. You could even offer them a print subscription for a fee.

### **64. The "Ratio Of Visitors" Technique**

Tell your potential subscribers the ratio of people that opt-in to your list. For example, 1 out of 3 visitors subscribe. People want to opt-in to popular lists, especially if the ratio is really high.

### **65. The "Plenty Of Ways" Technique**

Tell your potential subscribers there are plenty of ways to subscribe to your list, like by e-mail, web form or one click. People like to have choice in certain matters. When you give them a choice, they are more likely to choose than walk away without subscribing.

### **66. The "How To" Technique**

Tell your potential subscribers you publish how-to articles. People like to learn how to do things that will improve their lives, reach their goals, solve their problems, avoid failing or avoid pain, etc.

### **67. The "Top Ten" Technique**

Tell your potential subscribers you publish top ten articles. People like to know the top ways to improve their lives. Here are some examples, "The Top 10 Ways To Lose Weight", "The Top Ten Ways To Increase Your Traffic", etc.

**68. The "Tip Me" Technique**

Tell your potential subscribers you publish tip articles. People like to read short, to the point tips that will help them reach their goals. It saves them time reading through a bunch of fluffed up information.

**69. The "Recent News" Technique**

Tell your potential subscribers you publish news stories. People want to stay up-to-date on the most recent news stories that will affect their lives. You could even publish new press releases that are related to the topic of your list.

**70. The "Interview" Technique**

Tell your potential subscribers you publish interview articles. People like to hear advice from other people that know about the topic of your list. You could even list some of the upcoming people you will be interviewing.

**71. The "Product Review" Technique**

Tell your potential subscribers you publish product reviews. Many people like to read product reviews before they buy a new product. You could review a product and have your own affiliate link at the end of the review.

**72. The "Web Site Review" Technique**

Tell your potential subscribers you publish web site reviews. Many people like to read web site reviews before they visit a web site. They don't want to waste their time surfing around for what they are looking for.

**73. The "Personal Profile" Technique**

Tell your potential subscribers you publish personal profiles. Many people like to read personal information about people that deal with the topic of your list. It could be stuff like their favorite music, movies, food, sports team, etc.

**74. The "Word Game" Technique**

Tell your potential subscribers you publish text games. It could be crossword puzzles, word finds, word scramblers, etc. You could publish them in your e-mail or have them click on a link to your web site to print them out. Another idea would be to make them interactive so they can play them on your web site.

**75. The "Samples Of Products" Technique**

Tell your potential subscribers you publish excerpts from other info products. Most people like to see samples of other people's information products before they buy. It could be chapters, articles, software demos, etc.

**76. The "Checklist" Technique**

Tell your potential subscribers you publish helpful checklists. Sometimes people rather have a checklist of information so they can complete one step at a time. It helps them keep track of them accomplishing their final goal.

**77. The "Calendar Of Events" Technique**

Tell your potential subscribers you publish a calendar of events. Many people like to know about events that are related to the topic of your list. It could seminars, teleseminars, webinars, trade shows, concerts, classes, etc.

**78. The "Q And A" Technique**

Tell your potential subscribers you publish a question and answer section. Your current subscribers send you their questions and you could answer them in each issue. Your subscribers can actually be in control of what topics they want to know more about.

**79. The "First Shot" Technique**

Tell your potential subscribers that they will be the first to learn about the new products and services you release. People like to get the first shot at new products and affiliate opportunities.

**80. The "Community Gossip" Technique**

Tell your potential subscribers you publish content from your online community. You could allow new subscribers access to your list's online community and tell them they could get published on your list and get some free publicity.

**81. The "Transcripts" Technique**

Tell your potential subscribers you publish transcripts of live events, classes and seminars. People that can't make or afford to go to live events related to your list topic would really want to read them.

**82. The "Questionnaire" Technique**

Tell your potential subscribers questions that'll persuade them to subscribe. Most people are raised or programmed to answer questions. They will automatically respond to your questions without realizing it. For example, "Do you want to earn more money?"

**83. The "Free Advertising" Technique**

Tell your potential subscribers they will get a free ad in your e-zine if they subscribe. Now this could give you way too many ads to publish. A way around this is to link to a web site that has all the free ads listed.

**84. The "People Care" Technique**

Tell your potential subscribers what their friends or family might say or think as a result of them opting-in. People care about what their friends and

family think. For example, you could say: "Imagine how your kids will feel when you can afford the new pool?"

#### **85. The "Common Sense" Technique**

Tell your potential subscribers it is common sense to subscribe. For example, you could say something like: "Everyone knows you have to keep up-to-date with new technology in order to keep making money on the Internet."

#### **86. The "Private Access" Technique**

Tell your potential subscribers they will get a free membership into your private web site when they subscribe. You could set up a password protected private web site for your subscribers only. You could keep it updated regularly with new information and free products.

#### **87. The "Product For Ad" Technique**

Tell other e-zine publishers you'll trade them your products for running your e-zine ad. If you don't want to pay for advertising, just barter. If you have a downloadable product, you could keep trading it over and over again without it costing you a lot.

#### **88. The "Viral Article" Technique**

Tell other e-zine publishers they can publish your articles with your resource box. You could contact other related e-zine or list publishers and see if they accept article submissions. Plus there are many article submission directories and submission software available today.

#### **89. The "Opt-In Auction" Technique**

Tell your potential subscribers about your e-zine on auction web sites. You could auction off a related item or product and advertise your e-zine on the

same page. As you may know, some of the biggest auction sites get millions of hits an ad.

#### **90. The "Listen To Me" Technique**

Tell your potential subscribers that you offer an audio version of your e-zine or list. Many people don't like reading all the time. They will be able to listen to it if they want. It will save them time and eye strain.

#### **91. The "Watch Me" Technique**

Tell your potential subscribers that you offer a video version of your e-zine or list. Many would rather watch someone tell them the information, like on news shows. They will be able to watch and listen to your information if they want.

#### **92. The "Keyword Clicking" Technique**

Tell your potential subscribers about your e-zine or list with pay per click ads. You only pay if they click on your link. You want your advertisement to be displayed under targeted keywords and phrases or on target web sites.

#### **93. The "Free Directory" Technique**

Tell your potential subscribers about your e-zine or list by submitting it to free e-zine directories. You want your e-zine description to be as persuasive as possible. You could use many of the tips in this publication to help you with that.

#### **94. The "Customer Reminder" Technique**

Tell your customers about your list or e-zine. You could include your e-zine ad on or with every product you sell. If it's a physical product, you could insert a flyer in the package. If it's a digital product, you could have the opt-in form linked to your web site or build it into the product.

**95. The "Discount An E-mail" Technique**

Tell your potential subscribers that you offer coupons or gift certificates to other products and services in every issue. They will want to subscribe and read every issue just to see how much money they can save.

**96. The "Offline Myth" Technique**

Tell people about your e-zine or list through offline advertising. It could be radio, TV, newspapers, magazines, newsletters, CD ROM, videos, audio books, etc. Just because they read offline ads doesn't mean they don't have a computer or access to the Internet.

**97. The "Free Compliment" Technique**

Tell your potential subscribers that anyone who gives you a testimonial for your list or e-zine will get it published with their ad. People will subscribe and give you compliments just to get a free ad. Testimonials can dramatically increase your authority and sales.

**98. The "Back You Up" Technique**

Tell a similar list or e-zine owner that you'll host their back issues if they host yours. It will increase your subscribers, traffic and sales. It might be a little extra work and take up a lot of web space but can be well worth it.

**99. The "I'll Share" Technique**

Tell a similar list or e-zine owner that you'll share an opt-in form with them. People can opt-in for both your lists at your web site and their web site. You can also join many list building co-ops and co-registration services.

**100. The "Publish And Grow" Technique**

Tell a similar list or e-zine owner you will help manage and publish their list in exchange for getting your ad listed in each of their issues. You will be building your list and their list at the same time. It could double your subscription rate.

**Autoresponder Services:**

Get Response

<http://www.GetResponse.com>

Aweber

<http://www.aweber.com>

iContact

<http://www.iContact.com>

Autoresponder Plus

<http://www.autoresponseplus.com/>

Constant Contact

<http://www.ConstantContact.com>