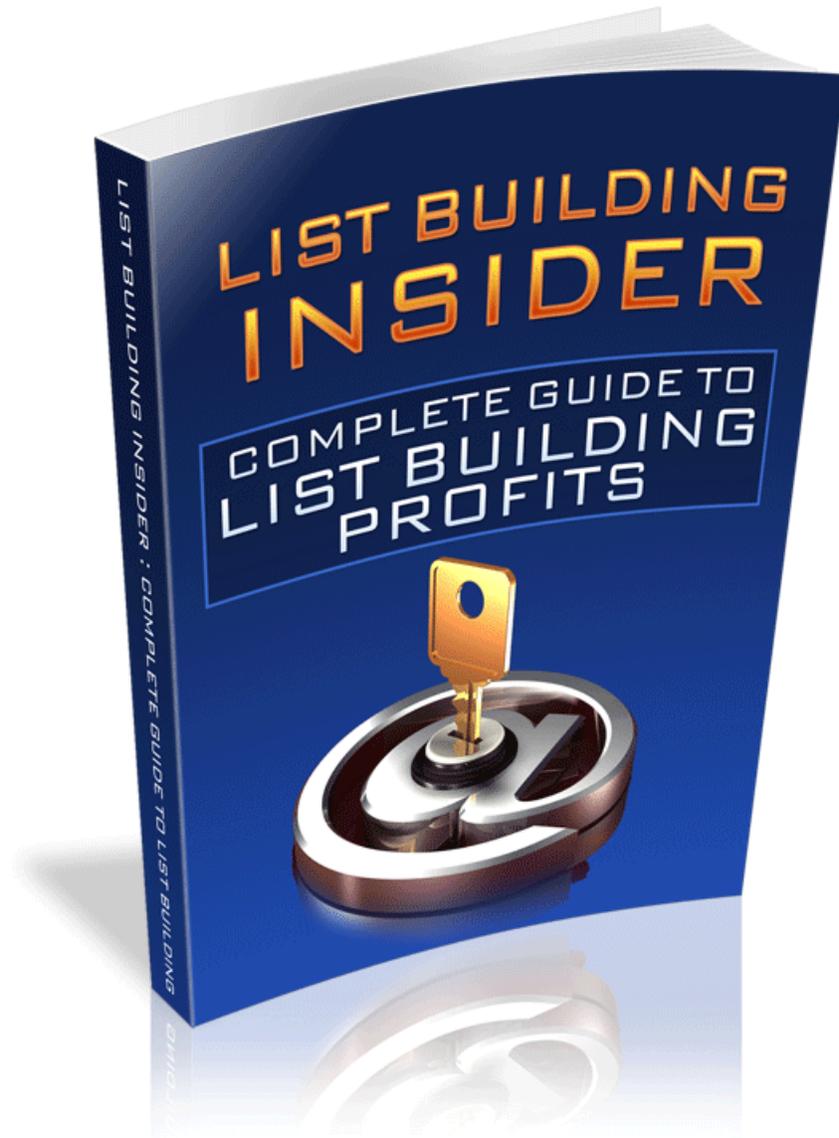


List Building Insider



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List Building Insider

Dear Valued Reader,

Thank you for investing your time in this special book, which is likened to the key to your list building success! List building is **very, very critical** to the success of any business – online or offline. And it applies whether you own a small, medium or big-sized business.

Brick-n-mortar companies invest a great effort in collecting prospective leads. Network Marketers often begin with writing a list of 100 names of people they know. And as an Online Business owner, you should focus on building your **Online Mailing List**.

Now list building isn't *exactly* a riddle... as long as you know what to do, and how to do it. Incidentally, that is the aim of this book – to show you how to get started on building your mailing list using multiple, unique and different techniques that add TARGETED leads to your database at as low cost as possible.

Yet you can profit **wildly** in the process. As more than one technique is discussed in this book, you have my word that at least one or more techniques would suit you – or anyone. Of course, it would be wiser to practice more than one list building technique *simultaneously* to observe greater results.

Without further ado, let's move on with the first tenderfoot list building technique...

Chapter 1: Search Engine Optimization

Without a doubt, one of the most effective ways in which you, as a website owner, can set up a potential list of clients is to build an email list of those who visit.

SEO Introduced

By being able to better interact on a more “one on one” platform, you can quickly convert those who would otherwise simply browse around on your website and then leave into potential sales and money in your pocket.

The profit potential does not stop there though, as with a well constructed email list filled with people from all walks of life, you can even entice your subscribers to visiting your website more often than they normally would – setting you up to enhance your site’s moneymaking ability even more through various advertisements.

So as you can see, the email list is one of the most important tools in any webmaster’s repertoire and if you want your online business, no matter what it is, to be as successful as possible then you will need to spend a lot of time perfecting that email list.

Now, you are probably thinking that sure, an email list is great, but let’s not get ahead of ourselves – there are many more steps to be

done before we can actually start directly marketing to people on an email list.

SEO – Step-by-Step

First, we actually have to get the visitors to our website before we can even dream of adding them to our mailing lists. A few years back with the rise of popular search engines like [Yahoo](#) and [Google](#), a group of cunning marketers, probably not unlike yourself, decided that the best way to get random people and potential customers to visit their websites was to take advantage of search engine technology.

They figured that if you could code a website and write content for it that designed with the sole purpose of moving that page's status in any given search engine to the top, then they would be able to receive far more visitors than anyone ever thought possible.

In today's web design world, the theory of search engine optimization, or SEO as it is often referred to, is an extremely popular topic among web designers and online business owners from all walks of life – no matter what they are selling or if they are even selling anything at all.

With so many competing websites in your chosen field or niche the only hope that you may have to rise above the seventeenth page of Google is to make sure that your website is as optimized for search engines as it can possibly be.

Because SEO is so popular these days there are hundreds of different websites out there that claim they have the answers to make sure that your page is among the top ten on all of the big three search engines: Yahoo, [MSN](#) and Google.

However, if you take these tips and tricks on their own, you will quickly discover that there are far too many for you to take in. Perhaps the case is that everyone thinks they have the solution to the SEO problem – but nobody really does, so they just make things up hoping they will attract more visitors to their own websites.

Therefore, when scouring the World Wide Web for all sorts of information on how to make sure that your website is optimized for search engines, it is a great idea to compare and contrast the information you find at one website with the information you find at others.

Comparing and contrasting is tedious though, so to get you started, we have already done a bit of the tough legwork for you so you can jump right onto the SEO bandwagon and get your email lists up and running in no time.

Search Engine Optimization Tips

The first of our comprehensive SEO tips for those looking to establish their own mailing lists is to **make sure that your website is as straightforward as it possibly can be.**

Anything that deviates from the ordinary, whether it be Adobe Flash integration, crazy layout schemes or the use of dynamic URLs for certain pages under your domain can be disastrous to the budding web designer who is trying to take advantage of SEO for the first time.

Secondly, **be specific with the keywords that you select for your website**. Far too often, a person who is looking to get into optimization will select a perfectly good keyword but it will be far too general.

What you are looking for are specific keywords, keywords that are searched relatively often but lack the heavy competition of more generic keywords. After all, suppose you put "book" in as your keyword.

That's all well and good, but to be perfectly honest, your website will probably never compete with the likes of [Amazon](#) or Barnes and Noble, so be more specific. Consider something more along the lines of "antique book," "first run book" or something like that instead.

Finally, be sure to **direct your entire website to the optimization cause**. If you want to bring in the traffic (and keep potential customers around for awhile) you will have to have great content. That is a **no-brainer**.

But did you know that you can make other parts of your website work for you too? Yes, take advantage of adding your chosen keywords to the header portion of your HTML document, make the titles of your

website contain the keyword too, and do not forget to use the "alt" image tags to proudly display your chosen keywords as well.

After you think you have a fully mature search engine optimized website up and running, your next step should be to focus on your mailing list. **Tweak and tune your content** to make sure that it is good enough to make people stick around on your website and offer visitors something that will make them want to join your mailing list.

Promise to give people on your mailing lists essential updates, one time only offers, or whatever else you think is good enough to make them sign up to your email list. Often, the most creative ideas are the most successful, so go wild with your ideas and you will have a successful email list in no time.

Chapter 2 : Article Marketing

How many different email marketing lists do you belong to? If your mailbox is anything like mine, then you probably have subscribed yourself to quite a few during your browsing sessions online.

Whether the emails that you get are from other businesses that may be able to provide you with goods or services that you simply cannot get anywhere else for the price, for musicians who you like to keep an eye on in hopes that they will visit your city sometime soon or from bloggers who have great articles in your eyes – your email box is probably filled to the brim with notifications that you subscribed to at some point or another.

Now that you are considering moving into the realm of the online business, it is high time that you learn to take advantage of the power of an email list and notification program.

Potential clients and random visitors alike love notification lists, as it keeps them up to date on what you've got going on without them having to visit your website every moment of every day. **People like things to be easy** – and that is exactly what an email list is giving them – easy access to information on your website when they want it.

At this point in your career as a blossoming webmaster, you probably do not know too much about the whole web design thing. However, even with your potential lack of experience, you have probably

realized that it takes a well designed website with some killer content to draw people in and make them stick around.

While terms like **article marketing** and SEO may elude you, it does not take a rocket scientist to realize that you have got to have good, enjoyable, enlightening information on your website to make your guests want to stick around – and one of the best ways to do so is to be involved in an article marketing program.

So What Exactly Is Article Marketing?

Quite simply it is just as it sounds – marketing your articles and taking advantage of articles written by other people to bring traffic to your own website. Because of the definition, there are two very different ways in which you can become a part of the article marketing phenomenon. Submitting or using.

Whichever method of article marketing your prefer is entirely up to you, although the former is much better way to attract traffic to your website and the latter should only be used in extreme situations.

Thanks to the wondrous power of the article marketing websites, there has never been a better time for you than now to become a better writer.

Writing Articles For Business Marketing

You see, in order to be able to take advantage of the amazing marketing potential of submitting to an article marketing website, you first have to be able to write your own articles.

For some people who truly enjoy writing content all day long, this will not be a problem as they will be able to crank out great content in no time and flood the article marketing websites with lots of cool articles that everyone will want to have on their websites – easily getting their names out there so that they can start to establish a comprehensive email list of potential clients.

However, there is that problem that many people face who simply cannot draft an enjoyable document if their life depends on it. If you are one of those types of people, the road to establishing an email list through article marketing will be long and arduous.

Eventually, you will be able to write an article that you deem worthy of submitting to an article marketing website. After some time you may even get a few hits on it and a few unique visitors to your website because of it.

But how much time are you willing to spend on something that may only net you a couple of people on your email list? Instead, why not try hiring a freelance writer.

There are droves of them out there in cyberspace who will work for relatively cheap rates and provide you with decent content (and if you don't like what they have provided you with, you can always edit it).

Although many article marketing websites require that you write the articles yourself, if you have a ghostwriter do the dirty work for you, you can claim the article as your own and nobody will be the wiser.

Submitting To Article Directories

Once your article writing is finished, it is time to submit your work to an article marketing website. After it has been up there for awhile you will start to see people view it and you may even get a few downloads here or there. It is the downloads that you are really looking for, as it shows that someone found it interesting enough to put it on their website using your name, link, and email address so that people will know who actually wrote the article in the first place – bringing your website traffic.

Below, you will find a comprehensive list of some of the better article sites on the Internet. There are literally hundreds of sites, but these are the ones you should start with.

List of Article Directories

Article Blast

<http://www.articleblast.com/index.php>

Article City

<http://www.articlecity.com>

Article Finders

<http://www.articlefinders.com>

Article Hub

<http://www.articlehub.com>

Articles Factory

<http://www.articlesfactory.com>

Connection Team

<http://www.connectionteam.com>

Constant Content

<http://www.constant-content.com>

E-Calc.net

<http://www.e-calc.net>

Free Zine Site

<http://www.freezinesite.com>

Go Articles

<http://www.goarticles.com>

How To Advice

<http://www.howtoadvice.com>

Idea Marketers

<http://www.ideamarketers.com>

Marketing Seek

<http://www.marketing-seek.com>

Morgan Article Archive

<http://morganarticlearchive.com>

Simply Search 4 It

<http://articles.simplysearch4it.com>

The Ezine Dot Net

<http://www.theezine.net>

Valuable Content

<http://www.valuablecontent.com>

Certificate.net

<http://certificate.net>

Xongo

<http://www.xongoo.com>

Now, you can also use other peoples' articles on your own website if you must, but remember that you have to provide plenty of links to the original author's website – a risk that can possibly drive people

away from your own website before they are able to enroll in your email list.

Getting people onto your email list through an article marketing plan can be tricky and arduous, but for the most part it is one of the more successful methods for establishing a good client base.

A lot of work must be done before you even think about posting that first article on an article marketing site, but once you are through with that all you have to do is sit back and watch as it brings in more and more potential customers to your website.

With each unique visit, there is another chance that person could sign up for your email list. And we all know that the more people on your email list at the end of the day, the more people you can sell to in order to maximize your profits.

Chapter 3 : Paid Ezine Advertising

Building a comprehensive email list is one of the most beneficial techniques afforded to webmasters and online business owners these days.

There is perhaps no better way to establish a massive database of potential clients than through an email list that contains the names and email addresses of many who have passed through your site.

However, the problem remains that people must first visit your website before they are able to sign up to your email list, and even the most novice of us know that driving an abundant amount of unique traffic to our website can be a daunting task.

Luckily enough, there are many ways of getting the traffic that we all desire. Some of these ways are free but may take a bit longer to amass hordes of people while other methods require you to pay a fee up front but seem to work a bit faster.

Whichever you decide is totally up to how much you feel you can make in your online business and how much you are willing to spend in an attempt to gain as much traffic – and as long of a mailing list, as you possibly can.

Paid Advertising Explained

Of the paid for methods of building your own email list and bringing gobs of traffic to your website, possibly the most successful is through paid e-zine advertising techniques. The e-zine is a relatively obscure topic for most people, and chances are that unless you are really into marketing and advertising you have never heard the name "e-zine" mentioned before now.

Essentially an e-zine is basically an electronic magazine that is published by a particular website. Different than a mailing list, an e-zine is usually tightly linked to a particular topic or subject, so that everyone who has access to a particular e-zine is interested in that one topic.

There are unique e-zines for just about anything out there from how to build a successful website to how to find the best shoes to where are some of the best destinations for people who like to travel by boat. The possibilities for different types of e-zines are endless, so the first step in any paid e-zine advertising plan should be to find and research the different types of e-zines that will fit into your site's niche.

Sourcing Out For The Best Paid E-zine Advertising

Once you find a particular e-zine that you feel is the right media for your advertisements, you should contact the owner of the e-zine and see if he is open to the idea of you sticking your advertisements in the e-zine itself.

If the e-zine owner is open to the idea of paid advertising, then you are good to go and you should start creating some advertisements immediately.

On the other hand, if for some reason the owner of the e-zine is not interested in sticking your advertisements in (for any price) then you should simply move on to another e-zine that is also well suited to your business.

Creating Your Own Advertisements

Now comes the tricky part for any potential paid e-zine advertiser looking to enhance the membership of their budding email list – **creating the advertisements themselves**. The ads you make will have to be more than simple content if you want to unleash the full power of a paid e-zine advertisement.

Remember that hundreds, thousands or sometimes millions of people will be viewing the e-zine with your advertisement in it, and if you want a **decent majority** of those people to actually click your link, visit your website and subsequently sign up for your email list, then you will have to be especially clever with your advertisements. Even more so if you find that there are multiple advertisers competing with you in the same e-zine issue.

Many people at this point will probably think that their best shot for successful paid e-zine advertisements will be to advertise exactly what

their website does, and why someone should pay any attention to it. Unfortunately, while this may be decent for some people, it is a practice that has proven to be **unsuccessful** for those looking to build an email list.

After all, if a person knows exactly what they are getting from your web service, then why would they want to visit your advertisement if they weren't interested in your services?

That is all well and good if you are selling only one particular product, but you want to craft an email list.

So instead you need an ad that will pique their interest in what you offer – something that will make them want to visit your website, sign up for your email list and come back for more again and again. This is the only way that you will find yourself able to maximize the payout from a paid e-zine advertisement if you are trying to create your own email list.

The Maximum Opt-In Conversion Rate Solution

The solution to maximizing email list subscriptions through the use of a paid e-zine advertisement is to give the people what they want – something for free or your services in a **risk-free** offer.

Whatever it is that you offer them for free is totally up to you, and in all honesty it does not really matter so long as you **give only a rough**

idea of what your potential customers are getting for free in the advertisement.

You can give away anything from a free article to free research to a free one week subscription to whatever services you are trying to peddle. Just make sure that you let everyone reading the advertisement that if they visit your website they will be entitled to something cool totally free of charge.

Now, just make sure that the e-zine advertisement you have created points directly to your email list sign-up page, tell your visitors that they have to enroll in your email list to receive the free gift and you are all set.

Oh, and be sure that at some point you do actually **follow through** with giving the people who sign up for your mailing list or you may have a few angry people in the following days. And there you have it, the start of your brand new email list as only paid e-zine advertising can provide!

Chapter 4 : Pay Per Click

If you want your website, online business or blog to be as successful as it possibly can be, and to be honest – who doesn't? Then what you need is a comprehensive mailing list with names and email addresses of all sorts of people to market your products or services to.

Since most visitors to any given website do not make a purchase on their first browse, it is of the utmost importance that you keep track of as many visitors as you can with an email list.

That way, you can more directly market to them later on and convert that marketing energy into sales to generate you profit. Making the hard sale the first time out is extremely difficult, so use an email list to let the buyers come to you – and then grab them when they are ready to purchase something from you.

The email list marketing tactic works for just about any kind of online (or brick and mortar) business, whether you are selling products, doing custom research for people or writing articles that they can use on their own websites.

In order to build an email list that you can later use to solicit your products, you first have to drum up some visitors to your website. This is actually the most difficult part of the task because there is so much competition out there for just about any website.

Even if you think your website is so unique and different from anything else out there, I can almost guarantee you that you will have at least ten other sources of direct competition for your same market – making it harder for people to pick out your website when there are others that may be just as good (in their eyes) as yours.

Although search engine optimization and article marketing are viable methods of generating traffic for your website, if you really want to rake in the traffic to build a huge email list, you will have to consider using a pay-for method like pay per click advertising or paid e-zine advertisements. Sure, neither of these marketing techniques come cheap – but if you can add even a handful of the visitors you get from these campaigns to your email list, then a pay for advertising method will be totally worth it.

Pay-Per-Click Exposed!

Thanks to the success of the search engine business in the past few years, the pay per click advertising method seems to be the best payoff for someone looking to generate traffic and build their own email list.

Because so many people frequent search engines like Google and Yahoo each and every day, pay per click advertising is the perfect way for you to get unique visitors to stop by your website – even if search engine optimization techniques have not been able to bump your website up to the first page yet.

So, if you are interested in gaining the best benefit for your buck in terms of visitors to your website, then paying Google or Yahoo each time someone clicks on your ad is well worth it.

How It Works

Each and every time someone clicks on your ad, you will have to pay a small amount of money to the company you purchased the ad space with, but if you are turning most of those visits into sales or valuable additions to your email list, then the fee will be well worth it.

Google is one of the biggest names in the search engine business and their ability to bring in visitors to all sorts of different websites should not be taken lightly. With well placed Google pay per click advertisements, just about any web business owner can turn his downtrodden website into a moneymaking bonanza in a matter of weeks.

Thanks to their ingenious [AdWords](#) program, Google will be happy to give you a plethora of pay per click advertising space on the results page of peoples' searches to advertising sections on other peoples' websites.

Yes, with a contract with AdWords you can be well on your way to getting visitors left and right. However, as with all things that seem so

great, there is a catch with Google AdWords – you have to work long and hard on choosing the right keywords for your website.

The special algorithm used by AdWords only shows a few relevant ads based on keywords, so if you are unsuccessful in choosing the right keywords for the most effectively targeted ads, then you will be left with far fewer visitors to your domain than you thought.

The other promising choice for those looking to get into pay per click advertisement as a way to get visitors to their website for email list purposes is to use Yahoo's Search Marketing (formerly known as [Overture](#)) service.

Since this service has been around much longer than Google's AdWords, it is much more robust in terms of what you can do with it. While AdWords is much more focused on targeted advertisements, with Yahoo Search Marketing you can actually target your ads by different criteria – not just by the keywords you have chosen to use. This gives you as an online business owner much more flexibility over who gets to view your ads and when they get to view them.

Now that you have been acquainted with the top two names in the pay per click advertising marketplace, you should be better prepared to make a decision about how you want to go about attracting visitors to your website. With pay per click advertisements, you do not have to worry about spending money frivolously on ads because you never have to pay anyone until somebody clicks on the ad for your website.

Furthermore, with both Google and Yahoo, you actually get to name your own price for how much you pay per click – making pay per click advertising a feasible method of generating website traffic even for those webmasters on a tight budget.

As one final tip for anyone looking to get into pay per click advertising as a way of building an email list, make sure that **your advertisement is linked directly to your email list signup page**, as you cannot expect people who have visited your website via an ad click to browse around for long.

Chapter 5 : Press Releases

Building a successful website can be tricky business – especially if you have plans to make that website the crux of your income statements each year.

After all, with so many other websites out there that are probably selling the same or similar goods and services as you, what is there to set your business apart from the pack?

One simple answer should be the **contents** of your website. People like a nice, clean design for the sites that they frequent and they like to have plenty of enjoyable articles or copy to read that is genuinely interesting to them. If you are able to supply those two fundamental features you will be well on your way to making your online business thrive.

But what if you want to take that extra step to make your website into a moneymaking machination? There is one simple tool that you can employ if you want to ensure that you will get more people to purchase from you – create an email list that potential customers and current customers can sign up for.

The mailing list allows you to do something that most stores wish they could do: **attract visitors and then market products to them on their schedules** so the hard sale does not seem so hard to swallow in their eyes.

Even with a small email list you will have a much higher rate of sales than if you were to forgo the email list all together, so what do you say – perhaps it is high time that you create one for your website.

Unfortunately we cannot go around and simply collect random names and email addresses to add to our email lists, so it is up to us to first generate enough traffic for our website and then convert those visitors into email list subscribers.

There are tons of different ways in which you can get traffic to come – some ways, like pay per click advertising cost you some money while other like search engine optimization are totally free so long as you know what you are doing. However, both of these techniques are totally passive.

Try as you might, it may take you weeks or months before you actually see any of these techniques come to fruition as actual inquiries on your email list. Instead, if you want to grab the proverbial bull by the horns and rake in people by the droves right away then you will have to do something a bit more drastic.

Bring In Press Releases!

That something is a tried and true technique that has been employed by businesses of all types for centuries. Known as the **press release**, you can use this method to drive people to your website almost

instantaneously the moment someone picks up and publishes the release.

At this point you are probably thinking that such a technique is too good to be true and would be impossible for a lowly online business owner like yourself – but the good news is that anyone can draft a press release and submit it to many of the major daily publications, both online and print based.

All it takes is a little bit of time and some know-how of what you need to include in your particular press release.

Drafting Out Your Press Release

The first aspect of a press release that you need to **concentrate on is the actual content of that release itself.**

Nobody wants to read some drab, boring press release – and certainly nobody will want to publish it in their periodical, so consider jazzing it up to include a lot of content that people who would be interested in your website would want to hear.

Include facts, figures, statistics and even plans of action for what you and your business plan to do in the future in an attempt to get people to check out your website.

Remember: no sales pitch, too! People expect something newsworthy from you.

While you should make the content as interesting to your potential customers as possible, it is important not to lie as chances are that your potential clients will check up on you over time to make sure that you are wholly backing up what you say in press releases with what you actually do.

Also, when writing the content, be sure to address your possible clients personally instead of addressing them as some vague demographic as far too many press releases tend to do. This will make the reader feel more at home and will likely make him or her more inclined to visit your website.

Secondly, if you plan on submitting your press release to mostly websites who will publish it, then you should try to **optimize it for search engines as much as possible.**

Remember that the more aligned your press release is with certain keywords – the more it will be read by people who could be your potential customers and subscribers to your new email list, and the better it will be for your business in the long term.

Please though, do not overuse the keywords you have decided to focus on, as it will make for a very dry, boring and uninteresting press release that certainly will not allow you to get the maximum number of visitors.

Finally, once your press release has been written and edited, you will want to **find some spots to post it**. I recommend some of these:

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

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

Be sure to get into contact with places that you know will be able to distribute your press release to the masses, but also try and find some avenues of distribution that take advantage of **RSS or Atom feeds**.

Using RSS or Atom will allow your press release to be sent directly to the masses like the top headlines for the New York Times or Google News and is a great way for your business to take advantage of technology in the pursuit for a massive email list.

So there you have it, the basics for using a press release to gain as many visitors to your website as possible.

Since you are looking to establish an email list from many of those visitors, be sure to have the link from your press release pointing to your subscription list page, as you do not want people to dawdle around on your website and lose interest before they sign up for your email list – and you will quickly find that your website will be successful in much less time than you ever thought possible!

List Building Insider

Chapter 6 : Special Reports Profits

Marketing is about contacts, and in today's business world, emails are as valuable as just about any contact you can have. The key, though, is not just to have a list of emails; it is to have a list of qualified emails that you can turn into clients and profits.

Certainly getting a list of qualified email contacts sounds great, but how do you do it? There are a number of ways to get qualified emails, but one of the most effective ways is through the special report.

When used properly, the special report can give you and your business **credibility** while helping you to **build an email list of qualified potential clients**.

Take a look at the information below and you will quickly be on your way to building your business through an email list created from a special report.

Creating a Report About Your Subject

Perhaps the best way to encourage perspective clients and customers subscribe to your e-zine or email list is to provide them with relevant and useful information. Your special report allows you to provide something of value (information) to your prospects without discounting your product or giving anything away.

Before you can start to use your special report, you obviously will need to create one. This is the most important part of the process, because if the report is not put together correctly, its effectiveness will be compromised even if you do everything else right.

Start by **considering topics that will benefit your prospective clients**. If you offer real and useful information, those who read the report will be more likely to opt into your email list in hopes of gaining access to more useful information from you down the road.

If your report is not useful, prospects will be less likely to read the report and even if they do it may not result in the email opt in you are hoping to use to build your email list.

Secondly, **research your special report heavily and make sure that your information is rich**. Good content will bring opt-ins while bad content will just disgruntle prospects and leave you with a bad report and no emails.

Finally, **proofread and edit heavily**. Your content should be smooth, well written, and easy to understand. Good information that is easy to understand makes you look good.

On the other hand, good information with lots of errors and that is difficult to understand will may make you look inept. Have several sets of eyes look over your special report before you move on.

Turning Your Report Into A PDF Document

The next step, once you have written your special report, is to have it converted into a PDF document. PDF files have a more professional look and can make you look technologically savvy to your customers.

What's more, they will look exactly the way you designed them no matter what the hardware or software is that the recipient uses. Converting your special report into a PDF document is simple, so the amount of work you put in versus the pay off is profound.

There are a few ways to convert your file into PDF format, but the best way is to find a reliable and free online converter. Using your favorite search engine, you can find numerous free software applications that will convert any printable file into a PDF file. If you are only doing a few special reports, this is the best way.

I recommend <http://www.primopdf.com/> for the job.

The next best way, if your business may be creating many PDF files, is to purchase PDF software for the company. There are many options out there, so do your homework and find the one that works best for your business. The important thing here is to make sure you get a clean conversion and that your special report looks professional and just the way you designed it.

Circulating Your Report

You have created a special report on a topic that you know about and that pertains to your target clientel. That is great, but now you have to make sure that they are actually looking at the report. If nobody reads your report, it obviously won't do you any good. So then how do you get your special report circulating and working for you?

First and foremost, **make sure it is well known within your company**. It should appear on your website as a download and your employees should have links to the download location on their email signatures. This will give your existing clientel access to the special report and anyone with which your employees have contact: a nice start.

The second way to **circulate your special report is to write shorter content that will appear online where your prospects are looking**. Write a small article that leads to the information in your report, add a link to the report at the end, and post the articles on content websites and even message boards. Spread the word through the industry that you have something of value for free.

Finally, create a flier or other print advertising for your special report. Include the location (a link) for the special report and make your flier available at conferences, conventions, and any other event where you may encounter potential clients. Getting the word out any way possible is the best way to make sure eyes are finding your report.

Building an Email List from Your Report

Once you have a useful report with good content, and once you have properly marketed that report so that it is in front of potential clients, you need to get emails from them. The email list you are about to build is the main reason you created your special report in the first place. So how do you build an email list from your report?

If you have put together an effective and valuable special report, then your clients will want to give you their email. Your job is to make sure there is a way for them to do that.

Within your special report, **offer opportunities to get more information from you by opting into your email list.** Offer an e-zine or other information to potential clients who do so.

Provide links to your company website on most if not all pages of your special report. At your site, make sure opting into the email list is easy to do, convenient, and quick. If your target sees something he or she likes, it should be convenient to get to your site and to sign up for your email list.

Remember that the report needs to stand alone as both an informative special report and as a marketing tool to help you collect qualified email leads. This is important as you allow the report to be resold and passed along by others in the industry.

A Valuable Tool

As you can see, using a special report can be a great way to build your email list. What's more, you will find that there are many things you can do to make your special report an ongoing aid in the maintenance and continual building of your list.

Just remember to make the content good, the report valuable, and the opt-in convenient and you will have a **qualified and reliable** list in no time!

Chapter 7 : List Building And Resell Rights

As you may well know by now from the last chapters in creating special reports is a great way to market your business.

You can use those reports to build your credibility, raise the awareness of your company, and acquire qualified lists of emails for potential clients. In order to truly spread your special report around, which is how you get the most benefit from it, you should look into granting resale permission for the report.

Once you have written your special report, you have to find a way to make sure people are reading it. After all, getting people to read your special report is the only way to reap the other benefits of writing one.

As you will see, there is a lot to be gained from resale permissions. In addition to that, it is easy to get started once you have written your special report. Finally, you will see that your email list may just be the biggest winner in the resale permission game.

What is Resale Permission?

You may have heard the phrase "resale permission" before, but it is possible that you didn't know what it meant.

Basically, if you grant resale permission on a special report you wrote, you are giving another person or company permission to **sell or**

distribute your report and collect any profits for themselves entirely.

While that sounds like a great deal for the person to whom you grant permission, it is also a pretty good deal for you and your company. Of course, first you have to understand how to do it.

How to Give Resale Permission

Giving resale permission in and of itself is not difficult, but you want to make sure you do it the right way.

Remember that you want to make it easy for your special report to get spread around. That means that you need to grant your resale permission the right way.

The best way to get started is with an opening statement that outlines your resale rights terms. Now, for some resale rights, you can offer up minimum resale prices, restricting free giveaways, and even restricting membership site usage.

However, if you are trying to spread a special report to build your business and your email list, then you should consider making your resale rights simple and easy to get. The **easier** it is for someone to acquire the rights, the **more likely** they are to take on your report and start selling and giving it away.

When you are trying to expand an email list, you need to make sure that you do add one resale right permission restriction. You need to make sure that the main text of your special report stays unchanged. That will ensure that links and references to your website or company and thus assist you in growing your list.

Overall Benefits of Granting Resale Permission For Your Special Report

When you choose to offer resale permission on your special report, you can gain a number of advantages.

For one, by granting resale permission, you are **encouraging others to spread your report**. That means more eyes reading the report and about your company.

Secondly, offering up resale permission gives you credibility. As other read the report and it is being resold, you become more of an authority on your subject and, by manner of extension, so does your company.

Finally, you **create a viral situation**. When you offer easy to get resale permission, you are basically enlisting a large number of people to spread your report one way or another. That just helps the word spread that much easier.

Email List Benefits of Giving Resale Permission

What, though, does this all have to do with expanding your email list with qualified potential clients?

Simply, when you wrote your special report, you should have done so with proper wording and links so that your opt-ins would grow. With such links, references, and other referrals coming from your special report, you are looking for a way to get that report in front of as many potential clients as possible. So by granting resale permission, you are creating a way to get your report in front of more people.

The **more people** you have looking at the report, the **more people** you have getting the opportunity to look for more information with your company and the more likely you are to get people adding their names to your email list. This will help your email list to not only grow, but also to grow with qualified leads.

As you can see, there is a lot to be gained by writing a special report and granting resale permission to others for it. It is one of the most efficient strategies you can use to get your special report in front of as many people as possible.

Remember to start with a report that actually has value. In addition, make sure it directs people to your company website as well as your opt-in email list in order to build a better list of qualified potential clients.

Finally, **give permission the right way**. Do not overcomplicate things by putting a lot of restrictions on the resale rights. Instead, make it easy for people to acquire the resale permission and they will be more likely to take it.

Remember, you are trying to get your report to spread. You are not looking to make a profit on the report by itself.

So once you have that understanding, you can just allow people to spread your special report to all those potential clients and members of your email list. Thus if you are looking for a way to spread your special report, check into the granting of resale permission. You will be glad you did it.

Chapter 8 : Ad Swapping

Whether you are writing an E-zine or building an email list, your clients are important. Have you already exhausted all other means of getting more email addresses? You may want to consider using Ad Swaps.

This is a way for you to not only to increase your client base, but also gain more revenue from other sources. You may find that something as small as swapping ad's with different companies will give you the boost you have been looking for.

So What Is "Ad Swapping"?

This is actually exactly what the name implies. **You swap your firm's ad with another firm's ad.**

Finding an Ad Swap group is as simple as using your favorite search engine. There are many companies out there that are interested in Ad Swapping. Swapping your ad with another company can greatly increase your chances of gaining more subscribers.

When you swap ads with another company, you will be displaying their ad instead of your own. This means that your ad must be short enough to work with the company's email layout, but also be informative enough to grab the attention of the reader in hopes to directing them to your website.

Ad Swapping is smart advertising. Many times when individuals are browsing the internet, they may not know what they are looking for, but those that are already subscribed to an E-zine or other list already know what they are looking for.

Using Ad Swaps Correctly

By correctly choosing the right company to swap Ads with, you will greatly increase your use base. This is because the readers are already interested in what they are reading and see that the Ad pertains to what they are reading and it is recommended as a reputable site by the person who supplied the original email.

A simple Ad Swap can bring in double the amount of people that you have now.

Before you even consider swapping your Ad with another person, you need to create a one line description that will really make readers want to click on your Ad. The "Ad Headliner" is the single most important part of the Ad. Without it, you are not left with much.

The Ad Headliner should not be very long but should contain enough information that grabs the readers attention enough that they want to visit your Ad. This is the same as Internet Ads.

If there is a lot of text you must read before you figure out what they are trying to bring to you, you most likely won't click on it. For this reason, keep your Ad Headliner short and sweet. Sometimes a few words will work best, it's up to you to decide the right length that is informative without being long-winded.

There are many different companies out there and it's important to make sure that the Ad you get in return will be fit for your client base, and vice versa. One of the most important aspects to consider when you are looking to swap ads with any other person is how well their content relates to yours.

This just means that if your clients expect information about computer hardware, they aren't likely to click on an Ad that is about horse racing equipment.

This is not to say that everyone interested in computer hardware isn't interested in horse racing equipment, but at the time they are reading your E-zine, they may not really have that on their mind.

The topic of the Ad does not necessarily have to completely pertain to your E-mail, but it does need to be related. One other point to remember is to find out how many users the other person interested in the Ad Swap has.

Since you are interested in gaining new members, then it is in your interest to only swap Ad's with another person who currently has the same or more number of users.

Of course, if you have only five percent more users than them, you can still give them a chance. Just remember that you are interested in gaining new members, and if your Ad Swap partner has a fewer number of members, then your odds of gaining new members drops significantly.

What if you cannot find a company who shares the same interests to Ad Swap with? One solution to this problem might be creating a survey for your customers with a wide selection of topics for them to choose from.

This will help you understand what other interests they share, and can help you make a smarter decision on who to trade your Ad with. Once you get the results back from all of your customers, you can safely choose one of the top interests and know that you will be doing your part in relaying traffic to your Ad Swap partner.

Choose your topics wisely though. You don't want to have your topics cover a gigantic area of interests, because finding a company that needs an Ad Swap partner with your particular interests may not want to trade with you if your material pertains to a topic that differs too greatly from the one they cover.

Offering your customers between Twenty to Thirty different interest topics to choose from will give them a nice selection, and make things easier when it comes time to find an Ad Swap partner.

Joining an Ad Swap group can greatly increase the number of members you currently handle. It is one of the best ways to get more subscribers to your E-zine or other subscription email service.

Be sure that you research each person who you are conducting the Ad Swap with as their content will be displaying to all of your subscribers and you are the one responsible if they supply you with a broken link.

Be sure to write a few ad headliner's and choose the one that is both minimalist and descriptive. Without an attention grabbing Headliner, an Ad Swap is useless. As long as you are sure to check over all of these points you should be on your way to conducting a successful Ad Swap.

Chapter 9 : The Magic Of Giveaway Events

Building an email list is one of the best ways to advertise the product or service that you are trying to market. This will keep your efforts focused on your target audience instead of to a broad range of people who may not need or want to do business with you.

For example, if your business deals with home improvement information and products, you would not likely appeal to someone who is living in an apartment. The main purpose of building a large, active email list is to bring in a sizeable amount of active readers who are looking to you for good deals and benefits.

Successful e-zine creators often credit their good fortune with hosting Give Aways or contests as incentive to get people to join. Of course, once they join they will expect to receive a well composed and beneficial newsletter or else they will likely choose to unsubscribe.

A new business might not be able to afford to give away free products to subscribers in the beginning, especially without the knowledge of how successful the newsletter will be in bringing in actual profits.

This is why it is a good strategy to find at least one reliable affiliate who you can either trade products with, or that is willing to give you a wholesale price.

List Building Through Give Away Events

Before you approach anyone in search of partnership, you should be fully organized and have a sample newsletter ready to present to them. Be confident and show them that you have the drive to put in the efforts that it will take to make it work. It may take patience and friendly persistence to have anyone agree to take on a risk involving finances.

However, this situation could be very beneficial for both parties. You will have the means to get a customer base built and, if they can supply you with their products to give away, they will build a good reputation and increase earning potential.

If you don't know where to begin looking for a business affiliate, try looking for a successful business of any size that is in the same product category. This could help you bring customers to each other.

You may not be comfortable asking for money or products, but you also have the option of trading equal parts of your products with theirs to give away to subscribers of your e-zine. They may choose to do the same, which would help both of you.

Neither parties will lose much money considering low production cost to the manufacturer. Using this strategy to bring in customers will have you making the money back in no time.

A simple outline of what to do to find a partner is as follows: **propose your strategy for building an e-zine newsletter** to potential partners, show them a sample newsletter to gain their confidence, and use your skills of persuasion discuss ways that you could make the most of each of your products and help each other's business.

If they are hesitant and don't seem interested, move on. Anyone who has the ambition to start this type of venture will be able to find a partner who is just as eager to work with them.

Do **NOT** immediately advertise your Give Away. It is important to wait until you receive the products that you will be sending out. A formal contract should also be agreed upon and signed because they are a common practice in the business world. Decide when would be the best opportunity to give away a free product to subscribers.

If you do it at the time they sign-up you will risk having people sign up just for the gift and then canceling their subscription.

A way to ensure that your list grows, and remains active, is to require that membership is at least one month old before they can apply for the free gift. Another alternative is to have a monthly drawing for the items you are giving away.

That will keep readers of your e-zine entering each month for the contest. This will give subscribers incentive and they may even help you by referring friends and family to join.

Being aggressive in this situation will not hurt your reputation. If you already have a great web site, don't hesitate to advertise the Give Away exclusive to mailing list subscribers on every single page.

It can be placed in a spot on the page that will not interrupt the flow of the page, such as the bottom or top corner. Do you offer a site subscription?

Add a check box to the sign up page offering to automatically add them to the email list also. The free gift should not be the only reason they choose to sign up. Offer a link to a sample of the newsletter so that potential customers can see the benefits and incentives that they will receive in each email.

You have to be ready to work hard to make people happy and keep them interested in what you have to offer.

The **double opt-in** practice is important to anyone who is building a large mailing list. Anyone with genuine interest in becoming a part of your list will be willing to confirm their request to join twice.

This is your opportunity to remind them to add your address to their white list so that it is not filtered out with spam. Using only single opt-in sign ups will bring in a large number but the quality of the list will definitely suffer. You will either be filtered as spam or have to deal with a lot of un-subscribing from those who were never interested in what you have to offer.

Keep maintenance on your list. Don't be afraid to ask for feedback from your active readers on what they would like to see more or less of. This will let them know that you are genuinely interested in their business and satisfaction. A Give Away is a proven effective way to get a list started, but it is up to the creator to keep it as active as it is large.

Chapter 10: Investing In Co-Registration Leads

Too often the key to your business working successfully is how much traffic you can drive to your website. This is limited by the type of product or services you offer. This means not only do your potential sales suffer but so does the growth of your business.

One way to improve this traffic flow is **co-registration**. This means putting opt-in check boxes on the page where your customer's register.

Co-Reg & Opt-Ins – Hand-in-Hand

Opt-in boxes are places that your customers, or even just those who visit your site, can check to say if they are willing to receive information on similar products, services or e-zine publications.

This allows you to build up an email list so that when you have sales or introduce new products you are able to get the word out to potential clients quickly. Building mailing lists is an important part of running an online business.

But, it is something you cannot necessarily do all on own. There are companies who can help you build mailing lists that will reach customers that will potentially be interested in what your site has to offer.

There are companies who will sell you co-registrations leads to help you build that all important mailing list. But before you agree to buy from them you must be certain that you will get exactly what you need.

There are some basic guidelines to shopping around for a good co-registration service. To begin with you must be guaranteed by the company that the names you are being given are opt-in names.

The last thing you want to do when trying to bring in customers to view your offerings is to use names that have been collected without the customer's agreement and authorization. Then you want them to guarantee you that the names have been generated recently.

Co-Reg Tips

The age of the leads is crucial. Names that were picked up a year ago will not likely be of any use. People change their email addresses regularly when they change jobs or move. As well over time their interests change as well.

The products or services they were looking for that are common to your business may already have been bought. That is what makes old lists a waste of money.

The other thing to consider is **price**. The cost of co-registration lists varies from company to company so shop around until you find what you think is the best deal.

Do not use price as the only factor, but use it as one of the factors. You want a company that will offer to you everything you need at a reasonable cost.

Whether you are building your mailing list to draw people to your e-zine, announce new products or get new names for your monthly newsletter a service that offers you good co-registrations lists will save you time and a lot of work.

If you want a list that can bring you hundreds of names doing it yourself could take months. Getting them from a service cuts that to a matter of days and lets you get back to growing your business. There is no other lead generation resource better through the Internet than this.

If you are looking for a source of co-registration leads finding them on the Internet is not difficult. But you must try to find one that will offer you what you need. The service at <http://www.co-registration.net/> seems to have a lot to offer to their potential clients.

The best thing they offer is a **guarantee** that you will be satisfied with their products. They offer lists that are generated the correct way; with no contest lists being used to trick respondents into allowing their names to be taken. All their names are opt-in.

Using the services at <http://www.leadsnadmails.com/> will give you a similar degree of services. Opt-in is becoming the only way to bring in clean names of people who will not automatically consider any contact from you just another spam email.

Sometimes the companies are particular to one kind of business. They will have co-registration lists that are aimed solely at that one area. This may be any form of product or service. One service that sells co-registration lists like this has them aimed particularly at those who are interested in Internet marketing.

Their claim is that those who are on their lists are eager to find ways to make money on the net. So, if that is what you are offering on your website their co-registrations lists are for you.

This company also offers larger lists than most others. They talk of the availability of lists that have from twenty to one hundred thousand contact names. Like the other one they promise their lists will be fresh ones.

Many of the co-registration sites that sell email leads are particular about what kind of businesses they will work with. They will stay away from pornographic businesses, gambling sites or sites which reflect an attitude of hate against others. This shows that they are trying to make aim their business at others whose businesses do not hurt anyone.

They are careful to ensure that there will be no duplicate names and that all the leads you get are current. This is a very important aspect of co-registration leads and one that all services that sell these leads promise you.

You can always expect to get a few email addresses that have changed but if you wind up with too many dead leads you should contact the service you have bought from and demand replacements. If the number of dead leads is high they should honor your request.

Some services will give you an extra one or two percent on your order to help ensure that you get the right number of goods leads for the money you have paid. Prices vary greatly on co-registration leads.

You can pay anywhere from thirty six dollars for one thousand names to three hundred dollars for twenty thousand names and many possibilities in between!

Chapter 11: Recruiting An Affiliate Army

If you are an Internet marketer, one of the keys to a successful business will be your ability to bring potential customers to your website. The best way to do this is to find a way to build large email lists of these potential customers. One of the most common strategies for doing this is purchasing opt-in co-registration lists.

An opt-in list, as you already know by now, are those where the customer has checked a box on a site saying that they are willing to receive information through their email for different products.

Building, or buying, these email lists are what will make the difference to a successful Internet marketing business. It does not matter what you are offering on your site, products you want to sell or services you are offering, if you do not have the traffic to your site you will not make money.

IMPORTANT! You should not purchase lists that are not recently generated or that are not opt-in generated. If you do then you will not add to the success of your business but will find that too many of your leads are cold and you have spent money for very little benefit to your business.

Affiliate Programs Exposed

Another way to drive traffic to your site is to become part of an affiliate program. This can be done either by joining an affiliate program that is already showing signs of success or by making one yourself.

Joining Affiliate Programs

Joining an already established affiliate program has several benefits. Obviously the first one is that the program is already up and running and so there is less work for you to do and less time to wait for results from the program.

You would need to search the Internet and locate affiliate programs that are related to what your product or service is. It would make no sense to sign up to any program if the topic is not close to what you are doing.

This does not mean that you should be concerned that you are signing up in a program that is run by your competition.

In reality any affiliate program you join that properly reflects what you are marketing on your website will have other members who potentially are your direct competitors.

This does not matter. Customers will shop around. If what you offer is a better product or service, with better financial considerations the customers will come to you.

This gets others to help increase your business prospects. What you want to do is get the affiliate programs to work for you. In this way you create your own email lists, use ones that you have bought and bring them all together through an affiliate site which will not only generate potential customers for you but potentially earn you money as you send customers to other sites.

With affiliate programs, if you join them, then you get commission on their sales. This can be an nice perk as you work to bring traffic to your site.

Creating Your Own Affiliate Program (RECOMMENDED!)

If on the other hand it is your chose to create your own affiliate program you have the advantage of being able to have it exactly the way you want. Just remember as your affiliate site grows and is successful your will be paying commissions to others on your sales.

This is true of our own program or one you join. This practice is a reasonable one since what you are doing is attempting to get people to your site and the more methods you have that you can use the better.

Think of it like having salespeople in your store. You would have to pay them a commission or salary to sell your goods. This is more or less the same thing.

With your affiliate site you will need to generate interest for the potential customer to come there and for others join. One way to do this is to have lots of interesting information for potential customers to read. These are usually in the form of articles.

These articles should be related to your product or service, but not all of them should be solely with the aim of selling.

You will find that sometimes a less pressured sales pitch will attract more customers. Still you want to provide lots for them to read that is related to your Internet business.

Another way to bring people to your affiliate's site is make sure these articles have lots of keywords. Keywords are what the average person uses when they are searching for something on the net.

For example, if a person is looking to buy a rattle for their friend's new baby, they will likely write in the words baby rattle, but they may also put in the words baby gift, new baby, baby toy *etc.*

So, the more words that you can put in your articles that will come up in their search the more likely they will visit your site. You do not put the keywords in just once but several times so that your articles will come up nearer the top of a search.

When creating your affiliates program you will want to have an interesting lead in for others to use. Pay per click is another option for you through your affiliates program.

These can be highly successful but are often difficult to monitor. They can easily be abused by others to generate an income for themselves while not truly sending any traffic to your website.

Remember **your affiliates program will generate your own email leads**. As long as they are opt-in generated you also have the option of selling these lists. But most importantly you have them available to use along with any lists you have paid for to generate more traffic to your site as well as to help the customers who have joined your affiliate program.

A common piece of advice to those who are trying to start up an affiliates program or just get an Internet business rolling is once you have discovered something that works, stay with it, then repeat it and continue your success!

Chapter 12 : Leverging On Joint Ventures

Electronic communications are the simplest way to sell your good or service today. As such, it only makes sense to continually expand your targeted email list. But how do you go about doing this? One of the easiest ways is by networking with partners who also have email lists.

However, if you are going to be effective with this, there are several things you have to keep in mind. Here are some tips on how to find partners with the tight type of email lists, and also how to use those lists to the mutual benefit of both parties: -

Where To Look For Potential Partners

One of the first places to check for potential partners is among **professional associations**.

Often, you can build rapport very quickly with others who are in some way connected with the same general area of expertise that you offer with your service or product line.

Of course, you are not looking to partner with anyone who would be in direct competition with you and your company. But chances are the professional association membership will cast a wide enough net that you can find at least a few professional partners who are engaged in

offering goods or services that are complimentary to what you have to offer.

As an example, let's say that you offer discounted international long distance services. You happen to belong to a professional organization for persons who are part of the telecommunications industry. In addition to long distance, this would also include audio conferencing, web conferencing, and video conferencing.

You might find it a very good fit to **approach an audio conferencing provider about sharing qualified email listings**. The potential for them to pick up some new conferencing customers is certainly there, and you may also find plenty of changes to snag some new corporate long distance clients as well.

Along with professional associations that relate to your industry type, there are also the broader organizations, such as city and state chambers of commerce. Membership in these types of organizations can easily pay for itself with just one good lead on someone to partner with.

This will often involve making sure you attend chamber events, especially mixers. The focus here is not necessarily to find persons who deal with services that are part of your industry, but persons whose clientele represent who new markets for you, and vice versa.

For instance, at a local chamber event, you strike up a conversation with a sales director for a national legal form supplier. As part of their

customer support, they have a monthly e-newsletter they send out to their clients.

As it happens, you currently make your living selling transcription services, and have quite a few legal firms in your client base. While your two business interests may appear to not have much in common at first glance, there is plenty of reason for the two of you to talk.

You could certainly endorse the use of their forms supply business, and they in turn would be able to open doors for you to additional attorney firms, arbitration services, and others where transcriptions are key to the working day.

Trade magazines are also a great way to get leads on organizations that you may want to partner with and share email lists.

In order to do this effectively, you may want to look closely at the composition of your current client base. What industry types are represented in your base? Which sectors of your client base are generating the most revenue for you on a monthly basis? Are there existing parts of your client base that you would like to grow?

Answers to these questions will help you determine which of the many different trade and industry magazines you want to subscribe to, and use as leads in securing venture partners.

Other Details in Joint Ventures

Pay attention not only to the features, but also any columns that mention companies in passing. In like manner, see who is advertising in these magazines.

You may find some great leads among the ads. If there are classifieds in the back of the magazine, do not discount finding a good lead or two among those classifieds as well.

Of course, you do not want to forget online resources. Just about everyone is online these days in one form or another. Look for web sites that are dedicated to the type of good or service that you offer. Often, there will be links off those sites that can lead you to potential venture partners.

Many of these sites will have message boards that can also connect you with other persons who would be interested in sharing qualified email lists as part of a joint project. While these may take some time to cultivate, in the end they can provide a big payoff.

Don't forget the possibility of utilizing your own web site as a way to attract potential joint venture partners as well.

Depending on your business model, it may be quite appropriate to create a page that is meant to attract potential partners in a join email sharing campaign.

Provide some basic guidelines that have to be met, such as proof that the list is qualified, that it is a current and usable list, and that no one is included without express permission. Then provide a way for anyone interested to contact you about moving forward.

It cannot be stressed enough that you make sure to only work with persons who can provide a legitimate email list of persons who have requested to receive email transmissions.

There are far too many email lists on sale these days that are antiquated or compiled from sources that would do nothing to help you reach your target audience.

Whether you meet a potential joint venture partner face to face at a chamber event, or make your first contact via a message board or a response to a query on your web site, you must set the standard.

Important JV Tip

Make sure that you only deal with people who have the same level of ethics and respect for potential clients that you have worked long and hard to cultivate and establish. Failure to do so will mean lost time and resources, few if any new clients, and most likely loss of some of your clients as well.

Pick your partners carefully, however, and you will open up all sorts of opportunities to broaden your client base and increase your revenue stream.

Chapter 13 : Executing Product Launches

As any good businessperson knows, nothing is quite as exciting as launching a new product or service. One of the best ways to have your new offering hit the ground running is by using a resource you already have in place to get the word out to interested parties: **your customer email list**.

Product Launch For Hard Hitters

Utilization of your email list should begin long before the actual launch date of the new product or service. A savvy approach is to begin using the electronic communications to begin building up some interest in the new product.

As an example, let's assume that you do a monthly newsletter to your client list. Several months before the launch start inserting teasers into the newsletter.

Even something simple like *"Not sure what to get your best friend for Christmas this year? In September, we will tell you."*

Of course, you may want to be more direct and try something along the lines of *"You told us you want it. And we listened. Announcing EasyWeb, our new web conferencing product, coming in August."*

Of course, every month you will include a new tidbit about the new offering. Use the space to extol the advantages of your offering over those from your competition.

Along with the teasers, build up to a feature article that goes into the background on how the product was developed and what influence existing customers had on the final design. Customers love to know you listen, even if many of them never send you any ideas.

Pre-Launch

As the time for the launch draws near, you may want to do some promotional work among your email listing as well.

Offer premiums such as discounts to any existing client that can get someone who is not currently a customer to attend a demonstration of the product and who subsequently signs up for the product or service. Among your client base, offer a short term free trial as well.

The point is to give your existing clients a chance to try your new offering, decide that they like it, and that they will be coming back for more.

Happy customers are some of the best word of mouth you will ever have, so if they like you and your new offering, they will be more than happy to promote you to other organizations.

In addition to using your regular e-newsletter to publicize the advent of your new offering, you may also want to do targeted emails from your email list.

Targeted emails would involve dividing your email list up according to industry type and preparing the text of an email that would point to applications of your new offering that are of special interest to that part of your client base.

As an example, you may have a large percentage of non-profit associations in your client base. You know that your new offering could help them keep track of participation in fund raising projects they conduct. Focus on that point, explaining how your offering can make the job easier and more accurate.

Critical Launch Success Factors

It is important to note that you will not get a very good response if you do not do two things.

First, you must **send several well-timed emails about your offering between the time you make the first announcement and the actual launch date.** Far too many people think that one announcement does the trick and there is nothing more to be done.

The fact is the matter is that you want to use your email list to build interest for your offering as the launch date approaches. Depending on

your client base, a monthly email might be just fine. If you think you can do so more often, than give it a try.

You want to keep people informed, give them ideas on how to use your offering, but you do not want them to get tired of seeing emails from you and decide to opt out of your list. Find that sweet spot for contacts and you will be able to use the list effectively.

Also, it is not a matter of using material versus sending out individual emails. By all means use both. Chances are that your clients will take note of one or the other, but not necessarily both forms of electronic communication.

Of course, you want the emails and the newsletter content to compliment one another. In fact, you may want the text of your email to refer back to the content in the newsletter, and vice versa. Keep everything consistent and very upbeat.

Along with getting out information on the potential applications of your offering, you may want to invite your client base to participate in some sort of a contest, with the prize being something that would be useful in the home or office.

However you choose to construct the contest make sure of two things. First, it is imperative that you be able to verify the results.

Second, you should **offer a prize that will not create any undue hardship on your company**. You want it to be attractive, but not

something that will potentially create a situation where you would not be able to meet your obligations. Only offer a three day two night cruise to the winner if you can afford to do so.

Launching Your Product

Don't forget to follow up the launch date with some more updates and invitations to try out the new offering. Continue to spotlight the launched service or product in your e-newsletter and in email communiqués to your client for at least four to six months after the launch.

The potential for them to share your announcements and feature reports with other people will not end on the day of the launch. Keep the momentum going and you may pick up a few more customers.

Your email list is a **valuable** piece of property. It is important that you responsibly use it to keep your current customers happy with you and your offerings, as well as let them know of new innovations that can make life easier for them.

At the same, time, it can be a wonderful way to involve your clients in the process of securing new customers who can benefit from a working relationship with you. Make sure your customers always know how much you appreciate them and you will be able to not only maintain but expand your email list every time you have something new to offer.

List Building Insider

Maximizing Your Mailing List Profit Points

Having a solid mailing list is one of your business' greatest assets. Many of us know that the single most powerful selling tool we have is the good word of mouth we get from our existing customers.

The fact of the matter is that your customers can help you to grow your business in several ways, as you find ways to up-sell them on other means of helping you help them grow their business.

Here are some suggestions that will help you articulate to your customers how you can help them grow while you are maximizing the profits that you get from your mailing list and e-zines.

Sell Advertising Space To Your Clients

Chances are that at least some of your clients are involved in selling goods and services that would be of interest to other customers on your mailing list. So what if you were to offer some really competitive advertising space in your monthly electronic magazine?

This one simple offer could begin a whole new revenue stream for you, using a resource that at present does not provide any direct profit. In order to keep things as simple as possible, you could specify the format of the ad and also offer sizes that would be very easy to include, such as quarter page, half page and page size advertisements.

Just as with any ad service, you could offer short term and long term rates for advertising in the newsletter, which would mean a steady revenue stream for you over the long term.

Along with the newsletter, have you thought about offering the contacts in your email list the ability to place ads with hot links on your web site? You could create a whole section of advertising that is just for your client base.

As for pricing, you could set up a basic monthly rate, and offer discounts off that for commitments of six months, a year, or two years of advertising via your web site.

Assuming that you send invoices through regular mail, you could also create a lucrative revenue stream by advertising to contacts on your email list the ability to include advertising flyers in all your mailings.

Of course, you would want to pieces to fit nicely into standard business envelope and you would want to make sure you kept the number of inserts to a minimum. Nevertheless, you could create a steady flow of cash from even this type of endeavor.

Another form of advertising you could offer to your clientele is to include a one-time feature article in your monthly E-zine. The article could include an overview of the history of the company, vital information about their core product line, or information about an upcoming new good or service they will be launching soon.

This feature article option could be offered with a guaranteed minimum word count as well as a bold header, for a flat rate price.

Of course, you could also offer a sliding scale based on a fixed rate per word instead of the flat fee. This would allow your client to opt for a longer article, if they wish to do so.

Affiliate Programs And Your Email List

The simple fact of the matter is that no one is successful with an affiliate program without owning a good solid email list. Since you already have a list that meets those qualifications, why not put your email list to work and make some money with affiliate programs?

Here is what you need to do:

The genius of opting into an affiliate program is that you get to expand the types of goods and services that you offer to your existing customer base without having to invest anything into development, facilities, or production. Someone else has already done all of that. By entering into an affiliate agreement, you tap into that resource, act at the mediator, and rake in profit off every unit sold.

One of the first things you will need to do is collect data on available affiliate programs. A quick Internet search will probably lead you to quite a number of potential programs that would be of interest to you. You may also uncover a source or two that will provide you with quick

overviews of hundreds of affiliate programs that are actively looking for persons just like you.

Make notes of anything and everything that you think could possibly be of interest to you. One thing to note here is that you will be able to find plenty of affiliate programs that will work just fine with your own sense of business ethics.

While there may be some programs out there that offer products that you would prefer to not be connected with, do not worry about limiting yourself. The breadth and depth of affiliate programs is such that you will have no problem finding plenty to chose from.

After you have made your initial swing through the lists, is it time to begin matching up your interests and skill sets with what you understand about your own clientele.

As you look at each of the affiliate programs that have caught your eye, think in terms of what your customers do for a living. What products or services would be likely to compliment what you already sell, or at least be of some interest to those that already know and do business with you?

You can sign up for all sorts of affiliate programs, but if they are not going to excite those who already know you, then what is the point? Make sure that any affiliate program you sign up with has the potential to generate additional income from your email list.

Next, you want to do some checking on any affiliate program that you are sure is a good fit for you and the customers on your existing email list. What will you be looking for?

Evidence that the program is stable, that it delivers what it promises, and that the majority of the folks who are affiliates are happy with the way things are going. Where will you find this information? On the Internet, of course.

Use your Internet browser to conduct a search for comments on the affiliate program of your choice. You want to locate as much feedback, both positive and negative, as you can manage.

No organization is going to be without its detractors, so don't let some negative comments turn you off immediately. How well an organizations responds to the need to resolve an issue with an unhappy client says as much about it as having customers who do not experience problems.

What you do want to be aware of are any trends that indicate the affiliate program is misleading in some way, that it fails to live up to its promises, and that it consistently has a history of leaving affiliates in the lurch. When you find ample evidence of that sort of behavior, then you know it is time to forget about that program and move on to the next one on your list.

Once you have identified one or more affiliate programs that you feel good about representing, then the next move is to let the folks on your

email list know what is going on. Prepare a press release announcing your decision to open a working relationship with your new partner.

Outline some of the reasons why you have decided they are a good match for what you already provide to your customers. You may want to include some bullets that demonstrate some reasons why your customers should look at your new partner very closely.

Make sure that you have a link set up on your web site that will function as a portal to your new partner, so you can get credit for any business your clients do with your partner is credited to you.

If you have an E-zine that you produce on a regular basis, promote the products of your partner right along with your own services. Keep the name of your affiliate partner in front of your customers through both emails and your E-zine, as well as making sure there is a link to your partner on your web site.

Along with opening up new revenue streams by using your email list to promote this new affiliate relationship, you also can make sure that your existing customers have the means to pass on your information to their associates.

This can lead to the expansion of your opt-in email listing, additional demand for your own services, and increase revenue from your affiliate relationship as well.

Always Remember To Market Your Own Services

One of the reasons you have such a great email list in the first place is that people have come to know you and trust you. You've sold them goods and services before, and they have liked what they got both in the way of product and in the way of customer care. Your job is to not only maintain that positive relationship, but also to build upon it.

Up-selling is the term that is normally used for the process of promoting goods and services to your existing clientele that they have not yet tried out. In many ways, this is much easier than trying to start with a new lead. There is already a history between you and the buyer, one that has demonstrated a good working relationship up to that point.

Chances are that your client will at least devote a few minutes to whatever new product or service that you want to introduce them to. It is your job to use the resources at hand to make sure that courtesy of giving you a few moments turns into a sale.

When it comes to email announcements, make them big and broad, but keep in mind that not all people utilize HTML setting for their inbound email.

For that reason, you may want to rely more heavily on the content and less of using graphics to spotlight a new or existing service. In order to get the most out of your email announcement content, you will want to observe a few basic rules.

First, **make sure that the content of the email announcement is focused**. Do not try to cover too much ground at one time. Keep the content in line with the purpose of the email, which is to promote one particular product in your line. If availability is pending, make that clear right up front, including the date that the product will be available.

Outline at least three possible applications of the product that, based on your knowledge of your customer base, will appeal to a majority of them. Close with contact information to learn more about the product, including a link back to the page on your web site that features the product.

Second, **make your email announcement can be easily scanned by your audience**. Many people will glance over your email and then move on.

You can diminish that occurrence by having the announcement broken down so that key points will catch the eye of even the most casual reader and impel him or her to go back to the beginning and read all the way through. Using headers and bullets are an effective way to make your announcement more scanner friendly, and will help hold the attention of the reader.

Last, make sure the email announcement is simply that: an announcement.

The communication is not meant to function as a sales brochure, nor is it supposed to be an exhaustive study of the new product. It is meant to spark the interest of the reader and provide them with just enough detail to compel them to want more information.

Generally speaking, if you can keep the announcement under 500 words, you will manage to keep the attention of your audience long enough to make your point.

To your success