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Why Do YOU Need an Opt-In Mailing List?

By Dan B. Cauthron

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The more we think about it, the more we are drawn back to the business fundamentals put forth by mail order gurus of past decades . . . self-made millionaires like Joe Karbo and Melvin Powers. While each one had his own marketing techniques and closely guarded secrets, the one concept that you could be sure to hear from each and every one of them was, 'The money is in the list.'

That is no less true today, for those of us who do our business on the bandwidths. Since our business is conducted by way of an impersonal, if not anonymous medium, it is up to us to personalize our business relations and dealings in a manner that best suits our customers and ourselves.

Enter the Opt-In mailing list of the 21st century.

The only difference between our lists and the lists of Karbo and Powers is that we collect names and email addresses, rather than street addresses and postal codes. For the most part, the underlying marketing techniques haven't changed.

Gratefully, the cost of launching a large email campaign is only the merest fraction of the cost incurred with a similar sized campaign by traditional ground mail.

But we still need to conserve our time and energy by sending our information and offers to people whom we know are interested. In other words, they have 'opted-in' to our

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list by expressing a predetermined interest in our products and promotions.

We still must contact our prospects on a regular basis, to let them become acquainted with us, develop credibility, and set the stage for relationships that are conducive to doing business. It often takes several contacts to convert an interested prospect into a paying customer, a near impossible task with one-shot advertising.

Our opt-in list allows us to do specific research, and test the market for perceived needs. We can survey our customers

and prospects to determine what their problems are, what it is that they want/need, and how much they feel a solution is worth.

By doing this sort of research, we can develop highly specialized 'lists-within-the-list' that are comprised of highly targeted prospects for a particular offer. You can bet that this type of list targeting was used whenever you hear one of the Internet gurus crow about making \$20K from a single email campaign.

Unlike any one-shot advertising venue can ever do, our own well cultivated opt-in list can guarantee us a monthly income into the future. This is what is meant by 'The money is in the list.' If we care for our list members, give excellent service, and cater to their needs, the list itself becomes a means to financial freedom.

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E-Z GRO Opt-In Mailing List Techniques

By Shon Christopher

An opt-in mailing list can be your most solid internet marketing tool. Think of it as a foot in the door - or better yet, a standing invitation to drop by anytime. Research has shown that it takes an average of seven contacts with a prospect to make your first sale.

It's hard to count on someone returning to your web site seven times - but if you get them there once, and convince them to join your opt-in mailing list, you have a standing invitation to contact them with

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your offers, at your convenience.

The trick, of course, is turning your web site visitors into opt-in list subscribers. Opt-in list building is easier than you think. There are a number of tried and true methods of list building that you can use - but don't be afraid to think outside the box to sign up folks who drop by your web site for a short visit.

Start with a good reason for people to join your opt-in list. People don't join opt-in lists out of the goodness of their hearts - they opt in because you're offering them something of value. What have you got to offer?

· Get a 10% discount on all purchases over \$25 - exclusive to members of our mailing list! · Find out about our newest products through our opt-in mailing list! · We'll keep you up to date on the latest developments in [insert your field here]. · Special discount prices and offers exclusively for members of our mailing list.

Get the picture? You're not saying, "Hey, can I keep bugging you to try to sell you stuff?" You're offering a service - "I'll let you know when I've got good stuff you want to buy."

Post the invitation to join your opt-in list prominently on your web site. Simple list building truth number one is that people can't join your opt-in list if they don't know about it. Put an invitation to join your email list on every single page of your site - and make the invitation enticing.

Practice opt-in list building everywhere. Include a short invitation to join your opt-in email list as part of your email signature so that it goes out every time you email someone. If you do a presentation or event, personally invite participants or booth visitors to join your opt in email list.

Bribe people to sign up with a free gift. Bribery is a tried-and-true fast list building technique and website promotion tool. Selling weight loss products? Put together an e-book of weight loss facts about nutrition and offer it as an incentive to sign up for your opt in list. Be creative, and watch your list grow like a weed.

Offer incentives for referrals.

Shon Christopher is the owner of

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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