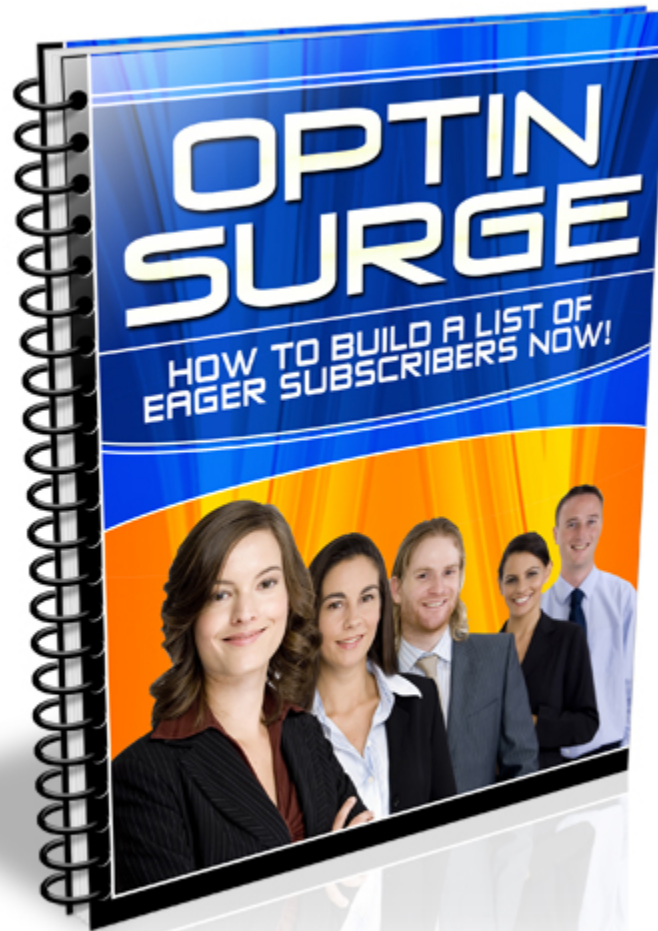


# Optin Surge



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## About the Presenter...

### Michael Ambrosio

Michael Ambrosio has been doing business on the internet since 1999. He cut his teeth as a web host, starting not one, but TWO successful web hosting businesses. He also started a script installation business, installing scripts for some of the biggest names on the internet.



Michael is also the author of several ebooks, and the developer of several programs and scripts as well. Some of Michael's sites and products include:

- [Easy Product Profits](#) – Learn the exact steps I took to over \$12,000 in profit with less than \$600 and 4 weeks. It's easy. I'll show you how!
- [PLR Dominance](#) – No experience required. Learn how you too can change Private Label Rights into your own personal "cash on demand" system. Dominate Your Niche Today!
- [Web Traffic Pack](#) – Everyone knows there are literally DOZENS of ways to drive traffic to your sites. But what a pain looking for and buying all the different products out there! Web Traffic Pack solves that problem for you...
- [You Cant Block This](#) – Finally: A popup creator that creates "unblockable" popups. But not just ordinary popups. These you'll have to see to believe...
- [Content Box Generator](#) – This little desktop application creates perfect CSS Styled DIV boxes quickly and easily. You can add scrolling content boxes to your site that are search engine friendly. Testimonial boxes are a snap too!

Michael continues to build his business by learning from other marketers, and also helps many other marketers make their first dollars on-line. He also has developed a knack for buying private label content and turning them into his own products, then selling them on-line.

Michael enjoys playing racquetball, cooking, walking, reading, the internet and his family. He is the father of four children and lives in upstate New York.

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## How To Build A List Of Eager Subscribers

Every online business provides great service to generate satisfaction among their customers. As each and every customer receives satisfaction over their products or the services they get, there is a great chance that they will become a return customer and buy again. Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list. This is a list where in website visitors agree to be sent promotional materials such as newsletters, catalogs and such that could keep them updated about your site or the niche of your site. These promotional materials are sent via e-mail to the members of the list in different time intervals.

When using e-mail as the media of your marketing and advertisements, you eliminate the need for high costs. Email is free and if you can manage to make your own promotional advertisements you can also save a bundle there. With an opt-in subscribers list, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted. They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your products, new products and services as well as any promotions and special deals you are having. There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also be aware that a subscriber may unsubscribe when they feel that they are not getting what they want or expected. Make sure that they are satisfied with your opt-in marketing strategies and keep them excited in receiving your newsletters and catalogs. Here are some tips that can help you build a list of eager subscribers.

Make your promotional materials interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about. For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door possibly that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for, these way, you stay one step ahead of them all the time and you will be their bearer of new tidings. They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide articles that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Are you wary about this because you don't like writing? No problem, there are many professional and experienced article writers that can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an E-book to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this e-book with everyone, even other sites; just make sure that they don't change the links in the e-book that will lead people to your site. If you want, you can always get some people to write it for you just like your articles. Your investment once again will be covered by the great marketing this will generate.

Add e-coupons in your newsletters that will help them avail to special discounts. Put a control number in your e-coupon so that they can only be used once. When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to receive them. Just don't flood your mailing list with mails so that you don't annoy your subscribers.

## **How To Grab Your Readers Attention With Your Subject**

The race for supremacy in the internet based businesses has been really heating up and many sites have been put up to help others to get ahead for a small fee. But there are also ways in which you don't have to pay so much to make yourself a good list of loyal followers. Having a satisfied web traffic and visitors allows you to put up a foundation wherein you can build an opt-in list and make it grow from there.

An opt-in list allows you to provide newsletters to your subscribers with their consent. When people sign up, they know that they will be receiving updates and news from your site and the industry you represent via an e-mail. But that doesn't mean that all of those who subscribe read them at all. Many lists have been built due to an attachment with free software or for a promotional discount and such. Some are not really interested in receiving e-mails from companies and just treat them as waste of cyberspace and delete or trash them without so much as opening the e-mail and scanning them.

You can change all that. While forwarding an email message is relatively after producing your newsletter. Getting people to open them is not as easy. You don't want to waste all the time and effort used in making the newsletters, you want people to read them and have their interests piqued. Interested enough to go to your website and look around and most especially purchased and acquire your products or services.

One of the numerous ways you can tempt or persuade your subscriber is by providing a well thought out and well written subject. The subject of an email is what is often referred to when a person or a recipient of an email decides whether he or she wants to open or read an e-mail. The subject could easily be regarded as one of the most important aspect of your promotional e-mail.

Your subject must be short and concise. They should provide a summary for the content of the e-mail so that the recipient will have basic knowledge of the content. This is really vital in grabbing the attention of your readers and subscribers. You want your subject to instantly grab the attention of your subscriber and get them to be intrigued to open up your mail. Remember, it is not necessarily true that a subscriber opens up subscribed mails.

A good subject must always be tickling the curiosity of your recipient. It must literally force the recipient to open the mail. A certain emotion must be ignited and get them to open the mail. It is essential to use specific words to get the reaction you need. Keep in mind that the recipient or subscribers spends only a few seconds looking over each subject of the e-mails he receives. You must grab your reader's attention right away.

There are many forms you can use for your subject. You can provide a subject that says your e-mail contains content that teaches them tips and methods on certain topics. An example of this is using keywords and keyword phrases such as, "How to" , "tips", "Guides to", Methods in and others like that.

You can also put your subject in a question form. These may include questions like, "Are you sick and tired of your job?" Or "Is your boss always on your case?" Try to stay on the topic that pertains to your site so that you'll know that your subscribers have signed up because they are interested in that topic. This form of subject is very effective because they reach out to

your recipients emotions. When they have read the question on your subject, their mind starts answering the question already.

You can also use a subject that commands your reader. Statements such as "Act now and get this once in a lifetime opportunity", or "Double, triple and even quadruple what you are earning in one year". This type of subject deals with the benefits your company provides with your product and services.

You may also use breaking news as your subject to intrigue your subscriber. For example, if you deal with car engine parts you can write in your subject, "Announcing the new engine that uses no gasoline, It runs on water". This creates curiosity with the reader and will lead them to open the mail and read on.

## **How To Get Your Subscribers Begging For More**

Just as an experiment, a friend of mine subscribe to ten different opt-in e-mail marketing lists to see which ones are effective. Many websites and online businesses have resorted to sending promotional materials to people who have subscribed to them in an effort to boost their sales or traffic. Opt-in email marketing sends newsletters, catalogs updates and many more promotional materials to website visitors who have agreed to be updated whether monthly, weekly or semiannually.

Through e-mail, an internet user that is on the list will receive their updates through email. If a promotional material piques their interest they will go to the site to learn more or to purchase outright. For the website operators or owners, this is a chance to remind their list of their existence and parlor their wares. With the numerous sites in the internet that offers the same products or services in one way or the other, the competition can get pretty tight and it is easy to be forgotten.

Back to my experimenting friend, he tried to find out which opt-in marketing strategies grabbed a person into begging for more. Some would send in very simple fashion, some would very outlandish while there are some that would just lie in between. The differences could easily be noticed and some have gotten the idea of an effective opt-in marketing strategy. He dubbed them effective because he felt like he just couldn't wait to go their site and learn more, the more persuasive ones even got him halfway to reaching for his wallet and to his credit card before he realized this was only for an experiment.

Many companies and site present their promotional materials in a wide variety of concepts. Each has their own distinctive style and designs, but more than the outline and the presentation, the content and the articles are

what keeps the attention of your potential customer locked on to your opt-in marketing medium. Creativity is the key here.

From talking to many satisfied opt-in list subscribers and forums, I have learned of what is essential in opt-in marketing and what makes the subscribers begging for more instead of lining up to unsubscribe.

Keep your promotional materials light, creative and original. Many people are stressed out as it is. Getting a stuffy business proposal rather than a light hearted e-mail may just agitate them more. A warm friendly smile or banter is always more welcome than a serious business meeting or proposal. While you do want your customers to take you and your products and services seriously, you also want to show them that you know how to have fun.

Splash some color in your emails as well as provide some photos and articles that can be related to you but show good news or good light hearted images as well. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials eye catching and grabbing that they wont be able to take their eyes of them. Pique their interests.

Have good content and article, even if it means investing in an experienced and professional copy writer to write them for you. An effective copy writer should be able to build trust between you and your customers. They should be able to establish your credibility in what they write. It must be informative but not too stuffy. Let go of the professional jargons and "talk" to your recipients.

A good article and content should be able to outline the benefits of your product and services and why they need what you are offering. But do not look to be overeager and too persuasive. It should be able to entertain as well as lead them to buying from you.

Your promotional materials should be clear. Don't leave people guessing. You should lead them to you and not vice versa. Explain to them what they need to do in a manner that won't be confusing. Try to anticipate also what your target client needs. Do your research and information gathering, many sites will be able to help you with that.

Provide clear and crisp images of what you are offering. If the people know what you have for them, they are more likely to beg for more. For example, if you are selling a car, provide them photos but only enough to encourage them to go to your site for more.

## 4 Ways To Get Your Opt In Subscribers To Trust You Quickly

While the rest of the world have developed many barriers and protections to keep their e-mail accounts spam-free, there are also those that subscribe to mails that promotes their products, services and their site. This is mainly because these subscribes wants to know more about what these sites are offering and can be beneficial for them. They expect to get be kept posted on what they are interested in and what are new in the market or field they have chosen.

Businesses would be so lucky to have these kinds of customers; the basic element needed to get these types of people is trust. When your customers trust you they will reward you with their loyalty. Many internet users have gone to great lengths in protecting their email accounts from spam mail. Some free-mail internet providers and internet service providers offer spam protection while there are also some internet based companies that screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through. Your intended recipient will be able to read and view what you have sent making it a successful transfer of information. To be able to be allowed to do so, you will need permission from your recipient, to get this permission; you need to be able to get their trust. With the great lack of disregard for privacy in the internet, getting the trust of an internet user you don't personally know is a big achievement.

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets out. The bigger the scope of your opt-in list the more traffic you get spelling more profits. Its easy math if you thin about it.

Getting the numbers is not that simple though, or maybe it is?

- Getting the trust of your clientele shouldn't be so hard especially if you do have a legitimate business. Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Ell, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball payers become coaches, you don't really venture into something you don't have any interest in.
- Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk

about how to install a roof if your into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

- Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when that someone recommends you then you're a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the other shave experienced from you, so make sure to be consistent in the service you provide.
- Another tip in getting a customer to trust you quickly is to provide them an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service when ever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients don't lose that trust. Because if you do anything with their email addresses like sell them or give them out, you will lose many members of your list as ell as potential members. The true quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

## **4 Quick And Easy Ways To Build A Profitable Opt In List**

You finally realize that you need a good opt-in list. After reading countless articles and sought expert advices and have read many success stories of people creating a small fortune with opt-in lists you finally decide to have one of your own. Then it happens, you think you have known everything there is to know about opt-in lists and have followed their advices to the T and you still weren't able to make a profit.

In fact, you may be losing money. You maybe hiring writers to help you out, or there are some expenses incurred, even if you have a big list, but only a very small percentage actually buys from you, your still losing profit. You'll realize that after a few months when you see your statistics and sales figures.

So what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in. You chose a topic where you think could be quite popular and would earn you

money. This just not the case. Just because you wrote people from the list doesn't mean they are going to buy instantly.

Here I will offer more advice, for those who have started an opt-in list and have failed, you can rejuvenate your failed venture. For those who are starting, here are three quick and easy ways to build a profitable opt-in list.

- 1) Get your customers to trust you and your products first. Just launching your opt-in list would not make you an expert and a believable seller. Put many articles first before you start an opt-in list. Write about the topic you know and have started and used for your site. Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs.

Join forums from other sites as well. Provide expert advices and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list. You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what you're business is all about.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you. They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they don't know you.

- 2) Find a product or service that people want and need. Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on forward. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

- 3) Make friends with other opt-in list users. This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the internet to use, there is nothing like getting a first hand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it. While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Building a profitable opt-in list don't just happen overnight. There are many preparations and effort to do. Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

4) Join a JV Giveaway by supplying a top rated product, preferably a PLR product that is new to the market. You can rework a PLR product by giving it new graphics and adding some of your own text and ideas to the original product. JV Giveaways can be highly profitable by allowing you to get many new subscribers and if you have an OTO when they sign up you can make additional income.

## **7 Ways To Make Money Using Nothing More Than Your List**

An opt-in list can be quite crucial to any site or internet based company. Even for a small venture such as a niche profit site an opt-in list can make a world of difference and also add some extra income for your pocket. Rarely would you see an e-commerce site, big or small, that is without an opt-in list.

An opt-in list allows for a company to market their wares and site via an e-mail. With an opt-in list, a site and a subscriber consents to sending and receiving a newsletter from your company. Through this, you can keep your subscribers abreast of what is currently available in your site as well as whatever is coming out.

And because there is mutual consent between the two parties, any mail sent to the list is not considered as spam mail. There is a great number of successfully read promotional materials such as catalogs, newsletters and such that are sent because the subscribers themselves have signed up for them, meaning, they do want to be sent those items.

Building a list is crucial, only a small percentage actually subscribes for an opt-in list. Many people find promotional mails annoying but of you provide a good newsletter or promotional material, you will see your list build up and grow. You can also achieve this by having good content on your site. If people like what they see and read on your site, then they surely would want

more. Newsletters would be a way to attract them back to your site. A little teaser or appetizer if you will.

But other than marketing your wares and your services, an opt-in list can also be used to earn extra profit. Not all lists can be used though. It would be good to first build a successful list with a huge number of subscribers. The more subscribers you have, the more money you can get. Here are seven ways to make money using nothing more than your list.

1) Place advertisements. There are many corporations who will be willing to pay to put their banners and ads on a list with many subscribers. Selling or renting out lists is not a good idea so rather than doing that, many companies would just rather place ads with lists that have a huge subscriber base. Your newsletter could be placed with many ads and each one spells money.

2) Have affiliations with other companies that have at least a semblance or relation to what your site is about. Here other companies will provide links and brief descriptions of what they offer, products and services. With every click made on the link that directs or leads a subscriber from your list to their site, the company will pay you. This P4P or pay for performance.

3) Make deals with other companies by asking for a small percentage of sales done through your list. With every sale done by customers that have come from your list and have gone there because of your newsletter, the other company will pay you a small percentage of your sales. The more people who buys from them, the more earnings you get.

4) You may also get products from other sites on a consignment basis and sell them to your list via your newsletter. Place descriptions, articles and photos of the product in your newsletter. There will be those who will buy from you and when that happens, you can order the product from the other site and sell it to your buyer.

5) Sell e-books or a compilation of your articles on your list. Manuals and how-to articles are in great demand. Many people will be willing to shell out money to gain knowledge about a certain topic and subject. With your existing list trusting your expertise in that area, an e-book could be offered and sold or used as an incentive.

6) Create a network out of your list. Get people to invite more people to view your site and subscribe to your list. The larger your list is, the more people will be able to click on your links and affiliate links as well as make your advertisement rates higher.

7) Subscribers are willing to pay for information if they know that it can be trusted and relied upon. Use your list to get more and more people to subscribe to you as well as browse your site. Lastly, you can use your list to earn money by making them your partners. Your list will be the bloodline of your growth and increase.

## 5 Things To Consider When Publishing A Newsletter

Providing a newsletter for your opt-in list subscribers provides many benefits in terms of driving traffic into your site as well as boosting the sales and profits of your site and company. This is a marketing ploy that will not hugely dent your marketing budget and will not also require many man-hours in developing this project.

With a newsletter, you can inform the public about your company and products as well as services. You can keep them posted and updated about what's going-on with your company as well as many of your promotions and offerings. With these, you keep on reminding your subscribers that you are still here and is willing to offer them good deals and services.

Newsletters also allow you to impress your subscribers. It can show your expertise and knowledge about the topic at hand and the many benefits you can offer them. When you impress people, they will become potential customers and another great thing is that they can recommend you to their friends, colleagues and family. All of them could very well be customers in the future.

If you do not have a newsletter or publishing one for your site, then you may have to consider about researching and be well informed on how to publish one. It is not as easy as it seems but if and when you get the right idea and process, it will be smooth sailing from there on. Try to take the time to learn what you need to learn and get that newsletter ready and good to attract subscribers to your newsletter as well as traffic to your site.

In the next few paragraphs, I will provide you with some things to reflect on when you decide to start your own newsletter for your site. Here are five things to consider when publishing a newsletter.

1) Make sure that the content of your newsletter pertains to and closely associated with your business or the theme of your site. Do not dwell too far on what could be regarded as your field of expertise. You have started a site and your theme for your site will always be something you are knowledgeable about. For example; if you have a site that sells auto car parts, your newsletter must contain articles or content like photos that pertain to cars, auto parts and such. You may also include content about your company and your staff.

Remember that visitors of a certain site are there because they are interested in what the site has to offer. If they sign up for an opt-in list or for a newsletter this means that they want to be updated for that certain theme or subject. Be sure that when you publish your newsletter you are providing for the need of the subscriber as well as their interests.

2) Ensure that you have well written, information riddled and content rich articles. Your articles will be the body of your newsletter and that they should be able to excite your readers as well as provide information. Articles should be well written and checked for errors such as spelling and grammatical errors for it to look professional and believable. The trust of your client to you and newsletter is at stake here.

3) Fact-check your articles. Make sure that you provide true facts and figures so that your reputation as an expert and knowledgeable in that field is not questioned. If you lose the trust of your subscribers these may persuade them to unsubscribe to your newsletter. You will lose many potential sales this way.

4) Provide fresh and new articles that can provide new information to your subscribers. If you publish stale and old news in your newsletter, there is a tendency that people or your subscribers already have read and known about them. This will lose their interest in your newsletter and they won't get to read what is most important, your ads. They may not open or read any of your succeeding newsletters losing your intention in writing and publishing newsletters, to get them to visit your site and make a purchase.

5) Never use copyrighted materials such as photos and articles. This is outright plagiarism, you may get into a lot of trouble for this. You can lose your business and get sued over copyright infringement. If you do not have the time to write your own articles, there are many willing and able professional article writers that can do it for you for a reasonable fee. All your investment in writing and publishing articles will be well worth it when you see your list build up and your traffic increasing.

## **The 3 Things To Avoid When Emailing Your List**

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways

you can make people subscribe to your list, there are also some things you must do to avoid subscribers from wanting to get off from your list.

Aside from that, you also want to avoid any problems with the law and your internet service provider or ISP. There are now many laws and rules that are applied to help protect the privacy of the internet users from spamming and unwanted mails. With the popularity of the electronic mail as a medium for marketing because of the low cost, many company's have seized the opportunity and have flooded many people's e-mail accounts with promotional mail.

But, with an opt-in list, you avoid this annoyance because people subscribe to the list; they want to receive the newsletters and promotional materials. They have consented to being on the list by subscribing themselves, just don't forget to put an unsubscribe feature every time in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the real owner didn't want to subscribe.

It is essential that you keep your list clean and manageable. Arrange it by using the many tools and technologies available for your opt-in list. Do not worry; your investment in this marketing strategy is well worth it with all the coverage you will get which will likely be converted into sales then to profit.

Keep yourself and your business out of trouble and potential run-ins with the law and the internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessman and a legitimate site depends on your being a straight and true marketing strategist. As a tip, here are three things to avoid when emailing your list.

- 1) Take notice of your unsuccessful sends. These are the e-mails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient.

There are bounces that happen or occur because the server was busy at that time but can still be delivered in another time. There are also bounces because the inbox of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already.

Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

2) Always provide an unsubscribe feature in your site and an unsubscribe link in your mails. When someone in your list files a request to be unsubscribed, always take that request seriously. If you don't take them off your list and keep sending them your e-mails, you are now sending them spam mail.

When you are reported as a spammer, you and your business can get into a lot of trouble. You can be reported to the authorities and maybe blacklisted by many internet service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

3) Do not provide pornographic or shocking and disturbing content in your newsletters. It is hard to decipher the age of the recipient and many complaints may stem from these. Controversial issues also are to be avoided to not be branded by your subscribers. Stick to the nature of your site and business.

Always remember these tips in this article so that you can have a healthy relationship with your subscribers as well as be kept within the boundaries of what is allowed in sending mails to an opt-in list.

## **Can You Really Use Articles To Build Your List?**

Getting customers in your site should always be ranked as high as the importance of the quality and the excellence of the product and the services you provide. They should go hand in hand in providing your customers the satisfaction they get in exchange for the money they have paid for them. Customer service should as well be as fantastic so that the customers are provided with the same satisfaction.

One of the ways you can combine marketing and customer service is through opt-in marketing. With an opt-in list you get the opportunity to introduce your site and products on a good time basis. Opt-in marketing strategy is a marketing strategy that is virtually low cost and not time consuming. Here, you get the consent of your website visitors to subscribe to your newsletters and other promotional materials such as catalogs and free promotions.

Opt-in marketing uses your list of subscribers to send e-mail to. These e-mails will contain the materials you will send to your subscribers. It is essential that you present your promotional items in a manner that will catch the interest and the eye of your subscribers to keep them wanting for more. The best way to do this is to provide fun, entertaining and informational articles.

Well written articles full of content and useful information will help in building your list as more subscribers will be enticed your list. When they have read the samples of your contents in your sites, they will be intrigued as to what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next.

Many sites and companies have captured the importance of articles and this also aids in search engine optimization. As more people are heading towards the internet for their information needs, serving the right information to them via articles in your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit.

There have been the rise for the importance of well written, information enriched and keyword packed articles for the content of their site as well as for newsletters. These articles provide the information many are seeking in the internet. If your site has them, more people will be going to your site for information and research.

Well written articles would also boost your sites reputation. If they are filled with many information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they will always come for you for their needs on that subject.

In connection, you must write articles or commission them to tackle subjects that are closely connected with your type of business. If you have a site for a medicine tackling a certain disease, your articles must be about the diseases. Or if you sell materials for home improvements provide articles with those themes. Most articles searched for are tips, guidelines, methods, manuals and such. If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice as well as for your products.

With the loyalty of these customers, they may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers for that need, they will be happy to be receiving your newsletters as well as other promotional materials to keep them well informed. Others may even forward your newsletters to other people when they find a certain article interesting.

You should provide links in your newsletter so that when other people are reading it and wants to read more, they may click on the link and go to your site. With the articles you have in your site that are good, they may decide to sign up as well for your opt-in list. This will build your list and make it bigger.

Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good articles for your

site and newsletter. If you are not interested in writing them or if you just don't have the time, there are many available well experienced and knowledgeable writers available to help you out. This is an investment that will pay for itself in time.

## Secrets To Building A Super Responsive List

### ***List Building Secret #1 - Make Your Content Relevant Keeps Your Subscribers Happy And Boosts The Amount Of People Who Will Recommend Your Newsletter To Their Friends.***

One of the biggest problems I see newsletter and ezine publishers having online is that they write about subjects no one in their market is interested in. They just write about whatever they think people want to know about without doing any of the research, which is a huge no no.

Another problem is, publishers who have a market well defined don't then write the content in their newsletters that interests their readers. There is no use having an ezine on coin collecting and running articles on stamp collecting just because you couldn't be bothered finding the right content for your ezine.

This is easily overcome. Just send out an email asking your readers what they want to read. Also sign up for other ezines in your market and see what they are writing about.

### ***List Building Secret #2 - Add More Subscription Boxes To Your Website***

Sounds simple enough, but few people actually do it. If you have a 100 page website, you should have 100 newsletter subscribe boxes on your website.

You can integrate a subscribe box just about anywhere in a website. You could add one just before an article starts, in the middle of an article or even at the end of the article.

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

An interesting way to do this for a content site is as follows. Have a look at this website and see what he does to get subscribers, it's very clever.

<http://www.associateprograms.com>

### **List Building Secret #3 - Offer An Outstanding Bonus Or Gift**

I've had a problem in the past with offering freebies to get people to subscribe to your newsletter, but I also know it can work well, if done properly.

Why do I have a problem with it? Well I really want subscribers to be signing up for my newsletter because they want my newsletter not because they want the freebie I'm offering.

The best way to offer a freebie is to create one yourself and not something you have reprint rights to with 500 other people. You want it to be unique, and you want it to be something that plugs your newsletter heavily.

Do you know what makes a good bonus? Back issues of your newsletter!

### **List Building Secret #4 - Use Free Viral Ebooks To Get New Subscribers**

Want to get thousands of new subscribers for your ezine without spending a cent on advertising and you've tried all the methods above but you still want more?

Viral marketing is the way to go! Writing viral ebooks that get passed around Writing viral books is nothing new, but it's still a great way to get your newsletter noticed.

There are a few methods you can use when creating viral ebooks.

You can either create them as a free product, or charge for them and give people the reprint rights to the product so they in turn can give your product away while making some money in the process.

I prefer the reprint right route. The key here is, once the momentum of the first book wears out, write another and another and another and another! All in the same method, all with reprint rights and all with your newsletter subscribe from plastered in them.

The goal really isn't to make money from the sales of the book, it's to get more subscribers.

So again, find a group of publishers in your markets. Let them know you created a new ebook with a sales letter that they can use and plug straight into their website. Give them a mailing promotion to use and tell them they can have the book for free and that they can either sell the book or the book and the reprint rights to their customers. This is easy money for them and more subscribers for you!

### **List Building Secret #5 - Use Pop Up Windows**

Pop up windows are still effective ways to get subscribers, especially in niche markets.

Creating popups on your website is as easy as pie. There are however a few different type of popup windows you can use.

The pop up window on exit, which pops up after you leave a website and the popup window on entry which obviously pops up when you first go to a website.

You can do a web search to find tons of popup programs.

I prefer the pop over that can't be knocked out by popup killers. So when someone visits your website they get interrupted by your top message you want to get across immediately, i.e. asking them to subscribe to your newsletter, etc.

Here's a really cool one that's not too expensive and easy it's to use...

[Click here.](#)

### **List Building Secret #6 -Use Name Squeeze Pages**

Name Squeeze is a big buzz word lately and it's something people having been beating to death, but it really does work.

Name Squeeze is nothing new, it's just that Jonathan Mizel gave an old technique a new name and new appeal. Good marketing on his part.

The best way to explain a name squeeze page is to show you a good example.

<http://www.scrapbookingprofits.com>

This is a great name squeeze page. Basically, what a name squeeze page is, is a simple subscribe form that then leads them to either a free report or a sales letter.

Look at these other super successful name squeeze pages to get a good idea of what to do.

<http://www.doubleyourdating.com>

<http://www.fireyourweddingplanner.com>

Notice how these sites have nothing to do with Internet marketing? But they are ALL pulling in tens of thousands of dollars monthly. Doubleyourdating.com is pulling in hundreds of thousands of dollars monthly.

To simplify the process of creating effective name squeeze pages click here to visit a very helpful resource.

### **List Building Secret #7 - Buy Leads With Co-Registration**

Co-registration. Some marketers swear by it and have great results, others fail and have to throw out the entire list they brought because it's riddled with fake addresses, spam complaints and basically freebie seekers.

So what is Co-registration?

Basically its building lists by buying subscribers from a 3rd party service.

Here is how Dr Raplh Wilson put it.....

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

Have a look at the two best Co-registration companies to get an idea.

<http://www.profitinfo.com/leadfactory>  
<http://www.worldwidelists.com>

What you do is you pay a fee to these companies per subscriber. So every time they supply you with a new lead you pay them a fee. Usually around 15 cents to \$1 depending on the niche market and if you want double opt-in or single opt-in.

Always go for double opt-in if you can.

The best way to make money from these types of subscribers is to first give something away for free. Build trust with your subscribers. Sign them up for a free course, give them some bonus products like you created before and remember if anyone asks to be removed from your list, just do it! Don't argue with them ever!

That's the quickest way to get your newsletter shutdown.

**Co-Reg is not the recommended way to go but it is shown in this report since some marketers have done well with it.**

**List Building Secret #8 - Write Free Articles**

While it's a given you will put your newsletter subscribe address in your resource box at the end of the article, this is not the best way to get people to subscribe to your newsletter.

The best way is to write a few free E-courses that people can subscribe to via an autoresponder and weave the links into your article.

Here is what I mean, and I can tell you now, HARDLY ANYONE is doing this.

Let's say you have a newsletter on Ice Fishing and you're in the middle of writing a few articles to send out for publication. Here is what I would do.

I would go to [Aweber.com](http://Aweber.com), buy a monthly subscription to their service and then start writing up 2 or 3 free e-courses on all things to do with Ice Fishing and plug them into my autoresponder.

Now why would I want to do this if I really want people to subscribe to my newsletter? Well, article writing has come under attack by people who believe cutting people's article bylines out is acceptable. They just steal the content as their own. So instead of trying to fight these people everyday of the week, I've accepted this is going to happen and I made provisions for it, and in fact, it probably works in my favor.

So in my article while I'm writing it, I would let the readers know there is this great E-course for free they can sign up for. I wouldn't mention it was mine. I would just weave it into my article and it looks like I'm providing them with a great free resource.

I would then provide them with the autoresponder link and how to sign up.

**List Building Secret #9 - Use A Sales Letter To Get Subscribers**

This is something I've seen a lot of lately. People using direct sales letters to get new subscribers for their newsletter. They are actually creating a sales letter like they would for a product they are selling, and at the end of it, instead of an order button, they have a subscribe here button.

You wouldn't even know by reading the sales letter that it's not for a product until the very end.

This gives people the WOW factor. You make your newsletter sound so valuable that when they find out it's free, they go "WOW, I can't believe they are giving all this information away for free".

This is pure marketing at it's best, and it's exciting. Marketing is meant to be exciting, just like life.

### **List Building Secret #10 - Using Mp3s To Get More Subscribers**

Doing audio interviews with experts in your field also is a great idea to get more subscribers. I'm not going to get into how to create audio products as that's a whole other book, but interviewing experts over the phone and recording it on mp3 will get your newsletter splashed all over the Internet, especially in fields other than Internet marketing where people don't expect to get this much quality information for free.

When you take marketing tactics from the Internet marketing field and apply them into other niche markets where they have never been seen before, you will get noticed more. Everything has been done in the Internet marketing field, we are all immune to even the most brilliant marketing tactics as we see them almost everyday, but other niche markets eat these things up. Creating audio interviews isn't hard at all equipment wise and finding experts to interview is a piece of cake.

Do you know how I find experts in any field almost instantly?

Well most FAQ pages at [FAQS.Org/faq/](http://FAQS.Org/faq/) have who its written by and an email address for them. These guys are obviously knowledgeable in their fields, and they would make great experts to interview.

Tell them you want to interview them because you've read information they've written and it was great and you think your subscribers would appreciate the information.

Most will do this without charging you a cent if you are outside the marketing field, they will just get a thrill out of being interviewed.

Once you have these interviews, tell all the publishers you've been in contact with recently that you have this great set of mp3's just completed and you want to offer them for free to their lists.

Setup a section on your website with the download link to these mp3's and also put a subscribe form near them for your newsletter and you will be surprised how many people will sign up AFTER they listen to your mp3s.

Don't make is so these people have to sign up for your newsletter before they get the mp3s.

**List Building Secret #11 - Archive Your Newsletter Copies**

Sometimes people are hesitant to give any sort of information away over the Internet, especially their email addresses even if what you are offering is free, due to spam.

But if you allow people to read your back issues without having to sign up for your newsletter, this will show them what type of content you do write and will make them want to join.

You would think having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get it without giving their email address away, but this is not true.

What you do is tell them on the website that newsletter subscribers get each issue 2 weeks before non subscribers.

**List Building Secret #12 - Use A Paid For And Well Known Autoresponder**

I can't stress this enough. Don't use free Autoresponders! These free services can go down at anytime (with your list) and are not professional looking at all.

Plus, they also get used for spamming and are abused badly.

You can use [Aweber.com](http://Aweber.com) (\$20 per month) or an autoresponder like AdtrackResponderPro that works on YOUR server at a one time payment. You get unlimited use and no monthly payments.

**List Building Secret #13 - Use Free Forum Posting**

This is a great way to get not only more subscribers for your newsletter but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

- 1) Find forums in your niche
- 2) Read some of the back posts and see who's the boss, who posts good content and what the rules are
- 3) Start posting with informative information and include your little newsletter byline at the end of your post or in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in. Now that work is done for you. Just enter the topic your newsletter is on into the website address below and you will find all the forums you could possibly want on those subjects.

<http://www.link-advantage.com/search/>

Or go to [BotSurfer.com](http://BotSurfer.com) to get your own free desktop multi-forum search tool. What's so great about [Bot Surfer](http://BotSurfer.com) is once you find your favorite forums, all you have to do is load them into [Bot Surfer](http://BotSurfer.com) (up to 15 URLs) and it will surf your favorite forums by the keywords you put into it. It's a great little tool, there's nothing else like it - and it's FREE!

### **List Building Secret #14 - Trade Ads With Other Publishers**

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers newsletters in your newsletter and they do the same for you in return.

It's not something I'm a huge fan of, but it does work. But there are a few tips you should know.

Trading ad's for ad's with other publishers works well when your mailing list is small and growing rapidly. It's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ad's? Easy! Do a Google search for the following.

"your market here ezine" (without the "quotes") or "your market here newsletter" (without the "quotes") (I know that's a strange phrase but it works good ":>o)

You'll find a lot of players in the ezine / newsletter field...

Or try examples like this but tailored to your specialized area...

"Gardening Ezine"  
"Gardening Newsletter"

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezine, look at their website, personalize any contact you make with them so they know you're not just harvesting email addresses and you will do well.

Some of the time you don't even need to trade ad's with people in your exact market. Let's say just because you run a gardening ezine, that doesn't mean you can't trade ad's with landscaping ezine. Do you get my drift?

### **List Building Secret #15 - Setup A Contest**

This is my favorite method. Basically what it is, is you get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list.

To enter this contest, these subscribers from your list must subscribe to the other publishers lists and vice versa.

The contest could be for anything, depending on your market. Perhaps the publishers you contact all have ebooks for sale, you could give a free copy of all your ebooks out to the winner. Anything with value with work.

You then setup a domain for this specific contest and put all the information needed on that. You then tell your list about the contest and where to go to enter and how. Everyone on your list who enters then gets subscribed to the other publishers ezine and you get their subscribers

Here are the steps.....

- 1) Find 4 or 5 publishers in your market
- 2) Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you there signup information and something to offer for the contest
- 3) Setup a domain name and website/sales letter that tells people how to enter and all the information needed
- 4) Write a mailing piece that each of the publishers can use to promote the contest.
- 5) Get a firm date when these publishers will run the contest mailing piece and how often
- 6) Send these publishers the names and email addresses of subscribers
- 7) Add the subscribers to your list, make sure you check for duplicate email addresses so you don't add people already on your list
- 8) Pick a winner!

### **List Building Secret #16 - Do An Article Recommendation**

What you do with this idea is get together 4 or 5 publishers again, and get them to agree on running an article that you wrote. That's it, nothing tricky, and if they agree to running this article they will get thousands of new subscribers virtually overnight.

What you do is you write an article about the best newsletters in your market, and those would of course be the publishers who agreed to run your article.

Make the article objective, don't just blatantly plug newsletters, write it like a news reporter would. Everyone who runs the article will get subscribers and you will get subscribers and everyone will be happy.

Sometimes you have to make things happen, especially with Internet Marketing, don't wait for people to contact you, YOU make it happen and you can do that, it's not hard, just think outside the box.

This method will also work for paid products as well. You don't just have to plug newsletters, you could get all the publishers together and write an article about the best products in your market. This way everyone can make sales and affiliates sale just by running the article.

### **List Building Secret #17 - Thank You For Subscribing Page**

Simple enough. Get a group of publishers together and tell them you want to send new subscribers of your ezine to a page that recommends signing up for their ezine and that they do the same for YOU.

You see it all the time. You subscribe to an ezine you see on a website and once you subscribe you are taken to another page that recommends other peoples newsletters that you should join. This is pretty much a better version of co-registration, but it costs you nothing.

### **List Building Secret #18 - Buy Ezine Solo Ads**

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself.

This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read, in reality, a very well written longer solo ad will pull much much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry.

You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

### **List Building Secret #19 - Submit To Ezine Directories**

The best ezine directories are paid for and they are:

[Topezineads.com](http://Topezineads.com) and [Directoryofezines.com](http://Directoryofezines.com)

Here are some free ones:

<http://www.go-ezines.com>

<http://www.ezinelisting.com>

<http://gort.ucsd.edu/newjour/submit.html>

<http://www.ezine-dir.com>

<http://www.list-city.com>

<http://e-zinez.com>

<http://www.published.com/index.html>

<http://www.homeincome.com/search-it/ezine/index.html>

<http://new-list.com>

<http://inkpot.com/submit>

<http://www.published.com/list/submit.html>

<http://www.listtool.com/cgi/listTool/addList.cgi>

### **List Building Secret # 20 - Use Classified Advertising In Ezines**

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free course via autoresponder all about your product. Once you have their email address, you can contact them over and over again until they buy or unsubscribe.

This is by far the best method of advertising with classified ads.

### **List Building Secret #21 - Use Top Sponsorship Ad's In Ezines**

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well.

They are also usually 5 to 8 lines long, and you should really concentrate on your headline, and leading them straight to your autoresponder.

### **List Building Secret #22 - Network All You Can**

Every where you go, network with people. You never know exactly who you might run into. Let as many people as you can know about what you do and that your the best at it.

Going to seminars and trade events is a great way to network with people in your markets and a great way to start building relationships with key online businesses.

You never know who might be able to help you with something down the track.

### **List Building Secret #23 - Create And Sell Ebooks or give them away FREE!**

This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you do a web search on it to find some good resources in your particular area of interest.

Now, back to the explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more then a weeks work part time if done correctly. However, it could end up taking a lot longer. If you don't have a lot of time you can get ebook products with private label rights and customize them with YOUR own links as the only work you would need to input into the product. Do a web search for Private label ebooks to see what you can find.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to only make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book it has YOUR subscription signup info all over the place AND is also full of your affiliate links leading to other related products. Every time someone buys or gives away your book or resells it, (depending on how you want to do it) more people will be seeing YOUR links. And this is costing you what? NOTHING... Exactly!

The best example I can give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps.

### **1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.**

Coming up with ideas isn't hard. For example, if you are going to be promoting a digital camera affiliate program, why not create a free OR inexpensive book report on 10 quick tricks to becoming a successful digital photographer. You can find that info online in a web search and then rewrite it in your own words. Since you are saving your reader time by compiling this info in one place it's valuable to them. Then throughout your report, you can recommend your favorite related affiliate programs while picking up new subscribers plus all the backend commissions you can make from your affiliate links in your ebook.

A good way to come up with ideas is to look at what others are already selling or giving away and mimic that. You don't need to reinvent the wheel here, so PLEASE don't make things harder than they have to be.

### **2) Get the tools you need to succeed**

You are going to need a few tools here.

A) A domain name

I register all my domain names with <http://www.namecheap.com> for about \$9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

## B) Webhosting

Low Cost Web hosting

<http://www.hostica.com/>

\$1 per month and up. (Very reliable)

<http://www.webhostingbuzz.com>

(Also have a good reputation) You'll find \$3, \$4, \$5 , \$7 plans and up.

If you need more hosting power, you can't go wrong with:

<http://datawebpro.net>

## C) Autoresponder

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

Send follow-up autoresponders to run your newsletter or announcement list. If you're not familiar with the uses of follow-up autoresponders, check out these sites. This is one of the best ways to automate your business.

[AdtrackResponderPro](#)

(One time cost and very efficient)

[Aweber](#) (\$20/month)

Note: You can choose to use an autoresponder on your own web host server like AdtrackResponderPro or use a company like Aweber that runs the autoresponder off of their server.

What's the difference?

Basically it's this... if you use a company run an autoresponder on their server, you'll pay their monthly fee....

OR >>>

If you choose to run the autoresponder on your own server - then you do not have to pay the monthly fee. You only pay a one time cost of owning the autoresponder software. You do need to have it installed on your server and this may be more than you should get into technically. Don't worry as you DON'T need to have the technical knowledge to do this as you can hire a programmer very easily for under \$50.00 in most cases. Always ask the autoresponder software company who they recommend and you may find

that they may provide that service themselves or should have a good recommendation.

#### D) Credit card processor

Just use <http://www.clickbank.com>. This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper than getting your own merchant account. Just about everyone selling Ebooks online is using Clickbank.

However, it's much easier to set up order buttons at [Paypal.com](http://Paypal.com) or [PayDotCom.com](http://PayDotCom.com) which allows you to get immediate sales orders. If you are not using other affiliates to sell a particular report you may want to go with Paypal and or [PayDotCom](http://PayDotCom) for some of your products sales.

#### E) Ebook Software

You will more than likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your book with these free resources:

PrimoPDF – PDF creation tool  
<http://www.primopdf.com/>

Print to PDF from any application. Grab a copy of this and learn it. Very handy.  
<http://www.pdf995.com/download.html>

Also...

Adobe - Do it online  
<http://createpdf.adobe.com>

Or, at the time of this writing you can get it done online, for free, by Acrobat. They have an offer to convert up to 3 documents from any Microsoft Office application or standard web pages, up to 50 megabytes

#### F) Ebook Graphic Design

I recommend getting a good graphic designer for your eCovers. Here's a couple of good sites to get really nice design work done.  
<http://www.hypercover.com>

<http://www.pixelstoprofits.com>

### 3) Outline your book chapters into articles

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less than a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

### 4) Write your content

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following. The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

### 5) Create your sales letter

This is where you will be selling your book from and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

However, if you want to hire a professional copywriter, your looking at thousands of dollars, plus royalties from your book sales.

Remember that you can sell your book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you.

You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

#### 6) Plug in a free 5 day autoresponder series

The best way to write your free 5 day course that your prospects get via your pop up window. An easy way to create your 5 day eCourse is to take some chapters out of your book and put them in as a free teaser.

Remember to emphasize urgency. You want to make these prospects who don't buy straight away feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

Note: If you need writing done for you, you can outsource to have stuff written for you and it doesn't have to be too expensive depending on how much you need done. You can go to <http://www.elance.com> and find writers that will bid on your proposal to write for you. Do not discount this outsourcing method – many marketers hire out while still having a hand in the final product but without having to write it or do all the research.

#### 7) Advertise!

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your advertise your book to Internet Marketing group. All they care about is that they can resell it as their own.

Your book could be on almost any topic but all they care about is the fact they can sell it as their own. This is why niche type of books can do so well. The key is to target people in your market and then the Internet Marketing crowd.

### **List Building Secret #24 - Start An Affiliate Program To Promote Your Newsletter**

You could start your own affiliate program solely to promote your newsletter. This has been done before with some success, especially if you know how much your subscribers are worth to you, money wise.

If you know that every subscriber to your newsletter is worth 50 cents to you, you wouldn't mind paying 20, 30, 40 or even 50 cents per subscriber to your affiliates, and that's a pretty good deal for you and them.

Another less risky way is to do the following. Create an ebook, or some sort of digital product, with value, sell it for around \$20 to \$30 and give affiliates 100% of the sale.

You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers, but customers.

You can see someone doing this exact thing at [DoubleYourDating.com](http://DoubleYourDating.com) or [SecretAffiliateWeapon.com](http://SecretAffiliateWeapon.com).

Affiliates are sending him thousands of new subscribers everyday and thousands of customers everyday, because he gives them 100% of the sale of his ebook.

### **List Building Secret #25 - Use A Dynamic Email Signature**

This is so simple, yet people forget to even do it or do it properly. If you send out quite a few emails every day, this is a great method to pick up some new subscribers.

All you need to do, is at the end of each email you send out, have a 4 line ad for your newsletter. You could use a classified ad you've already written for ezine advertising.

You will be surprised how many people will sign up for your newsletter.

### **List Building Secret #26 - Press Releases: Not Dead, Just Evolved**

Mark Twain once said the rumors of his death had been greatly exaggerated. The same may be said for the press release. It's not dead, but its mission has evolved.

Those PR practitioners who are spreading these death rumors would have you believe that press releases should never be written, nor distributed. I take issue with this old-school thinking.

Let's talk about the evolution of the press release into a solid tool for helping organizations deliver key messages to multiple audiences in the digital age.

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets. The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it. Organizations today are able to bypass the media filter in a number of ways, thanks to the net.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web. And, every month, US web-users conduct 27 million searches at Yahoo! News, Google News or other news search engines. According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

- 98 percent of journalists go online daily
- 92 percent do it for article research
- 76 percent to find new sources and experts
- 73 percent to find press releases
- 68 million Americans go online daily
- 30 percent use a search engine to find information
- 27 percent go online to get news

But you need to think differently about writing your releases in this new age. You can extend the power of your press releases beyond the media by positioning them for search engine pick up. In effect, your press releases become a long-lasting, online, searchable database about your organization.

Once properly written with both readers and search engines in mind, you need to distribute the release. PR Web™ and PR Newswire are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

Journalists, analysts, freelance writers, media outlets and newsrooms, as well as your average web users are signed up to receive this information. Also, it distributes releases via FTP, XML feeds and through a network of its own websites. PR Web-related sites are in the top 2,500 most visited sites. Every release sent out through PR Web is optimized for search engines, and PR Web guarantees your release will be picked up by Yahoo!

A granddaddy of press release services is PR Newswire, which distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

It reaches a total of 22,000 media points in the US alone. All releases are distributed to and archived in more than 3,600 web sites, databases and

online services. Additionally, PR Newswire's website is in the top 2,000 most visited sites on the Internet.

Finally, let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information. An organization also should place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences across the digital divide is smart PR. Practitioners who believe the news release is dead need to evolve, or they will be the moribund ones.

If you really want to get the most out of Press Releases automating most of the tasks involved... this is the tool you want.

### **List Building Secret #27 - Give Your Newsletter Personality**

What makes you different from any of the other newsletters out there in your market? 1 thing and 1 thing only.

YOUR PERSONALITY.

Don't be a lifeless drone, add some spark to your writing... Yes you should be informative but you can also inject other parts of your personality too. You can be funny, witty, controversial, etc... but just don't be boring!

Your ultimate goal is to get people to know you, like you and trust you!

### **List Building Secret #28 - Make Sure To Keep Your Newsletter Off Spam Lists!**

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

- Make Sure Your Email Message is Compliant with the CAN-SPAM Law.
- Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.

- Don't ever purchase bulk email lists or harvest emails from the Internet.
- If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.
- If you have an Affiliate Program, make sure you abide by any "anti-spam" provisions in your agreement.
- Avoid using spam trigger words like "spam, free, special, guaranteed" etc.... If you need to you can hyphenate them... Example: F-R-E-E.

### **List Building Secret #29 - Setup A Membership Site Just For Subscribers**

Want to really boost your subscription rate? Start your own membership site solely for your newsletter subscribers. You can see a real example at [UndergroundInterviews.com](http://UndergroundInterviews.com).

The key here is to make sure your content is fantastic, so much so that you could actually have paying customers for it.

Keep it updated constantly.

Another thing that can come in handy when running a membership site is getting some first hand knowledge if you haven't had any experience with running a membership site, this is crucial.

### **List Building Secret #30 - Setup A Free E-Course For New Subscribers**

This step doesn't have to be difficult. This free course is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, your newsletter (which is a given) or your own product. It will also be the catalyst that allows you to contact these leads as often as you want.

I will warn you now, however, that you don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them. This keeps your list happy, and not full of junk emails that no one will end up reading.

First off though, we need a title for your report. No one is even going to subscribe if it doesn't interest them.

This is where a lot of writers really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles.

Make Money Online  
Migraine Relief Report  
Create Your Own Products Easily  
Play Cricket Like A Pro

I might have been a little harsh to say that they are poor titles, they just lack any spark or imagination. Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In 7 Days With Residual Income Affiliate Programs

Stop Migraines In 5 Easy Steps

Create Sizzling Digital Products Instantly, That Sell Like Crazy

Bat Like Border And Bowl Like Lee, Play Cricket Like A Pro!

So what is the easiest way to create your own free 5 day course?

The best way to create your free course is to write 5 or so articles yourself on the subject your promoting and putting it into a free course.

The problem most people have when they try and do this is that they try and write thousands of words all at once and they get tired and never complete it. If you break it down into sections, it's a lot easier.

For example, if I was to write a free course on creating your own fishing lures for profit, I would write something like this.

Article 1: Why fishing lures are so profitable  
Article 2: How to create your own fishing lures from your table  
Article 3: How to automate the whole lure making process  
Article 4: How to market your lures offline  
Article 5: How to market your lures on a budget online

And in each of these articles, I would weave an affiliate link into somewhere or mention my newsletter. The information has to be of high quality and not just a blatant plug-a-thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course you can't really just send your prospects a bunch of articles, you have to weave them together. For instance, the first email they get could be a thank you for subscribing email, with a don't forget to get your free gift line in there somewhere. This first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

**List Building Secret #31 - Start Your Own Forum**

This is a great way to get new subscribers to your newsletter. Building a community within your website brings back repeat visitors, which means people will more than likely sign up for your newsletter if they keep coming back.

You can see an example of this at [Howtocorp.com](http://Howtocorp.com) and go look at the forum. He has his newsletter signup form there and product recommendations. People love to help other people and answer their questions, so after awhile you won't need to be answering many questions yourself.

The best way to start your own forum is to do it yourself with software and host it on your own webhosting. Don't use a 3rd party service, especially free ones.

A good piece of forum software can be found at: <http://forum.snitz.com/>

**List Building Secret #32 - Contact Previous Customers And Clients**

This is just another simple method most people over look, but they don't realize just how powerful it is.

If you already have a list of customers or prospects, tell them your starting an ezine and let them know they can subscribe anytime they like and get all the information for free.

These people have already proven their interest in you or what your selling, so it makes perfect sense they would want to hear from you more often then they already are (if at all!)

**List Building Secret #33 – Use Payper Click to get Subscribers**

This is something that people starting are not doing enough ...

As you know, pay per click search engines like Google's Adwords program require you to pay when someone clicks on your website. Most of the time marketers drive this paid traffic to a sales page to sell something for a commission. However, if you want to get more conversions out of this traffic, give them something FREE that compels them to subscribe to your newsletter. After they are on your list you can now sell to them without the paying per click and you what you have is a paid opt in situation that is well worth it as long as you do it right.

If you stay on topic of why they subscribed and were able to get them by paying a low cost per click, you now have one of the best ways to get new subscribers to opt in to your list with a pre-driven interest in what you have to offer.

You can also go to <http://www.PayPerClickSearchengines.com> for a complete list of low cost pay per click search engines that you can find new traffic at.

### **List Building Secret #34 - Give Permission To People To Use Your Newsletter or Excerpts of It In Their Own Works**

Tell people who are already subscribed to your newsletter that they can pass the newsletter on to friends and also allow them use parts or all of YOUR newsletter in THEIR ezine.

Of course you would get credit and a link back to your site. This is sort of like article writing, just with your newsletter full issue or excerpts in place of an article.

You can even let them have the affiliate link to make money from your product review or tip. However, the credit you get for writing it always leads back to your signup page.

### **List Building Secret #35 - Send Testimonials To Products You've Used**

This is an easy way to get a trickle of new subscribers daily to your newsletter. Whenever you use a product or service you really like, send them a great, glowing testimonial and they will gladly put it up on their website and put a link to your website subscribe page with it.

The trick here is to get as many people who read your testimonial to your website and to subscribe to your newsletter.

The best way to do this is to register a new domain name solely for catching subscribers from testimonials, something catchy, and put a name squeeze page as your main page.

You will slowly get a nice stream of new subscribers everyday for as long as the product or service is selling for.

**List Building Secret #36 – Buy a Popular Product and Offer it FREE to One Winner!**

A cool innovative way to drum up some new subscribers is go buy a popular product and give it away where one person will win it in a drawing. This is a variation on a contest concept but more value is added since a premium product is the lure.

Several hundred people may sign up to win the product but only one person can win. For all the others that do not win, you'll have to keep them happy if you want them to remain on your list. So what you will do is add in a nice free bonus BUT don't tell them about it till after the winner is announced.

Then... give them the unannounced bonus and make it valuable too so they won't feel left out. They'll love it... and you'll have a win, win, win!...

How can you select a winner?...

That's a great question...

One good way is to publish a question and like radio stations do. The first correct response that comes in gets the prize. Or you can simply do a random pick a name out of a hat type concept and here how you can do it internet style.

Grab a copy of your list saving it into a text file... Close your eyes and scroll down till your gut tells you to stop. Where ever the mouse cursor ends up is it. Now highlight that name – you have a winner. It doesn't have to be complicated just use a simple random, HONEST way you derive your winner... and mission accomplished.

(Option) You may even be able to get more than one winner if you want to negotiate more than one download. Example: You get 5 product downloads of the same OR even 5 Different products could work. Therefore, you would have 5 winners.

More excitement, more winners... more subscribers!

**List Building Secret #37 – Post Your Free Ebooks or Reports At Other Websites**

There are many websites that want your free content. When you create free reports, make sure you also offer them to other websites OR at BLOGS that thrive on FREE content.

Note: Many blogs allow you to add comments or feedback and as long as you are not spamming them - BUT being informative, you can slide-in your information which ALWAYS should contain links leading back to your subscription page. They'll use YOUR content for THEIR purposes to fill-up content space... but your reward is follow-up residual subscriptions that can keep on trickling in and they can really add up!

## Presenter Resources

Don't have a product of your own yet? That's ok. I can teach you not only how to create your very own digital product – but how to market it and make a profit from it! It's MUCH easier than you think...



[Easy Product Profits](#) is your ticket to your own products... Grab it today, and I will save you 33%! When you get to the Coupon Code box, just use this code: **EPP-Save10**

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Don't want to create a product from scratch? That's fine. You can do exactly what I did on MANY occasions... convert Private Label Products into your own hot selling products! I can show you step by step what I do, how I do it, where I get my products from and MUCH MORE!



[PLR Dominance](#) ...The most comprehensive PLR course in the internet! Grab it today and save \$30.00 with this special code: **PLRD-Save30**