

This Free E-Book is brought to you by Natural-Aging.com.

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

Where Do I Get My Email Lists?

By Karen Fegarty

Where Do I Get My Email Lists? by Karen Fegarty

"Where do I get my email lists?" A popular cry from nearly all of our customers. You have decided embark on an email campaign, but you need targeted addresses to contact. What do you do?

Do not buy lists? You perhaps have seen these? You know the ones, "Buy 10 million addresses for only \$149". Using these lists will only have you labeled as a Spammer. These addresses are suspect, in fact, over 70% are bogus or duplicated, and the rest certainly have not asked to receive "your" message. Furthermore, software or ISP's are not made to handle the load of that many email address, much less the "in error" returns?

You could "rent" email lists from submission services, but these can be costly, usually 20 to 30 cents per email.

What do you do? Use these next 8 ideas to get the ideas flowing and build your own targeted list. Emails of customers who want to receive your message; potential customers that you can communicate with over and over.

1. Your Website – ask people to signup for your newsletter, guest book, ezine, contest. Don't forget to put this on every page. A free tool like EzlistZ <http://www.ezlistz.com> can make

Where Do I Get My Email Lists?

this easy for you.

2. Direct Mail – Send out postcards to potential clients.

On these ask people to not only visit your site, but sign up to receive valuable information, products etc. Companies like Web Card can help you with this.

<http://www.web-cards.com>

3. Telemarketing – Use telemarketing agents to contact your potential customers. Have them ask for email addresses. Give them a reason to do so. Perhaps a contest, coupons, free trial,

information.

4. Use Brokers – Ask brokers or other sites with heavy traffic to post a signup for your information or service. Most will charge between 10 – 15 cents per email, but these are yours to keep.

5. Door-to-Door – One of our tourism customers found this quite effective – they hired students to go door to door asking for email addresses in return for information that they might be interested in.

6. Online Contest – Online contests are often a very effective way of getting email addresses. Make the email address a requirement of entry. There are a number of companies that will manage all aspects of your online contest. One is Raffle <http://www.raffle.ca/>

7. Bricks and Mortar – For those of you with physical stores, don't forget to ask for email addresses at every turn. Ask at checkout, send surveys, run contests etc.

8. Your Communication Material – Don't just put your URL on your communications. Ask people to go to your site and signup. Put this on business cards, order forms, survey forms and signature files.

There are many more techniques that will help

Where Do I Get My Email Lists?

you build your lists; hopefully these will get your ideas flowing. Although building a qualified list will take time, in the end this is the best, most cost effective and profitable route to take.

Karen Fegarty is with MailWorkZ. MailWorkZ, <http://www.mailworkz.com> is a leading producer of emarketing products and tools. Karen can be reached at <mailto:karen@mailworkz.com>

Your Information Should Be Sacred

By Pat Marcello

If you're new to online marketing, you may be unaware of a one important fact—everyone is out to get your email address. Yep. It's true. You've heard, "The Money Is In the List," right? Well, how do you think people get lists?

But be careful.

Some people are greedy and get your email address again and again and keep sending those infernal emails about this, that, or the other thing, day after day, to every email account you own. It really gets obnoxious!

As one who would love to have your email address, too, I now have to tell you how you undoubtedly became part of a list—Lead Capture.

If you've never heard the term, you may have heard "squeeze page," and most of these pages work the same way.

A lead capture or squeeze page will have some text and graphics and one thing is always the same—the box for your name and email. Some are more elaborate and ask for your home address, your telephone number, and so on.

Any lead capture page should explain why you might want to relinquish your information and that the person/company collecting the information promises not to share it with anyone for any reason. If you're going to give your information up, these factors are requirements, not options!

When you're surfing and see a page with just a "Please Sign Up Here" and the boxes, with no information regarding the site's privacy policy or what you're signing up for—BEWARE!

You can be put on oh so many lists! Mailing lists, calling lists, and who knows what other kinds of lists. And don't forget, if you're someone who hates telemarketing calls, that by giving the information, you've rescinded your Do Not Call status in the U.S. from that particular marketer, and if the company sells or rents your phone number, well... you may have given up a lot more.

It's OK to give your information if you a) know what you're getting in return, b) know that the offer

Where Do I Get My Email Lists?

comes from a reliable source, and c) you know what will happen to your information once you provide it. The watchword online is prudence.!

Pat Marcello never abuses her list members at OVMMarketing One–Tip News

, and always lets people know she will not divulge their information to

anyone for any reason, period.



This Free E–Book has been brought to you by Natural–Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**