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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!

Jack Born is the creator of

<http://squeezepagemaker.com>

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.

Opt-In List Building Is A Provable Success

By Shon Christopher

There has been a lot of talk about the reality of success regarding opt-in lists. Due to this talk there have been many marketers partaking in surveys conducted to ensure that website promotion through opt-in list building is not just internet hype. The results obtained in these surveys have clearly shown that opt-in list building is still the hottest marketing tool for website promotion.

The surveys are also a means of eliminating some of the internet marketer's fears based on the technological advancement which might pose as a threat to the success of opt-in list building. It also helps bring new understanding to the huge earning potential that an opt-in list creates.

It is without a doubt that new website owners will have fear with all the SPAM filters making it hard for their prospective clients to receive their mail. However it has been proven that most opt-in list marketers have not been hurt by this technological advancement. This is due to the obvious fact that opt-in list subscribers are not being spammed as they have willingly parted with their email address.

Other fears that have hit the scene of internet marketing in terms of opt-in list building have been that most people are not willing to part with their emails these days. These fears are unfounded as the increase in broadband is making it easier and cheaper for people to get online. Therefore more customers are made available and are indeed willing to part with their email addresses.

The other reason for the success of opt-in list building is that many websites are allowing subscribers to join the opt-in list on the websites own home page. This is making it easier for people to sign up on the mailing list as opposed to having to click on another link to get the option of joining the opt-in mailing list.

Opt-in list building is about giving your potential customer the option and incentive they need to purchase your product or service. It requires you to have the customer in mind. What are their needs and how can your product provide for those needs? A good opt-list building technique is about getting your customer to have a relationship with you.

Once you have your subscribers email address you have one foot in the door. Your subscribers are like minded people who are in some way interested in your product. Don't disappoint them by offering something that you cannot deliver. An opt-in list is also a good way to get traffic to your site. The best way that a website can survive is through generating consistent, growing website traffic.

Shon Christopher is the owner of

<http://www.advancedmarketingsoftware.com>

which offers 11 powerful

software toolkits created especially for webmasters and affiliates to help them drive website traffic and increase sales.



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