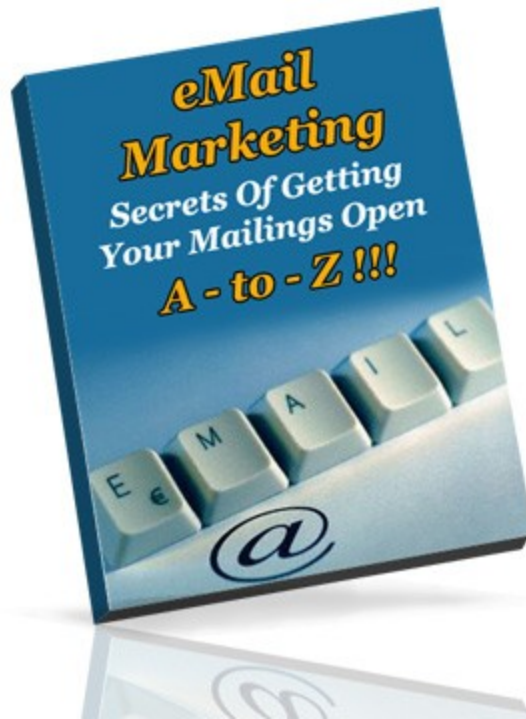


Email Marketing A-to-Z



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"Here's Everything You Need To Build Your Own Moneymaking Opt-in List **On Autopilot**"



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Introduction

You finally realize that you need a good opt-in list. After reading countless articles, 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 know everything there is to know about opt-in lists and have followed their advice to the letter and you still weren't able to make a profit.

In fact, you may be losing money. You hire writers to help you out and there are some expenses incurred. Even if you have a big list, only a very small percentage actually buys from you, your still losing money. You'll realize that after a few months, when you see your statistics and sales figures, something is wrong.

So what could have gone wrong? Why have others succeeded where you have failed? You chose a topic that you thought would be quite popular and would earn you money. Just because you write an email

to the people on your list doesn't mean they are going to buy. Maybe you are starting to see this reality now.

For those who have started an opt-in list and have failed and for those who are just 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. Write articles first before you start an opt-in list. Write about the topic you know and have experience with. Go to the forums to gain knowledge about your customers, about their wants and needs, and then target those wants and needs.

Join forums from other sites as well. Provide expert advice and recommendations. When you feel that people trust you, 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 they may be able to see what you're business is all about.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you. People are not going to buy something off 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 everything about, you can promote it with confidence.

While it is true that it is best to sell something that you have interest in, there may not be many people who have the same interest as you, and so it is hard 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 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 on 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 is the same. There are many things to avoid and these people will be able to tell you which ones to avoid.

Building a profitable opt-in list doesn't just happen overnight. There are many plans and preparations you must accomplish to reach your goal of a profitable list. As your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

Crucial Things You Need To Do In Order To Build your List

Online marketing has developed a sudden surge these past few years. As more internet based businesses come online, the need to develop new marketing skills and knowledge based on this new growth have arisen.

More and more marketing strategies are being discovered and developed to cope with the changing face of the online 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 clientele for a fee, there are many ways that you can spread the word about your site, and do it in a more cost free way.

One of this is Opt-in email marketing, also known as 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 larger the list, the more chances there are to bag sales and more profits. To do this, you must build a list of people who want 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 offer. These are the people who have shown an interest in your site and have decided they want to see more and maybe even purchase what ever 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. In building your list,

you open your site and your business to a whole new world of targeted marketing. Take the time and make the effort to take your business to a new level. An opt-in list will do wonders for your business venture.

There are many sources and articles on the Internet about building a list. Sometimes they may be confusing because there are so many and there are so many different ways of doing things. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse the many methods are, there are always some crucial things to do in order to build your list. Here are four of them.

1) Put up a good web form on your site that immediately follows the end of your content. 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 will get updates 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 inputted. As more people sign in, your list will be growing. Check your autoresponder for this form.

2) As mentioned in the first tip, make your homepage very, very impressive. You need to have well written articles and descriptions on your site. Whatever your site is 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. A satisfied customer will always recommend a good business. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, 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 from your list. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

Ways To Get Your Opt In Subscribers To Trust You Quickly

With the great lack of disregard for privacy on the internet, getting the trust of an internet user you don't personally know is an achievement.

To build a good opt-in list you need people to trust you, for a faster and quicker build up. The faster you build your opt-in list the faster the word about your site and company gets known. The bigger the scope of your opt-in list the more traffic you get generating more profits.

- Getting the trust of your clientele shouldn't be so hard especially if you have a legitimate business. People rely on other people who know what they are talking about. Garner all the knowledge and information that can be found about your business. Don't venture into something you don't have any interest in. Your interest and your knowledge will show, and people will trust you.

- 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 your 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 have, the probability is they will recommend you. Generally, people will trust someone they know, when a satisfied customer recommends you, then you have a shot at a new customer. They will go to your site and check it out for themselves and be given a chance to experience what the referring friend had 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. Provide information on how to unsubscribe from the list. Guarantee them that they can opt-out of the service whenever 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 off your list as well as potential members. The quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

How To Build A List Of Eager Subscribers

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.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list. There is also the chance that they can forward your site to other potential customers as they tell their friends and families about you and your site.

Make your promotional materials interesting and fun. Try to use a little creativity. Build around what your product or service is about.

Try to research what people are looking for. 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. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting in your newsletter so they can 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.

Create and send an E-book to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free.

Put e-coupons in your newsletters that will help them avail to special discounts. Put a control number in your e-coupon so they can only be used once. 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 and emails, they will be very eager to receive them. Just don't flood your mailing list with mailings. You don't want to annoy your subscribers.

How To Grab Your Readers Attention With Your Subject

One of the ways you can tempt or persuade your subscriber to read your email is to provide a well thought out and well written subject. The subject of an email is what is often referred to when 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 aspects 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 enough to open your email. Remember, it is not necessarily true that a subscriber opens up subscribed mailings.

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 e-mails 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" and others like these.

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.

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.

How To Get Your Subscribers Begging For More

Companies 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 opt-in marketing medium. Creativity is the key here.

From talking to many satisfied opt-in list subscribers and forums, I have learned 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. Provide a newsletter or promotional material that will keep them in a light mood, but 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 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.

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.

Can You Really Use Articles To Build Your List?

Well written articles full of content and useful information will help in building your list as more subscribers will be enticed to your list. When they have read the content in your site, 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 will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit.

Well written articles would also boost your sites reputation. If they are filled with 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 to you for their needs on that subject.

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.

You should provide links in your newsletter so that when other people are reading it and want to read more, they may click on the link and go to your site.

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.

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.

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. You remind your subscribers that you are still here and are willing to offer them good deals and services.

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. 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 your 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 a

knowledgeable person in that field is not questioned. If you lose the trust of your subscribers, they may decide to unsubscribe from 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.

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.

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 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 help protect the privacy of the internet user from spamming and unwanted mails. With the popularity of e-mail as a medium for marketing, because of the low cost, many company's have seized the opportunity and have flooded many 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 in every mailing to your opt-in list.

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 at 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 if bounces occur 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 article 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.

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.

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 they offer, products and services. With every click made on the link that directs or leads a subscriber from your list to their site, the company will pay you.

3) Make deals with other companies by asking for a small percentage of sales done through your list. With every sale done 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 who buys 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 to 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.

You Need A Reliable List Management And Auto-Responder Service So You Can Talk To Your Subscribers Whenever You Wish...

Tell any Internet Marketing pro that you don't have an online newsletter - and right after their jaw drops, they'll shout that you're running your business all wrong!

Once you start collecting email addresses from visitors who WANT to give them to you - you'll automatically have a place to advertise, for free, say your next summer-time special. Or your next product release. Or a joint venture you've put together with a partner.

Anytime you wish, you have an audience that is interested in your business at the tips of your fingers. That's what doing good business is all about!

To send emails to potentially thousands of people at the same time, you have to sign up for a "list management" service that will broadcast your message to all of your subscribers fast and efficiently. Every Internet Marketer uses one - and they usually run you anywhere from \$19.95/month to \$49.95/month.

But did you know that you can use an Auto Responder to send messages to your subscribers over and over and over again... without you touching a button!

That's right, each time a visitor to your site decides to give you their email address, you can have a series of messages (that you may have written weeks ahead of time) sent to your new subscriber days, weeks, even months apart!

You need a reliable service where you can set up...

Unlimited Auto-Responder Accounts with Unlimited Follow-Ups!

If you look around, you might find a couple of services that allow you to set up unlimited auto-responder accounts but limit the number of times you can contact your subscribers. Or you may find you can send as many follow up messages as you'd like, but you only get one auto-responder account from which to do it.

And yet they'll still charge you at least \$19.95 per month.

We highly recommend [The Ultimate Marketing Center](#), you get unlimited accounts with unlimited follow-ups, auto personalization, unlimited access, text and html messages, full database of your list and much, much more...

"Here's Everything You Need To Build Your Own Moneymaking Opt-in List **On Autopilot**"



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