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**How To Build Your Money–Making Email List**

**By Kevin Nunley**

**How To Build Your Money–Making Email List by Kevin Nunley**

I'm often asked, "What's the best way to build a business when you don't have much money to spend." I never hesitate when I answer. Build your own email list!

A good email list that YOU COLLECTED YOURSELF is worth its weight in gold. My list, that I started with an AOL account and pasting subscriber addresses into Text Pad, now generates six figures in sales every year. I know a consultant who pulls down even more with her home–grown email list. And there's the guy who keeps his business humming by sending his thoughts to his list whenever he feels like it, once a month, once every three months, once a week.

None of these people have any special tricks to use a list to generate \$17,000 in a weekend (you've probably seen sales pitches that promise that). They simply attract people who are interested in getting their information, put them on their list, and send them good info on a regular basis.

If subscribers don't buy from you now, they will eventually. It's standard to hear from new customers "I've been getting your newsletter for years and figured it was time to buy."

Your email list becomes a continuous source of non–stop sales for you. Want to know how most of the successful online businesses stay profitable year after year? They have a good list. Want to know why so many small businesses fold within months of starting? They don't have a list. It's often as simple as that.

## How To Build Your Money-Making Email List

How do you get your list? Here are several commonly used ways.

1. The original and most common method to get people to subscribe to your list is to offer information. Offer up a newsletter filled with information of real value to a specific kind of audience. Offer free reports, white papers, or email alerts.
2. When people buy from you, get their email address. Have your order form ask if it's OK to send them valuable information from time to time. Usually half to 80 percent say yes.
3. Create a contest and have people subscribe to your newsletter as a requirement for entry. Of course, you will give them a chance to unsubscribe after the contest is over, but most will opt to keep receiving your messages.

Now let me get all gloomy and say a few words about purchasing lists of names. Lists of addresses you buy, even from the best of sources, usually don't work very well. For some reason the immense power of an email list doesn't kick in until people learn about you, THEN sign up to get your information. It doesn't work very well to send information to people who have never heard of you. You can send and send until you're blue in the face and very few will ever buy anything.

OK, all sounds good. But where do you get the information to send to your list? "Kevin, you're a WRITER. This stuff is easy for you. But I HATE to write!" I can hear you cry. And that's exactly why you should use my articles, or the articles of any other writer who will let you (and most will if you also include their contact information at the end of the article).

Subscribe to lists that cover the same kind of information you do. When you see a great article, email the author and ask for permission to reprint it. You can also paraphrase information you find. Just put the information in your own words.

List building is highly effective, but it's not a get-rich-quick method. It often takes a full year to get your list up to the point where it starts getting results for you. It could take several years before it becomes a source of income that seriously changes your lifestyle. But in the scope of things, that's a pretty quick way to achieve the success you deserve.

## How To Build Your Money-Making Email List

Kevin Nunley started his email list in 1996 and sends his subscribers information like this every week. Subscribe and see his hundreds of helpful business articles at <http://DrNunley.com> Reach Kevin at [kevin@drnunley.com](mailto:kevin@drnunley.com) or 801-328-9006.

### **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!

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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