

Targeted Email Marketing Strategy Plan

“Your Step-by-Step Guide to Creating Your Very Own
Responsive Opt-In Mailing List!”

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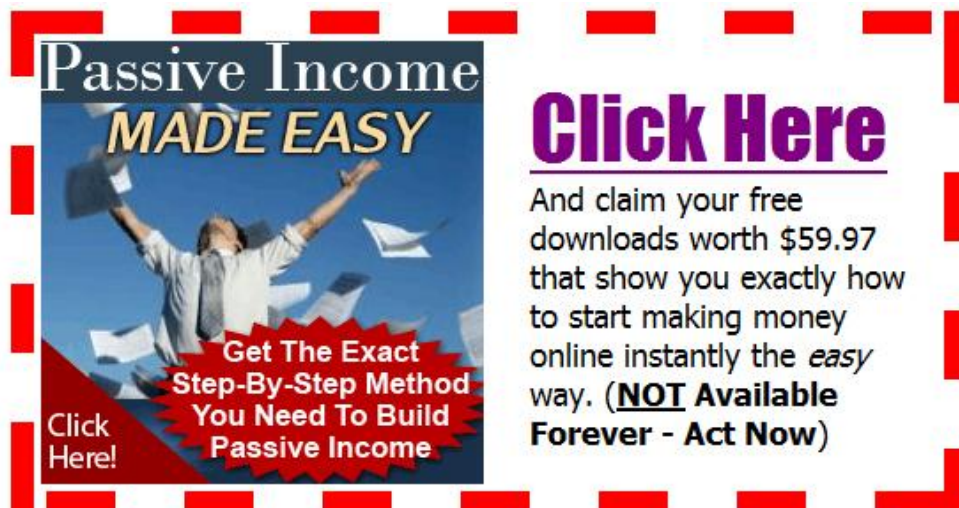
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About The Author

Striving to earn extra income, Ryan started learning internet business and how to make money online. When starting out he worked on his internet business part-time, every single day spending every second of his free time developing and testing ideas. He did all of this while still performing normal daily responsibilities.

He was determined and motivated to build a better life for his family and to live a life “out side of the box” of the 9-5 world. After much perseverance and at times very little sleep, he started to make real money online and it hasn't stopped since.

From his experience as a self learned online entrepreneur, Ryan decided to teach online entrepreneurship to people all over the globe in order to help people.

Ryan is extremely passionate about teaching online business because it truly can help you achieve your dreams and live a better life. Ryan is living testament that anyone can change their life with the internet if they are willing to learn and take action.

Find out more about Ryan Parenti by visiting <http://BuildOnlineWealth.com> now!

How To Use This Guide

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re read it again. Then, read the sections again that you are not sure about, and if you can, get someone else to read it as well, and both of you make notes.

There are plenty of website links in this book so it probably is best to read this book while you are online so you can see exactly what I'm talking about through out the book.

What This Guide Is About And Who It's For

The money is in the list, the money is in the list, the money is in the list, how many times have we heard every guru on the planet say this? Hundreds, thousands?, and with good reason.

The money is in the list!

And in this book I'm going to show you how to add thousands of quality subscribers to your list without spending a fortune in the process.

So let's get started!

Building Your Business with an Opt-in Mailing List

Before revealing the secrets of the trades, here are **myths and fallacies** that need to be cleared before one indulges into building an opt-in list. These marketing misconceptions could pose so much of an obstacle towards your profiting well from your business.

Not a lot of people use email

Email marketing is **one of the most effective marketing methods** nowadays simply because virtually almost all people use email. Check on those email fields or blanks required to be filled up on various forms needed in processing different transactions. A person without an email address is tantamount to a person without an online home, which is one big shameful truth for this generation.

Email marketing campaigns can offend a lot of people

The not-so secret way to surmount this dilemma is through permission-based advertising. There's no harm in trying after asking for permission.

It's stupid to send email to all the people

The key to this predicament is to have a very discerning eye on who to email and who to not email. Better look for some metrics on how to know which group of people would give you high ROI or return on investment.

The Real Deal with Building Opt-in List

After clearing the fog regarding email marketing myths, here's how one can benefit from employing the power of email marketing campaigns - building an opt-in list.

However, building an opt-in list is not a piece of cake particularly for the uninitiated. Here is a rundown of tips on how to succeed in this kind of marketing endeavor.

1. Strategic Collection of Data

Know which information from your audiences will help you in lowering expenses and/or make sales flourish. Devise a tactic to make people voluntarily provide you with the information necessary to create higher conversion.

Overload of data is not good. Ask only for opt-in, with their full name and email addresses. Make sure that the profiles that you gather are updated to aid in improving the relevance, timeliness and satisfaction from each deal you make.

2. Good Implementation

Old adage says it all, “*action speaks louder than words*”. This easily translates to the difficulty one has to undergo during the execution of his or her email marketing efforts. It's a good thing that various methods, often low-cost, abound to hasten and facilitate the building up of one's opt-in database.

Tracking your email marketing results can pose great hardship, too. Technology and relevant sources should be employed in making this aspect of your marketing a lot manageable. Your high traffic groups of opt-ins with the greatest result should be taken noted of.

The following are the most widely used methods to leverage channels without overspending:

1. Make use of websites.

It is an excellent tool for data collation and providing you with relevant info regarding your email offers. Use forms that solicit your visitor's email address and consent.

2. Make use of print ads, brochures, TV, radio and direct mail.

These are the more popular ways of marketing aiming to lead traffic to one's site. You may want to ask for signups for email services. Make your website more visible through these media. Offering free electronic newsletters and or rewards program can do well in making it easy to win the nod of your audiences, too.

3. Maximize your sales force.

Customer service associates can help a lot in making you benefit more from your email correspondence. Sales people with proper education on how to aid you in this endeavor can very well contribute to higher ROI. Techniques like offering account updates and special programs through email can easily land you those lists of valuable visitors.

4. Don't make your point of sale pointless.

Forms for signup located at cash registers and other high-traffic and highly visible spots can be very excellent venues for your business to collect email addresses. Notification of upcoming sales through their email addresses and names can coax them to supply you with the information you need.

5. Conferences or trade shows can work, too.

Give Away event offers or entries on sweepstakes are great for opt-in to volunteer their contact details.

These tactics should be applied with adequate caution and should focus on earning the trust of your opt-in list instead of simply collating data for your sole own benefit. Always make sure that the forms that you will use and other methods that you will employ will not necessitate too much fuss to subscribe. This is for people to not be annoyed during the process of data supplication.

With that bunch of information, who can ever go wrong with the feat of building an opt-in list? 😊

Utilizing the Secrets Of Opt-in Mailing Lists

Emails are replacing regular mails from the post office. Not only because it is *cheaper*, since you do not need to buy a stamp, it's also definitely faster. Emails can be sent in as fast as five seconds, depending on the server, anywhere in the world.

No doubt emails are being used to distribute newsletters, promotional mails, and other stuff. How then would you be able to round up email addresses to send those marketing mails you have? Here is where an opt-in list comes in.

An opt-in list is a directory of email address you can send to those mails to. Though it seems to be easy to find email addresses, if you are talking thousands in numbers, it is going to be hard. Besides, you have to determine the recipient of the email. You wouldn't want your readers mostly male if you are selling lipsticks, right?

A good opt-in list should include the profile of the email address owner. Here are tips on how to create a comprehensive opt-in list for target market.

Create your website.

Creating a website is made simple nowadays. A lot of programs are milling about assisting regular computer users in making and maintaining websites in a real simple way. Some website creator just needs you to cut and paste, like that of a regular paint program. Several web hosting sites are available too. Some are even free. If you have a site of your own, you can ask visitors to register with you or sign your guest book as they leave.

Set up a promotion or a freebie.

Not all the best things in life are free, as they say. But you can definitely try to give something out for sure. You can see this done all over the web. *Free screensavers, free games, free download of programs.* And what do they need from you? They just ask for an email address, your name and a little something more about you. Then you can place a check box on the registration form for sending of email. For sure, you can think of something to give out as well.

Many times you can even find private label rights material for free, or next to free, to give away in exchange for someone joining your mailing list.

Write and write some more.

There are some web magazines where in readers can submit their writings for a particular topic. If you had a chance to do so, add a link to your article providing information about what you are trying to promote. Some readers of your article may enjoy your work so much they'd like to contact you, so don't forget to leave your email address too.

Pose an easy opt-out option.

People who like to join your opt-in list would, along the way may want to opt out of it somehow. People who are wary of joining may not join at all if they see that it would be near impossible to remove their email address from the listing. Show them that it is as easy to opt-out as it is opting in.

Check other's strategy too.

It would be better if you can find a partner in generating an opt-in list. This way, you can split the expenses and both of you can share the list generated. It will be best to partner with a company that has a business similar to your own line. Both of you can profit more should that be the case.

Use offline ways too.

You can put up a small raffle preferably in a supermarket for a certain item they buy. You can place an email address opt-in part in the raffle entry to add to your list. This way, you'd also know the buying preferences of the participants if you mark the entries systemically.

Obtaining an optimal opt-in list would boost your sales up so these methods are undoubtedly essential.

Acquire an opt-in list now or generate one. Either way, you are reaching to **people that can be your one of your treasured customers for a long period time!**

4 Crucial Things You Need To Do To Build your List

Online marketing may have developed a sudden surge these past few years. As more Internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business the business world.

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, Internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there also many ways that can spread the word about your sites subsistence 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 form in newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in marketing list.

From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list. These are the people who have liked what they have seen in your site

and have decided they want to see more and maybe even purchase whatever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

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

1) Put up a good web form in your site that immediately follows the end of your content or precedes your content.

While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

You can either do this at the bottom of each page or at the top. **The top of each page will get you more subscribers and you want to put your opt-in form on the right hand side with a list of benefits on the left.** Similar to this...



Putting the web form makes it easier when people are using the scroll bar on the right to opt in.

The head line is also very important. Here are some good ideas...

Headline example 1: “Who Else Wants To Discover The Secrets To {SPECIFIC BENEFITS}”

Headline example 2: “You’re About To Learn 'Secrets' That Most {SPECIFIC AUDIENCE example “dog trainers”} Will Never Know About How To Really {What They Will Learn}...”

Then add the top 5-6 benefits you offer in a bulleted format on the left of the optin form

What do you offer? You do not offer the tires with the best treads. You offer the best driving tires money can buy. Think benefits not features.

Make sure to add a no spam policy

Are you going to spam your readers? They need to be reassured you won't. Writing something similar to "I hate spam as much as you do and will never sell your email address" is important to add.

Make sure to add a call to action. Say something like "Sign Up Now To Get Your FREE Report!"

2) As mentioned in the first tip, make your homepage very, very impressive.

You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good programming in your site, make your graphics beautiful but don't over do it.

Don't waste your time making the homepage too overly large megabyte wise. The faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

3) Provide good service and products.

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

4) Keep a clean and private list.

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

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

Here is 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. Putting up articles and creating an authority website will. Read forums to gain knowledge about your customer's wants and needs and target those wants and needs. Give them what they want.

Join forums from other sites as well. Provide expert advices and recommendations. You will be able to build your own opt-in list on forums quickly. You can build a base as well with other forum users. Never ask them to join your list. Simply create a forum signature to send them to your squeeze page.

Forum posting will build trust with your customers and if you make a habit out of posting 10-15 forum posts on 3-5 different forums a day you will be surprised how many people will join your mailing list.

Watch what drives the forum and create 'controversial' threads that get a lot of views to get massive opt-ins quick. Don't sell them on joining your list. Just create a compelling forum signature that prompts them to sign-up.

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.

Always provide value and help people get what they want. Put effort into developing a relationship with your list and [survey them](#) to find out what they want... then give it to them ;-)

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.

A great tip is to find people in your niche and cross promote through ad swaps and auto response.

Cross Promoting Through Adswaps

You want to have other people build your list for you. You do this by promoting other people as a bribe for them to promote you to their mailing list.

Find people in your niche that have similar sized lists and cross promote. Do this by typing newsletter + NICHE into a search engine like Google.

Let's say you have an email list of 300. Find someone who has an email list of 300 and promote them to your list in return for them promoting your list to their subscribers.

You send a promotion to your list and they send a promotion to their list. Now you both have a list of 600.

Cross Promoting Through Auto Response

Start by finding people who have mailing lists in your niche and cross promote auto response messages.

Most newsletters highly underuse the auto response feature. Contact newsletters and list owners in your niche and tell them you want to send them traffic for ever. Basically, tell them that you will add a message at the end of your auto response series that promotes their product in return for them doing the same.

Do this with 50 newsletters and teach them to do it with 50 more people for themselves. You will be at the front of their auto response promotions and they will be building their list quickly. Why is that good?

As their list grows so does yours! **Cross promoting through auto response is extremely powerful.<<**

Important! Building a profitable opt-in list won'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.

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

While the rest of the world have developed many barriers and protections to keep their e-mail accounts spam-free, there are also those that subscribe to newsletters that promote their products, services and their site. This is mainly because these subscribers want to know more about what these sites are offering and can be beneficial for them.

Subscribers expect to be updated on what they are interested in and what is new in the market.

Businesses would be so lucky to have these kinds of customers; the basic element needed to get these types of people is trust. When your customers trust you they will reward you with their loyalty.

Many Internet users have gone to great lengths in protecting their email accounts from spam mail. Some free-mail Internet providers and Internet service providers offer spam protection while there are also some Internet based companies that screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through. Your intended recipient

will be able to read and view what you have sent making it a successful transfer of information.

To be able to be allowed to do so, *you will need permission from your recipient, to get this permission; you need to be able to get their trust.* With the great lack of disregard for privacy in the Internet, getting the trust of an internet user you don't personally know is a big achievement.

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get spelling more profits. Its easy math if you think about it. Getting the numbers is not that simple though, or maybe it is?

- **Getting the trust of your clientele shouldn't be so hard especially if you do have a legitimate business.** Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your niche.
- **Show your clients that you know what you are talking about.** Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if you are into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.
- **Be true to your customers, if you want to hype up your products and services, provide guarantees.** The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you're a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the other have experienced from you, so make sure to be consistent in the service you provide.
- **Another tip in getting a customer to trust you quickly is to provide them an escape hatch.** Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service 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 of your list as well as potential members. The true quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

How to Make Money Using Nothing More Than Your List

The more RESPONSIVE subscribers you have, the more money you can make. Here are seven ways to make money using nothing more than your list.

1) Place advertisements.

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

2) Have affiliations with other companies that have at least a semblance or relation to what your site is about.

Here other companies will provide links and brief descriptions of what 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. This P4P or pay for performance.

3) Make deals with other companies by asking for a small percentage of sales done through your list.

With every sale 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.

For a quick way to find affiliate products to sell go to Clickbank.com or type in a related keyword +affiliate program into a search engine. Many times you will get 50%-75% of the profit from the sale.

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.

As a special member bonus for getting this report you can get exclusive rights to [Resell Rights for FREE](#). Here you will find countless products to use for resell rights.

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.

The best way to do this is to add a signature at the end of each email saying “Did you like this message? Forward it to a friend.” Next to the signature you can display a forward button.

Then, you can have another sentence saying “If this message was forwarded to you [Click Here](#) to sign-up to get this newsletter for FREE.” Where it prompts them to click here send them to your squeeze page.

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.

The 3 Things To Avoid When Emailing Your List

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. 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.

Provide relevant and helpful content even while selling products or services.

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.

How To Build A List Of Eager Subscribers

Every online business provides great service to generate satisfaction among their customers. As each and every customer receives satisfaction over their products or the services they get, there is a great chance that they will become a return customer and buy again. Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list. In this list website visitors have agreed to be sent promotional materials such as newsletters, catalogs and such that could keep them updated about your site or the niche of your site.

When using e-mail as the media of your marketing and advertisements, you eliminate the need for high costs. Email is free and if you can manage to make your own promotional advertisements you can also save a bundle there. With an opt-in subscribers list, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted. They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your products, new products and services as well as any promotions and special deals you are having. There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also aware that a subscriber may *unsubscribe* when they feel that they are not getting what they want or expected. Make sure that they are satisfied with your opt-in marketing strategies and keep them excited in receiving your newsletters and catalogs.

Here are some tips that can help you build a list of eager subscribers.

Make your promotional materials interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about. For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door possibly that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for. Doing this you stay one step ahead of them all the time and you will be their bearer of new tidings. They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide articles that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Your 3 goals of writing an email to your list should be to *Entertain, Inform, and to Sell.*

Are you wary about this because you don't like writing? No problem, there are many professional and experienced article writers that can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an E-book to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this e-book with everyone, even other sites; just make sure that they don't change the links in the e-book that will lead people to your site. If you want, you can always get some people to write it for you just like your articles. Your investment once again will be covered by the great marketing this will generate.

Add e-coupons in your newsletters that will give them special discounts. Put a control number in your e-coupon so that they can only be used once. When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to receive them. Just don't flood your mailing list with mails so that you don't annoy your subscribers.

Get in touch with your list

You need to know what your mailing list wants and you should give it to them. [Survey your list](#) often and find out what they need.

You may be aware of a product or service that truly helps them but unless they believe it will help them you will have no luck selling it. You need to constantly be in two way communication with your list and simply point them in the direction of products or services that truly help them.

Make Your Content Relevant Keeps Your Subscribers Happy And Boosts The Amount Of

People Who Will Recommend Your Newsletter To Their Friends.

One of the biggest problems I see newsletter and ezine publishers having online is that they write about subjects no one in their market is interested in. They just write about whatever they think people want to know about without doing any of the research, which is a huge no no.

Another problem is, publishers who have a market well defined don't then write the content in their newsletters that interests their readers. There is no use having an ezine on coin collecting and running articles on stamp collecting just because you couldn't be bothered finding the right content for your ezine.

This is easily overcome. Just send out an email asking your readers what they want to read. Also sign up for other ezines in your market and see what they are writing about.

Add More Subscription Boxes To Your Website

Sounds simple enough, but few people actually do it. If you have a 100 page website, you should have 100 newsletter subscribe boxes on your website.

You can integrate a subscribe box just about anywhere in a website. You could add one just before an article starts, in the middle of an article or even at the end of the article.

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

Offer An Outstanding Bonus Or Gift

I've had a problem in the past with offering freebies to get people to subscribe to your newsletter, but I also know it can work well, if done properly.

Why do I have a problem with it? Well I really want subscribers to be signing up for my newsletter because they want my newsletter not because they want the

freebie I am offering.

The best way to offer a freebie is to create one yourself and not something you have reprint rights to with 500 other people. You want it to be unique, and you want it to be something that plugs your newsletter heavily.

Do you know what makes a good bonus? Back issues of your newsletter!

Use Free Viral Ebooks To Get New Subscribers

Want to get thousands of new subscribers for your ezine without spending a cent on advertising and you've tried all the methods above but you still want more?

Viral marketing is the way to go! Writing viral ebooks that get passed around. To make an ebook viral add this to the beginning...

Important Resell Rights Information

NOTE: You May Sell Or Give Away This Report in Any Way But
Not Alter It

Please read these terms carefully:

[YES] You May Sell and Convey **Master Resell Rights** To This Product.

[YES] You May Sell and Convey **Basic Resell Rights** To Your Customers.

[YES] You May Resell This eBook For Personal Use.

[YES] You May Add This Product Into A **Paid** Membership.

[YES] You May Add This Product Into A Paid Package.

[YES] You May Sell This Product On eBay Or Any Other Auction Site.

[YES] You May Add This Product Into A Free Membership.

[YES] You May Giveaway This Product.

[NO] You May Not Alter Or Offer Private Label Rights To This Product.

Then make sure to add a link to your squeeze page at the very beginning of the book.

Writing viral books is nothing new, but it's still a great way to get your newsletter noticed.

There are a few methods you can use when creating viral ebooks.

You can either create them as a free product, or charge for them and give people

the reprint rights to the product so they in turn can give your product away while making some money in the process.

I prefer the reprint right route. The key here is tho, once the momentum of the first book wears out, write another and another and another and another! All in the same method, all with reprint rights and all with your newsletter subscribers from plastered in them.

The goal really isn't to make money from the sales of the book, it's to get more subscribers.

So again, find a group of publishers in your markets, let them know you created a new ebook with sales letter that they can use and plug straight into their website and give them a mailing promotion to use and tell them they can have the book for free and that they can either sell the book or the book and the reprint rights to their customers.

This is easy money for them and more subscribers for you!

Use Pop Up Windows

Pop up windows are still effective ways to get subscribers, especially in niche markets.

Creating popups on your website is as easy as pie. There are however a few different type of popup windows you can use.

The pop up window on exit, which pops up after you leave a website and the popup window on entry which obviously pops up when you first go to a website.

I prefer the exit popup. So when someone leaves a page on your website they get a popup window asking them to subscribe to your newsletter.

This can get annoying so what you want to do is use a popup that allows you to tell if a persons already seen your popup before so it won't keep showing.

The best exit popup script is [This One](#).

Use Squeeze Pages

Squeeze is a big buzz word lately and it's something people have been beating to death, but it really does work.

Squeeze is nothing new, it's just an old technique with a new name and new appeal. Good marketing on his part.

The best way to explain a name squeeze page is to show you a good example.

<http://BuildOnlineWealth.com/crazyfreeoffer>

This is a great squeeze page. Basically, what a squeeze page is, is a simple subscribe form that then leads them to either a free report or a sales letter.

Buy Leads With Co-Registration

Quick and easy way to get subscribers, but not the best way. That's how I describe Co-registration.

Some marketers swear by it and have great results, others fail and have to throw out the entire list they brought because it's riddled with fake addresses, spam complaints and basically freebie seekers.

So what is Co-registration?

Basically it's building lists by buying subscribers from a 3rd party service.

Here is how Dr. Ralph Wilson put it.....

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

Have a look at one of the best Co-registration companies to see what I mean.

<http://www.worldwidelists.com>

What you do is you pay a fee to these companies per subscriber. So every time they supply you with a new lead you pay them a fee. Usually around 15 cents to

\$1 depending on the niche market and if you want double opt-in or single opt-in.

Always go for double opt-in if you can.

The best way to make money from these types of subscribers is to first give something away for free. Build trust with your subscribers. Sign them up for a free course, give them some bonus products like you created before and remember if anyone asks to be removed from your list, just do it! Don't argue with them ever!

That's the quickest way to get your newsletter shutdown.

Write Free Articles

While it's a given you will put your newsletter subscribe address in your resource box at the end of the article, this is not the best way to get people to subscribe to your newsletter.

The best way is to write a few free E-courses that people can subscribe to via an autoresponder and weave the links into your article.

Here is what I mean, and I can tell you now, **HARDLY ANYONE** is doing this.

Let's say you have a newsletter on Ice Fishing and you're in the middle of writing a few articles to send out for publication. Here is what I would do.

I would go to Aweber.com, buy a monthly subscription to their service and then start writing up 2 or 3 free e-courses on all things to do with Ice Fishing and plug them into my autoresponder.

Now why would I want to do this if I really want people to subscribe to my newsletter? Well, article writing has come under attack by people who believe cutting peoples article bylines out is acceptable. They just steal the content as their own. So instead of trying to fight these people everyday of the week, I've accepted this is going to happen and I made provisions for it, and infact, it probably works in my favor.

So in my article while I'm writing it, I would let the readers know there is this great E-course for free they can sign up for. I wouldn't mention it was mine. I would just weave it into my article and it looks like I'm providing them with a great free resource.

I would then provide them with the autoresponder link and how to sign up.

Also remember that when you write your resource box for your article, you don't have to get them to go to a webpage to sign up for your newsletter.

You can put your newsletter subscribe information in your resource box like this....

"To get more information on how to catch more bass on a weekly basis, sign up for our newsletter by sending a blank email to youremail@address-here.com"

Use A Sales Letter To Get Subscribers

This is something I've seen a lot of lately. People using direct sales letters to get new subscribers for their newsletter. They are actually creating a sales letter like they would for a product they are selling, and at the end of it, instead of an order button, they have a subscribe here button.

You wouldn't even know by reading the sales letter that it's not for a product until the very end.

This gives people the WOW factor. You make your newsletter sound so valuable that when they find out it's free, they go "WOW, I can't believe they are giving all this information away for free".

This is pure marketing at it's best, and it's exciting. Marketing is meant to be exciting, just like life.

Using Mp3s To Get More Subscribers

Doing audio interviews with experts in your field also is a great idea to get more subscribers. I'm not going to get into how to create audio products as that's a whole other book, but interviewing experts over the phone and recording it on mp3 will get your newsletter splashed all over the Internet, especially in fields other than Internet marketing where people don't expect to get this much quality information for free

When you take marketing tactics from the Internet marketing field and apply them into other niche markets where they have never been seen before, you will get noticed more. Everything has been done in the Internet marketing field, we are all immune to even the most brilliant marketing tactics as we see them almost everyday, but other niche markets eat these things up.

Creating audio interviews isn't hard at all equipment wise and finding experts to interview is a piece of cake.

Do you know how I find experts in any field almost instantly?

Well most FAQ pages at FAQS.Org/faq/ have who its written by and an email address for them. These guys are obviously knowledgeable in their fields, and they would make great experts to interview.

Tell them you want to interview them because you've read information they've written and it was great and you think your subscribers would appreciate the information.

Most will do this without charging you a cent if you are outside the marketing field, they will just get a thrill out of being interviewed.

Once you have these interviews, tell all the publishers you've been in contact with recently that you have this great set of mp3's just completed and you want to offer them for free to their lists.

Setup a section on your website with the download link to these mp3's and also put a subscribe form near them for your newsletter and you will be surprised how many people will sign up AFTER they listen to your mp3s.

Archive Your Newsletter Copies

Sometimes people are hesitant to give any sort of information away over the Internet, especially there email addresses even if what you are offering is free, due to spam.

But if you allow people to read your back issues without having to signup for your newsletter, this will show them what type of content you do write and will make them want to join.

You would think having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get it without giving their email address away, but this is not true.

What you do is tell them on the website that newsletter subscribers get each issue 2 weeks before non subscribers.

Use A Paid For And Well Known Autoresponder

I can't stress this enough. Don't use free Autoresponders or mailing lists! These services can go down at anytime and are not professional looking at all.

Plus they also get used for spamming and are abused badly.

I use Aweber.com and never had any problems at all. They offer all I need.

Use Free Forum Posting

This is a great way to get not only more subscribers for your newsletter but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

- 1) Find forums in your niche
- 2) Read some of the back posts and see whos the boss, who posts good content and what the rules are
- 3) Start posting with informative information and include your little newsletter byline in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in.

To find forum simply go to Google and type in your subject + keyword. For example, let's say your newsletter is about bass fishing. Type bass fishing + Forum into a search engine like Google and you will quickly find forums to build your mailing list with.

If you can **post 15 or so posts a day in 3 relevant forums** and provide value in each post you will see your list grow very quickly.

To take this to a whole new level you want to start controversial threads in the forums. See what subjects get readers and make controversial threads. This can easily get you hundreds or thousands of subscribers instantly.

Trade Ads With Other Publishers

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers' newsletters in your newsletter and they do the same for you in return.

It's not something I'm a huge fan of, but it does work. But there are a few tips you should know.

Trading ad's for ad's with other publishers works well when your mailing list is small and growing rapidly. It's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ad's? Easy! Do a Google search for the following.

"your market here ezine"

EXAMPLE

"Gardening Ezine"

"Gardening Newsletter"

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezine, look at their website, personalize any contact you make with them so they know you're not just harvesting email addresses and you will do well.

Some of the time you don't even need to trade ad's with people in your exact market. Let's say just because you run a gardening ezine, that doesn't mean you can't trade ad's with landscaping ezine. Do you get my drift?

Setup A Contest

This is my favorite method. Basically, you get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list.

To enter this contest, these subscribers from your list must subscribe to the other publishers lists and vice versa.

The contest could be for anything, depending on your market. Perhaps the publishers you contact all have ebooks for sale, you could give a free copy of all your ebooks out to the winner. Anything with value with work.

You then setup a domain for this specific contest and put all the information needed on that. You then tell your list about the contest and where to go to enter and how. Everyone on your list who enters then gets subscribed to the other publishers ezine and you get their subscribers.

Here are the steps.....

- 1) Find 4 or 5 publishers in your market
- 2) Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you there signup information and something to offer for the contest
- 3) Setup a domain name and website/sales letter that tells people how to enter and all the information needed
- 4) Write a mailing piece that each of the publishers can use to promote the contest.
- 5) Get a firm date when these publishers will run the contest mailing piece
- 6) Send these publishers the names and email addresses of subscribers
- 7) Add the subscribers to your list, make sure you check for duplicate email addresses so you don't add people already on your list
- 8) Pick a winner!

Do An Article Recommendation

What you do with this idea is get together 4 or 5 publishers again, they could be the same ones as before and get them to agree on running an article that you wrote.

That's it, nothing tricky, and if they agree to running this article they will get thousands of new subscribers virtually overnight.

What you do is you write an article about the best newsletters in your market, and those would of course be the publishers who agreed to run your article.

Make the article objective, don't just blatantly plug newsletters, write it like a news reporter would. Everyone who runs the article will get subscribers and you will get subscribers and everyone will be happy.

Sometimes you have to make things happen, especially with Internet Marketing, don't wait for people to contact you, YOU make it happen and you can do that, it's not hard, just think outside the box.

This method will also work for paid products as well. You don't just have to plug newsletters, you could get all the publishers together and write an article about the best products in your market. This way everyone can make sales and affiliates sale just by running the article.

Thank You For Subscribing Page

Simple enough. Get a group of publishers together and tell them you want to send new subscribers of your ezine to a page that recommends signing up for their ezine and that they do the same.

You see it all the time. You subscribe to an ezine you see on a website and once you subscribe you are taken to another page that recommends other peoples newsletters that you should join.

This is pretty much a localized version of co-registration, but it costs you nothing.

Buy Ezine Solo Ads

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself.

This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read, in reality, a very well written longer solo ad will pull much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry.

You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

To find ezines to advertise in search Google for “your market + newsletter.” Many times you will see an advertise link on the bottom or top of the page showing how much it costs to advertise in these ezines.

Submit To Ezone Directories

The best ezine directories are paid for and they are:

Topezineads.com and Directoryofezines.com

Here are some free ones:

<http://www.liszt.com/submit.html>

<http://www.go-ezines.com>

<http://www.ezinelisting.com>

<http://gort.ucsd.edu/newjour/submit.html>

<http://www.ezine-dir.com>

<http://www.list-city.com>

<http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi>

<http://www.published.com/index.html>

<http://www.homeincome.com/search-it/ezine/index.html>

<http://ezine-universe.com>

<http://www.disobey.com/low/addere.shtml>

<http://inkpot.com/submit/>

<http://catalog.com/vivian/intsubform2.html>

<http://paml.net/submissions.html>

<http://www.ezines today.com/freesubs/>

<http://www.diysearch.com/>

<http://ezineads source.com/submit.htm>

<http://www.ezinesearch.com/search-it/ezine/ezine-add.html>

<http://www.ezinesplus.com/ezines/cgi-bin/add.cgi>

<http://www.published.com/add/>

<http://www.infojump.com/publishers/pub/submit/>

<http://www.site-city.com/members/e-zine-master/>

<http://www.listtool.com/cgi/listTool/addList.cgi>

<http://www.newsletteraccess.com/database/reg.html>

Use Classified Advertising In Ezines

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list squeeze page from the ad, where you might be promoting a free course via autoresponder all about your product. Once you have their email address, you can contact them over and over again until they buy or unsubscribe.

This is by far the best method of advertising with classified ads.

Use Top Sponsorship Ad's In Ezines

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well.

They are also usually 5 to 8 lines long, and you should really concentrate on your headline, and leading them straight to your autoresponder.

Network All You Can

Every where you go, network with people. You never know exactly who you might run into. Let as many people as you can know about what you do and that you are the best at it.

Going to seminars and trade events is a great way to network with people in your markets and a great way to start building relationships with key online businesses.

You never know who might be able to help you with something down the track.

Create And Sell Ebooks With Reprint Rights

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more then a weeks work part time if done correctly and IF you do it this way the profits will come in for life.

I have checks coming in still from work I did 2 years ago, thanks to the power of residual income affiliate programs and viral marketing Ebooks.

Ok, let's get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of affiliate links to other peoples products and every time someone gives away your book or sells it, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

1) Come up with a product idea based on an affiliate program you've already chosen and are already promoting.

Coming up with ideas isn't hard. For example, and I know I use this example a lot, BUT, If you are going to be promoting a sports betting affiliate program, why not create a book on becoming a successful punter. Then throughout the book, you can recommend your favorite sports betting affiliate program.

101 insider secrets to sports betting
How to bet with other peoples money

A good way to come up with ideas is to look at what others are already selling and mimic that. You don't need to recreate the wheel here, so PLEASE don't make things harder then they have to be.

2) Get the tools you need to succeed

You are going to need a few tools here.

A) A domain name

You want a fairly short domain name that describes the content of your book fairly well.

B) Webhosting

Let me say first, you get what you pay for. This has never been more true then with webhosting. YOU NEED a good reliable webhosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help

you get it back up, you will lose sales and a lot of them.

I recommend you use [Good WebHosting](#) for the simple fact they offer all you need, plus a lot more for a reasonable price.

C) Autoresponder

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

D) Credit card processor

Just use <http://www.clickbank.com>. This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper then getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

E) Ebook Software

You will more then likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF.

F) Graphic Design Software

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting my hump to create my Ebook covers and website graphics I outsource all my graphics.

I recommend you do the same unless you're a real photoshop wiz and have some good Photoshop actions.

3) Outline your book chapters into articles

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less then a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

4) Write your content

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following. The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when you are writing what the point of this book is... The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

5) Create your sales letter

This is where you will be selling your book from and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if you are new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

If for some reason you think you can't do this by yourself, you have 2 options.

1) Use software that helps put together your sales letter

and

2) Hire a copywriter

Software is great and there are 2 options out there. The first one is [Instant Sales Letters](#) by Yanik Silver and Sales Letter Generator by Armand Morin. They are just as good as each other.

However, if you want to hire a professional copywriter, you are looking at thousands of dollars, plus royalties from your book sales.

Remember that you are selling this book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

6) Plug in your free 5 day autoresponder series

The best way to write your free 5 day course that your prospect get via your pop up window is to take chapters out of your book and put them in as a free teaser.

Remember to emphasize an urgency. You want to make these prospects who don't buy straight away, feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more than likely they weren't really interested or were freebie seekers from the start.

7) Advertise!

Depending on your topic, you will want to target different people. However, no matter what topic you are selling, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on Hippo's but all they care about is the fact they can sell it as their own. This is why this type of book always does well.

The key is to target people in your market and then the Internet Marketing crowd.

Start An Affiliate Program To Promote Your Newsletter

If co-registration doesn't appeal to you, you could start your own affiliate program solely to promote your newsletter.

This has been done before with some success, especially if you know how much your subscribers are worth to you, money wise.

If you know that every subscriber to your newsletter is worth 50 cents to you, you wouldn't mind paying 20, 30, 40 or even 50 cents per subscriber to your affiliates, and that's a pretty good deal for you and them.

Another way, another less risky way is to do the following. Create an ebook, or some sort of digital product, with value, sell it for around \$20 to \$30 and give affiliates 100% of the sale.

You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers, but customers.

Affiliates are sending these types of sites thousands of new subscribers everyday and thousands of customers everyday, because they give them 100% of the sale of his ebook.

Use A Dynamic Email Signature

This is so simple, yet people forget to even do it or do it properly. If you send out quite a few emails every day, this is a great method to pick up some new subscribers.

All you need to do, is at the end of each email you send out, have a 4 line ad for your newsletter. You could use a classified ad you've already written for ezine advertising.

You will be surprised how many people will sign up for your newsletter.

Press Releases: Not Dead, Just Evolved

Mark Twain once said the rumors of his death had been greatly exaggerated. The same may be said for the press release. It's not dead, but its mission has evolved.

Those PR practitioners who are spreading these death rumors would have you believe that press releases should never be written, nor distributed. I take issue with this old-school thinking.

Now, inundating the media with press releases has not been a good practice

since shortly after Edward Bernays opened the first PR firm in 1919. Any competent PR person has known for years that garnering media coverage almost never directly happens due to a press release. However, that is fodder for another article.

Let's talk about the evolution of the press release into a solid tool for helping organizations deliver key messages to multiple audiences in the digital age.

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets. The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it.

Organizations today are able to bypass the media filter in a number of ways, thanks to the net.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web. And, every month, US web-users conduct 27 million searches at Yahoo! News, Google News or other news search engines. According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

- 8 percent of journalists go online daily
- 2 percent do it for article research
- 76 percent to find new sources and experts
- 73 percent to find press releases
- 68 million Americans go online daily
- 30 percent use a search engine to find information
- 27 percent go online to get news

But you need to think differently about writing your releases in this new age. You can extend the power of your press releases beyond the media by positioning them for search engine pick up. In effect, your press releases become a long-

lasting, online, searchable database about your organization.

Once properly written with both readers and search engines in mind, you need to distribute the release. [PR Web™](#) and [PR Newswire](#) are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

Journalists, analysts, freelance writers, media outlets and newsrooms, as well as your average web users are signed up to receive this information. Also, it distributes releases via FTP, XML feeds and through a network of its own websites. PR Web-related sites are in the top 2,500 most visited sites. Every release sent out through PR Web is optimized for search engines, and PR Web guarantees your release will be picked up by Yahoo!, one of the most visited website on the Internet.

Does it work, you ask? Let me provide a recent example. I used PR Web to send out a release about a recent client training for entrepreneurs. The editor of Leadership Excellence emailed me after seeing the release and asked my client to write an article for his magazine.

The granddaddy of press release services is PR Newswire, which distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

It reaches a total of 22,000 media points in the US alone. All releases are distributed to and archived in more than 3,600 web sites, databases and online services. Additionally, PR Newswire's website is in the top 2,000 most visited sites on the Internet.

Finally, let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information. An organization also should place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences

across the digital divide is smart PR. Practitioners who believe the news release is dead need to evolve, or they will be the moribund ones.

Harry Hoover is managing principal of Hoover ink PR . He has 26 years of experience in crafting and delivering bottom line messages that ensure success for serious businesses.

Give Your Newsletter Personality

What makes you different from any of the other newsletters out there in your market? 1 thing and 1 thing only.

YOUR PERSONALITY.

Don't be a lifeless drone, add some spark to your writing, be funny, be witty, be controversial, just don't be boring!

Tell a story. Stories are a great way to get people hooked before they realize you are actually selling them anything at all.

Find below a story I used to promote a work at home affiliate program.

Are You Different?

I don't know about you, but I've always thought I was different to my peers. This is an amusing story that will probably strike a cord with most people who read this book.

When the kids at my school were playing at lunch time, like kids do, I was setting up shop just outside the main oval. The canteen at school never really sold much in the sweet variety, so I use to bring mine to school from the local store as they were much cheaper and had more variety.

I use to come to school with a bag full of lollies and let me tell you, I was one popular kid. Kids were always asking me for lollies all day and it was getting very annoying, so I had to do something quick.

I got sick of giving my hard earned pocket money lollies out for free, so I decided to set up my own little black market lollies trade. I use to buy all sorts of different lollies you could not get from school and I then raised the price 500%. I purchased lollies for 10 cents and sold them for over 50 cents. The market was so big, I had to actually double my supply. In one day I could make \$20 just by selling lollies I brought for \$5.

Of course, I had certain "high roller" clients that I would give cheaper prices to, which was only fair, as they brought in most of my business. I also had a few people that you gave free lollies too, just to keep the peace.

Eventually more people started doing what I was doing and I had a little competition on my hands.

I stopped selling lollies after a few months as the demand was getting to hectic and the local store had called my mother.

I knew I had a passion in life, but I didn't realize what it was until I was in grade 10 and I quit school to pursue a career in direct mail. Marketing was and is my life, I love it. I read everything I can get my hands on and I have a collection of books that resemble a bookstore. Of course back then I wasn't sure if I wanted to do anything seriously with marketing, but I knew I didn't want to work for anyone but myself.

Everyday I stop and think about what I would be doing if I didn't find out about the joys of working from home, and I never would have if it was not for my father who taught me there is more to life then working 9 till 5 everyday.

Make Sure To Keep Your Newsletter Off Spam Lists!

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

- Make Sure Your Email Message is Compliant with the CAN-SPAM Law.

- Make sure your list is double opt-in

- Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.

- Don't ever purchase bulk email lists or harvest emails from the Internet

- If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.

- If you have an Affiliate Program, make sure you include an "anti-spam" provision in your agreement.
- Avoid using spam trigger words like "spam, free, special, guaranteed" etc....

Don't Buy Mass Email Lists

I was just reading a post on a well known marketing forum today and I read a post from one guy who said he had access to a list of 800,000 email addresses from people who were interested in making money.

He said his friend owned the list and was willing to let him use it for a mailing, but he said not to mention his name at all in the mailing.

This should have been the first alarm bell for this guy. Not to mention that this guy wasn't sure how the list was compiled or how the people subscribed to this list.

It wasn't even just one big mailing list, it was a bunch of lists stuck together.

If this guy does decide to mail to this list, he will be accused of spam, he will get into major trouble and he will NOT make any money worth the effort.

Never EVER send emails out to lists you don't know anything about EVER.
Never buy bulk email lists.

Setup A Membership Site Just For Subscribers

Want to really boost your subscription rate? Start your own membership site solely for your newsletter subscribers.

The key here is to make sure your content is fantastic, so much so that you could actually have paying customers for it.

Keep it updated constantly.

Another thing that can come in handy when running a membership site is an organizational tool. If you've had any experience with running a membership site, after awhile you get quite a lot of content and being able to organize that content

for easy reading for your affiliates is crucial.

Article Manager - <http://www.interactivetools.com>

It is a content management software tool designed to let non-technical users manage a news-oriented website. Manage articles and categories, multiple writers and editors. Upload images, create content with the WYSIWYG editor, syndicate your content, and more. It can save a busy webmaster hours of tedious HTML edits every day.

Setup A Free E-Course For New Subscribers

This step doesn't have to be difficult. This free course is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, your newsletter (which is a given) or your own product. It will also be the catalyst that allows you to contact these leads as often as you want.

I will warn you now, however, that you don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them. This keeps your list happy, and not full of junk emails that no one will end up reading.

First off though, we need a title for your report. No one is even going to subscribe if it doesn't interest them.

This is where a lot of writers really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles.

Make Money Online

Migraine Relief Report

Create Your Own Products Easily

Play Cricket Like A Pro

I might have been a little harsh to say that they are poor titles, they just lack any spark or imagination.

Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In 7 Days With Residual Income Affiliate Programs

Stop Migraines In 5 Easy Steps

Create Sizzling Digital Products Instantly, That Sell Like Crazy

Bat Like Border And Bowl Like Lee, Play Cricket Like A Pro!

So what is the easiest way to create your own free 5 day course?

The best way to create your free course is to write 5 or so articles yourself on the subject your promoting and putting it into a free course.

The problem most people have when they try and do this is that they try and write thousands of words all at once and they get tired and never complete it.

If you break it down into sections, it's a lot easier. For example, if I was to write a free course on creating your own fishing lures for profit, I would write something like this.

Article 1: Why fishing lures are so profitable

Article 2: How to create your own fishing lures from your table

Article 3: How to automate the whole lure making process

Article 4: How to market your lures offline

Article 5: How to market your lures on a budget online

And in each of these articles, I would weave an affiliate link into somewhere or mention my newsletter. The information has to be of high quality and not just a blatant plug-a-thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course you can't really just send your prospects a bunch of articles, you have to weave them together. For instance, the first email they get could be a thank you for subscribing email, with a don't forget to get your free gift line in there somewhere. This first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

Start Your Own Forum

This is a great way to get new subscribers to your newsletter. Building a community within your website brings back repeat visitors, which means people will more likely sign up for your newsletter if they keep coming back.

You can have a newsletter signup form there and product recommendations. People love to help other people and answer their questions, so after awhile you won't need to be answering many questions yourself.

The best way to start your own forum is to do it yourself with software and host it on your own webhosting. Don't use a 3rd party service, especially free ones.

A good piece of forum software can be found at

<http://forum.snitz.com/>

Contact Previous Customers And Clients

This is just another simple method most people over look, but they don't realize just how powerful it is.

If you already have a list of customers or prospects, tell them you are starting an ezine and let them know they can subscribe anytime they like and get all the information for free.

These people have already proven their interest in you or what your selling, so it makes perfect sense they would want to hear from you more often than they already are (if at all!)

Setup A Continuous Thank You For Subscribing Page

This is something that no one is doing at all that I know of and I'm pretty sure no one is doing it at all or ever.

As you know, when someone signs up for your newsletter at your website, they are then taken to another page that confirms their subscription.

Most people just put something like "Thank you for subscribing to my newsletter, why not check out this product" and really don't make use of this extra bit of advertising that they have to use.

The idea I've been tinkering with is to setup a continuous thank you page. After

your subscriber signs up for your newsletter and they go to your thank you page, why not offer them a chance to sign up for another newsletter or E-course you might have.

This way, you could possibly get the same subscriber on 3 or 4 of your lists. So every time they subscribe to one of your lists, they are taken to another thank you page that asks them to subscribe to another of your lists, and so on.

I think this is a great idea and it's something I will be using a lot of.

Give Permission To People To Use Your Newsletter In Their Own Works

Tell people who are already subscribed to your newsletter that they can pass the newsletter on to friends and also use parts or all of your newsletter in their ezine.

Of course you would get credit and a link back to your site. This is sort of like article writing, just with your newsletter issue in replace of your article.

Send Testimonials To Products You've Used

This is an easy way to get a trickle of new subscribers daily to your newsletter. Whenever you use a product or service you really like, send them a great, glowing testimonial and they will gladly put it up on their website and put a link to your website with it.

The trick here is to get as many people who read your testimonial to your website and to subscribe to your newsletter.

The best way to do this is to register a new domain name solely for catching subscribers from testimonials, something catchy, and put a squeeze page as your main page.

You will slowly get a nice stream of new subscribers everyday for as long as the product or service is selling for.

Get Other Newsletter Publishers To Mention You Constantly

One of the best ways to get free subscribers is to get other publishers to mention you constantly. This build a relationship with their subscribers and when they join

your newsletter they will already know a lot about you and be looking forward to receiving your emails.

So how do you get other publishers to mention you in their newsletters? Do something news worthy! Hold a contest, claim to know something no one else does, tell publishers a little tip that you learn and that they are free to tell their subscribers as well.

Build relationships with these publishers and become their friends!

In Closing

As the book enters the wrap up in this chapter, I will share with you something valuable.

If you aim for success, you must do everything within your means to achieve that. You just don't go on sitting there in your house complaining about not getting as much profit as you expect. You have to keep moving. You have to pour in and invest enough time, money and effort to have profitable results.

In doing Internet business, you must aim just the same. You should maximize all of your Internet marketing strategies, given the wide market that your business will be exposed to. Imagine the whole online community as potential clients!

Now, one of the best marketing tools that you can use in your online business is **building a list** (which is the subject of this book!).

An opt-in list is the best, most effective and smartest option that you can make to make it big. It is one thing to stay in business and it is another thing to have a profitable business. So if you will be allowed to choose, make use of the building list to ensure that profits will keep coming in.

And building a list will definitely work for your benefit. This will ensure that you can maintain close contact and a good relationship with your clients, especially the frequent visitors.

This will also save you money, time and effort because once you come up with a new product or new information, you know exactly who you will send updates to because you have a definite market.

This is one aspect that you will have to maintain to have a steady source of income at the least. Then the rest of your efforts will be to make the number of your regular clients grow.

Some pointers in building your opt-in list:

- You should put a ‘subscribe link’ or ‘subscribe box’ in your web site.** It is advisable to put it on all the pages. Then make sure that it is strategically positioned, meaning it has to be easily located by the visitors. The upper right hand corner of the page would be a good position.
- Promote your website and promote it even more to make give it more exposure and to get more subscribers.**
- Come up with contests or give away freebies** and goodies that will require visitors to give out their email ads to be able to join.
- Give out information, articles and updates to your clients** with your links in it. Make sure that the information will be relevant to the client.
- Offer free courses to your visitors.** This will also help maintain a good relationship with your subscribers.
- Use your signature also to make your opt-in list expand.** Every time you send out messages the link information should be included.
- Do some networking too.** Join some forums or discussions and build relationships with the people there. This way will also be a good way for you to get more contacts and clients. (very powerful)

At the same time you should also know what you should avoid in building an opt-in list. There is one thing that you should keep in mind as the *don't's* of building a list.

- NEVER EVER spam your subscribers.** It is best that you get permission from your subscribers, or else you might end up with a bad reputation.
- Avoid ABRASIVE pop-ups** (though not all). They can sometimes annoy the visitors. There are also pop-up blockers now. Your effort here might end up futile.

- × **You should also refrain from flooding your subscribers with information.**
You might end up as an annoyance that you might not get a favorable result.
There may be times that you'll give relevant information, but your clients may just dismiss it.

The benefits of having many regular subscribers are undeniable. They will definitely keep your business going and you will definitely enjoy the profits that will come in. Just remember that things don't end there.

Once you've build up on a substantial opt-in list, make sure that you maintain it well. Keep in contact with your subscribers. Send them updates. Give out special offers and helpful tips. Freebies will be helpful too.

Just follow this and you'll see... things can only get better!



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MADE EASY

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Get The Exact Step-By-Step Method You Need To Build Passive Income

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And claim your free downloads worth \$59.97 that show you exactly how to start making money online instantly the *easy* way. (**NOT Available Forever - Act Now**)