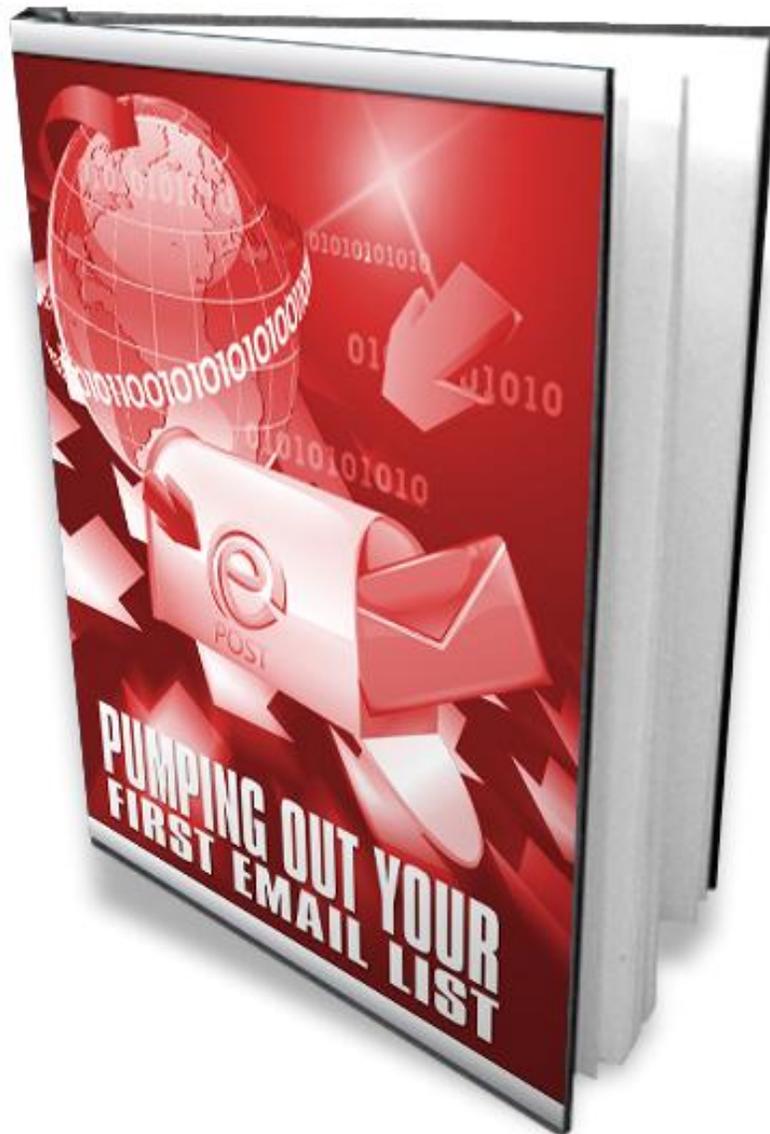




Pumping Out Your First Email List Free Chapter





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Introduction

Almost one of the first 'rules of the game' that anyone new to online business or internet marketing ever hears about is the notion that you have to build a mailing list if you expect to have a successful business. After all, as every expert who is worth listening to will tell you, 'the money is in the list'.

This is essentially true because although it is *possible* to run a successful business without building a list at the same time, it is an awful lot harder to do so. And why would you make life any more difficult than it already is, right?

Hence, the objective of this book is to show you how to start building your first mailing list from scratch in the most effective and ultimately profitable way. It will also demonstrate why creating a list is so important and why doing so in the right way is of even more relevance.

This is not some hypothetical 'if you do A, then B *might* happen' theoretical guide. It is an exact replica of the plan I used to build a list of 2500 new subscribers from scratch in one month, a plan that has been tested in the heat of the online marketing battle and shown to be a winner.

And here is the final thing to understand before we move on.

There is nothing difficult or complex about building a mailing list. Once you understand why you are doing things a certain way and you have





put in place what you need to make sure that things happen the way they should do, list building is actually pretty easy.

However, there is some work involved because it is a fact that in every aspect of online business, work is an integral part of the deal. In online marketing as with everything else in life, what you get out is always in direct proportion to what you are willing to put in. Without work, your list building efforts are consequently almost certainly doomed to failure.

With that proviso in place and understood, let's get started.





The basics of list building

Before beginning to consider the specifics of building a mailing list, it is important to understand some of the basics that relate to building any online business. Without grasping these central concepts, the idea of building a mailing list makes little sense. This is therefore a natural starting point.

If you are planning to launch any kind of online business, it stands to reason that net users represent your target market. In other words, people who go online every day are your potential customers. It is therefore essential to have some understanding of how people use the internet and what they are looking for from it.

Although the net is becoming an increasingly important centre of business and commerce, it is still a fact that the overwhelming majority of net users do not get online each day to purchase goods or services. Instead, they come online because they need information of one form or another, and they therefore turn to the World Wide Web as the biggest source of information mankind has ever known.

Each and every day, there are millions of people all over the world who have problems that need solving or questions that need answers that they have not previously been able to find elsewhere.

If you have ever used the net to search for information yourself, you probably already know that this is true. You are also probably aware of something else that is critically important (in online marketing terms) too.





The majority of people who are searching for information on the net want that information without paying for it if at all possible.

From these two simple facts about how people use the net, there are a couple of conclusions that you can arrive at.

Firstly, in order to have a successful online business, you need to establish a way or have a system for making contact with net users who could be potential customers for your business. Secondly, you need to ensure that these people are both capable of and willing to spend money, because if they are not, it makes it far more difficult for you to generate the online income that you want to generate.

Hence, the first thing that you need to do is some market research.

As suggested in the introduction, there is some work involved in building a mailing list, and this is where it starts.





The targeting and niche concepts...

Why targeting is essential

Although the vast majority of people who get online every day do so to find information, they are not all looking for exactly the same type of information. If they were, it would be very easy indeed to connect with them because you would know exactly what they were looking for without any research whatsoever. However, because this is clearly not the case, you need to dig a little deeper.

Most people do not seek information from the net on a completely untargeted, general level. On the contrary, they usually have a specific questions need answering or a distinct problem that needs solving. In other words, they are looking for information of a definitive nature, which means that it is your job as a marketer to discover the specifics of what they're looking for.

If you can do this, you can make the information that you provide the central product or service that your business sells. By doing so, you satisfy their specific requirements or needs, hence they are happy because they have the answers that they needed whilst landing a successful sale ensures that you are happy too.

In order to do this most effectively, you cannot expect to provide information to every individual who logs onto the internet every day. To be effective, you have to narrow you own targeting down far more strategically.





Hence, you have the idea of trying to set up a business that is focused on a particular market sector or niche. By doing so, you can identify and then provide the exact information that people in that niche really want, thereby creating satisfied customers.

However, you must fully understand the concept of narrowing down your business focus very precisely because if you try to take on too much, you will inevitably fail.

For example, there are billions of people who turn to the net every day to search for information about health.

There is a massive potential market for entrepreneurs who can provide valuable health-related information via the internet. On the other hand, the general concept of an online 'health market' represents a massively diversified market. It covers everything from people who are looking for cures for the common cold to seeking ways to comfort those in the final stages of terminal cancer.

Without putting in the work of several lifetimes, there is no way that one individual could do any more than scratch the surface of such a massive market, hence focusing on 'health' would not work. It does not represent a niche market of the kind you must look for as online marketer.

If however you were to focus on providing information to people who are seeking solutions for a long-standing eczema problem, you have found a market niche. In this case, you are looking at a small subsector





of the health market where people are seeking very specific and definite information.

If you can provide that information and if what you provide is of enough quality and value to convince eczema sufferers to spend money, you have the core of a business.

Spend no more than five minutes thinking about it and you could probably come up with a list of several hundred niche markets within the health sector, as you could if you thought about almost any market on a general level.

However, remembering that your primary objective here is to build a profitable mailing list, it is a fact that some niche markets are far more attractive than others for reasons that I will explain in the next section.

Every niche is not the same

Every online marketer who has been around the business more than five minutes knows that 'the money is in the list' but what exactly does this mean? How or why is there money in the list, and perhaps more importantly, how do you put some of that money in your bank account?

For the time being, let's continue to run with the idea that your primary business model is based on selling eczema related information to sufferers who are willing to pay for it.

In this situation, the first thing you might look for is a suitable product or service that you could sell into this market. Once you have done this, the next step might be to 'contact' as many eczema sufferers as





possible by targeting all of your marketing and advertising efforts at people who suffer from this particular complaint.

Through your marketing and advertising, you bring these people to your eczema focused website and convince them to subscribe to your mailing list.

Now you have the ability to send promotional e-mail messages to these individuals as often as you like because by their action of subscribing to your mailing list, they gave you specific permission to do so.

In every e-mail message that you send to them, you now promote a product or service. Do this and over time your activity inevitably generates sales, which is where the idea that the money is in the list comes from. As long as you keep promoting, you will keep selling, adding extra profit to your account with every outgoing e-mail message.

But think about this example for a moment.

The individual who either suffers from eczema or knows someone who does subscribed to your mailing list. They might possibly have bought your 'eczema treatment' product or service because they have a medical problem that needs to be solved.

Assuming that this initial product or service does the trick, what are you going to sell them now? After all, they had a problem that you have solved, so they obviously don't need more information or product recommendations about eczema treatment.





You can probably see that you also have a problem here.

By choosing this particular market niche around which to build your mailing list, you have made it difficult to profit from your list in the future because your list members only have one problem (that you know of) and you have already solved it.

Thus, in order to build a mailing list from which you can profit on a long-term, consistent basis, you must focus on a market sector or niche where there is a degree of longevity and continuity.

For example, self-improvement is a massive online market and one in which people are always looking for extra information or assistance. After all, it is a very rare individual indeed who is entirely satisfied and happy with everything about their life. Certainly, I have never met anyone who is interested in self-help or self-improvement who ever reached this particular stage of contentedness.

In a similar manner, any market niche that is related to hobbies or interests is one where there is a natural degree or level of longevity and continuity. If you sell products, services or information about radio controlled models to an enthusiast, you know for a fact that they will soak up anything else you can provide about radio controlled models like a sponge.

Take model railway enthusiasts, those who are interested in knitting, quilting or crochet, those who collect butterflies or love fly fishing and you have exactly the same picture in every case. As long as you keep sending e-mail messages that are directly related to their hobbies,





interests or obsessions, every one of these individuals will keep opening your mail messages. Furthermore, a significant proportion will act upon your instructions or directions as well, thereby guaranteeing a few sales from every outgoing e-mail messages you send.

If you want a successful mailing list-based business, you have to target a niche where continuity and longevity are intrinsically tied up with that niche.

Where does the money come from?

Once you have established that a market niche that you are thinking of has the necessary continuity, the final thing to confirm is whether there is any money being spent. This is important because there are certain markets where it is generally assumed that most of the information that people want is available for free and there are others where the logistics of the market legislate against money being spent.

For instance, there are billions of net users all over the world who love to cook. There is therefore a big market for people searching for online recipes. However, because there are thousands of websites where ordinary people publish their favorite recipes for free, creating a business based on the idea of selling recipes is going to be very challenging.

This is not to say that it would be completely impossible to sell your recipes – if you are a Michelin starred chef for example, it would probably work. However, assuming that this is not the case, you might





have the most popular recipe website in the world and it is still going to be very difficult to make money from it.

Similarly, there are some markets where the demographics make it difficult to generate money. As an example, there are hundreds of websites which you can buy ringtones for your mobile phone. This is all very well but the main markets for services such as these are populated by the under 16's and they generally don't have a credit card.

If you sell information about how to deal with the worst effects of arthritis, the majority of your potential prospects or customers are probably pensioners, and most pensioners don't have a great deal of disposable capital or income available. Thus, you have exactly the same problem at the other end of the age scale.

Hence, as well as looking at your market niche in terms of continuity, you also have to consider it in terms of whether there is any money available in that market.

You can break this 'money question' down into three separate sub-questions: ...

