

PROFITABLE **LIST BUILDING**

How To Profit From Your Email Marketing



Exclusive Report

Profitable List Building

If you plan to do some Internet marketing to promote your business endeavor, you should seriously consider email marketing as at least one tier of your Internet marketing campaign.

Many business owners shy away from email marketing because they believe all email marketing campaigns are purely spam.

However, this is not true and not partaking in this type of marketing can cause your business to lose out on a great deal of business.

By not appealing to potential customers via email, your business may lose a great deal of business to competitors who are using email marketing campaigns to reach customers around the world. However, the first step of an email marketing campaign should be creating an email distribution list.

This report will discuss some popular options for doing this and should help to the reader to learn more about what is acceptable and what is not when it comes to email marketing.

Once you have made the decision to start using email marketing to promote your business you are likely facing the dilemma of compiling an email distribution list.

This is essentially a list of email addresses to which you will email your advertising and promotional materials.

One common way to gain a list of email addresses is to purchase a list from distributors.

However, this method is not very effective at all and we do not recommend it.

The problem with purchasing an email list if you have no way of knowing whether or not the members of the list would have any interest at all in your products or services.

This is very important because while you want to reach a large audience with your email marketing you also want this audience to be members of your overall target audience.

When you purchase an email list you may be sending your email messages to some users who might be interested but this is largely coincidental and is not likely to be well received because the message was not solicited.

Internet users are very quick to delete materials they believe to be spam without even opening or reading the emails. In fact some Internet service providers include spam filters which may automatically delete your emails if your messages are deemed to be spam.

These filters run complex algorithms on the subject heading and content of the message to determine whether or not it is spam and are quite adept at weeding out spam.

Therefore you run the risk of having your email marketing effort turn out to be a complete waste if the majority of recipients never even read or receive the message.

A far better way to create an email distribution list for your email marketing campaign is to ask current customers as well as interested potential customers to register with your website to receive additional information and periodic updates about your products and services as well as other information which might be of interest to them.

This provides you with a database of email addresses from current customers as well as potential customers who have a genuine interest in your products and services and who are interested in learning more about these products and services.

Once you have a list of interested customers or potential customers you can send emails or create e-newsletter for distribution to the members of your email list.

These documents should contain a wealth of valuable information as well as a soft sell pitch for your products and services.

This information will be valued by the readers and may help to persuade them to try your products and services. You might also want to include useful links to either your website as well as other websites which may be of interest to your readers.

Your content should also contain a portion which urges the reader to take a specific action such as making a purchase or at least investigating a product further.

3 Quick And Easy Ways To Build A Profitable Opt In List

You finally realize that you need a good opt-in list. After reading countless articles and sought expert advice and have read many success stories of people creating a small fortune with opt-in lists you finally decide to have one of your own. Then it happens, you think you have known everything there is to know about opt-in lists and have followed their advice 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, even if you have a big list, but only a very small percentage actually buys from you, your still losing profit. You'll realize that after a few months when you see your statistics and sales figures.

So what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in. You chose a topic where you think could be quite popular and would earn you money. This just not the case. Just because you wrote people from the list doesn't mean they are going to buy instantly.

Here I will offer more advice, for those who have started an opt-in list and have failed, you can rejuvenate your failed venture. For those who are starting, here are three quick and easy ways to build a profitable opt-in list.

1) Get your customers to trust you and your products first. Just launching your opt-in list would not make you an expert and a believable seller. Put many articles first before you start an opt-in list. Write about the topic you know and have started and used for your site. Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs.

Join forums from other sites as well. Provide expert advice and recommendations.

When you feel that people trust you already, you will be able to start your own opt-in list. You can build a base as well with other forum users.

You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what your business is all about.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you.

They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they don't know you.

2) Find a product or service that people want and need. Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on forward. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

3) Make friends with other opt-in list users. This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the internet to use, there is nothing like getting a first hand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it. While different situations occur for different people,

the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Building a profitable opt-in list doesn't just happen overnight.

There are many preparations and effort to do. Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list. Keep it organized and manageable.

Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

The 3 Things To Remember When E-mailing 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.

Conclusion

Always remember these tips and information in mind from this report, 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.

Continue to network, branch out, and adapt new methods (and new media), to drive traffic to your free report. Add links within your free report such as upsell links, affiliate links, and anything else. This is the way that you collect BIG time on the back end.

You can even take a PLR e-book, cut it down and make a sample of the book, and then provide that as your “free report” to people who opt in to your list. At the end of the report, include an enticing link to purchase the full version of the e-book.

The main point here is to be consistent, always put the top most quality into your list building efforts, and constantly be testing new things and improving in any way.

If you continue to do your research, monitor successful campaigns, and always split-test and monitor your result – you will be well on your way to make massive profits just from giving away lead magnet freebie reports, and even more.