

Mailing List Secrets

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This book is a common sense guide to profiting from your mailing list. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

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Any perceived slights of specific people or organizations are unintentional.

This guide is written in Times New Roman for easy reading. You are encouraged to print this book.

Table of Contents

<i>Introduction</i>	6
Why Have Your Own Mailing List?	7
The Concept	10
Count Your Profit Centers	10
What You Will Need	13
<i>Creating Your Own E-zine</i>	16
Your Mailing List Profits Plan	16
Decide on the Theme of Your E-zine	19
Formatting and Writing Your E-zine Issues	21
<i>Step-by-Step to Building Your Mailing List System</i>	39
Create a Free Report	40
Getting an Auto Responder	46
Creating Your Lead Capture Page	47
One Time Offer	53
Your Thank You Page	55

<i>Getting Targeted Subscribers</i>	58
Advertisement Swapping	58
Participate in Give Away Ventures	59
Blogging	60
Buy E-zine Advertising Space	60
Buy Subscribers from List Sellers	61
Writing Articles	62
Use Traffic Exchange Programs	62
Pop-ups	63
Forums	64
List Your E-zine in E-zine Directories	65
<i>In Closing</i>	66

INTRODUCTION

Hi,

Welcome and thank you for investing in Mailing List Secrets. In this guide, I will show you how you can:

- 1 Create your own successful E-zine (or newsletter) where your subscribers are interested in what you have to say, and they have every darn good reason to listen to you.**

With so many E-zines out there, you have to have an edge of your own. Forget the “standing out of the crowd” mentality. Because not only it is nearly impossible, I think that getting people to listen to what you have to say is more important, having looked that each of us can easily subscribe to any E-zine of our choice at the click of the button for free.

In this guide, I show you how you can have your own “fan club” or “cult” and they are definitely better than having just any sort of mailing list, because you would have people take your words rather than from someone else, even though the messages may be similar.

- 2 Make your money from several ways possible with your mailing list!**

I describe to you several ways on how you can make your money from your E-zine (your E-zine IS your mailing list). No, there are more ways of making your money other than just sending out regular endorsements to another product or service, though that is one good way of making your profits in a short period of time, and I mean literally hours from the moment you send out an endorsement letter.

3 Get targeted subscribers into your mailing list by the truckloads!

How you can get subscribers whether you have a lot of money or not using ingenious concepts, some of them which you might have not even thought of!

You will also discover how you can find out your subscriber needs and if the subscribers are really your prospects in the first place without having to pay for a survey!

4 Get repeat customers.

You cannot get far with just one sale from one person. I also show you how you can get more sales from the same group of customers just by making them feel special about your next offer!

5 Create a system that does most of the chores for you!

I do not need to have a crystal ball to tell that one of the main reasons you want to start an Internet Business is that you want to have more time and more money. In this guide, I reveal the entire blueprint to a simple but powerful system that can be responsible for making sales for you while sparing you the time to do most of the unnecessary tasks!

Why Have a Mailing List?

Before anything else, it is important for you to have good reasons to have your own mailing list in the first place. Consider the following:

If you join a Network Marketing company, your upline would require you to write a list of 100 names of people whom you know. The people you know are your prospects because they might be interested in becoming a consumer or starting their own Network Marketing business like you.

If you own a Conventional B2B Business, your target prospects are other businesses, and their information and contact details are likely to be found in the Yellow Pages or telephone directories. Thus the information found in Yellow Pages and the telephone directories are your list of prospects.

So, why have your own mailing list? Because that is where your potential customers are!

The common mantra that most other Internet Marketers follow is “*The money is in the list*” and I tend to agree with them.

Of course, that is often true only if you harness your mailing list well and that your subscribers are responsive in the sense that they do bother reading your mails every time you send a broadcast to your mailing list. How responsive your mailing list subscribers are depends on how well you develop your relationship with them and how much you understand who your prospects are. Otherwise, don't hope on cashing in onto your mailing list!

Regardless of what kind of Internet Business you are starting, having your own mailing list is a must. **No exceptions.**

I am aware that there are JV brokers who are making money simply by making successful Joint Venture deals between the product creators and E-zine publishers without having to have their own mailing list. But then, having your own mailing list gives you tremendous advantages that both JV brokers and product creators do not have.

For one, whenever you have a product or service you either own or are an affiliate for, you would not have to look further than your own mailing list thus you can be in profit within hours from the time you send out your endorsement letters.

The bigger and more responsive your list is, the more sales you will make and in a shorter period of time.

Secondly, having your own mailing list is more important than just having your

own product. Even if you do not own your own product, you can still be an affiliate or Joint Venture for other people's products.

For the third and most important reason: having your own mailing list gives you the opportunity to first prove your credibility to your subscribers through what you have to share with them in your E-zine! Now that we have established that your mailing list is an asset worth creating, you will also come to learn that...

Your E-zine vs. the Newspaper Company

... you have the following tremendous advantages over the company that brings you the daily newspapers simply by running your own E-zine!

- 1 **You do not have to invest millions of dollars and a ton of effort into your E-zine as opposed to newspaper companies.** Starting your own E-zine is practically free to low-cost.
- 2 **You do not need to worry about delivering of your E-zine to your readers on time when every issue is ready.** Using an Auto Responder with Broadcast feature, you can send your E-zine issue to hundreds, maybe thousands of your subscribers at the click of a button.
- 3 **With the leverage of the Internet, your E-zine can be your personal paperless newsletter that can reach to as many people as you wish.** Thus starting your own mailing list is in your reach. Not everyone can start a newspaper company, but everyone sure can start his own E-zine!

The Concept

You must have a huge collection of information on a certain subject before starting your own E-zine. You can share mini tips, short stories, lessons, mini courses, or snippets on any topic of your choice with your subscribers.

You dispense bits of information to your subscribers on a periodical basis (preferably as regular as once a week) through E-mail. Cost of joining your E-zine on the part of your subscribers is zero.

Preferably, the information you send to your subscribers are **non-time sensitive**, allowing you to compose your E-zine issues in advance.

For instance, you can compile 30 issues in a day and send each issue every week. This means that you have just compiled content for 30 weeks in one day! This would have been impossible to do if you are sharing time-sensitive information such as the latest natural disaster, celebrity news, etc.

Count Your Profit Centers

You want to make money with every chance possible from your mailing list, from the time your visitor goes to your Lead Capture Page until he stays subscribed to your E-zine. Here are how you can make money from the following ways:

Profit Center #1: One Time Offer

When your subscriber fills in the opt-in form to join your mailing list and get your free report, he will first see your One Time Offer page (like the example below) before downloading your free report.

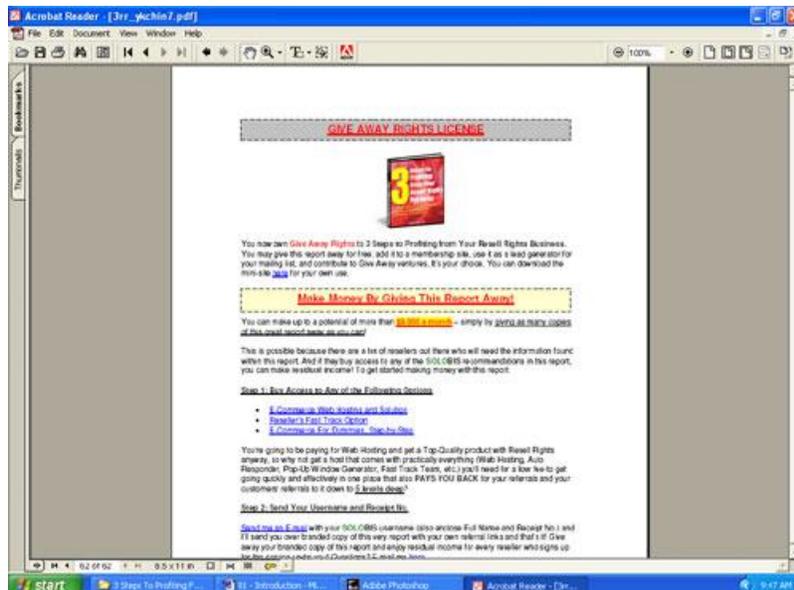
Your One Time Offer is a sales letter which your subscriber, now your prospect, will see, with the context that this special offer is made available to him only once.

Give a quality One Time Offer to couple with a sales letter with a good conversion rate and you can cash in on your prospects immediately upon signing up!

Profit Center #2: Advertisements and Recommendations in Your Free Viral Report

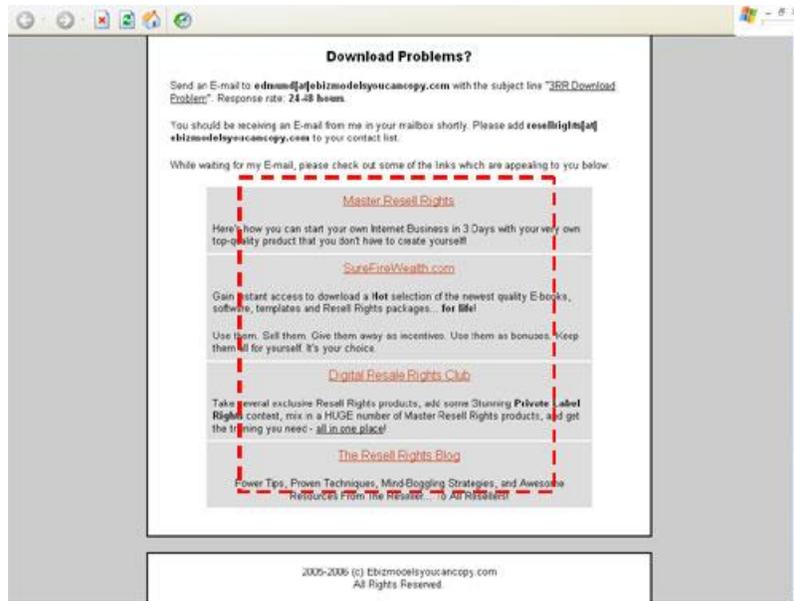
Giving something away for free (e.g. a free report of your own) allows you to prove your credibility to your subscribers and gives them an incentive for subscribing to your E-zine. In your report, you can include both your own links and affiliate links in the form of your recommendations or advertisements.

Case Study: 3 Steps to Profiting From Your Resell Rights Business



Encourage your readers to give away your free report, allowing your report to reach many PCs like a “virus” throughout the Internet without any effort on your part.

Profit Center #3: Back-end Links in Your Thank You Page



After your subscriber has signed up for your E-zine, he will be automatically redirected to your Thank You Page where he can download your free report.

In your Thank You page, you notify your subscriber that a confirmation mail will reach his Inbox soon and that he can download your free report. While waiting for the confirmation mail, your subscriber can click on any of your links that might interest him. If your subscriber is not interested in your One Time Offer, he might be interested in visiting your links to other sales letters.

Profit Center #4: Links in Your E-zine Issues

In every E-zine issue you send to your subscribers, ensure that you have your own resource box attached. Your resource box can look like the following:

Insert Your Resource Box here (55 characters per
line, 4 lines)

Link 1:
<http://www.link1.com/>

Link 2:
<http://www.link2.com/>

Link 3:
<http://www.link3.com/>

Profit Center #5: Sending Your Endorsement E-mail Messages

The bigger and more responsive your list is towards your E-mails, the more money you can make per endorsement E-mail sent out to your subscribers.

Profit Center #6: Selling Advertising Space in Your E-zine

Once you have achieved a minimum of 1,000 subscribers, you can consider the option of selling advertising space in your E-zine to potential advertisers.

Each of the above profit centers will be covered in detail. However, you will notice that the Profit Centers will not be covered in sequence throughout this guide. But this means nothing more than my wish to preserve the association of the Profit Center with its original allocated number.

What You Will Need

You will need the following to get started:

- 1. A huge collection of information on a topic of your choice** such as short stories, snippets, tips, lessons, mini courses, etc.
- 2. Auto Responder with Broadcast feature** where you can easily manage your own mailing list and send E-mails to your subscribers.

Recommended Resources

- [aWeber](#) – For only \$19.95/month, you get to open an unlimited number of Auto Responders of your own. In addition, aWeber has good features you can conveniently use to manage your subscriber base and send E-mails to your subscribers.

3. **Web Hosting with Domain Name** where you have your potential subscribers come to visit your lead capture page.

Recommended Resources

- [eMatrix Inc](#) – Get your own domain name for a low fee of only \$8.10/year.
 - [DotEasy](#) – If you want to go for free web hosting with very basic features, this option is for you. Unlike most free web hosting services, you would not find any banners on your web pages.
 - [SOLOBIS](#) – I recommend this solution if you want to get practically all the things you need such as domain name, web hosting, auto responder, broadcast, and other necessary tools you need in one place at one low monthly fee. In addition, there are no technical, programming or designing skills required on your part as this is truly a unique Internet application worth using.
4. **A free report which you can call your own** for viral marketing and credibility proving purposes.
5. **A credit card payment processor** to process credit card transactions when sales are made.

Recommended Resources

- 1 [PayPal](#) – Getting an account with PayPal is **free**. By far one of the most used Credit Card Payment Processor on the Internet.

CREATING YOUR OWN E-ZINE

Your Mailing List Profits Plan

Of the following profit centers we have discussed earlier:

- 1 Profit Center #1: One Time Offer
- 2 Profit Center #2: Advertisements and Recommendations in Your Free Viral Report
- 3 Profit Center #3: Back-end Links in Your Thank You Page
- 4 Profit Center #4: Links in Your E-zine Issues
- 5 Profit Center #5: Sending Your Endorsement E-mail Messages
- 6 Profit Center #6: Selling Advertising Space in Your E-zine

You have to decide which profit center you want to build into your E-zine. Note that you do not necessarily have to include ALL of the above mentioned profit centers although **the more profit centers you build into your E-zine, the more chances you can get in making your money.**

In this guide, I describe to you step-by-step on how you can create and run your own E-zine with all of the above mentioned profit centers incorporated into your E-zine.

Mailing List Profits Plan Overview (Lead Capture Page)

Mailing List Profits Plan Overview (E-zine Issue)

Your Subscriber Base – Quality vs. Quantity

This is the age-old battle question that has been ongoing for as long as every Internet Marketer can remember.

Is it the size of your subscriber base or is it its quality that matters?

If you would ask me, I would say that both of the factors really matter just equally. Having a mailing list without either one of the criteria is not going to make you and your Internet Business profitable.

You may have a list of 100,000 subscribers but if hardly anyone of them even reads your endorsement letters let alone purchasing any product or service from you, you would be broke.

Or you may have a list of 100 subscribers but most of them are responsive to your offers and that they buy from you. However, you wish that the list could have been bigger with the same subscriber quality.

While you do not necessarily have to build your subscriber base in six figures, building a mailing list of your own with at least 1,000 to 30,000 subscribers, well harnessed and responsive, can spell profits for you.

Establishing Your Credibility and Building Relationship with Your Prospects

There is a big possibility that your subscribers do not know you.

If you are brand new to Internet Business, establishing your credibility should be one of your top priorities. People prefer to buy from someone they like and trust. Let that person be YOU!

Another school of thought says that people like people who are like themselves. I guess that is how the saying “birds of a feather flock together” came about.

I tend to agree with them especially when it comes to cultivating your own mailing list.

Injecting your personality into your E-mails and E-zine issues is a sure way of bridging yourself to your subscriber to share what you both have in common and that your subscriber knows that you really care for his needs.

More on building your relationship with your prospects later.

Decide on the Theme of Your E-zine

The more focused your theme is, the better. Because with a more focused theme, you can very well rest assured know what most, if not all, of your prospects have in common and so are their needs. Quite simply, your subscribers' needs are more "predictable".

For example, if you have an E-zine dedicated to dating tips, your subscribers are probably people in the early stages of their relationships. If any of them are not having any plans on dating, want to stay single, or are ready to cut their wrists, there would not be any reason for them to even subscribe to your E-zine in the first place!

Also, with a more focused E-zine theme, you can easily decide what type of products or service to endorse to your subscribers. Using the same example above, it would be wise if you endorse products or services related to dating.

It is preferable that you focus your E-zine's theme on an existing hot demand or growing market that people usually search for on the Internet.

If you are planning to sell advertising space in your E-zine, you can charge your advertisers a higher rate because of how responsive and concentrated your subscribers are to a certain advertisement or offer.

A school of thought: Prospecting is a broad subject by itself but you need to know that if the person is not interested in what product or service you have to offer in the first place, he is NOT your prospect. For instance, if your product or service that you are offering is related to dogs, and that the person does not own a dog, there would be no reason for him to subscribe to your E-zine in the first place let alone purchase your product or access to your service. On the other hand, if the person is interested in what you have to offer and has the money, he can very well qualify as your prospect. Now chances are that you do not know who has the money or not but what really matters to you is that the person is looking for solutions or something he wants and you have them. Later on in this guide, I describe to you how you can get targeted prospects into your mailing list and understand them better without having to pay for a survey!

Examples of E-zines You Can Publish

- 1 Resell Rights Tips E-zine
- 2 Internet Marketing Strategies E-zine
- 3 Dating Tips for Beginners E-zine
- 4 The Nastiest Insults E-zine
- 5 Home Business Tips E-zine
- 6 Photoshop E-Courses for Graphic Designers
- 7 Success Stories E-zine
- 8 My Ghost Stories E-zine
- 9 Blogging Tactics E-zine

Formatting and Writing Your E-zine Issues

Formatting Your E-zine

E-zines can come in the following formats:

Text

This is most common format used by E-zine publishers. When writing your E-zine issues in text format:

- 1 Format your text fonts to **Courier New Size 10**.

- 2 Format your message width to 60 characters per line.

This is because almost every E-mail program sends and interprets text messages in Courier New, size 10, and 60 characters per line. Therefore, if your text E-zine issues follow the above mentioned formats, your issues would not end up in a mess like the example below by the time it reaches your subscribers' inbox:

Your entire text E-zine format can be like the following:

Pros

1. Not much work commitment is required on your part compared to the other two E-zine formats.
2. This format is the easiest to do among all formats.
3. You can easily develop and build trust, relationship and rapport with your subscribers through this format.

Cons

1. Subscriber response rate can be lower compared to HTML and PDF formats.
2. If your affiliate links are long, you will have to source for a way to shorten your affiliate URL. I recommend [GrabURL](#) service where you can shorten your long affiliate links.

This format for you if:

- 3 You are not well-versed with HTML.
- 4 You do not have the time commitment to write your E-zine issues in PDF format.
- 5 You are not good at writing. You can source for other people's articles and publish them in your E-zine as long as you have their permission and include their resource box.

HTML

Your E-zine issue in HTML format may look like the following:

Pros

1. You can freely edit, change font colors and sizes, and make your E-zine issue more presentable.
2. You can include images into your E-zine issue to make it more interesting.
3. You can easily shorten your affiliate links without showing the obvious.

Cons

1. HTML format E-zines usually get trapped into the spam filters before reaching your subscribers' mailbox.
2. Writing your E-zine in this format requires HTML knowledge on your part. If you do not have any HTML skills, this format is not recommended for you.

This format for you if:

- 6 You are well-versed with HTML.
- 7 You have the time commitment to write your E-zine issues in HTML format.
- 8 You have the creativity to make your E-zines interesting and appealing to your subscribers.

PDF

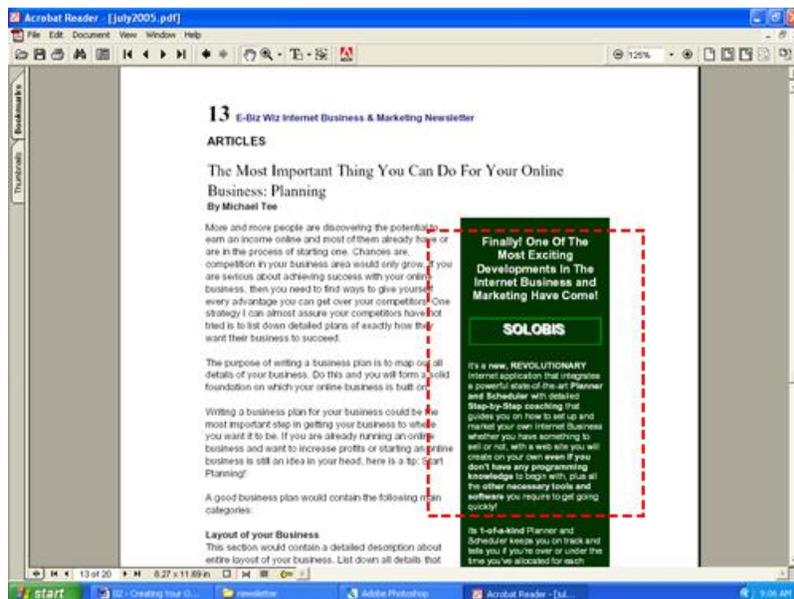
Your E-zine in PDF Format is similar to E-books. The only difference is that you release your E-zine in an "E-book" format on a periodical basis (e.g. once a month).

Case Study: The E-Biz Wiz Internet Business & Marketing Monthly Newsletter

<http://www.ebizmodelsyoucancopy.com/ebizwiz/sub20.shtml>



On a periodical basis, you send the download link to your E-zine in PDF format to your subscribers and let them know what you have to share with them in your latest issue. Your subscribers will download the E-zine and open your issue in Adobe Acrobat Reader.



You can include your own advertisements or sell advertising space with your PDF E-zine Issue. To create your own E-zine issues in PDF format, you need:

1. **Word Program.** Open up your Word program and create your E-zine issues.
2. **Adobe PDF Converter.** Convert your .doc file into .pdf format using your

Adobe PDF Converter software. If the program is not pre-installed in your computer, use the free Adobe PDF Converter service at <http://www.pdf995.com/>.

Regardless of any Adobe PDF Converter program that you use, be sure that you set your options to **disable the copying and editing functions** to the contents in order to protect your product from being altered by your customers. However, you must **enable printing** by your customers so that they can print your E-book contents for easy reading.

Pros

1. You can freely edit, change font colors and sizes, and make your E-zine issue more presentable.
2. PDF E-zines usually rope in more response rates as a lot of effort can be seen put into catering to subscriber needs.
3. You can easily shorten your affiliate links without showing the obvious.
4. You can freely place your advertisements in strategic places in your E-zine.
5. If you allow E-zine issues to be distributed by your subscribers for free, you can charge advertising fees to potential advertisers for placing their ads in your E-zine issues.

Cons

1. Creating your E-zine issues in PDF format is time and effort consuming.
2. You need to have good writing skills to couple with creativity in making great E-zine issues.

This format for you if:

- 9 You have the time commitment to write your E-zine issues in PDF format.
- 10 You have the creativity to make your E-zines interesting and appealing to your subscribers.
- 11 You plan to release your E-zine issues in a long frequency i.e. once a month.

Of all the three formats, writing your E-zines in text format is **mandatory**

especially if you are planning to send endorsement letters to your subscribers. Writing your E-zines in either HTML or PDF format is optional.

Writing Your First E-zine Issue (a.k.a. Confirmation Mail)

Do not take your first E-zine issue lightly. It is more crucial than you think. If you are a salesperson by profession or have joined a Network Marketing company, you probably have learned that you have only 10 seconds to impress your prospect because that will be his impression towards you for the rest of as long as your prospect can remember!

That is the case with your first E-zine issue. You have only your first E-zine issue to impress your subscriber or propel him to unsubscribe from your E-zine or ignore any mails with your name on that enters his Inbox.

Most of the time, your first E-zine issue (or also confirmation mail) is sent to your subscriber to confirm his subscription to your E-zine.

Most E-zine publishers follow an almost same format and concept when it comes to sending out their first confirmation mail to their subscribers like below:

Subject: {FirstName}, Thank You for Subscribing

Hi {FirstName},

Thank You for your subscription to {Your E-zine Name}.

You are subscribed as {FirstName} {LastName} at {Email}.

If you don't remember subscribing to this list, somebody else could have misspelled his e-mail address when he subscribed. In this case, please accept our apologies. You can easily unsubscribe by clicking on the unsubscribe link below.

Otherwise enjoy your power-packed issues of our {Your E-zine Name}!

Sincerely,
{Your Name Here}

{Domain}

An E-mail like the above is very much of a standard confirmation mail.

Build a Bond with Your Subscribers and Understand Their Needs through Your First E-zine Issue

You have paid good money to listen to sophisticated advice. Here is one you should take.

Earlier, I have stressed the importance of building a relationship with your subscribers (and you know subscribers = prospects). Rather than writing your E-zine issues in a one-way relationship manner (like most E-zines), write your first E-zine issue to let your subscribers know that you are open to subscriber replies and that they are not reading just any pre-written issue that you have stored into your Auto Responder.

In other words, write it in a “Yes, I’m talking to you!” manner.

Also, you can take the chance to understand your subscribers and their needs better by including a set of survey questions into your first E-zine issue. Not everyone will reply to your E-zine issue, but you will definitely get enough answers from your subscribers in order to understand them and their needs as a whole if done right.

Below is an example of a champion first E-zine issue you should model after for your own:

Subject: {FirstName}, Your Subscription to {Your E-zine Name}

Hi {FirstName},

This is {Your Name} here. :)

Thank you for subscribing to {Your E-zine Name}.

You are subscribed as {FirstName} {LastName} at {Email}.

If you don't remember subscribing to this list, somebody

else could have misspelled his E-mail address when he subscribed. In this case, please accept my apologies. You can easily unsubscribe by clicking on the unsubscribe link below.

Otherwise please check out for your first power-packed issue of {Your E-zine Name} tomorrow.

To help me understand you and your needs better, I would like very much for you to introduce yourself.

1. How are you? How are you feeling? Great?
2. Please tell me more about yourself. What do you do for a living, what do you dream to achieve, etc.
3. What do you need for your {Insert anything that has to do with your business} at the moment?

{Ask 2-3 more questions that will help in your survey on understanding your prospects better}

You can simply reply your answers to this mail.

I don't know of too many E-zines that care about who their subscribers are let alone their needs. I also hope that if you have any questions, I would be the first person you would go to!

Remember, {FirstName}, YOU are the very reason why this newsletter exists!
:)

Have a nice day!

Sincerely,
{Your Name}
{Domain}

Notice that:

1. This letter is like a built-up version of the previous standard letter. You not only confirm your subscriber's subscription to your E-zine, you are also giving your subscriber a chance to be in the limelight of your E-zine rather than firing away what YOU have to say. You are actually encouraging your subscriber to reply!
2. You are approaching your subscriber to cater to his needs with the above

letter. Given the questions in a neat sequence, your subscriber will answer accordingly. An example of a subscriber reply may go like the following:

1. How are you? How are you feeling? Great?

Your Subscriber: I'm doing just great. Thanks for asking, and how about you?

2. Please tell me more about yourself. What do you do for a living, what do you dream to achieve, etc.

Your Subscriber: My name is John Doe and I am a writer by profession. I live in New York, US.

3. What do you need for your {Insert anything that has to do with your business} at the moment?

Your Subscriber: I am looking for tips on how I can use a Blog to make my money and I figured that your E-zine shares decent tips and strategies on using one. I look forward to learning from you.

3. This letter is written with personality. It is obvious that there is a lively person on the other side of the line thus encouraging a decent percentage (as in 3-10%, this pre-written template is proven) of your subscribers to reply to your letter and you can communicate with your subscribers from there.
4. You have saved your money from conducting a paid survey. You can gather your own survey answers and understand your subscribers' needs better for free within your own E-zine.
5. This is the foundation of building your very own mailing list fan club! This is your golden chance to prove your credibility in your own field and give your subscribers every reason to read your E-mails when you send an E-zine issue or endorsement letter into their Inbox!

Warning! In your attempt to build relationships with your subscribers through your first E-zine issue, some subscribers are worth ignoring and even deserve to be removed from your mailing list!

This may sound harsh but the truth is that there various characters out there in cyberspace and some of them are those you wish you have never known. When

you write your E-zine issue in this manner, be ready to expect a variety of responses from your subscribers with its share of pity or even nasty ones.

Dear {Your Name},

I have something to share with you. I am a graduate in economics and am currently unemployed. I would like to enter into Internet Marketing. The problem is that I don't have the money to order E-books on how to start my own Internet Business. I have a great product but I don't know how I can market it to the Internet marketplace.

The US currency is bigger than my local currency therefore it is very difficult for me to raise the capital amount from my pocket. So, can you please tell me how to make money from Internet Marketing for free. I expect your valuable A-Z advice. Please reply.

Regards,
{The Poor Subscriber}

Find it hard to believe that you might be getting mails like this? Nonetheless, this is one of the many mails that some top E-zine publishers and Internet Entrepreneurs receive almost often in their mailbox.

In my opinion, when you get a mail like this, it is best to ignore it rather than try to be helpful because as I have said in another place in this book, if the person is not willing to buy from you, he is NOT your prospect in the first place! So when you are thinking of helping such people for free, think about your own commitments and maybe the family you are supporting, if you have one. **You are in business, not charity.**

Creating Content for Your E-zine Issues

In your E-zine issues, you can share information with your subscribers – information that is helpful and useful to them.

Since you are not going to dispense time-sensitive information to your subscribers (and I highly recommend that), you can write your E-zine issues in advance thus it is possible for you to compile a month's content in just one day. You can't send out the latest football scores in advance, can you?

Inject Your E-zine Issues with Personality

With so many stiff E-zines flooding into everyone's mailbox, writing your E-zine with personality is more important than ever.

Just so I prove my point, which of the following E-zine issue would you continue reading on?

E-zine Issue A

Subject: {FirstName}, Using a Blog

Hi {FirstName},

A blog is a webpage where a blogger posts his news and updates. Blogs are perfect leverages for Internet Marketers in sharing information, driving targeted traffic and even making money.

[Read more]

Boring!

This E-zine issue is stiff and obviously too mechanical. But if you can rub in your mixture of personality and taking your subscribers' needs into consideration:

E-zine Issue B

Subject: {FirstName}, Ever Thought of Using a Blog?

Hi {FirstName},

Ever thought of using a blog towards your marketing advantages? If you haven't just yet, you are obviously behind the latest trend!

In a nutshell, a blog is a webpage where a blogger posts his news and updates (that's going to be YOU, {FirstName}!). With a blog, you can leverage your marketing efforts in sharing information, driving targeted traffic and even making money!

[Read more]

Putting yourself in the shoes of a subscriber, you will be inclined to read E-zine

Issue B more than E-zine Issue A. The fog is cleared!

So, be friendly and approachable in your E-zine issues. Some times if time and room permits, you can give your personal opinions on a certain topic as long as it is constructive and that it matters to your subscribers.

A common mistake you MUST avoid! If you are working alone, write your E-zines from the perspective of “I”. For some very strange reason, most one-man Internet Business novices write from the perspective of “us” or “we”. I assume that the “we” and “us” includes the one-man Internet Business owner and his Internet Business as if it is a “living entity”?

Another common mistake you MUST avoid, too! Remember at all times that the very reason your E-zine exists is because of your subscribers and their needs (okay, and so is your motivation of making money). When you write your E-zine issues, relate them to your subscriber. Don’t get trapped into a world of your own and forgetting all about your subscribers in the process!

If You Do Not Have Good Writing Skills

If writing is not your forte, you can still publish your own E-zine and believe or not, you can do it without having to write if you want to!

Here are some other ways you can get content for your E-zine without writing:

1. **Source for articles written by other writers with reprint rights**, allowing you to publish their articles as long as no changes are made to their articles and their resource box are intact. You can source for quality articles in article directories such as eZinearticles.com.
2. You can **hire a ghost writer** to do the writing for you. You can search for ghost writers who can write your E-zine issues for you at eLance.com. However, hiring a good ghost writer can be costly and if you are on a strict budget, this option may not be for you.
3. Alternatively, you can **buy Private Label Rights to articles** on your topic

of choice. With Private Label Rights, you can edit and put your name as the author to the articles. In more ways than one, buying Private Label Rights to articles to be included in your E-zine is cheaper and affordable than hiring a ghost writer to write your E-zine issues.

Examples of Types of E-zine Issues You Can Write and Compile

- 1 Tips
- 2 Short Stories
- 3 E-Courses
- 4 Lessons

The Interval between Your E-zine Issues

You have to decide the frequency of your E-zine issues. Are your subscribers going to get your issues five days a week? Once a week? Once a month?

That is up to you to decide the interval (or frequency) of your E-zine issues. If you are prepared to E-mail your subscribers an E-zine issue five days a week, great. Just make sure you have the time and effort commitment to have that accomplished. If you do not have that kind of commitment, send your E-zine issues out once a week, twice a month, or maybe once a month.

However, I urge you not to go beyond the frequency of once a month as your subscribers can quickly forget your E-zine or even you for that matter!

Profit Center Numbers 4, 5 & 6

Here is how you can build in the profit centers mentioned earlier at the beginning of this chapter into your E-zine issue.

A word on advertising: at this time of writing, advertising rates are becoming more competitive and low in prices. If you have decided to build in Profit Center #6 into your E-zine issues, study the latest advertising rates and offer a better price for your advertising customers (example: \$100 for 5 days).

Profit Center 5

You become an affiliate or Joint Venture of other people's product or service that you can recommend to your subscribers.

Usually, the endorsement letters are already pre-written by the principal thus you only have to make minimal editing, copy and paste the template into your E-zine format and send to your subscribers.

If they buy the product or access to the service as a result of your endorsement, you make your commission! An endorsement letter may look like the following:

The success factor in profiting from sending out endorsement letters lies in your relationship with your subscribers and how much they trust and bother reading your mails.

Warning! Beware of some words you include in your E-zine issues (text) that are usually perceived as spam (Solicited Pornography and Marketing) by spam filters.

Here are some words you should be wary of that make spam filters catch your E-mail letters and dispense them into your subscriber's bulk folder before reaching them.

- 1 Free
- 2 Guarantee
- 3 Money
- 4 Multi Level Marketing
- 5 Income
- 6 Work at Home
- 7 Bonus
- 8 Cash Bonus
- 9 Gift Certificate
- 10 Make Money
- 11 No Investment
- 12 No Selling

- 13 No Recruiting
- 14 Direct Selling
- 15 This Is Not Spam
- 16 Serious Cash
- 17 Financial Freedom
- 18 Financial Independence
- 19 You Have Won

(Porn words are not included into the list)

Where possible, try not to include the any of the above words. But if you have to use any of the above words, you can still make sure that the E-mail you send to your mailing list does not end up in their spam filters or bulk folders by adding characters within the suspicious characters.

Example:

- 1 Free – f*r*e*e
- 2 Guarantee – G.uarantee
- 3 MLM – M/L/M

The Bottom Line

Make sure that there is always at least one way for you to make money from every E-zine issue or E-mail you send out to your subscribers.

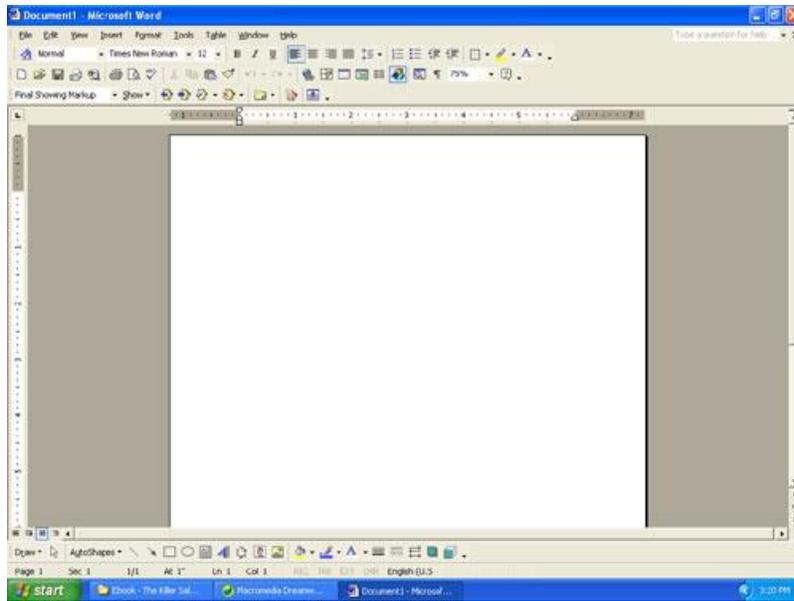
STEP-BY-STEP TO BUILDING YOUR MAILING LIST SYSTEM

Create a Free Report

While digital product comes in many forms, creating an E-book is by far the **best** digital format for both selling and giving away on the Internet. E-books, in general, come in two forms: **.PDF or .EXE format**. In the case with your E-zine or mailing list, you want to give your own free report away to your visitors as an incentive for subscribing to your E-zine.

Creating Your Free Report in .PDF Format

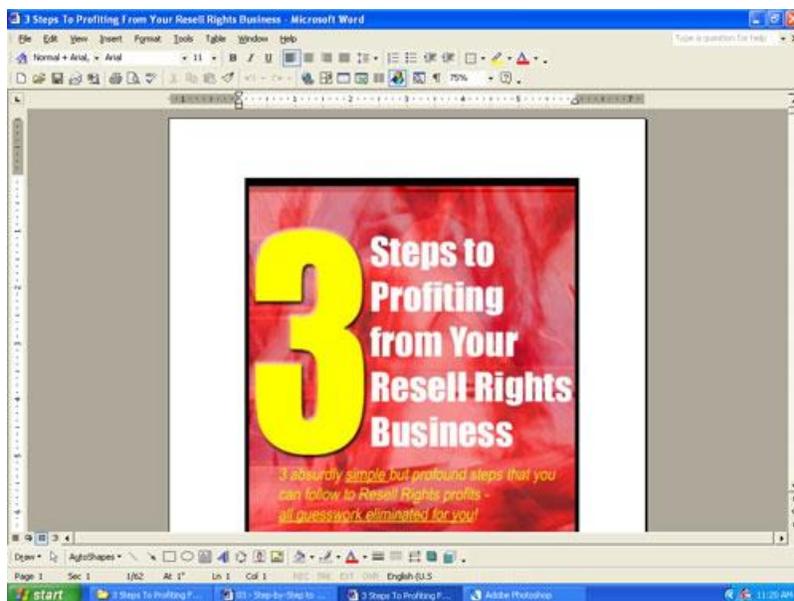
STEP 1: OPEN YOUR MICROSOFT WORD PROGRAM



Open up your Microsoft Word Program. It should be readily installed in your computer. Get ready to **fire up** your keyboard!

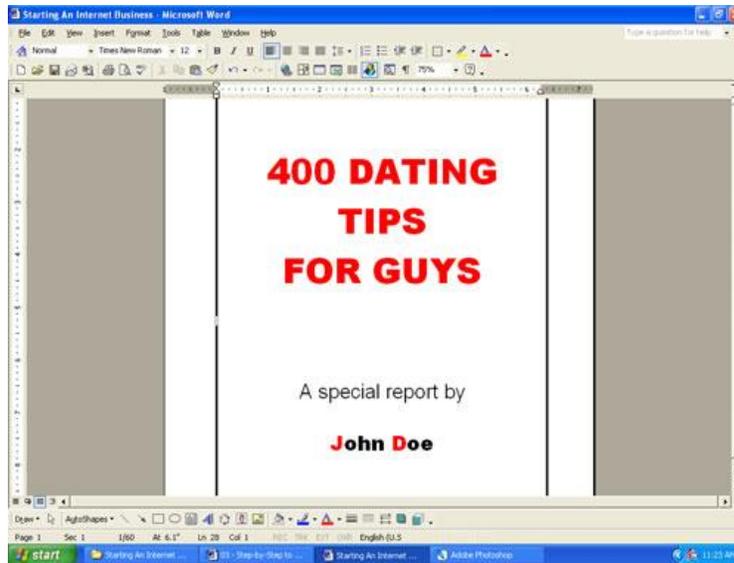
NOTE: *You will want to use "Letter" size pages (configure this in "Page Setup") as it is the standard paper size for the Americans if they are your target market.*

STEP 2: CREATE THE COVER FOR YOUR FREE REPORT



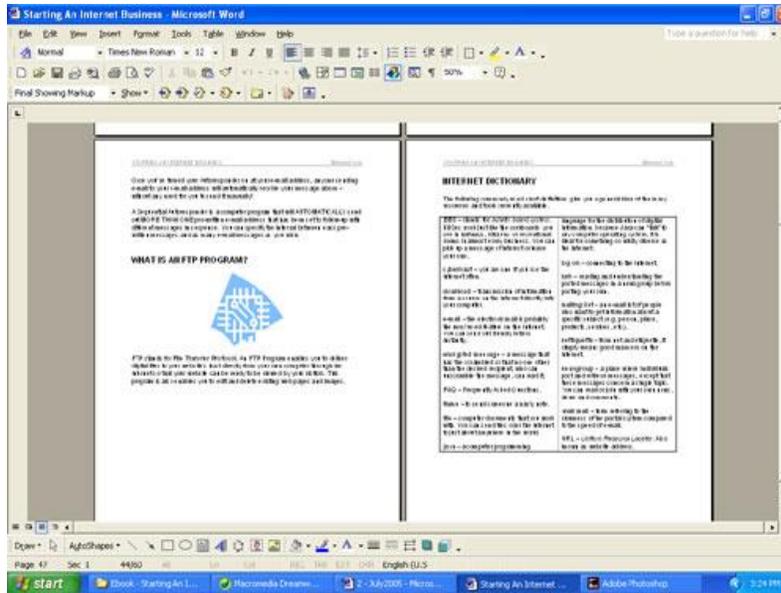
You can either create your own E-cover or hire a good designer to design it for

you. You can engage a good professional designer at ps-indepth.com. Most designers charge a minimum \$99 to design E-covers but this one charges a very affordable price and if you are thinking of having your covers designed by someone else, this one is recommended. Alternatively, if you do not wish to engage a professional designer, you can create your E-cover using whatever skills you have in the Microsoft Word environment like the example below.



Paste the graphic or design your simple-but-professional cover on the first page of your information product.

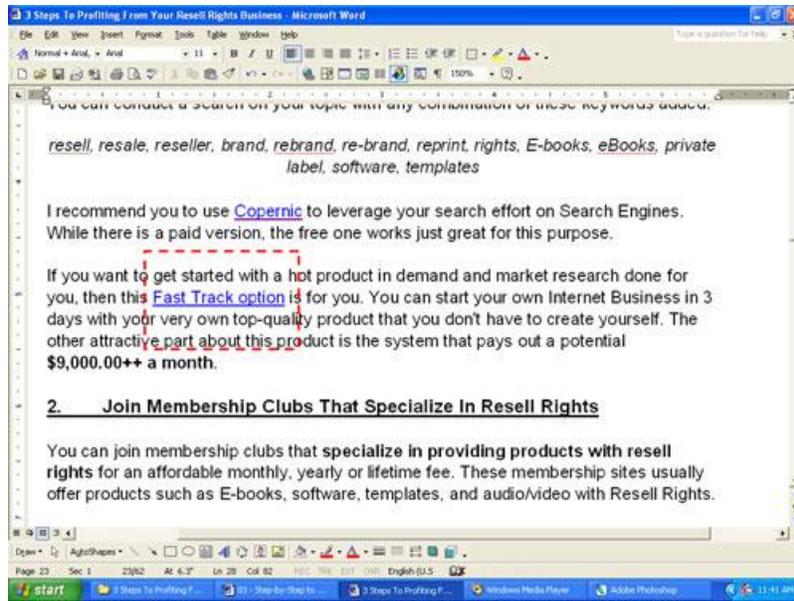
STEP 3: COMPOSE THE CONTENTS



This step is the most time-consuming step to creating your digital product. There is no strict format on composing the contents of your digital product. However, you have to focus on **adding quality information** to your report for your readers, though you are going to give it away for free.

Profit Center #2

Here is how you build in Profit Center #2: insert advertisements and recommendations with your own links or affiliate links in your free report. Convey Give Away Rights to your report to encourage your readers to give your report away for free. This is aptly called “viral marketing”.



As long as someone purchases a product or access to service as a result of clicking on your referral links in your free report, you make your percentage of the product or service price. Thus giving a free report away is not only a good incentive for your visitors to subscribe to your E-zine, but you also get to prove your credibility and expertise first-hand while making your money just by giving quality recommendations!

Another Profit Center within Profit Center #2?

Did you know that you can also charge a fee for any of your readers who are interested in rebranding the affiliate links within your report to theirs?

For example, you can charge each reader \$10-\$30 so that they can have the privilege of having their own affiliate links in your free report.

This method can strongly motivate your readers to give your report away for free with the context that they can make money from back-end links, ads and recommendations in their own referral links.

You can leverage on other people's marketing effort and still make money from their successful referrals as long as your affiliate programs are 2-tier.

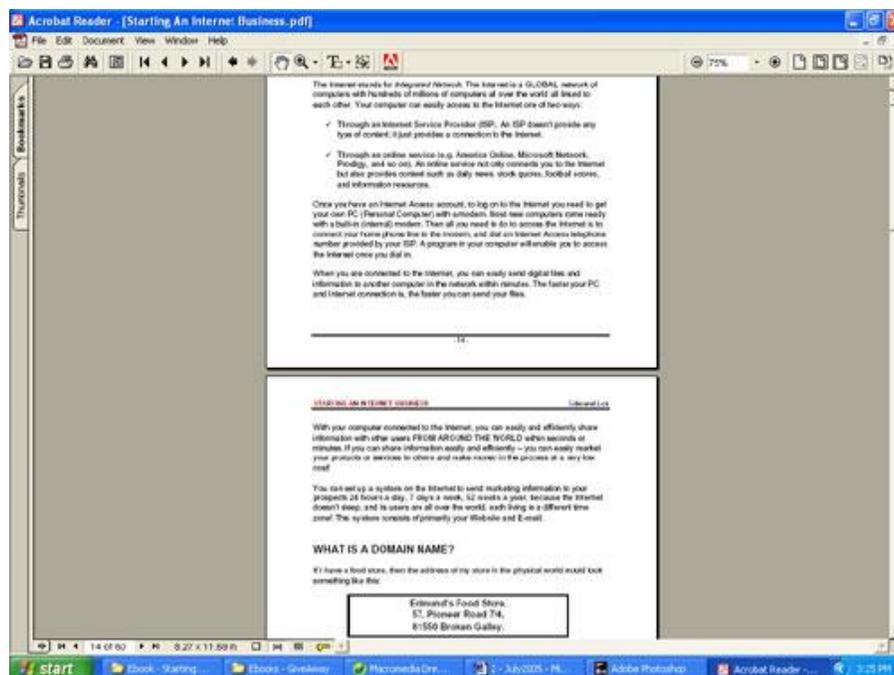
STEP 4: CONVERT YOUR WORD DOCUMENT TO ADOBE PDF FORMAT

Convert your Word Document into Adobe PDF Format using Adobe PDFMaker. The latest PCs should have this program installed in your Microsoft Word Program.

If you do not have Adobe PDFMaker by any chance, you can get your copy of Adobe PDF Converter program for free [here](#).

Regardless of any Adobe PDF Converter program that you use, be sure that you set your options to **disable the copying and editing functions** to the contents in order to protect your product from being altered by your customers. However, you must **enable printing** by your customers so that they can print your E-book contents for easy reading.

After the conversion is done, the results should look something like the following:



Now in Adobe PDF format, no one can edit, modify and delete the contents within your information product. And only you have the master copy of your product in Word format. Also note that everything in the file remains the way it was even

after the conversion of your product format. This is the final and complete product.

STEP 5: CREATE YOUR PRODUCT IMAGE



Sample Product Image

To create your own product image like the above, you can either:

- 1 **Create your own** using Paint Programs such as Adobe Photoshop,
- 2 **Hire a designer** to design the product image for you, or
- 3 **Utilize software** that specializes in creating product images. For this, you can get a professional cover-designing tool at <http://www.virtual-cover-creator.net/>.

You have just completed your own free report!

Why Not to Format Your E-book in .EXE Format

A survey on “.PDF vs. .EXE E-book format” was carried out on a forum and the following were the results:

18 people voted for PDF format while only 2 people voted for .EXE format. 3 people thought it was okay. 3 people fear the virus that .EXE E-books may carry. 3 people place very little value on .EXE E-books as compared to .PDF E-books, price to price. The E-book being offered in both formats for sale, 18 people still choose to download .PDF format only while 1 person chooses to download both formats. No one will want to solely download the E-book in .EXE format. I was also told that 10% of the Internet users are Macintosh users, therefore can't execute .EXE files.

The choice is clear. **.PDF format win hands down.**

If You Do Not Want to Create Your Own Free Report

Creating your own free report is time and effort consuming. I don't know you but you might not have what it takes to write a good piece of work.

Alternatively, you can source for other people's reports that have Give Away Rights or allow you to give to your subscribers as an incentive for subscribing to your E-zine.

However, make doubly sure that the free report has your own affiliate links embedded within, even if it means having to pay a small rebranding fee to the original author. I think that it is more expensive NOT to have your own affiliate links within when you could have make successful referrals as a result of your effort.

Also, the free report must be related to your E-zine.

Warning! Be careful NOT to poison your subscribers with too many freebies. It is okay to give free gifts, even once in a while, as a token of appreciation for your subscribers who stay subscribed to your E-zine. But you wouldn't want to have a pack of free-loaders in your E-zine who ignores whatever offers you have with a price tag on, would you?

Getting an Auto Responder

An Auto Responder is a program used to send out a series of pre-written E-mail messages to your subscribers.

You write out your series of E-zine issues in advance and store them into the Auto Responder system and set to send them out in intervals based on your chosen frequency of E-mail messages.

In other words, your subscriber will receive the first E-mail (normally the confirmation E-mail) in the series, and the second, third and subsequent E-mails in the series automatically by the Auto Responder system based on a schedule set by you without any manual work on your part!

You can use the Auto Responder with Broadcast features to:

1. Thank your subscribers for joining your mailing list.
2. Send your E-zine issues to your subscribers.
3. Send endorsement letters to your subscribers.
4. And much, much more!

Once you have set it up your Auto Responder, it will work for you around the clock! Since you have written your E-zine issues in advance, you can either load them into the Auto Responder to be sent out to your subscribers regularly or manually send on a frequency determined by you with just a click of the button!

You can get a good Auto Responder system from either one of the following resources:

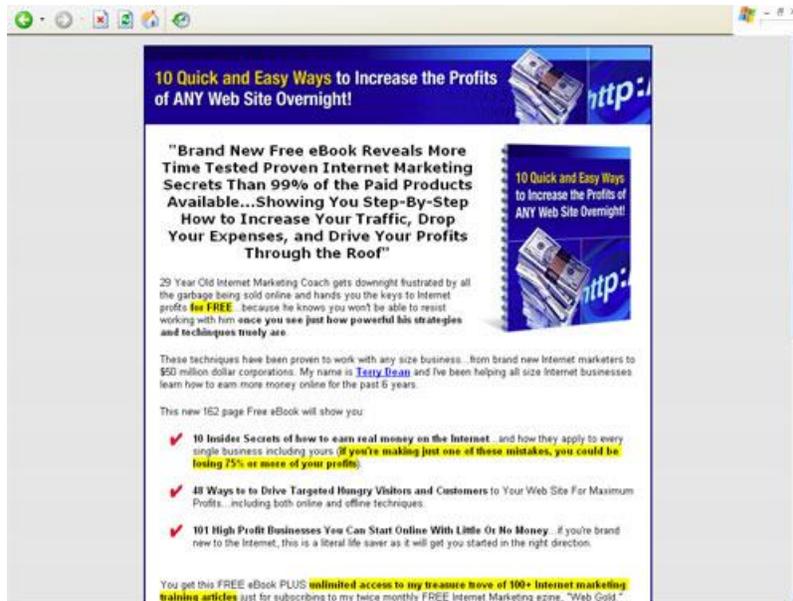
- 1 [aWeber](#)
- 2 [Getresponse](#)

Creating Your Lead Capture Page

Now that you have already got your free report done and Auto Responder account set up, it is time to create your lead capture page.

Case Study: Biz Promo

<http://www.bizpromo.com>



This involves a degree of copywriting skills on your part. I cannot be covering everything about copywriting in this book but I will hand down some school of thoughts to you so you know what to write in your Lead Capture Page.

First thing's first: treat it as if you are writing a sales letter for a product you are selling, even though you are giving your report away for free and charging \$0 for subscription to your E-zine because if your sales page can't sell, you can't sell freebies, either!

When your visitor arrives at your Lead Capture Page, you want to sell the benefits of joining your E-zine and getting the free report. If there is nothing in for your visitors, there is no compelling reason for them click any further.

Lucky for you, I am going to save you from attending a copywriting class or even guessing for that matter (that is even more expensive, by the way) by giving you the no-brainer Lead Capture Page format you can follow for your own!

Lead Capture Page – Format

Case Study: The Resell Rights Tips E-zine

<http://www.ebizmodelsyoucancopy.com/resellrights>

Brand New, **Free** Report Shows You How You Can Profit From Your **Resell Rights Business** In **3 Absurdly Simple But Profound** Steps, Revealing Information **NOT FOUND** In Most **Paid** Products On Resell Rights!

62 Pages, Letter size, PDF Format

Young reseller cuts through all the crap like knife through butter and delivers to you strictly meaty, straight-to-the-point simple, profound facts with all the fatty hype and B.S. filtered on how you can profit from Resell Rights products for **FREE!**

Expert's Endorsement

I read dozens of E-books and evaluate tons of opportunities every year so that I can bring my customers all the best. Most of what I see is junk, but every once in awhile, I find a really good program I like.

*Such is Edmund's E-book **3 Steps to Profiting From Your Resell Rights Business**. This is one of the **best** free E-books I've ever read. It's full of sound marketing advice, showing you how to market in ways that really work. Even if you don't sell resell rights, this is still an **excellent** way for you to learn how to start a business because Edmund's techniques work equally well on MLM, as well as

because I've already done the homework and do the necessary spot check for you!

- **All the things you need to get started on the Internet as a reseller!**

Find out all of what you need and how you can dress for business in an orderly manner. Also, discover where you can get practically **ALL** the things you need to get started **in one place** at low **discount** monthly fee which definitely beats purchasing your tools individually!

- **How to market your products with Resell Rights to a worldwide audience!**

Learn all the **right** things to do to market the products you've acquired the Resell Rights to **plus** discover some of the **worst** marketing methods people still use today that will make you finally accept the fact that guessing is not the smartest thing to do!

- **and much, much, more!**

You get this report for **FREE** plus a privileged access to my collection of powerful Resell Rights tips, updates and articles simply by subscribing to my Resell Rights Tips E-zine.

Remember, this offer is **FREE** and **you can't lose**. You only lose when you leave this page without this report in your hands.

First Name

Last Name

Email Address

Your name and E-mail address will NOT be shared with anyone. You may unsubscribe at any time.

The following is another example of a Lead Capture Page you can model after:

One Time Offer

This is Profit Center #1 – your first chance at making money from your subscriber.

We have discussed this Profit Center in general at the earlier chapter of this book.

You already understand that when your subscriber fills in the opt-in form to join your mailing list and get your free report, he will first see your One Time Offer page before downloading your free report.

Your One Time Offer can be:

- 6 **Your selling product that has additional irresistible bonuses that your prospect cannot find anywhere else.** If he passes this offer but later decides to purchase your product, he will have to purchase it without the add-on bonuses.
- 7 **Your selling product at a huge discount.** If your prospect passes the offer but later decides to purchase your product, he will have to pay at its full price.
- 8 **A product or package that cannot be found elsewhere.** You can assemble a group of products you either own or other people's (must be conveyed with Resell Rights) and sell at one irresistible price.

Writing your own One Time Offer with a good conversion rate demands a high degree of copywriting skills on your part. If you are not good at copywriting, you are advised to learn this skill (especially if you are an Internet Marketer, as this skill is an asset to your sales success) or hire a good copywriter.

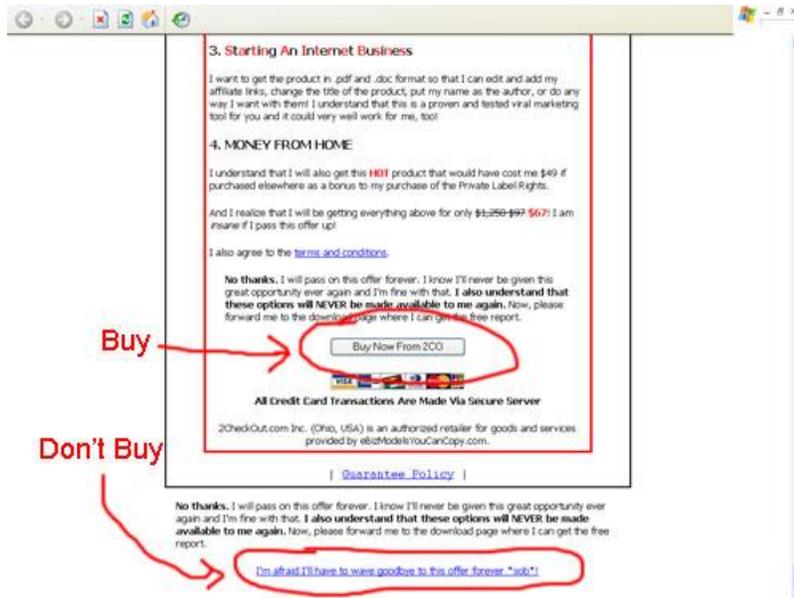
Case Study: The Resell Rights Tips E-zine (One Time Offer)



Your subscriber will first see your One Time Offer before downloading the free report. Your subscriber has two choices:

- 1 He can buy your product(s), or
- 2 He would not buy your product and chooses to proceed with downloading your free report.

Make these two options available at the bottom of your One Time Offer page like the following:



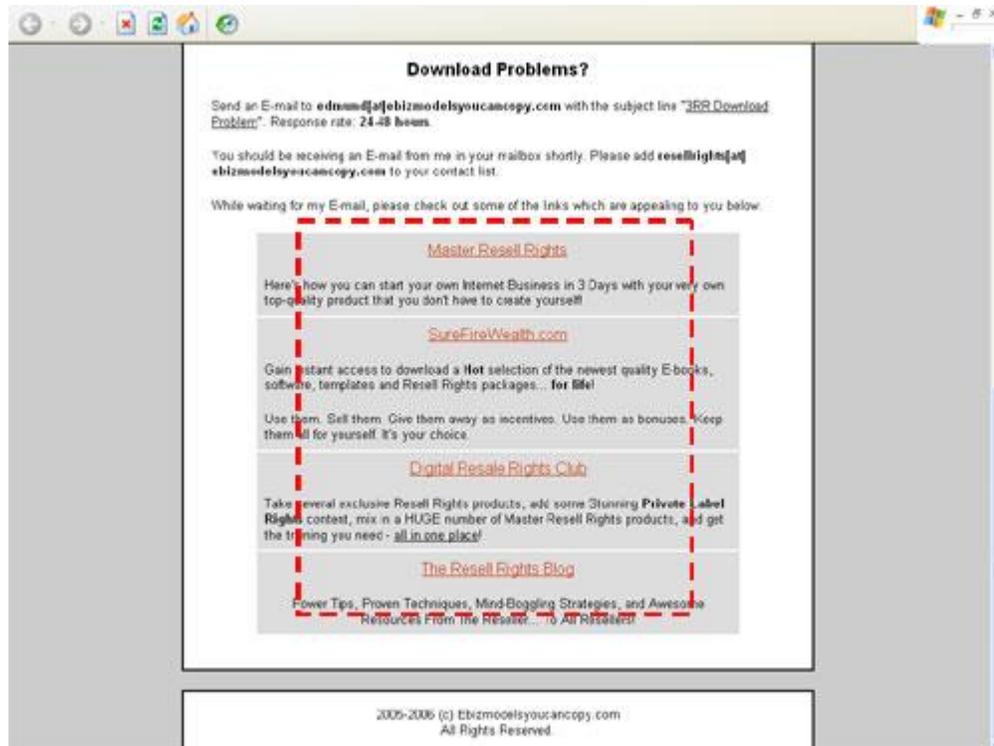
If your subscriber buys from you, good! If he does not, you would not be letting him get away that easily, would you? That brings us to the next and last Profit Center...

Your Thank You Page

This is where Profit Center #3 is going to be built in. The Thank You Page is a perfect place where you can refer your subscribers to other products or services which might appeal to them, either you own or are an affiliate for.

Your Thank You Page can be created in an example format like the below:

Example: The Resell Rights Tips E-zine



As long as you have directed in targeted traffic into your Lead Capture Page and the visitors are interested enough to subscribe to your E-zine, you have another opportunity to cater to your subscribers' needs even though he may not take advantage of your One Time Offer!

GETTING TARGETED SUBSCRIBERS

After setting up your Mailing List system, the next thing to do on the list is getting targeted visitors (and not just anyone) to your Lead Capture Page!

I will save you some guesswork by giving all the proven marketing methods that work. All you have to do now is put them into work!

Advertisement Swapping

This is a good and free way of getting the type of subscribers you want in bulks. Quite simply, you source for other E-zine publishers who are publishing a similar E-zine theme as yours and request swapping advertisements. The E-zine publisher will promote your E-zine in his E-zine while you do the same for him.

Repeat this activity with a few other E-zine publishers and you will have the subscribers you want in masses! It all starts with you E-mailing the E-zine publishers.

If You Are Just Starting Out

You probably have 0 subscribers in your data base when you reading this therefore you cannot make an advertising swap deal. Another free alternative is to barter with E-zine publishers.

For instance, you can give your product or access to service to the E-zine publisher in exchange for endorsing your E-zine to his subscribers.

Participate in Give Away Ventures

Getting involved in Give Away Ventures is yet another fantastic way of getting subscribers you need. In a nutshell, you sign up for a Joint Venture (JV) account with the Give Away website.

After registering for a JV account, you upload your gift (it can be your free report, depending on the Give Away terms and conditions) to the website together with its description and instructions on how subscribers can acquire your free gift.

You instruct the subscribers to go to your Lead Capture Page where they can get their hands on your free report. The rest of the process has already been explained earlier (where the subscriber first sees the One Time Offer, and later the Thank You Page).

Where Do the Subscribers Come From?

A Give Away Venture works like this: a group of Internet Marketers contribute a free gift each at one web site. After that, each and every Internet Marketer endorses the Give Away campaign to their list of subscribers.

Assuming that there are 30 Internet Marketers and each of them have a list of 1,000 subscribers on the average (that's 30,000 subscribers!), and manage to direct 10,000 subscribers (not all will respond to the Give Away offer, happens in real life all the time!) to the Give Away site, you have a potential of receiving 10,000 visitors to your Lead Capture Page!

A portion of them will be your subscribers. However, you must also chip in your effort on endorsing the Give Away Venture you have participated in to your own list of subscribers in order to double or triple the size of your mailing list.

But the good news is that Give Away Ventures are normally free to join!

Where Can I Join Give Away Ventures?

Subscribe to other people's Internet Marketing E-zines and you can be informed when there is a Give Away Venture in the making.

Blogging

If you already own a blog that receives targeted traffic, you can insert the Opt-in Form somewhere strategic in your blog.

You can your own free blog account at Blogger.com.

Buy E-zine Advertising Space

You can buy advertising space in E-zines where the type of subscribers you are looking for are to promote your own E-zine. You write a compelling advertisement to grab the E-zine subscriber's attention to visit your Lead Capture Page.

Not that there are good and bad investments in paid E-zine advertising out there. Therefore, doing your homework is important. Here are a few important questions you should ask potential E-zine publishers whom you consider buying advertising space from:

- 1 What is the nature of the E-zine?
- 2 What kind of people subscribe to the E-zine?
- 3 How responsive are the subscribers?
- 4 How many subscribers are there in the E-zine?

Buy Subscribers from List Sellers

You can buy subscribers from 3rd parties selling subscriber names and e-mail address. Some of them are:

- 1 www.hiplists.com
- 2 www.listpartners.com
- 3 www.wordwidelist.com
- 4 www.rankyou.com

Warning! When (not “if”, because you will definitely come across it!) you see offers and ads that goes like “Get 1,000,000 subscribers for only \$29.99”, don’t get sold into that kind of offer!

Usually, it is the bulk E-mail companies that offer this kind of service. The truth is that the E-mail addresses are not targeted in the first place. Furthermore, the E-mail address owners are not expecting any E-mails from you which if you send any E-mails to the E-mail addresses you purchase, they are going to be perceived as SPAM!

Also, doesn’t the figure “1,000,000 E-mail addresses” sound very exaggerated to you, especially for the price of \$29.99? The other ugly truth is that of the 1,000,000 E-mail addresses, some are obsolete or the same person can own more than one E-mail account!

So when you hear “bulk mail”, you will do well to run far, far away!

Writing Articles

Writing articles is another great and free way of funneling targeted traffic into your Lead Capture Page.

When you submit your free articles related to your topic to article directories such as E-zinearticles.com, goarticles.com or articlecity.com, this gives you permission to tell your readers about your E-zine.

You can tell briefly about yourself and explain how your readers can subscribe to your E-zine in your resource box.

Use Traffic Exchange Programs

In a nutshell, Traffic Exchange programs work when you join their service and are given a unique code to insert into your web browser's setting that makes it show the Traffic Exchange service's web site. In turn, it will display one of their member's web sites.

When you are starting your browser, you will see another member's web site. If that member starts his browser, he will see yours if you have earned enough *credits* for your web site to be displayed. Since you're going to start your browser anyway when you log on to the Internet, you can generate visitors to your web site at the same time by joining a Traffic Exchange program.

You may have to **start** or **refresh** your browser a few times to view a few other members' web sites before you get to earn 1 credit which will show your web site once on other members' browsers.

If you were to refer other members to this service, and they join this service as a result of your referral, you will earn a percentage of their credits, as well as a percentage of their downlines' credits! This way, you can leverage your earnings on credits therefore getting more free traffic to your web sites by simply referring the service to others!

Here is an important tip for you: majority of the Traffic Exchange members are either **webmasters** and **Internet Marketers**. If your product appeals to these groups, you will do well to use Traffic Exchange programs in your favor.

I recommend [TrafficSwarm](#) as it is one of the best Traffic Exchange programs there is on the Internet.

To increase your responses, lead the members directly into your Lead Capture Page to sign up for your E-zine in exchange for a free, quality report.

You will get **targeted** prospects in your mailing list that you can begin building relationships with by sending them valuable information on a regular basis and in this case, a series of short reports having to do with your product. Eventually, some of them will become your customers if they're impressed enough by what you're giving them!

Pop-ups

If you own a website elsewhere, you can place a pop-up every time a visitor visits your other web pages. This enables you to convert visitors and passer-bys to become your subscribers.

Case Study: The \$100,000 per year Challenge!



Forums

Forums are where you have **highly targeted** prospects, all in one place.

Note that all forums have rules that you need to follow so do not start your first post with a blatant advertisement. Not only do such posts get deleted, you will likely be banned from making future posts in the forum. Furthermore, you damage your own credibility in the process.

To get targeted subscribers to your Opt-in Form, you can:

1. Leave your signature file with a link that that points to your E-zine signup under your posts.
2. Advertise in the Free Advertising Thread, if there is any, in the forum you are participating.

Contribute something to the forum members when you do this. For instance, you

answer a question that helps a member at the forum. You will learn that forums are a great source of free advertising, knowledge and more.

You can easily search for active forums using search engines by typing in the keywords related to your product and add the words *+forum* and *+discussion board*.

List Your E-zine in E-zine Directories

E-zine directories are great places to promote your E-zine and get targeted subscribers. Be sure to write a short compelling description of your E-zine before submitting them to the E-zine directories. The following is a list of directories where you can submit your E-zine.

- 5 www.bestezines.com
- 6 www.ezineaction.com
- 7 www.ezine-dir.com
- 8 www.ezinesplus.com
- 9 www.ezine-universe.com
- 10 www.ezinelocator.com
- 11 www.ezinesearch.com
- 12 www.ezine-swap.com
- 13 www.newsletteraccess.com
- 14 www.newsletter-directory.com

You can search for more E-zine directories in search engines.

IN CLOSING

There, the whole thing explained on what you need to know and do profit from your mailing list, from the time your subscriber enters your Opt-in Form until he follows your E-zine publications!

One Last Tip

As this book draws to a close, I would to share with you one last tip: **when you get your first customers, subscribe them to a different elite mailing list of your own!**

You and I have already established that your business lives on repeat customers so build a better relationship with them through another “special” mailing list just for your customers (and no one else!). If they can trust you for the first time, why shouldn't they continue to do so?

Whenever you have a special offer for your mailing list, you can give exceptions and the privileges of the totally cool to your customers first, simply because they have purchased from you earlier!

What Do You Do Now?

You already equipped with all the “know-how”s and if you can create your first mailing list, you can create an *infinite* number of them! You and I have also agreed that your mailing list is one of the important Internet Business assets to develop and the good news is that it takes little or no money to create this wonderful

money-generating asset.

Now, what is really left to do to make your mailing list profits a reality is...

TAKE ACTION NOW!