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**Establish Your Own Email List!**

**By A.T.Rendon**

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I have been online now for over 8 ½ years. I have seen a great many things change with regards to email but one thing remains the same: Email is the foundation for global communication and it remains virtually free.

If you are not using email to do business online that your approach to doing online business is all wrong.

It is absolutely essential that you do business online via email and that you do it in a legal, non-spam manner.

The best way to accomplish this task is to establish your very own, in-house, email list.

So how do you establish your very own email list?

Perhaps the best tried and true manner is by starting your own publication thus establishing a legal basis to email your subscribers list with a daily, weekly or monthly newsletter or ezine.

I long ago compiled a list of resources to help anyone interested in starting their own publication and you may receive it, free of charge, via our auto-responder: <mailto:report@emailexchange.org>

The nature or content of your publication will greatly determine how often you can send it out to your list and how successful it will be with your subscribers.

## Establish Your Own Email List!

Obviously, if your emails are just a collection of ads and you do not deliver anything of substance or worth to your readers, you will not long have a list to which you can email because they will all quickly un-subscribe.

Another important, and ongoing, aspect of your email list is how to get people to subscribe, thus giving you the permission you need to send emails to them legally.

You can start with whatever list of emails you already have on file and build from there.

Just email those people with which you have had contact in the past, let them know you are starting a new publication and that you would like to invite them to subscribe.

Next, add a subscribe address in your signature file so that each and every email you send out has it included.

If you have a web site, you will find it is one of the best ways of getting people to give you their email address.

It helps if you give people a reason to register, such as a free email course, free e-book, etc.

Also, those placing the email registration in the visible section of the web site when it first loads, find the greatest amount of success in getting people to register.

And, historically, the center or the right side of the web page is the best spot to place your request for subscribers.

For those of you that can figure out the coding involved, pop-up boxes requesting a name and email are extremely successful for gathering new subscribers.

People do HATE pop-up ads but it is clear that they do not mind pop-ups when entering in their name and email address.

In a method I helped to establish years ago, ad swaps with other publications for the express purpose of increasing your subscribers is still an excellent way to add to your list.

## Establish Your Own Email List!

The great thing I discovered about using this method is that you do not even need to restrict it to like-minded content for it to be a success.

These are just a few of the methods you can employ to establish and build your own email list.

The important thing to do is to actually start your list and continually invest some time and building it even bigger.

The larger your list the more successful your mailings.

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds Newsletter & receive FREE online access to our PasswordProtected "FREE Submit To Over 2.7 MILLION FREE Ad Sites!" [mailto:subscribe\\_fbcn9@emailexchange.org](mailto:subscribe_fbcn9@emailexchange.org) Visit us at:

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### **Important Tips For Building An Opt-in Email List**

**By Gabriel Adams**

One of the most powerful techniques to build your online business is building an opt-in email list. Email is the most convenient way to contact people these days. Also if you are trying to promote a web site, then all of your prospective visitors should have access to email. To build an opt-in email list, you will have to obtain people's email addresses, which is not the easiest task to accomplish.

People are not too eager to give out their email addresses to just anyone. With spam at an all-time high, many people already receive many emails everyday that they do not want to receive. However if you give a person an incentive to give you their email address, then they will be more inclined to do so. Usually a nice gift, consisting of a product, a magazine subscription, an e-book, etc. is a nice incentive to get a person to give you their email address.

Another good way to build an opt-in email list is to create a series of emails like "7 Ways to Build an Opt-In Email List", and then send one email a day for a week. Then at the end of the week, you can send them an email that lets them know they have received a free subscription to your email list. After that you have two ways to allow them to accept or decline your invitation. You can tell them they are signed up for the newsletter, and give them the chance to opt-out, or you can tell them they have a chance to receive this email, and allow them to opt-in. Most of the time people will not opt-out of an email list, but they also might just send your email to the trash folder without reading it. With an opt-out email you will build a large email list, but the users might not be very responsive to your message. However, if the user has to opt-in to your email list, then you will receive fewer people on your list, but they will be more apt to listen to what you have to say. These users will be more likely to purchase your products as well!

Establish Your Own Email List!

Jack Born is the creator of

Squeeze Page Maker, a new push-button

tool that creates unlimited squeeze pages at the push of a button, and nothing to download. Affiliate program available.



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