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## Email Marketing - Building Your List

By Gabriel Adams

Building your email list can be one of the toughest parts of email marketing. If you spend some time, energy and money building a good list, though, it can be very lucrative. Here are 11 ways to build your email list.

Use a DHTML popup on your website DHTML popups are a great way to solicit signups to your newsletter - they grab your site visitors attention, but are not as aggravating as standard popups.

Use an opt-in on orders Give your customers an option to opt-in to your newsletter during the order checkout process.

Sponsor a give-away Give away a piece of your merchandise - to enter to win the freebie, people must subscribe to your newsletter.

Do joint ventures Form joint ventures with other related websites. Place signp boxes to each other's newsletters on your thank you pages. Joint ventures can be a great way to grow your list with targeted subscribers.

Add phone in orders When taking orders over the phone, ask customers if they would like to be added to your e-newsletter.

Give away free stuff on your website Give away free reports, free e-books or other goodies in exchange for people signing up for your e-newsletter.

Put a signup form on every page of your site Integrate your newsletter signup form into your site template so that visitors can signup for your newsletter on any page of your site.

Use offline marketing methods Add the option to signup for your e-newsletter on all of your offline marketing materials, such as order forms, postcards, etc.

Rent lists Rent email lists to promote your site and your email newsletter.

Use opt-in services Purchase opt-in subscribers to your newsletter. I would suggest double opting them in to ensure that they really want to receive your emails.

Article marketing Promote your newsletter in your article resource boxes then submit your articles to article sites.

Grow your business with Email Marketing.

<http://www.datadial.net/pages/email-marketing.aspx>

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

**By Mohamed Rabea**

The easiest way to acquire an email list for your ezine or email marketing is just to buy one. They're not too expensive, and they provide you with a long list of names and email addresses.

But if there is one thing I've learned as the owner of an ezine, it is that the easy road is not always the one that brings you the best results. The problem with buying an email list is that none of the people on that list know who you are. When they receive an email from you, most likely they will just delete it without bothering to open it.

That is why it is so beneficial to build your own opt-in email list. Yes, creating a list from scratch is the more difficult and time-consuming solution, but at least it is a solution. Email lists rarely bring the desired results, so the money you spend on them might as well be flushed down the toilet.

Email marketing and ezine distribution isn't about blasting a bunch of strangers with sales pitches and information they don't want and didn't ask for. If you really want to achieve results with your email list, you need to build your own.

Here is a list of questions you need to ask yourself when building your email list:

\*Who is your target audience and what do you have to offer them?

\*What kind of relationship do you want with the recipients of your emailings?

\*What method or methods will you use to collect email addresses? Web forms, registration or subscription forms, trade shows, telephone contacts and sales calls are all viable ways to get the email addresses of people who will be interested in what you have to offer.

\*Will your emails come in the form of ads, newsletters, deals and specials, company announcements and press releases, or discussion lists?

\*Will you handle the creative aspects of your mailings, such as copywriting and editing, or will you need a little help?

## Email Marketing – Building Your List

Once you're ready to start building your list, use outside lists to help you get started. You can recruit opt-in list members by renting an opt-in list to send out an announcement. You could also try taking out an ad in a targeted email newsletter or discussion list.

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

Building an Email Marketing List

Building A List — What Is All The Fuss About?

Opt-In List Building Is A Provable Success

Important Tips For Building An Opt-in Email List

Free List Pro

Email Spider Software

E@sy List Cleaner

Guerrilla Mailer

The Great Big Book of Internet Marketing



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