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## 5 Steps to Build Your Own Subscriber List

By Bob Kosimov

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Let me ask you this 'Who can you sell your products or services to over and over again?'

Your subscriber list is an unlimited source to market your products to. You can test your products, run surveys, do anything that might be of interest to your subscribers. You don't even have to spend any advertising money, your list will do the job.

But what should you do if you don't have your own subscriber list? Well, then you should build one (of course, there are thousands of list-owners, who would be pleased to offer your product to their list for a fee, but better yet to build your own). And that's what you are going to learn in this article.

Ok, let's jump-start to building your subscriber list.

### 1. Where to start?

As soon as you have your web site up and running, first thing you should do is to put up a subscription form in the most visible places on your site. Your goal is to collect e-mails. Attract your visitors to subscribe to your newsletter by offering free info like a helpful article, report, or free book. Or you can offer a discount on your product if they sign up for your newsletter. Ideally, if you have a list of 10,000 e-mails, then you should be pretty well balanced.

### 2. Opt-in e-mail

One of the factors of successful e-mail marketing is using opt-in method. In other words, your messages should have 'unsubscribe' link on the bottom of the page, so that your subscribers can stop receiving your messages when they want by a simple click. Otherwise you will be reported as spamming.

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### 3. Double opt-in for safety

You can increase your targeted subscriber list, using double opt-in sign up method. That is, if someone subscribes to your newsletter, e-mail is sent to their address. They have to answer to the e-mail in order to be included in the list. That means they are interested in receiving your newsletter. And it is their e-mail address. This is the safest way to increase your targeted subscriber base.

### 4. Contacting your subscribers

Once you have collected few e-mails, you have to decide how often you would broadcast your messages. Biweekly or monthly is a pretty good interval. It gives you enough time to come up with something that can be of interest to your readers.

You can send your newsletter every week or every 5 days. But it requires a lot of commitment to write it with interesting content and meet the deadlines. Besides, they could already be receiving newsletters from other marketers. So, they might just not have enough time to read all of your messages. However don't exceed a monthly basis. Your subscribers should get a constant reminder that you're still around and not confuse your e-mail for spam.

### 5. Personalized messages

If your messages start with 'Dear Steve' or 'Dear Susan', it will warm up your subscribers. And they will be more receptive to the information you are about to share with them. It also adds to your credibility and helps to increase your response rate. So, send them personalized messages, possible with link:

'AWeber' or link:

'Mailloop' software.

Some additional tips

One of the mistakes in e-mail marketing is using 'catch all e-mail' feature. Use the only e-mail addresses that people have entered to receive your newsletter or ezine. Forget that 'catch all e-mail' stuff that comes with your hosting package. Because if people didn't subscribe to receive information from you, they wouldn't read your e-mails. And you don't want to be accused of spamming, putting your reputation at risk.

Don't be insistent in promoting your product. Rather explain the benefits that your subscribers will get in a friendly fashion. Sometimes, you get e-mails that urge you to buy their stuff, almost demanding why you haven't done that yet. So be careful it might hurt your credibility.

Well, now you know how to build your own subscriber list. Follow these suggestions and your success as an e-mail marketer is guaranteed. Remember, you don't have to get millions subscribed to your newsletter, you only need 10,000 and you're set for life. The only thing that's left to do is you just have

to put some in and do it.

Good Luck!

Bob Kosimov offers helpful articles, free downloads and other useful webmaster resources. Visit his site at

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### **Four Ways To Grow Your Subscriber List**

**By Raymond Johnston Jr**

#### **Four Ways To Grow Your Subscriber List by Raymond Johnston Jr**

by Raymond Johnston Jr.

If you publish your own newsletter or ezine, you are always on the lookout for more quality subscribers. We all continuously look for new sources to grab a few more subscribers. Today, I am going to look at a four ways that you can add to your list.

1. Ezine Directories – One way to get your ezine some exposure and also pick up a few subscribers, is to submit to ezine directories. Some of these also give you a chance to list your advertising information as well. Here are a group of directories that you can submit to.

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

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

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

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

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

<http://ezineadsource.com/submit.htm>

<http://ezine-universe.com> <http://www.ezinehub.com/add.html>

<http://newz2me.com>

<http://www.homebizandmore.homestead.com/ezinesignup.html>

2. Pay Per Subscriber Services – If you would like to build your list quickly and have the funds, this is the way. These are services that will provide you with subscribers at a certain price for each subscriber. There are quite a few of these services and they sign up subscribers for you in a number of ways.

They use everything from pop-ups to pay-per-click search engines to get subscribers for you. Each one is different. Ask how they get their subscribers and my own personal preference would be to have them double opt-in the subscribers. This will usually get you a better quality of subscriber. Here is a list of some of those services.

<http://www.listopt.com>

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<http://www.itsaworld.net>

<http://www.zmedia.com/zm/main.html>

<http://www.funazines.com>

<http://www.bay9.com>

<http://www.profitinfo.com>

3. Subscribers for Ads – There are a few services that will provide you with subscribers for running an ad for that subscriber. If you run free ads, these services can provide you with quite a few new subscribers each month. Here are a few of those services.

<http://www.moneyforhire.com/inet>

<http://www.ads4subs.com>

<http://www.twodollarads.com>

4. Ad Swaps – This way of getting subscribers is overlooked too often or not used for some reason. Take the time and put forth the effort to exchange ads with other ezines. You can advertise for new subscribers in many other ezines by exchanging ads. You are not going to get thousands of subscribers this way but if you swap ads with a few different ezines every month or even every week, you will see a steady flow of new subscribers.

These are not the only ways to generate new subscribers but if you start using some of these methods, you will see your subscriber list start to grow.

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