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Discover Co-Registration Services – The Secret Weapon For Flooding Your Opt-In List With Subscriptions

By Paula Morrow

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<http://www.idealmarketingcorp.com>

It just wasn't happening. Yes, visitors were coming to the site, but the opt-in list was growing painfully slow. A new approach was called for, and a friend recommended trying a co-registration effort. And darned if it didn't work!

With both free and paid variations available, co-registration is based on the practice of presenting a prospect with multiple opt-in opportunities (usually subscriptions or memberships) at the same time.

The Free Way:

The free method of co-registration involves a cooperative effort between competitors, where each offers their list the chance to sign up for a competing ezine(s), often on a confirmation page after a purchase is made.

In this way, members of the co-op 'share' each others traffic. You can think of this as a type of joint venture. It works best when you partner with one or two other ezine publishers, offering 3-4 ezine options. You must limit the choices, as too many can be overwhelming

to the prospect.

The Paid Way:

There are a number of services popping up across the Internet where an ezine publisher can pay to have their ezine posted with others, in a directory setting. A prospect visiting these sites will be presented with a number of sign up opportunities to opt-in. These services are also known as pay-per-subscriber directories.

However, as with other forms of paid promotions, before investigating a paid co-registration service, you **MUST** have a firm understanding of your numbers. Do you know how much a new subscriber is worth to you?

Once you've grown your opt-in list to around 500, run your conversion rates; know how much you can afford per lead beforehand to break even.

If you're brand new and haven't yet gotten a firm sense of your return-on-investment (ROI), wait until you do before signing up. Without an understanding of your revenue and conversion, you could end up overpaying.

Remember, the internet is a numbers game – make sure you know yours before proceeding.

When considering a co-registration service, there are a few critical questions you must ask:

*Does the service provide only opt-in traffic? If it doesn't, move on. The more targeted the lead, the better.

*Can the new leads be automatically subscribed/added to your opt-in list? Or will the service give you a list of new subscribers that you'll need to input manually?

*If you're paying, try to avoid buying leads that have been shared too heavily with ezines that have a target market identical to yours.

*Only use those services that allow potential subscribers to read short descriptions of the ezines being offered – again, this serves to sort, target and pre-qualify the potential opt-in traffic. The closer their interests match your offered information, the better.

*Avoid those services that collect email addresses based on promotions and/or contests. These leads are not as qualified, since subscribers often opt-in only to win a prize. Their interest may be short-term, while you are looking to build a long-term, lasting customer relationship.

So, as with every opportunity, do your homework first. There are a number of co-registration services to consider; you can start with the ones listed below:

- <http://www.list-builder.com>
- <http://worldwidelists.com>
- <http://ezinecentral.com>
- <http://www.zmedia.com>
- <http://www.profitinfo.com>
- <http://www.myfree.com>
- <http://www.funazines.com>
- <http://www.internetfuel.com>
- <http://www.bay9.com>

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Paula Morrow is president of Ideal Marketing Corporation. She specializes in p.r., information marketing and creating cashflow systems. Subscribe to IDEALProfits, now read in 12 countries, and receive 5 FREE ebooks!

<http://www.idealmarketingcorp.com/subscribe.html>

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Paula Morrow is webmaster of <http://www.idealmarketingcorp.com> and has extensive marketing experience earned from 20 years in the public relations, entertainment and advertising worlds. Now applying this experience to the Internet, she enjoys creating cash-generating systems and coaching new marketers on innovative ways to promote their businesses both online and off.

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

AFFILA © 2004

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

The Secret Affiliate Weapon: Weapon Of Mass Online Profits?

"How To Create Your Own Instant Opt-In List From Scratch!"

Build or Buy—Should You Build Your Own Opt-in Email List?

Your Secret Weapon

ScrollPops

Free List Pro

Ebook Authors Interviewed

The Great Big Book of Internet Marketing

Email Marketing in 2006



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