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Top 5 Tips To Building A Large, RESPONSIVE List

By Mike Merz

Top 5 Tips To Building A Large, RESPONSIVE List by Mike Merz

Regardless of which type of product or service you're marketing Online, building an in house list of prospects is absolutely essential.

One thing that is often not taken into consideration is subscriber quality and retention.

Having a big list won't benefit you if it's members are unresponsive.

Here are a few tips designed to help you maximize the productivity of your ezine, newsletter, follow up, etc. ...

1) Build a website, sub domain, or page off of your main site, solely dedicated to collecting email addresses for follow up.

Legendary Internet marketer Terry Dean of NetBreakthroughs.com fame goes on record as saying that the email addresses he collects using the aforementioned method are up to 5 times more responsive than those collected by outside sources.

These subscribers are ultra targeted, as they want, specifically, what you have to offer.

You may think building a website on your own is an enduring task, but it's really not.

HTMLGoodies.com is an excellent resource for those wishing to learn how to build a website on there own.

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I also recommend Shelley Lowery's Web Design Mastery, which comes jam packed with anything and everything it takes to build a professional looking website, regardless of your past experience.

When designing this site/page, remember to include ...

- A subscribe form/link on every page.
- Detailed description of your ezine/newsletter's content (what you offer the subscriber to satisfy their interests, etc. ...)
- Testimonials, whenever possible.
- Full contact info, subscriber options, related associations that help

solidify credibility and trust (iCop, BBB, etc.).

- A sample of your work, archived editions, etc.
- A reminder to bookmark your site, and allow the ability to recommend it to others, in addition to giving subscribers permission to forward your publication to a friend, associate, etc. (add this to every mailing).
- Something of value for signing up ... a freebie download (software, ebook, course, ...), discount, or other bonuses.

... which brings us to tip number ...

2) Focus on your content, NOT the freebies!

In an effort to draw more subscribers, I've witnessed many publishers promoting the freebies to a greater extent than the follow up, itself.

This may increase the number of subscribers, but the level of responsiveness, and retention, will surely suffer.

You'll draw more of those interested in only receiving the freebies, defeating the reason you've asked them to join in the first place.

Promote your content, and yourself, first and foremost, following up with the freebies.

Include reference to them as a P.S. (post script) to your promotional copy.

3) Offer them an article series, course, or additional bonuses in each mailing ...

... and end your send out with a sampling of what's to come.

This will keep your list members interested, and subscribed.

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4) Make it interactive.

Give your subscribers the ability to provide feedback, in the form of replies, advice, questions, etc.

Allowing them to participate will greatly increase the level of interest, not only in regards to the one providing the feedback, but of those that are reading it, as well.

Providing the ability to include a link in their response will aid in increasing the level of interaction.

You may choose to involve them in other ways, such as group chats, forums, polls, etc.

5) Maintain a clean list.

If you do not have the ability to bulk remove repetitive soft and hard bounces, it is very important that you stay on top of eliminating them manually.

This should be done for 2 major reasons ...

A) If your mailing does not reach it's desired destination, it will not do you any good, nor it's intended recipient.

If you have the ability to auto send an unsubscribe response (**HIGHLY** recommended), include the invitation to re subscribe using a new email address. Even the most honest recipients of your mailings will occasionally bounce, due to any of a number of reasons, and they should be allowed back if they so desire.

B) When your list becomes large enough to take on paid advertisers, you're going to want to give them the best opportunity possible to achieve good results. That means keeping your list as close to 100% responsive as possible. When you make your advertisers happy, they will tell others.

And not only will you be able to enjoy filling your quota of paid ad spots ...

You'll raise the response rate of your own promotional efforts, in the process.

A major problem you'll face when trying to build your list to a size that will generate significant income is time ...

It may take you **YEARS** to build a subscriber base large enough to allow you

to quit your day job ..;)

That's where co-registration services come into play.

These services utilize high level platforms to generate subscribers for a fee, allowing you to build a list much faster than you ever could on your own.

But there is a downside. :(

Many of the larger services will generate tons of subscribers for you, BUT ...

1) They charge a relatively high rate per subscriber.

Building a list of the size you desire may require big bucks, up front.

2) They DON'T filter out free email accounts (Yahoo, Excite, Hotmail, etc.).

Unfortunately, most people use free email accounts to subscribe to things they will never read, like FFA postings, free classifieds, etc., and even if

their usage was for honest reasons, the filters imposed, and the size of the mail boxes allowed, will result in almost all of your unreachables.

... and you don't want that.

3) Many use untargeted means to acquire the addresses.

Your best subscribers will be those they want what you have to offer, specifically.

Many of the large services, in an effort to meet subscriber demands, use a VERY broad criteria when sending you subscribers.

Quality over quantity ... remember that.

One service that takes all of the aforementioned into consideration is Optinfrenzy .

Optinfrenzy ...

– Allows visitors to subscribe to your ezine/newsletter upon viewing copy that you, yourself, have offered, making it ultra targeted.

– Provides double optin, confirmed subscribers.

If they don't respond, you don't get them, virtually eliminating undeliverables.

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– They filter out free email accounts.

You'll enjoy up to 100% retention rate, and won't be subjected to "over quotas", or "mail box full" messages. Your money buys the best kind of subscribers ... those that have a real interest in the info you have to offer, AND will actually receive it! ;)

Optinfrenzy will build your list faster than you can on your own, deliver quality subscribers, and their prices are the best available. Highly recommended.

Well, there you have it.

Plug my top 5 tips into your list building strategy, and I'm sure you'll be happy with the results.

To your success!

Mike Merz
Internet Marketing For Newbies
<http://im4newbies.com>

P.S.

For more great tips on building a big, responsive list, I recommend Paul Myers'

Amazing List Machine .

Mr. Myers' is VERY highly respected in the field of Online publishing, and this is his best work to date ... do check it out.

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Mike Merz is a well known Internet Marketing consultant specializing in Online newbie start up campaigns.
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The List Is The Thing

By Ken Leonard Jr.

Many companies begin their online sales ventures with the wrong strategy to build long term success. Thinking that a website is the core of their business leads them to focus on getting website visitors.

Making the site "sticky", by using a member-only area or a community feature such as chat or a forum, may get some of your visitors to come back for more. Unfortunately, the large part of your viewers may not use these features, and being in a hurry, they are just a click away from another new and interesting website. Many of your "hits" are just that, a quick click, and they're gone forever.

The visitor that clicked away likely found your site by using a search engine. They were interested in the search term that was one of your site's keywords. That means that they may be your "target customer".

Isn't it a shame that you only had one chance to sell this visitor on your product or service? Don't you wish that you could follow-up on that "lead" at a later time? With a better offer or a different related product?

You can.

The focus of your online sales business "has" to be capturing lead information (email addresses) and building a database of prospects and previous customers. This "house list" enables you to keep in touch with your leads, building a relationship and your credibility over time. The website is an important part of the sales "machine", but is not the primary focus, building your house list is.

Many people might think that the value of a house list is determined by the number of leads it contains. This is true, to a point. Affecting the value even more is the quality of the leads, or subscribers. A small list that is highly targeted, with responsive leads, is more valuable than a large list that is not targeted.

Quality comes from the methods used to build the house list. You want leads to opt-in, or subscribe, to your list. These people are interested in your niche, or they wouldn't have joined the list. Using emails from one of those " One Million Email Addresses For \$10" CDs will get little or no response. You will also be labeled as a spammer. Buying subscribers from list brokers is another option, but you have to be certain that the leads opted-in to the list. If not, they are practically worthless.

Build "your" house list, do it properly using opt-in methods, and reap the rewards of a responsive and loyal group of contacts. Follow-up with your leads on a regular basis, and you'll have it made.

How do YOU get results online with little or no business experience? Get Ken Leonard Jr.'s new

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mini-course, "7 Ways To Beat The Competition", a smart first step for YOUR small business. End your frustration, get going in the right direction!

The List Is The Thing

List Building vs. Search Engine Optimization: Which One Really Works Better?

Super Viral List Building System

The Dummy's Approach To Rapid List Building Growth In 3 Easy Steps!

Co-Registration – Fuel For Growing Your Lists!

E@sy List Cleaner

Free List Pro

Power Profits Autoresponder Course

Blogs and RSS Revealed

The Great Big Book of Internet Marketing



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