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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

How to Build a Responsive List

By Linda Offenheiser

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Everything you read concerning Internet Marketing tells you that you must have a list to succeed. That's true but it doesn't go far enough! If no one pays any attention to what you have to say, your list is worthless.

Here are some tips on how to get the response you want from your list:

Give Your Subscribers Time and Reason to Trust You.

Most marketers are too impatient. They think that just because someone has agreed to receive their ezine, emails, etc. they are going to run right out and buy everything they recommend. Nothing could be farther from the truth.

It takes time to build rapport with those on your list. You have to let them get to know you; learn what makes you tick. Here are few ways you can do that:

If you have an ezine or newsletter that contains nothing but ads, with maybe an article thrown in here and there for good measure, you aren't going to build anything but disinterest. Tell your readers about you! Let them into your life. Let them know what's important to you; what your thoughts are. Just relate to them like a real person.

You have to prove to them that you aren't just focused on the almighty buck. You have to show them week after week that you want to help them succeed. Give them ideas and

tips that will help them along the path to that success.

Don't Throw Every Product That Comes Along at Them.

If you want your subscribers to trust you, you have to be very careful what you recommend to them. Make sure it's a quality program or product before you endorse it. That means you have to have personal experience with it. How can you honestly recommend anything that you've never used or been a part of?

If you're selective with your recommendations, eventually

your list will trust what you say and at least check out your recommendations. If the product or service is something they can benefit from you'll have a new customer or affiliate.

If you always make the best interests of your subscribers your first priority they will come to realize that. Remember, if you want a responsive list you have to provide solutions to their problems. The only way you will ever succeed is to help them succeed.

Don't Bombard Them!

How many ezines or lists have you subscribed to where you receive multiple emails everyday? How long does it take you to click on the "unsubscribe" link? No one wants to feel that s/he's being hounded.

Most people understand that we all have to earn money and they will be receptive to the occasional extra mailing. However, if you abuse that understanding you'll find the size of your list decreasing rapidly.

Sure, if there's something exciting that you feel will really benefit your readers, by all means let them know about it. But . . . we all know this doesn't happen every day. The more "exciting" announcements you send, the less your subs will respond. Finally, horror of horrors . . . they'll just stop paying any attention to your emails at all.

Finally, Follow the "Golden Rule" . . .

Treat your subscribers the same way you want to be treated. Respect their time and intelligence. Let them know you're there to help them and, when they ask for that help, always go the extra mile to provide it. The Internet may be a gigantic network but in many respects it's a small, interwoven community. If we help one another, we all succeed.

"You will get everything in life that you want if you just help enough other people get what they want." – Zig Ziglar

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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