

# How To Build Your Own Mailing List From Scratch



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## Introduction

Almost everyone now knows the importance of building a mailing list as the basis for a successful business.

This short report covers many of the successful list building strategies that can be used to build your own mailing list, at little or no cost...

# **1. Advertisement Swapping**

This is a good and free way of getting the type of subscribers you want. Quite simply, you search for other E-zine publishers who are publishing a similar E-zine theme as yours and suggest 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.

## **2. Participate in Give Away Ventures**

Getting involved in Give Away Ventures is yet another 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 a suitable free gift 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.

### **Where Do the Subscribers Come From?**

A Give Away Venture works as follows: 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 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.

### **3. 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:

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

## 4. 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 [ezinearticles.com](http://ezinearticles.com), [goarticles.com](http://goarticles.com) or [articlecity.com](http://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.

## 5. 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.

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!

## 6. 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 word "*forum*" or "*discussion board*".

## 7. 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.

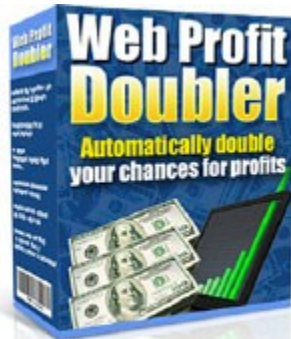
The following is a list of directories where you can submit your E-zine.

- [www.bestezines.com](http://www.bestezines.com)
- [www.ezineaction.com](http://www.ezineaction.com)
- [www.ezine-dir.com](http://www.ezine-dir.com)
- [www.ezinesplus.com](http://www.ezinesplus.com)
- [www.ezine-universe.com](http://www.ezine-universe.com)
- [www.ezinelocator.com](http://www.ezinelocator.com)
- [www.ezinesearch.com](http://www.ezinesearch.com)
- [www.ezine-swap.com](http://www.ezine-swap.com)
- [www.newsletteraccess.com](http://www.newsletteraccess.com)
- [www.newsletter-directory.com](http://www.newsletter-directory.com)

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

## 8. Software Tools To Build Your List

Many software tools have been created to help build a list automatically, reducing the effort needed to build your list. We offer a great selection of these tools ...



### **Web Profit Doubler**

**"Build your list from people leaving your website"**

This software offers an amazingly simple way to make a second offer to visitors leaving your website. A great way to build your list without conventional squeeze pages.

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