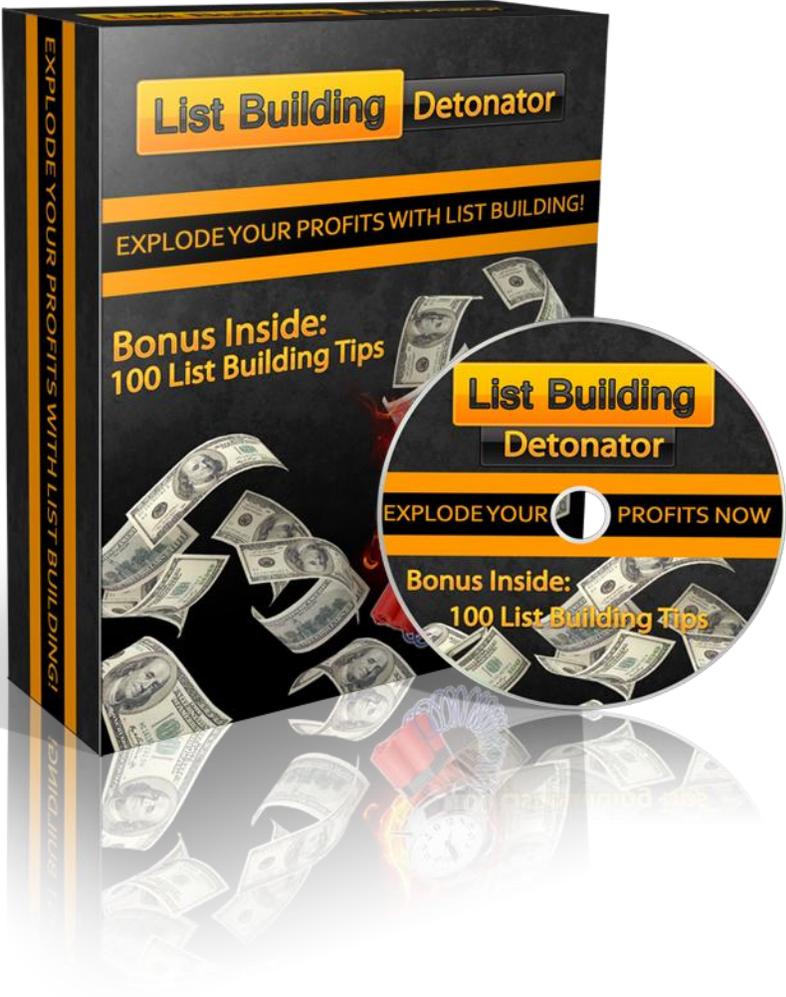


List Building Detonator Report



By: Your Name

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

your 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)
- 4) Content

With autoresponder services like www.GetResponse.com and 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.....

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.

100 List Building Techniques Sample

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.

Resources

For More IM Related Products, go to [TKO Marketing](#)

List Wire: Free Auto Responder! [Go To Listwire Now](#)

Use List Wire for Unlimited Follow-ups, Unlimited Prospects, and Unlimited Broadcasts



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>