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Teaching to Build Your Opt-in List

By Matthew Coers

If you are in the business of selling online, then you are in the business of building an opt-in list and remarketing. Many website owners find that collecting opt-in subscribers is extremely expensive and involves running advertising or renting e-mail lists.

These methods can be effective - especially if you happen to sell high-end products with a very limited market size. But regardless of your organization's size or the cost of your products, finding more cost-effective ways of generating leads is extremely important. For many website owners, providing free information products is an excellent way of improving opt-in subscription ROI.

Teach Them And They Will Come

The single most popular commodity on the Internet is information. People are starving for it. In fact, information is so important to many people that they spend an enormous amount of time educating themselves online so they can stay informed. Many view this form of continuous education as a competitive advantage they have over their peers, and feel that without it, their careers would suffer.

Here's an example: A CEO schedules a meeting with his technical staff to talk about installing a Voice over IP (VoIP) system in the office. Because he likes to do his homework, the CEO spends an hour or so preparing for the meeting by doing some quick research on the Internet. He searches for "VoIP" on Google, and finds a ton of information about the different types of technologies. With this information he can develop a game plan for his meeting.

The company (and website) that does the best job of educating him about VoIP stands a very good chance of getting an opportunity to bid on the project when it gets approved.

In this case, the website doesn't just create a lead for the VoIP company. It actually does something more important - it teaches the prospect to value the unique selling points of the company that provided the educational material. And in the case above, it actually influenced how the project was going to be presented to the prospect's management team.

Later that week, when a competing company calls on the prospect to try to get an appointment, the

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CEO will be prejudiced against their solution because it does not possess the qualities he has learned to value from the first company.

Understanding this dynamic is crucial to building your opt-in list, and it should go a long way in determining your overall online strategy.

Effective Methods to Teach Online

Depending on your industry, there are a number of ways you can effectively teach online. Following are a few rapid-fire methods we have used in the past that brought great results.

White Papers - Inexpensive to produce and with an established distribution system on the Internet, white papers are a great way to get the word out about your organization's products. These types of publications are primarily used in more technical industries such as software, hardware, medical, and engineering. A couple of distribution channels are:

www.bitpipe.com

and

www.knowledgestorm.com

,

but you can also distribute them on your website.

Video Tutorials - An emerging method of teaching, video streaming allows organizations to not only teach a prospect about the industry, but also to demonstrate their products. Currently, video tutorials are a favorite among computer software and hardware manufacturers, but their use is rapidly spreading to other areas such as marketing and healthcare. Video tutorials can be marketed through Pay Per Click (PPC) campaigns on search engines as well as a number of new online video search services (Google has recently released a service here:

<http://video.google.com/>

).

EBooks - Because they are relatively inexpensive to produce, eBooks are a favorite form of lead generation for those website owners who have the talent or resources to write long-form text. eBooks are generally viewed as more educational than white papers, and so may be viewed as a more valuable resource to some people. eBooks do not need to be hundreds of pages long. In fact, most eBooks are between 50 and 100 pages, and can be promoted through dozens of online directories and distribution portals.

Web-based Tutorials - The most flexible method of delivering online content is on your website itself.

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Using this method, you create password-protected areas that require surfers to register in order to access your information product. The primary benefit of web-based content delivery is that the content can be easily updated at any time. Web-based tutorials are ideal for industries and topics that change often, or where the product itself is delivered via the website. Web-based tutorials can be promoted on your website, through PPC ads, and via your corporate newsletter.

If you are in the business of selling products or services online, then it could actually be said that you are also in the business of educating your market. When it comes to your industry, you are the expert. Your prospects are the students, and they have a vested interest in understanding as much as they can about how they can use your products and services to improve their businesses.

The companies that build their opt-in lists fastest are usually the ones that do the best job of educating their prospects about their industry. By following this method, you gain a valuable database of leads, and the prospect base learns everything they need to know to be able to purchase your products confidently.

Matthew Coers is President of ProfitChoice.com. Visit

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and download our

free report, "7 Days to Website Success" to learn seven low-cost strategies that can help you quickly boost your website's performance.

Matthew Coers has 11 years of experience helping entrepreneurs

build websites and make money

online

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Success Guaranteed With Your Opt In List

By Ron Pioneer

Some time ago I was thinking about the best and most foolproof way to earn great income on internet. I came to conclusion that success in internet marketing can be reached with my own opt in list. That is why I wrote this article.

In my search for ways to build my own successful opt in list I came to several conclusions how to build an opt in list that buys. In this article I will reveal you four ways to add subscribers to your opt in list and profit from them(guaranteed) Read on...

The 4 ways to build your opt in list that I'm writing about you'll be able to use in your own opt in list building efforts. Read this article carefully because it may show you a way to profit from internet like you never thought you can before.

Here are the four ways how you can build your opt in list:

1) Buying or renting a list of subscribers for your opt in list.

You can buy subscribers for your opt in list or you can rent a list of emails for one mailing. This is the fastest method to build your opt in list.

2) Signing up for co-registration services.

With co-registration services other people build your opt in list for you. They usually cost \$0.10 – \$0.30 for a subscriber. With them you can expect 50 – 300 subscribers to your opt in list daily.

3) Build your list using articles.

Using articles is my favorite method to build my opt in list. You can write articles and give them to newsletter publishers to publish them. This way you gain instant exposure and have new subscribers sign up on your opt in list.

4) Using joint ventures to build your opt in list.

Joint ventures are an effective way to build your opt in list. When used right they can add hundreds of subscribers to your list daily. The best part – they are 100% FREE.

Each of these points illustrate how you can build your opt in list. There's really not a way you can NOT earn money from your opt in list. If you build your opt in list and keep relationships with your subscribers your opt in list WILL bring you income.

The greatest way I have found to build relationships with subscribers is offering them a free course. There are lots of places you can find FREE prewritten courses which you can offer to your subscribers.

The prewritten courses that you can send to your subscribers contain in context links to affiliate

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program / programs you are affiliated with. You earn income when the person follows your in context affiliate link and buys from it.

What I wrote in this article reflects my experience with my opt in list. I hope you find this article worthwhile and learned something from it.

Remember, if you build your opt in list and are persistent there is really no way how you can not earn money on internet. Keep that in mind and also... sign up for my list building course.

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If you liked this article and you are interested in building your own opt in list then the FREE opt in list building course in the website below is right for you:

<http://www.affila.com/course.htm>

Sign up Now!

contact@affila.com

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Important Tips For Building An Opt-in Email List
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Build or Buy—Should You Build Your Own Opt-in Email List?
3 Quick And Easy Ways To Build A Profitable Opt In List

ScrollPops
The Alphabet of Birds
Free List Pro
Pay Per Text Marketing
Name Branding Syndicator



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