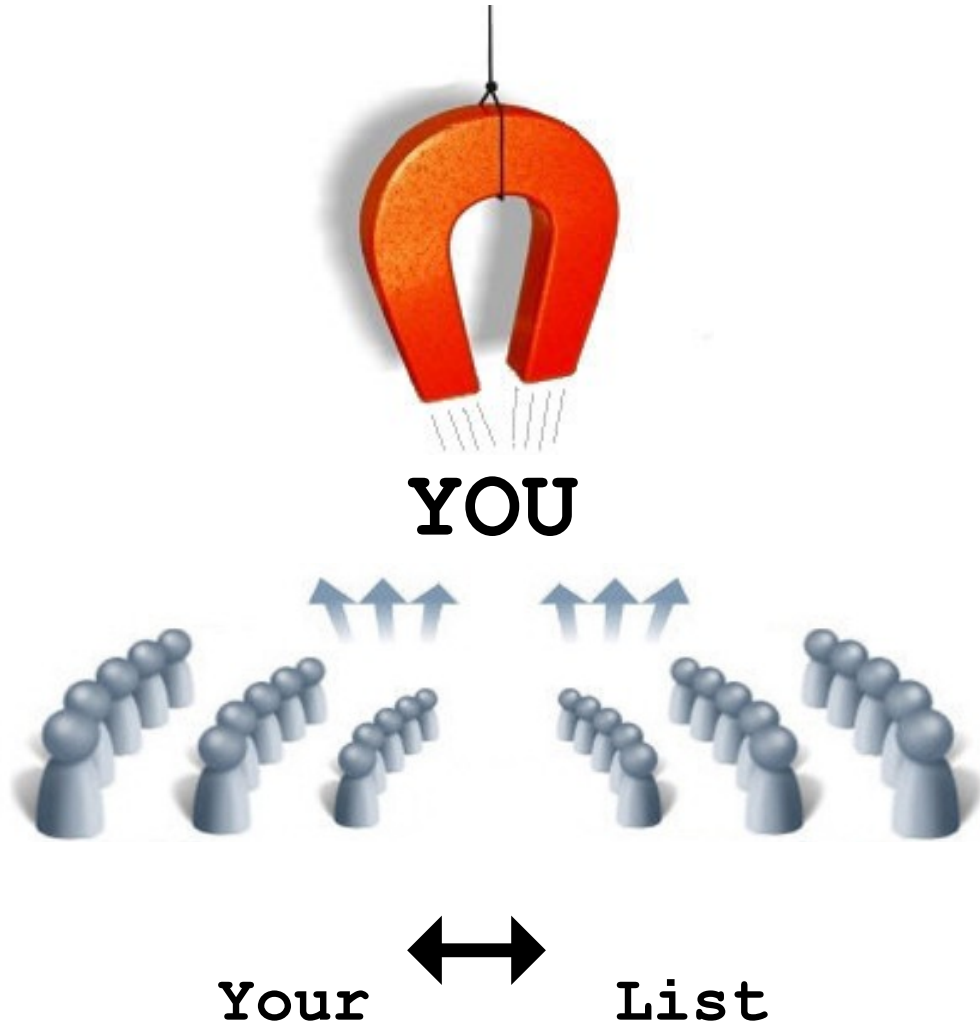


Core Strategies of List Building



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EnthWave Media

Version 2: Newly Revised and Edited for 2008

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Suggested Retail Price: \$9.95

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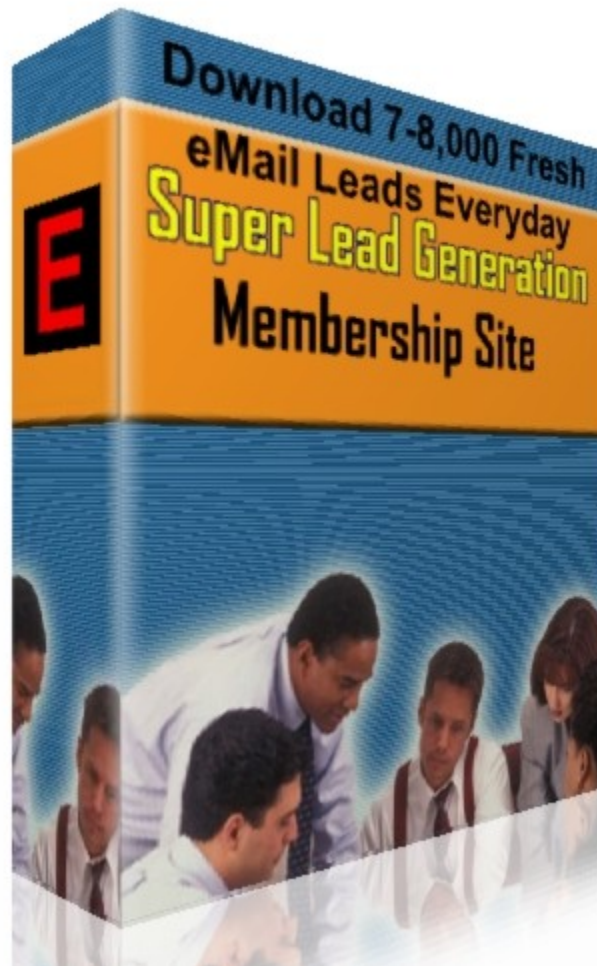
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Introduction

By Deron Clark

Thank you for downloading this ebook. It is our hope that you find it informative and that it helps you avoid some costly mistakes and dispels some of the misconceptions regarding list building and email marketing. I also want to stress something else because many of you reading this ebook are relatively new to all this.

Don't ever believe it if someone tells you that all you have to do is send a bunch of emails out to thousands of people that don't know you and they will "instantly" buy your product or service and make you rich over night.

This is the biggest misconception that is expressed to me in emails from those list members and website visitors that are new to list building and email marketing. To you I say, slow down and get more foundation on the subject so that you remain "realistic" when working with email leads. So, I wrote this with that in mind and I hope you find this ebook of value. Enjoy and let us know what you gained from it.

Thank you,

Deron Clark
EnthWave Media

Section 1:

3 Quick and Easy Ways to Build a Profitable Opt In List

So, you finally realize that you need a good opt-in list. After reading countless articles, seeking expert advice and reading the many success stories of people creating a small fortune with opt-in lists you finally decide to start one of your own. Then it happens, you think you know 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 maybe hiring writers to help you out or there are some expenses incurred you did not plan for. You might have a big list, but only a very small percentage actually buy 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 dive straight in. You chose a topic that you think could be quite popular and earn you money but, this just isn't what happens. Just because you wrote to people from a lead 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 failed, you can rejuvenate your failed venture and for those of you 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 emailing your opt-in list doesn't make you an expert or a believable seller. Send and post articles to your opt-in list and Website. Provide your subscribers with promotional material that they could actually use and spread around.

Give people a reason to be on your list, give them value.

- Set up a forum to gain first hand knowledge about your customers, their wants and needs.
- Then, target those wants and needs.
- Join forums from other sites as well.
- Write about or secure articles on the topic of your site and offer that as content.
- Provide expert advice and recommendations in the forum.
- Build a base with other forum users.
- Ask forum users to join your list.
- Ask Friends, they are often good customers.
- Put up a link to your site in the forum so people can 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. Remember, 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.

Pay attention to the market and see what trends there are and what people are interested in and buying. 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 will be more profitable in the long run.

3) Make friends with other opt-in list owners.

This is very beneficial especially if it is someone who has already launched some successful opt-in lists. These are people that have the experience in this area and experience is still the best teacher. While there are many articles available for you on the Internet to read, there is nothing like getting a first hand account from someone you trust.

Experienced opt-in list owners 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 concepts 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 doesn't just happen overnight.

There are many preparations and efforts that go into it. 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.

Section 2:

4 Crucial Things You Need To Do To Build your List

Online marketing may have developed a sudden surge these past few years, but many in the know have felt its rise start for a long time. As more Internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen.

More and more marketing strategies are being discovered and developed to cope with the changing face of obstacles in the business world.

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, Internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientèle for a fee, there are also many ways that you can spread the word about your sites substance in a more cost free way.

Opt-in email marketing or permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take the form of newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in marketing list. From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list. These are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase whatever product or service your company and site has to offer. Many people

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

Take the effort to take your business to a new level

If traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture. There are many sources and articles in the Internet available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and there different ways.

Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list.

Here are four of them.

1) Put up a good web form in your site that immediately follows the end of your content. While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them off, they may just forget about signing up. A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

2) As mentioned in the first tip, make your homepage very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good programming in your site, make your graphics beautiful but don't over do it. Don't waste your time making the homepage too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

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

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

Section 3:

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

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

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

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through. Your intended recipient will be able to read and view what you have sent making it a successful transfer of information. To be able to be allowed to do so, you will need permission from your recipient, to get this permission; you need to be able to get their trust. With the great lack of disregard for privacy in the Internet, getting the trust of an Internet user you don't personally know is a big achievement. To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get spelling more profits. Its easy math if you think about it. Getting the numbers is not that simple though, or maybe it is?

- Getting the trust of your clientèle shouldn't be so hard especially if you do have a legitimate business. Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Well, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball players become coaches, you don't really venture into something you don't have any interest in.

- Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if you're into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

- Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you're a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the other have experienced from you, so make sure to be consistent in the service you provide.

- Another tip in getting a customer to trust you quickly is to provide them an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service when ever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with Spam.

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

Section 4:

5 Things to Consider When Publishing A Newsletter

Providing a newsletter for your opt-in list subscribers provides many benefits in terms of driving traffic into your site as well as boosting the sales and profits of your site and company. This is a marketing ploy that will not hugely dent your marketing budget and will not also require many man-hours in developing this project. With a newsletter, you can inform the public about your company and products as well as services. You can keep them posted and updated about what's going-on with your company as well as many of your promotions and offerings. With these, you keep on reminding your subscribers that you are still here and are willing to offer them good deals and services.

**Newsletters also allow you to
impress your subscribers.**

It can show your expertise and knowledge about the topic at hand and the many benefits you can offer them. When you impress people, they will become potential customers and another great thing is that they can recommend you to their friends, colleagues and family. All of them could very well be customers in the future. If you do not have a newsletter or publishing one for your site, then you may have to consider about researching and be well informed on how to publish one. It is not as easy as it seems but if and when you get the right idea and process, it will be smooth sailing from there on. Try to take the time to learn what you need to learn and get that newsletter ready and good to attract subscribers to your newsletter as well as traffic to your site. In the next few paragraphs, I will provide you with some things to reflect on when you decide to start your own newsletter for your site. Here are five things to consider when publishing a newsletter.

1) Make sure that the content of your newsletter pertains to and closely associated with your business or the theme of your site. Do not dwell too far on what could be regarded as your field of expertise. You have started a site and your theme for your site will always be something you are knowledgeable about. For example; if you have a site that sells auto car parts, your newsletter must contain articles or content like photos that pertain to cars, auto parts and such. You may also include content about your company and your staff. Remember that visitors of a certain site are there because they are interested in what the site has to offer. If they sign up for an opt-in list or for a newsletter this means that they want to be updated for that certain theme or subject. Be sure that when you publish your newsletter you are providing for the need of the subscriber as well as their interests.

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

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

4) Provide fresh and new articles that can provide new information to your subscribers. If you publish stale and old news in your newsletter, there is a tendency that people or your subscribers already have read and known about them. This will lose their interest in your newsletter and they won't get to read what is most important, your ads.

They may not open or read any of your succeeding newsletters losing your intention in writing and publishing newsletters, to get them to visit your site and make a purchase.

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

Section 5:

7 Ways To Make Money Using Nothing More Than Your List

An opt-in list can be quite crucial to any site or Internet based company. Even for a small venture such as a niche profit site an opt-in list can make a world of difference and also add some extra income for your pocket. Rarely would you see an e-commerce site, big or small, that is without an opt-in list. An opt-in list allows for a company to market their wares and site via an email.

With an opt-in list, a site and a subscriber consents to sending and receiving a newsletter from your company.

Through this, you can keep your subscribers abreast of what is currently available in your site as well as whatever is coming out. And because there is mutual consent between the two parties, any mail sent to the list is not considered as Spam mail. There is a great number of successfully read promotional materials such as catalogs, newsletters and such that are sent because the subscribers themselves have signed up for them, meaning, they do want to be sent those items.

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

Newsletters would be a way to attract them back to your site. A little teaser or appetizer if you will.

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

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

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

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

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

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

6) Create a network out of your list. Get people to invite more people to view your site and subscribe to your list. The larger your list is the more people will be able to click on your links and affiliate links as well as make your advertisement rates higher.

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

Section 6:

Can You Really Use Articles To Build Your List?

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

One of the ways you can combine marketing and customer service is through opt-in marketing.

With an opt-in list you get the opportunity to introduce your site and products on a good time basis. Opt-in marketing strategy is a marketing strategy that is virtually low cost and not time consuming. Here, you get the consent of your website visitors to subscribe to your newsletters and other promotional materials such as catalogs and free promotions. Opt-in marketing uses your list of subscribers to send e-mail to. These emails will contain the materials you will send to your subscribers. It is essential that you present your promotional items in a manner that will catch the interest and the eye of your subscribers to keep them wanting for more.

The best way to do this is to provide fun, entertaining and informational articles. Well written articles full of content and useful information will help in building your list as more subscribers will be enticed your list. When they have read the samples of your contents in your sites, they will be intrigued as to what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next. Many sites and companies have captured the importance of articles and this also aids in search engine optimization. As more people are heading

towards the Internet for their information needs, serving the right information to them via articles in your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit. There have been the rise for the importance of well written, information enriched and keyword packed articles for the content of their site as well as for newsletters. These articles provide the information many are seeking in the Internet. If your site has them, more people will be going to your site for information and research.

Well written articles would also boost your sites reputation.

If they are filled with a lot of information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they will always come for you for their needs on that subject. In connection, you must write articles or commission them to tackle subjects that are closely connected with your type of business. If you have a site for a medicine tackling a certain disease, your articles must be about the diseases. Or if you sell materials for home improvements provide articles with those themes.

Most articles searched for are tips, guidelines, methods, manuals and such.

If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice as well as for your products. With the loyalty of these customers, they may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers for that need, they will be happy to be receiving your newsletters as well as other promotional materials to keep them well informed.

Others may even forward your newsletters to other people when they find a certain article interesting. You should provide links in your newsletter so that when other people are reading it and wants to read more, they may click on the link and go to your site. With the articles you have in your site that are good, they may decide to sign up as well for your opt-in list. This will build your list and make it bigger. Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good articles for your site and newsletter. If you are not interested in writing them or if you just don't have the time, there are many available well experienced and knowledgeable writers available to help you out. This is an investment that will pay for itself in time.

Section 7:

How To Build A List Of Eager Subscribers

Every online business should strive to provide 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 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, this way, you are 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 know 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 ebook 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.

Section 8:

How To Get Your Subscribers Begging For More

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

Through e-mail, an Internet user that is on the list will receive their updates through email. If a promotional material piques their interest they will go to the site to learn more or to purchase outright.

For the website operators or owners, this is a chance to remind their list of their existence and parlor their wares. With the numerous sites in the Internet that offers the same products or services in one way or the other, the competition can get pretty tight and it is easy to be forgotten.

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

was only for an experiment. Many companies and site present their promotional materials in a wide variety of concepts. Each has their own distinctive style and designs, but more than the outline and the presentation, the content and the articles are what keeps the attention of your potential customer locked on to your optin marketing medium. Creativity is the key here. From talking to many satisfied opt-in list subscribers and forums, I have learned of what is essential in opt-in marketing and what makes the subscribers begging for more instead of lining up to unsubscribe.

Keep your promotional materials light, creative and original. Many people are stressed out as it is. Getting a stuffy business proposal rather than a light hearted e-mail may just agitate them more. A warm friendly smile or banter is always more welcome than a serious business meeting or proposal.

**While you do want your customers to
take you and your products and
services seriously, you also want to
show them that you know how
to have fun.**

Splash some color in your emails as well as provide some photos and articles that can be related to you but show good news or good light hearted images as well. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials eye catching and grabbing that they won't be able to take their eyes off of them. Pique their interests. Have good content and article, even if it means investing in an experienced and professional copy writer to write them for you. An effective copy writer should be able to build trust between you and your customers. They should be able to establish your credibility in what they write. It must be informative but not too stuffy. Let go of the professional jargons and "talk to" your recipients. A good article and content

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

Don't leave people guessing.

You should lead them to you and not vice versa. Explain to them what they need to do in a manner that won't be confusing. Try to anticipate also what your target client needs.

Do your research and information gathering, many sites will be able to help you with that. Provide clear and crisp images of what you are offering. If the people know what you have for them, they are more likely to beg for more. For example, if you are selling a car, provide them photos but only enough to encourage them to go to your site for more.

Section 9:

How To Grab Your Readers Attention With Your Subject

The race for supremacy in the Internet based businesses has been really heating up and many sites have been put up to help others to get ahead for a small fee. But there are also ways in which you don't have to pay so much to make yourself a good list of loyal followers.

Having satisfactory web traffic and visitors allows you to put up a foundation wherein you can build an opt-in list and make it grow from there. An opt-in list allows you to provide newsletters to your subscribers with their consent. When people sign up, they know that they will be receiving updates and news from your site and the industry you represent via an email.

But that doesn't mean that all of those who subscribe read them at all. Many lists have been built due to an attachment with free software or for a promotional discount and such. Some are not really interested in receiving e-mails from companies and just treat them as waste of cyberspace and delete or trash them without so much as opening the e-mail and scanning them.

You can change all that.

While forwarding an email message is relatively easy after producing your newsletter. Getting people to open them is not as easy. You don't want to waste all the time and effort used in making the newsletters, you want people to read them and have their interests piqued. Interested enough to go to your website and look around and most especially purchase and acquire your products or services. One of the numerous ways you can tempt or persuade your subscriber is by providing a well thought out and well written subject. The subject of an email is what is often referred to when a person or a recipient of an email decides whether he or she wants to open or read an e-mail. The subject could easily be regarded as one of the most

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

You want your subject to instantly grab the attention of your subscriber and get them to be intrigued to open up your mail.

Remember, it is not necessarily true that a subscriber opens up subscribed mails. A good subject must always be tickling the curiosity of your recipient. It must literally force the recipient to open the mail. A certain emotion must be ignited and get them to open the mail. It is essential to use specific words to get the reaction you need.

Keep in mind that the recipient or subscribers spends only a few seconds looking over each subject of the emails he receives. You must grab your reader's attention right away.

There are many forms you can use for your subject.

You can provide a subject that says your e-mail contains content that teaches them tips and methods on certain topics. An example of this is using keywords and keyword phrases such as, "How to", "tips", "Guides to", Methods in and others like that. You can also put your subject in a question form. These may include questions like, "Are you sick and tired of your job?" Or "Is your boss always on your case?" Try to stay on the topic that pertains to your site so that you'll know that your subscribers have signed up because they are interested in that topic. This form of subject is very effective because they reach out to your recipients emotions. When they have read the question on your subject, their mind starts answering the question

already. You can also use a subject that commands your reader. Statements such as "Act now and get this once in a lifetime opportunity", or "Double, triple and even quadruple what you are earning in one year". This type of subject deals with the benefits your company provides with your product and services. You may also use breaking news as your subject to intrigue your subscriber. For example, if you deal with car engine parts you can write in your subject, "Announcing the new engine that uses no gasoline, It runs on water". This creates curiosity with the reader and will lead them to open the mail and read on.

Section 10:

The 3 Things To Avoid When Emailing Your List

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways you can make people subscribe to your list, there are also some things you must do to avoid subscribers from wanting to get off from your list. Aside from that, you also want to avoid any problems with the law and your Internet service provider or ISP.

There are now many laws and rules that are applied to help protect the privacy of the Internet users from Spamming and unwanted mails.

With the popularity of the electronic mail as a medium for marketing because of the low cost, many company's have seized the opportunity and have flooded many people's e-mail accounts with promotional mail. But, with an opt-in list, you avoid this annoyance because people subscribe to the list; they want to receive the newsletters and promotional materials. They have consented to being on the list by subscribing themselves, just don't forget to put an unsubscribe feature every time in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the real owner didn't want to subscribe.

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

law and the Internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessman and a legitimate site depends on your being a straight and true marketing strategist. As a tip, here are three things to avoid when emailing your list.

1) Take notice of your unsuccessful sends. These are the e-mails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient. There are bounces that happen or occur because the server was busy at that time but can still be delivered in another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already. Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

2) Always provide an unsubscribe feature in your site and an unsubscribe link in your mails. When someone in your list files a request to be unsubscribed, always take that request seriously. If you don't take them off your list and keep sending them your e-mails, you are now sending them Spam mail. When you are reported as a Spammer, you and your business can get into a lot of trouble. You can be reported to the authorities and maybe blacklisted by many Internet service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

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

branded by your subscribers. Stick to the nature of your site and business.

Always remember these tips in this ebook so that you can have a healthy relationship with your subscribers as well as be kept within the boundaries of what is allowed in sending mails to an opt-in list.

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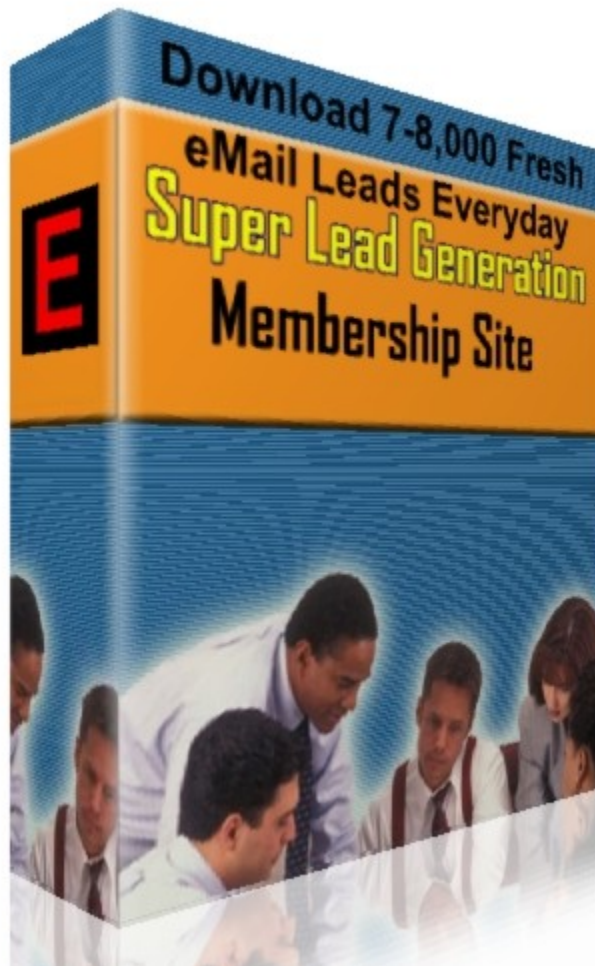
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