

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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

**Why You NEED to Establish Your OWN List of Contacts**

**By Joe Bingham**

Why You NEED to Establish Your OWN List of Contacts by Joe Bingham

You can buy advertising in multiple ezines, or on multiple sites, and reach a lot of people, right?

Sure, but unless you buy repeated advertising, how many times do you reach them?

Once.

Even with repeat advertising, it's still not going to be a long term situation. The simplest fact of Internet marketing is this:

If you have your own business, You NEED to establish your OWN list of repeat contacts.

Make no mistake, there is real power here. Having your own list of regular contacts is THE KEY to Internet Success whether anyone wants to admit it or not.

You know all those claims you've seen about people making spectacular amounts of money in short periods of time? What they fail to mention when they tell you about such claims is that the person already had one of two things set up for themselves. One, a bunch of proven, effective advertising contacts, and the money or position to buy or trade for a huge amount of advertising all at once. Or two, a large, previously established list of contacts.

Contact lists can be gained either through administering a program that is based on the collection of email addresses,

## Why You NEED to Establish Your OWN List of Contacts

(opt-in or safelist programs, FFA posting sites) or through the POWER of Ezines.

While the administrator of the opt-in list or FFA site, and the Publisher of the Ezine gets EVERYONE'S contact information, no one else that posts, joins, or subscribes gets this privilege.

The greater advantage, though, goes to the Ezine Publisher. Opt-in lists and FFA sites are joined by people interested solely in posting their opportunity or ad. Ezines are read. That is their purpose, to be read. Therefore, the ezine publisher will have a better response rate from his contacts than the opt-in list or

FFA site administrator.

Ezine subscriber lists are EARNED lists that will continue to be EARNED by producing useful content, and therefore will have better responses.

So, how do you use that POWER to your advantage?

### Retain Contact With Visitors

The simplest advantage is that offering a free ezine subscription makes your advertising more cost effective. By simply getting your site visitors to leave you their name and email, you retain their contact instead of losing them after they leave your site.

### Repeat Advertising

By keeping subscribers on your list, you can re-expose them to your opportunity indefinitely. You don't want to overdo it to the point of annoyance, but you can at least mention your business, and occasionally promote through business updates or classified ads.

### Attract Offers From Others

As you build your subscriber base, and particularly if you list your ezine in the ezine directories, you will begin to receive offers from others wanting to promote to your list.

Often, you will be offered commissions on sales, or free products or services in exchange for promoting the business or product of the person making the offer. This can be a good

## Why You NEED to Establish Your OWN List of Contacts

thing. However, in order to maintain a good reputation for yourself, you must be critical in what you decide to promote. If you promote everything that comes along, your subscribers will recognize this habit and tend to not care or even distrust your recommendations. If you study the offers and only promote the ones that can be beneficial to your readers, you will receive better responses. It's a matter of building a good reputation.

If you recommend good, you'll get good.

### Offer Advertising as an Exchange

You can then make offers to others as well using your list as a bargaining tool. Place a value on your advertising, and then use that value in trade with others for things you want or need. Be fair, give good deals, and you can build powerful relationships with others that can become beneficial to you both now and in

the future.

### Create Good Business Relationships

Use your list to build good business relationships, particularly in the beginning. To start with, while your list is small, you won't really sell ads anyway, so give them out freely. Most everyone will accept a free ad even if they know the list is small, and they will remember that you did it for them. This will put others in a good frame of mind toward you for the future, when you may need a favor or help with something.

### NOT RECOMMENDED

It is possible to 'rent' your subscribers out to other advertisers. I DO NOT recommend this. This has the potential to make people mad and possibly hit you with spam charges.

Your subscribers have signed up to receive YOUR ezine, not others ads. If others want to promote to your list, make them buy an ad or make you an offer to promote for them through your ezine. Don't just hand over your HARD EARNED list!

Developing your own list has clear advantages over merely promoting to lists established by others. Not to mention that the sending of email to subscribers is free whereas effective advertising on other's lists most often is not.

## Why You NEED to Establish Your OWN List of Contacts

Joe Bingham, Editor of the NetPlay Newsletters Discover the EASY way to Enjoy Ezine Publishing The NetPlay Publisher Program removes most of the work of Ezine Publishing by providing Pre-Written All Original Ezine Issues for YOU to Publish, AND Providing Extensive Resources for help in promoting and managing YOUR Ezine. See it at: <http://www.netplaynewsletters.com/publisher.html>

### **Distribution Lists and Databases: A Primer for Freelancers**

**By Lyn Blair**

#### **Distribution Lists and Databases: A Primer for Freelancers by Lyn Blair**

Self-marketing is a freelancer's meal ticket. Promoting yourself through e-mails is one important avenue for self-marketing. Did you know you could set up your contact base to send one e-mail to numerous prospects? Or you could send one e-mail to all the freelance partners in your business network at the same time?

Microsoft Outlook (not Outlook Express) has the feature to do just that.

There are two Microsoft mail management systems. Microsoft Outlook is designed for business use, and Microsoft Outlook Express for personal use. MS Outlook has organizational tools like distribution lists, mail merges and more that Outlook Express doesn't have. Therefore, we're using MS Outlook. I recommend using MS Outlook for your freelance business.

One of the features in the MS Outlook program is called "Contacts". According to MS Outlook 2000, "Contacts" are defined as: "The contacts folder is your e-mail address book and information storage for the people and businesses you want to communicate with. Use the contacts folder to store the e-mail address, street address, multiple phone numbers, and any other information that relates to the contact, such as birthday or anniversary date."

Let's assume you've created your contacts. In each individual contact you've included all the important information, such as: name, address, e-mail address, phone numbers, web page address etc.

The easiest way to access Contacts is through a contacts shortcut. Here's how to create a contacts shortcut.

#### **Making a Contacts Shortcut in MS Outlook**

1. On the left side of the program, there's a column, called the Outlook bar. At the top of the column it says "Outlook Shortcuts". Point the cursor on the background of the column. Right click and a pop up window will open.
2. Select Outlook Bar Shortcut. Another window will pop up offering you choices. Select the "file card" icon with Contacts written beside it.
3. Click OK.

Now you have created a shortcut for your contacts base. If you look in the Outlook bar (the column

## Why You NEED to Establish Your OWN List of Contacts

entitled "Outlook Shortcuts"), your shortcut will appear as a Rolodex icon with "Contacts" written beneath it.

Suppose you want to e-mail all your client prospects a self-marketing letter. Let's make a distribution list.

### Making a distribution list in MS Outlook

1. Click on the Contacts shortcut icon to open your contacts database.
2. Click on File (at the top of the program, located on the menu bar). A box will open up.
3. Click on New. (Another box will open.)
4. Click on Distribution List. (A file card will open.)
5. In the Name box, type the name of your group, for example "Client Prospects".
6. Click on Select Members. Your address book will open.
7. Select the client prospect names from your address book. You'll see them being added below in a list, consisting of names and e-mail addresses.
8. If a name isn't in your address book, you can still add it to your group list now. Click on Add new. Fill in the name and e-mail address, and then click on OK.
9. When you finish compiling your list, click on the Save and Close icon.

Now you're ready to e-mail your self-marketing letter. In your e-mail, click On To: and your address book will open. As you scroll down, you'll see, Client Prospects. Point to it and click. Client Prospects will fill in the To: space on your e-mail. However when your clients receive the e-mail, it won't say "Client prospects". Clients will merely see their names along with other individual names to which the email was sent.

That's all there is to it. Making distributions lists will save you time. Have fun!

Lyn Blair is a copywriter and graphics designer in the Los Angeles area. She is Assistant Editor of Freebird-zine and also contributes articles. She recently launched her freelance business and web site at: [www.lblairenterprises.com](http://www.lblairenterprises.com) Contact Lyn at [blairenterprises@earthlink.net](mailto:blairenterprises@earthlink.net)



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

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