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4 Crucial Things You Need To Do To Build Your List

By Anton Cheranov

Online marketing may have developed a sudden surge these past few years, but many in the know

how have felt its rise even from way then. 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 what ever 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 different ways. Different

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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. 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.

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. Not all people have dedicated T1 connections, 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.

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Crucial v Not Crucial

By Dr. Donald E. Wetmore

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We all have "too much to do". True? Sure 'nuf. And that says a lot of good things about you. That you have "too much to do" suggests that a lot of people have entrusted much confidence in you. I mean, people who are drifting about early each afternoon begging co-workers for something to do, may not have earned that confidence from others. And this applies not only in our work lives but in our personal lives as well.

But this creates a double-edged sword. On the one hand, it's great to enjoy the confidence of others. Yet, having "too much to do" often creates the stresses and distresses that may reduce your overall productivity.

I divide our responsibilities into two categories: "Crucial" and "Not Crucial". Crucial items give us the "biggest bang for the buck" for the time spent and is the most productive use of our time. It is the logical use of our time. "Not Crucial" gives us emotional relief. It's doing the little things, the junk mail, desk dusting and the like, that, while necessary, do not really advance our daily success very much.

When we accomplish the "Crucial" things in our life we are doing "business" v "busyness". We are making progress versus wheel spinning. Have you ever had a day when you were busy the whole daylong but when you got home that night you knew you had not accomplished a darn thing? (We can fool the world sometimes but we cannot fool ourselves.)

Doing the Crucial things builds up our self-esteem and our motivation level. Ever notice when you've had a really productive "Crucial" day how that positive momentum carried forward into your evening hours? You are more inclined to do the woodworking, spend time with the kids, or work on hobbies, when you've had a great day. But when you've had one of those "Not Crucial" days, the motivation and momentum levels are reduced and when we come home that night, many of us just want to block out the day with that all important exercise, "click, click, click", the sound of the TV remote device, surfing us through a multitude of channels that fail

to grab our interest.

I really believe that most people, intuitively and

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instinctively, want to be good time managers. It makes sense. The better we manage our time, the more results we will enjoy. It's the logical choice.

So let's say it's the start of your workweek and you have a lot of "things to do", some of which are "Crucial", some "Not Crucial". Intuitively and instinctively you and I want to be good time managers. Therefore, where does our attention gravitate towards? Do we focus on the "Crucial" or "Not Crucial" tasks? The "Crucial"? Sure! Logic tells us that. The more "Crucial" things we do, the more productivity and success we enjoy.

But, you know what? When given a choice between "Crucial" and "Not Crucial" items, we will almost always do the "Not Crucial" items and ignore the "Crucial" items in spite of the fact that we all want to be productive in our day.

Why?

Because we are driven more by emotion rather than logic.

You see the "Crucial" items are typically longer and harder to accomplish. The "Not Crucial" items are typically more quick and fun and emotionally satisfying.

We need to get over to the "Crucial" side more often to increase our personal productivity.

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