

# “LIST BUILDING STRATEGIES FOR NEWBIES”

Discover the 3 single and most powerful strategies to add new email addresses to your existing email list to use to grow your business.



## **What is List Building?**

List Building is a process of adding new email addresses from your existing subscriber's email lists. Most often, these new email addresses are built through subscriptions by some individuals in exchange for a free gift, special offer or information that the person finds relevant.

In the online marketing sense, a 'list' refers to a list of customers; it refers to a list of emails through which potential customers can be contacted.


Even offline, large companies build their email lists to keep track of their customers and alert them to new developments, offers, and so forth. Of course, this ties in to yet another question at hand...

## **Why Build and Use a List?**

List building is important because it helps create a pool of potential customers in the future. "Bread and butter", that's how we can compare the list building and online marketing. You just can't have one without the other. You can't separate the two because they belong together and likewise; they are the sustaining part of an Internet marketer's business. Email lists in short are your asset to community building.

List building is the **first, most important and most constant** of all the tasks that Internet marketers engage in. Their lists are their bread and butter and their lists and their businesses belong together. Neither can exist without the other. In Internet Marketing, it is a lucrative and highly effective system in making sales.

**IMPORTANT:** **It is very IMPORTANT that the email address you included in your list building is with the consent of the email owner.**

The CAN SPAM act of 2003 says that it is illegal to send bulk of marketing emails without the consent of the recipients. The penalties for disobeying this law are tough! You can be fined up to  **\$11,000 per unsolicited marketing email that you send!**

It wouldn't take long to do a lot of damage and if you send hundreds, you'll never get the fine paid off... at least not in just one lifetime.

Thus, it is imperative that you build your email list in the most legal and safe way.

# 3 Most Powerful List Building Strategies You Can Use For Your Own!”



**Create an Opt-in page** – this is the most commonly employed method in list building, simply because of its effectiveness. By creating a separate opt-in page, all the attention on that page can be focused completely on the singular goal of getting a customer to subscribe to the list. You can build your opt-in lists through article submissions to different article banks. If you weren't blessed with any writing ability at all or simply do not have the time to devote to writing articles, you can have articles written for you by ghostwriters. Another possibility is to join a PLR site and download articles that will just need some rewriting to prevent them from being identified as duplicate content by search engine spiders. These articles need to be no longer than 300 to 400 words and they need to be keyword rich. Your resource box needs to include your name and a link to your website. Another proven list building technique is to join and post to blogs and forums that are dedicated to a topic that relates to the products and services that you sell. **You must be careful not to post blatant advertisements on these sites. That's a big no-no.** You will need to post 3 to 5 times

each and every week to these sites and your 'sig tag' on your posts needs to be your name and a link to your website.

Add an Opt-in Form to the Main Website. Although it is less effective under normal circumstances, it is still an option that could be considered. In some websites, especially blogs, which may not want to have their traffic leaving the main website to go off to a separate opt-in page, having the form as part of an easily located sidebar could even work just as well.

Of course, doing so does not have the added benefits of removing all other distractions from the equation, but it is still better than nothing.

Essentially, the best opt-in pages are those that have no 'extras' that may distract from the goal, and so normal advertisements and other links (except at least one leading back to the main website) are removed.

Really, it is sort of like plugging up all the 'leaks' so that everything just flows towards gathering up emails.

Also, having a distinct opt-in page would allow traffic to be channeled directly to it, maybe even bypassing the main website entirely. By doing so, the possibility that visitors will be distracted on the way to the opt-in page is removed as well.

Thus, the opt-in page gives the customer a two-way decision: to subscribe or not to subscribe (with everything possible being done to ensure that the former option is picked!).

**Remember:** With an opt-in page, your form should always be 'above the fold' (so that visitors will not need to scroll down to see it).



**Link Exchange** with websites that sell products and services that are complementary, but not identical to the products and services that you sell, is another way to build your email list.

Requesting for link exchange is simple; all you need to do is go to the website and look for the contact page. The Webmaster will then register their web sites to the central organization, that runs the exchange, and then the Webmaster will receive the exchange HTML code, which they need to insert into their website pages.

The benefit of doing link exchange is that it can and will increase the number of inbound links to the sites. The more inbound links, the better their sites rank in the organic search.

Now, some marketers do not believe in link exchanges. They object to the idea of two-way traffic and don't think that a marketer should ever post a link that takes traffic away from his or her website. The key word, however,

is TWO way. A link exchange also brings traffic to your website that you might not otherwise ever see and every person who visits your website is a potential customer or, at the very least, possible additions to that opt-in list.



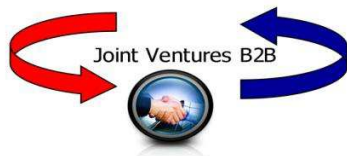
**Paid Advertising** - A PPC (Pay Per Click) campaign is not free,

but if your list is greatly increased because of it, it will be money that has been well spent. PPC campaigns are very effective tools for list building, especially if you can give something away for free; people do love 'free'. Free reports, free utilities, free E-Books, etc. If it's free, it adds to your opt-in list.

A very effective, maybe even the most effective, way to use paid advertising is to **advertise in E-zines that relate to the topic of your website** and to the products and services that you sell.

E-zine advertising is targeted advertising that has proven to be effective. The people who will see your advertisement are the very people who are most likely to buy the products or services that you sell and join your opt-in list. Did I mention that it is cheap? You can usually get an advertisement in an E-zine for \$30 or less.

The well-established and savvy Internet marketers all know just how important list building is. List building is at the top of their 'to-do' list every single day. List building is never considered a side effect... it is the object of their attraction to every enterprise that they consider undertaking. They know that their lists really are their bread and butter. They fully understand that without their lists that they are without a business and you should believe that with all your heart because it is true.



## **Leveraging on Joint Ventures**

New marketers dream of getting that first lucrative Joint Venture deal under their belts (and into their bank accounts). Well-seasoned Internet marketers always have both ears and eyes wide open, searching for their next Joint Venture opportunity.

What does it mean? How can one identify an excellent Joint venture? How are you going to do the partnership to make both sides win? How are you going to approach the other party? These are just some of the many questions that you need to answer before doing a joint venture.

What makes the joint ventures really work is something that is called "leverage".



Joint Ventures are means to leverage somebody's money, clients, opt-in lists, advertising, authority, products, influence, or anything to create benefits for both. The most sought after benefit is probably immediate revenue and profits.

Joint Venture can help increase your subscriber base, brand awareness in a new market, reduce or share certain costs, and gain valuable information or skills.

Joint Ventures works best when you do it with a lot of creativity and imagination to form a win-win situation for you and your partner.

The most common Joint Venture opportunity on the internet are the Affiliate Programs and Product Endorsements.



### **Affiliate Programs**

For typical affiliate programs, it can as many promoters as much as possible but there is only one benefactor (the owner, while promoters are the affiliates). The product owner will set up the affiliate program to leverage the customer and opt-in lists, and the recommendations of the promoters in order to sell more products.

The merchant profits through sales from the web surfers, subscribers of newsletters, and so forth. The merchant may not have the means to contact the promoters; while the affiliates can enjoy the benefits of having the order fulfillment, merchant supply sales copy, customer supports and commissions for the sales made through direct promotions.

The owner or merchant and the affiliate can collect the buyers contact info that includes the email addresses that he/she can use to build a list of active buyers that he can contact directly in the future.

In this case, both the merchant and the affiliates have to leverage the assets of each other to enjoy a win-win venture.

### **Product Endorsement:**

A product endorsement is a form of testimonial from someone who we assume used the product or service and liked it. That person will then give a positive endorsement by writing his/her experience with the said product or service.

When several people do the product endorsement, it will get maximum driving traffic to the site and a huge tendency that visitors will click on the opt-in page, allowing you to collect and build lists of email addresses that can in turn become hot leads, which is what all online marketers want.



## **Managing Your Email Lists**

When the time comes that you have to build a huge number of email lists, it will be impossible for you to manage the lists. It is important that you get some help in managing your email lists.

In today's generation, the top-of-the-line autoresponders deal with a variety of functions. Not only do they store email addresses, but they also have the ability to send out scheduled automated emails.

Most autoresponders track a variety of statistics based not only on sign-up rates, but also on the click-through rates and open rates of emails. In short, they can do pretty much everything that you'd ever need done to help manage your list.

Just to get you started, here are the best email list builders and autoresponder services that are currently available:

1. [Aweber](#) – By far the most established autoresponder; it has a huge list of features and claims to be able to avoid junk mail filters the best.
2. [GetResponse](#) – Aweber's main rival, it is almost as good in terms of the number of features on offer and a lot cheaper, especially for large lists.
3. [AutoBot](#) - If you don't want to spend money at this point of time, you can go ahead and try this one. Unlike other free autoresponders, it does not include its own advertisements to emails that you send out, making it a decent option.

If you want to learn more about lists building, leveraging joint ventures, email management or any general business questions, get all the answers directly by clicking below to keep updated on market trends.

