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Menopause, Andropause And Other Hormone Imbalances
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Secrets to Building Massive Opt-in Lists

By Shelley Lowery

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An opt-in list is the absolute most effective marketing tool available on the Internet. Not only do they provide you with a direct line of communication with your target market, but they also enable you to develop a trusting relationship with your subscribers.

The key to using an opt-in list effectively is to develop a large subscriber base. Not just a large subscriber base, but a list of targeted potential customers.

Although a large opt-in list is an important part of your success, the quality of your publication is even more important — both will play a very important role.

If you really want to build a massive opt-in list, you **MUST** provide your potential subscribers with an incentive. The competition on the Internet is fierce. No longer can you simply tell your visitors what your publication will provide and expect a large percentage to subscribe. It simply won't work. You **MUST** give your visitors a reason to subscribe.

=> Incentives

Using incentives is a highly effective method of obtaining new subscribers. However, your incentive must be of value and be of interest to your target audience.

Some popular incentives include:

- * Exclusive ebooks that provide valuable information
- * Special exclusive reports
- * Special software programs
- * Access to a "members only" area of your website
- * Provide a service
- * List their website within your Directory or Search Engine.

In order for your visitors to receive your incentive, they must agree to receive your publication.

=> Pop-Windows

Although pop-windows can be irritating if not used correctly, they provide a highly effective means of obtaining new subscribers. The key to using pop-windows effectively is to combine them with your incentives.

If you would be interested in adding a pop-window to your site, I highly recommend the "Pop-Window Generator" at Willmaster.com. This powerful online utility will enable you to fill out a simple form and instantly generate the pop-window code for your pages. This generator will enable you to select the type of pop-window, set the length of cookies, and completely customize the look and feel of your window. The only requirement to use this free utility is that you must be a subscriber of WillMaster Possibilities. This is a great publication and I highly recommend subscribing. <http://willmaster.com/possibilities/members/>

This is a prime example of using incentives...

=> Alert Boxes

Although using pop-windows with incentives is a highly effective method of obtaining new subscribers, there is one other method that is even better. When combined with an incentive, this method will literally double or even triple your subscriptions instantly. That's not hype — it's fact, as I use this method to obtain hundreds of new subscribers each week. It's similar to a pop-window, but it doesn't

require your visitor to fill out a form.

When a visitor enters your site, an alert box will appear. This alert box should display text requesting their subscription and information about your incentive. Your visitor can choose to click on "OK" to subscribe or "Cancel" to close the alert.

The alert box is displayed via a script that extracts your visitors' name and email address. If they choose to subscribe, it then sends their subscription request, via email, to your subscription address and adds it to your database. In addition, you can send personalized messages, use autoresponder follow-ups and provide your subscribers with "one click" unsubscribe links within your messages.

For further information, visit the OptIn Lightning site.
<http://www.optinlightning.com>

=> Pay-Per-Subscriber Services

If you really want to increase your subscriber base rapidly, you may want to consider purchasing some subscribers.

Visit any of the following websites to purchase subscribers:

<http://www.profitinfo.com>
<http://www.listopt.com>
<http://www.worldwidelists.com>
<http://www.itsaworld.net>
<http://www.zmedia.com/zm/main.html>

=> Keeping Your Subscribers

Now that you know how to develop a large subscriber base, we'll focus on how to keep them.

Developing a large subscriber base is the easy part, keeping them will be a little more difficult.

The key to keeping your subscribers is to provide quality content that teaches or informs with regard to the subject matter. You must provide your readers with unique content that can't be found in any other publication.

Although providing original content can be a lot of work, it is well worth the effort. Not only will it provide your readers with unique content, but it will also enable you to build your credibility and gain your readers' trust by sharing your expertise.

Although providing some original content is an important part of a great publication, it is perfectly acceptable to run articles written by other authors.

You can find a wealth of quality, free articles on a variety of subjects at the following web address:
<http://www.web-source.net/articlesub.htm>

=> Editor's Note

Another very important part of a successful publication is an Editor's Note section. This section will enable you to talk to your readers and develop a trusting relationship. You can also use this section to provide recommendations.

There's absolutely no better way to develop a relationship with your readers than by including an Editor's Note section.

=> Conclusion

No matter how many new subscribers you may acquire, the key to a successful opt-in list is keeping them. The relationship you build with your subscribers will determine your success. Above all, you must provide your readers with quality content. They subscribed to your publication for a reason. If it doesn't meet their expectations, they'll simply unsubscribe.

Once you've developed a trusting relationship with your subscribers, your personal recommendations will be a highly effective means of closing sales. However, it is very important that you only recommend a product or service that you truly believe in. Your professional reputation depends on it.

Shelley Lowery is the author of Ebook Starter – A complete ebook design kit. Subscribe to Etips, for a wealth of quality information to assist you in Web Design, Internet Marketing & Ecommerce. All new subscribers receive a free copy of the highly acclaimed ebook, "Killer Internet Marketing

Strategies."http://www.web-source.net/cgi-bin/t.cgi?l=b11

"How To Create Your Own Instant Opt-In List From Scratch!"

By Ewen Chia

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Yes it's absolutely true.

You can't make sustainable money online without your own opt-in lists to market to.

I won't go into the details here as it has probably been overdone already. You'll discover something much more important today — how to build your list very quickly.

If you're interested in this topic, I'll reveal three extremely simple ways to create your own 'instant' opt-in lists from scratch...

(1) Just Buy Them

Think of this as an investment with an 'open ROI' where you can profit from over and over again.

This is literally the fastest way ever to create an opt-in list out of thin air.

You can promote whatever you want to this list as long as it's targeted and legal.

Open an account with co-registration services like:

Lead Factory

<http://InternetCashStreams.com/lf.htm>

List Media

<http://InternetCashStreams.com/lm.htm>

Plug in an e-course etc. into your

autoresponder and proceed to flood it with subscribers using the two services above.

You've just created the closest thing ever to automatic opt-in marketing with this technique.

(2) Use The Pay Per Click Search Engines

The Pay Per Click Search Engines offer a unique way to generate opt-in lists which you can't afford to ignore.

You've just got to send the traffic over to your opt-in page instead of an affiliate page etc. This builds your list rather quickly and the best part is the extreme targeted subscribers you'll receive from there (depending on how targeted your keyword selection is of course).

A good resource to check out to learn all about how you can use Pay Per Clicks profitably is "Pay Per Click Profits" at <http://inyurl.com/3yexo>

I also talk about this method with more details at "Mini Ebook Secrets" <http://www.MiniEbook.com>

(3) Traffic Programs

If you're using free traffic programs and NOT building a list with them, you're making a big mistake.

You can generate tons of leads purely from these traffic programs and generators found everywhere.

The secret's in creating an irresistible opt-in page promising more information to entice opt-ins. Once you

start building this list, you've got to deliver on the initial promise, while cultivating and building a good relationship with them. The reward will be perpetual lifetime profits.

Excellent examples of proven traffic programs include:

Million Dollar Traffic

<http://InternetCashStreams.com/mdt.htm>

Traffic Swarm

<http://InternetCashStreams.com/s.htm>

You can generate a big list fast if you combine the above three methods together.

The next step would be to duplicate what you've done and spit out tons of targeted sub-lists to promote your different programs.

And yes....it is truly that simple.



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