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Building a HUGE List of Loyal Opt-in Subscribers

By Glen Hopkins

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First of all, subscribers are not just subscribers, they are YOUR customers! If you treat your subscribers well, they will be your customers for life. What does this mean? We'll ezines are all about 'one to one marketing'.

One to one marketing is relationship marketing. Your job is to continually build and foster your relationship with your subscribers. As your relationship builds, so will the trust and loyalty your subscriber has for you. As this happens you create an increasing amount of 'permission' to sell them your products -- products that provide solutions to their problems.

To learn more about permission marketing, I suggest reading Seth Godin's book, "Permission Marketing". It taught me a great deal about how to build relationships with my customers.

So now you know how to treat your subscribers -- err, I mean customers, now what you need to do is get them!

There are several ways to increase your subscribership including:

*Pay Per Search Engines:

*Pay Per Search Engines like overture.com are a great way to bring targeted traffic to your site. They charge

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a minimum of 10 cents per search term. For example, if you have a website that sells lamps, you might purchase search terms like lamp, light, desk lamp, light bulbs, etc. For each of these terms you are bidding for the position of your listing on the search engine — highest bidders are at the top.

If you want to pay less than 10 cents per search term, try kanoodle.com. They start at just 1 cent per search term!

*Google AdWords

Google's AdWords is another form of pay per click advertising.

With their massive reach, they can repeatedly deliver a ton of targeted leads for you. <http://www.google.com/ads/>

*Ezine Advertising:

When you advertise in ezines target your marketing as much as possible by choosing content related ezines. For example, to sell our lamps we might choose an interior decorating ezine but not a sports related ezine.

If you choose this method, ask the owner of the ezine to test and endorse your product. This will do wonders for your conversion ratio because the readers trust the ezine owners opinion (one to one marketing — remember?)

You can find the perfect ezine for your needs in minutes using the Directory of Ezines at <http://www.directoryofezines.com>. You can reach over 27 million readers in the ezines listed in the DOE. The time you'll save is well worth the very small fee they charge for access to their searchable database.

*Banner Advertising:

Although available, it is not recommended due to the poor conversion rates they offer. If you advertise on anyone's website, make sure it is a text based advertisement.

* Pay Per Subscriber Services:

Are arguably *the* best method of attaining a HUGE customer base in a short period of time. Pay Per Subscriber Services like ListOpt's List Builder, can collect as many as 2,000 opt-

in subscribers for you every day! The benefit of such a service is that it offers a 100% return on investment (ROI). No other method offers this. And because of the 100% ROI it provides, you save a great deal of valuable time and aggravation attempting to track your results.

I recommend you use all of the above methods other than banner advertising due to the poor conversion ratios. In particular, I recommend Adwords advertising at <http://www.google.com> and ListOpt.com's List Builder Service at <http://www.listopt.com>

Go ahead and check out these sites and services now. The sooner you do, the sooner you'll start generating more revenues. For more articles on this topic and others visit <http://www.article-directory.net>

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Glen Hopkins is the director of ListOpt Publications Inc. If you're looking to build your newsletter subscriber base quickly, easily and inexpensively, visit Glen at: <http://www.listopt.com> and learn what hundreds of other publishers are saying about ListOpt's amazing List Builder service.

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Success Guaranteed With Your Opt In List

By Ron Pioneer

Some time ago I was thinking about the best and most foolproof way to earn great income on internet. I came to conclusion that success in internet marketing can be reached with my own opt in list. That is why I wrote this article.

In my search for ways to build my own successful opt in list I came to several conclusions how to build

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an opt in list that buys. In this article I will reveal you four ways to add subscribers to your opt in list and profit from them(guaranteed) Read on...

The 4 ways to build your opt in list that I'm writing about you'll be able to use in your own opt in list building efforts. Read this article carefully because it may show you a way to profit from internet like you never thought you can before.

Here are the four ways how you can build your opt in list:

1) Buying or renting a list of subscribers for your opt in list.

You can buy subscribers for your opt in list or you can rent a list of emails for one mailing. This is the fastest method to build your opt in list.

2) Signing up for co-registration services.

With co-registration services other people build your opt in list for you. They usually cost \$0.10 – \$0.30 for a subscriber. With them you can expect 50 – 300 subscribers to your opt in list daily.

3) Build your list using articles.

Using articles is my favorite method to build my opt in list. You can write articles and give them to newsletter publishers to publish them. This way you gain instant exposure and have new subscribers sign up on your opt in list.

4) Using joint ventures to build your opt in list.

Joint ventures are an effective way to build your opt in list. When used right they can add hundreds of subscribers to your list daily. The best part – they are 100% FREE.

Each of these points illustrate how you can build your opt in list. There's really not a way you can NOT earn money from your opt in list. If you build your opt in list and keep relationships with your subscribers your opt in list WILL bring you income.

The greatest way I have found to build relationships with subscribers is offering them a free course. There are lots of places you can find FREE prewritten courses which you can offer to your subscribers.

The prewritten courses that you can send to your subscribers contain in context links to affiliate program / programs you are affiliated with. You earn income when the person follows your in context affiliate link and buys from it.

What I wrote in this article reflects my experience with my opt in list. I hope you find this article worthwhile and learned something from it.

Remember, if you build your opt in list and are persistent there is really no way how you can not earn

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money on internet. Keep that in mind and also... sign up for my list building course.

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If you liked this article and you are interested in building your own opt in list then the FREE opt in list building course in the website below is right for you:

Sign up Now!

Success Guaranteed With Your Opt In List
Opt-In List Building Is A Provable Success
E-Z GRO Opt-In Mailing List Techniques
The List Is The Thing
Tips For Hot List-Building

Free List Pro
E@sy List Cleaner
Name Branding Syndicator
ScrollPops
Ebook Authors Interviewed



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