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Ad Swaps To Build Your Mailing List

By Mark Flavin

Time and time again, internet marketers have mentioned how "gold can be found in your mailing list." It has become a cliché or sorts, so it seems, given the many times the maxim has been repeated over and over again, in many channels, in many articles, in many eBooks, and in many newsletters.

But there's a reason why it's a cliché. It's because it's true.

The bigger the size of your mailing list, the higher your chances are of bagging some sales. It's a numbers game, one which you could easily manipulate to your advantage.

Why Your Need A Mailing List

Let's go to the specifics.

As an online businessman, a mailing list is almost an indispensable requirement for your success. Here are the reasons why:

- * Experts say that it takes 7 to 12 contacts with a prospect, at the average, before you could convince him to make a purchase. A mailing list would allow you to keep in touch with the said prospect.
- * Your prospects have to be warmed up before they could make a purchase. You have to win their trust and confidence before they could part with their hard earned money. A mailing list opens the doors for a variety of strategies that would allow you to prime them up for your sales pitches.
- * A mailing list would likewise make it easy for your customers to contact you whenever they need answers to their queries. In a way, a mailing list can also become an excellent vehicle to provide post sales support for your customers.
- * The size of your mailing list reflects your credibility as a joint venture (JV) partner for profitable undertakings requiring a partnership between two or more internet marketers. Your mailing list is not only a well for potential customers, it's also your badge of how much you have achieved in the industry.

Ad Swaps To Build Your Mailing List

Few are the internet marketers who do business online without a mailing list. This is a testament to how valuable your own subscriber base can be.

The Trick Is In Flooding Your Mailing List With Subscribers

Clearly, success with your mailing list depends on how many subscribers you'd manage to garner. The more people who will sign up for your follow-up system, the higher your chances will be in earning a lot of profit.

The question is, how do you explode the number of subscribers for your mailing list?

Driving traffic to your opt-in page is the number one strategy to implement. Online marketing tactics

such as search engine optimization (SEO), article marketing, forum posting, direct advertising and reciprocal linking are keys for your traffic generation purposes.

But there's one other strategy that would provide an almost instantaneous arrival of signups.

We're talking about ad swaps.

Ad Swaps?

Ad swaps is an inexpensive but highly effective technique that involves two or more online businessmen with sizable mailing lists. One marketer would simply have to exchange ads with another marketer in their respective mailing list.

The result?

An exchange of ads that would result in an exchange of subscribers.

For example, marketer A has a mailing list composed of 5,000 members. Marketer B has a mailing list composed of 4,000 subscribers.

An ad swap simply means that marketer A would run marketer B's ad in his newsletter, which would lead marketer A's subscribers to marketer B's opt-in page. Marketer B would have to do the same favor for marketer A.

Marketer A potentially stands to earn 4,000 new subscribers. Marketer B potentially stands to earn 5,000 new subscribers. Such would be a profitable exchange of members that would increase the size of their respective mailing lists!

Ad swaps usually are free. All you have to do is to find a willing partner, which would be easy once you have built a sizable subscriber base.

Offering freebies as rewards for signups would also ensure the success of ad swap campaigns.

Mark Flavin Is The Owner Of Mark Flavin Marketing. Mark Is An Expert In Online Marketing & All

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Build Your Own No-Cost Mailing List

By Martha Retallick

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I've never used a mailing list broker. Reason? When I first started doing postcard mailings back in 1996, I could barely afford to pay my house rent. So, renting a mailing list was out of the question.

One of the advantages of operating on a low budget is that you can't spend your way out of problems, you have to think your way out. In the case of my mailing list, the thinking centered around the question of Who Do I Know?

A spin through my desktop Rolodex yielded a treasure trove of names. Then there were those helpful family members and friends who referred names to the list. (Most of the time, I didn't even have to ask these people for names. But it never hurts to ask!) And thumbing through the directories of organizations I belonged to was also useful.

So, there you have it, four readily available sources of names:

1. Your Rolodex (or some other business card file)
2. Family and friends
3. People referred by your family and friends (ask them!)
4. Membership directories from organizations you belong to.

You'll be able to build up quite a list in no time. And if you keep postcarding over the years, your list will grow some more.



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