

The One, Two, Three, Punch System to Building a Solid Opt-In List

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Sample of Content:

Developing your internet business has led you to realize that you must build a stronger and wider opt-in email list if you are to succeed big time. Here's the one, two, three, punch system to creating an list of interested customers to grow your business with.

Content:

Developing your internet business has led you to realize that you must build a stronger and wider opt-in email list if you are to succeed big time. Here's the one, two three punch system to creating an list of interested customers to grow your business. It happens. You work hard, invest money in how-to programs and hand-holding help reports trying to make your internet business blossom and bloom and seed your future with financial independence. More often than not you end up losing more money than you make when you start out and quickly realize that your email list of interested readers and customers is your best shot at making any long-term income online. Or worse yet, you have a big list of subscribers but you just aren't making much money through your promotions to them. What's the deal? Why are so many others coveting their email lists and posting their Paypal and ClickBank sales reports as proof of their pudding while you

flounder in the puddle just trying to make ends meet? Most often the error lies in your promotion and your attitude, what you offer them and what you don't. Sometimes what you don't offer is more important than what you do. The One: Get their trust. Just setting up an opt-in list does not make you their go-to person. Get your knowledge out there on your site and around the internet so that your name becomes synonymous with being helpful, professional, knowledgeable, trustworthy and sincere. Join discussion forum communities and share your expertise. Use your signature to promote your site and link to a free auto responder "how to" program you provide. Open the lines of communication and make yourself available for questions and simple advice. The Two: Provide products people want. Know your market and what they are looking for. Use your website analytics to find out what search terms your visitors are using to get to your site and using to search for pages on your site. Provide them with what they are looking for. And above all else, know the product you are selling. Give them a well-presented review of the product including any downsides you may have noted. You will gain their trust. Don't invest your site and business only in products you are personally interested in. Do your research well and you will find the products you offer selling well and your visitors coming back for more advice and product information and offers. The Three: Make friends and join together. Look for successful marketers that have large, popular email lists. It may be a surprise but many people are willing to share their knowledge. It makes them look good. You can benefit from their experience and learn what works and what doesn't. In the process you can also suggest a joint venture with them. If the person's list is larger than your own, offer to promote to their list a number of times more to provide equal value. The Punch: As the saying goes, the money is in the list. Opt-in lists start with your first sign-up, and as your list grows, you should work to provide your subscribers valuable content. This will keep them on your list and more than willing to buy from you when you do have something of value to offer them.

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About the Author:

Cynthia Mosher has been working online since 1998. She shares her advice and experience on working at home and internet and affiliate marketing at her website Wahm Daily.