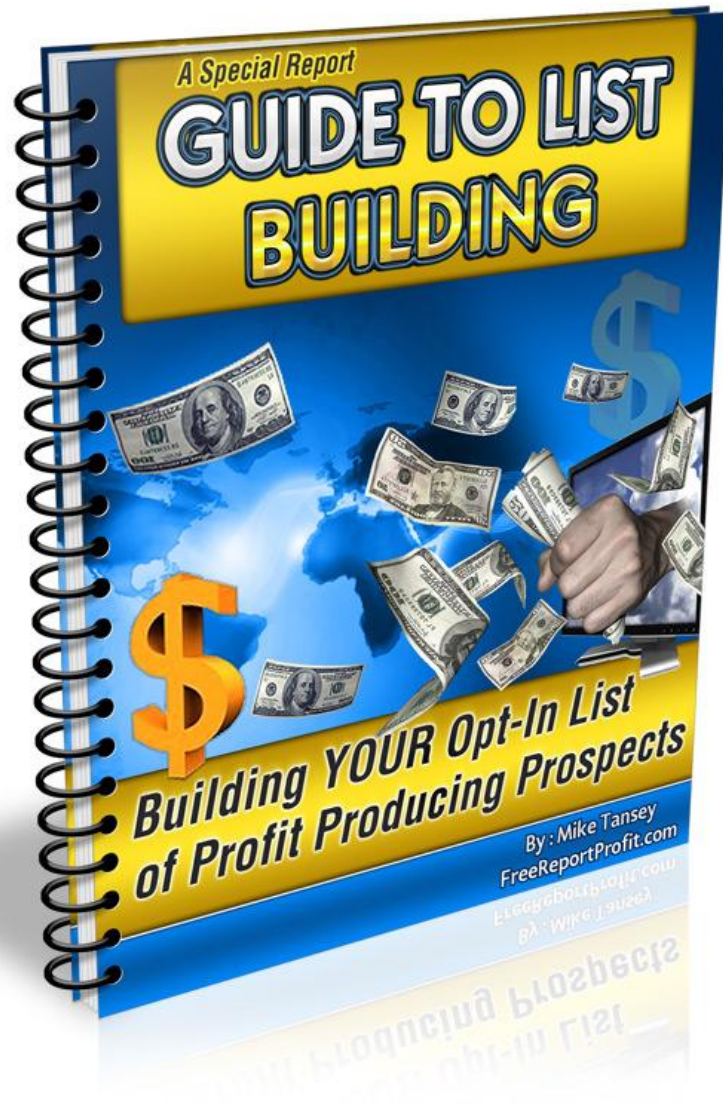


A Special Report Guide to List Building



Brought To You by:

FreeReportProfit.com

A Special Report Guide to List Building

Terms and Conditions

The publisher has made every effort to be as accurate and complete as possible in this eBook, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information in this report, the publisher accepts no responsibility for errors, omissions or contrary interpretation of the subject matter within. Any perceived slights of specific persons, peoples or organizations are unintentional.

This eBook is a step by step guide to creating and building ones own online subscriber list. In practical advice books like this there is no guarantee of results, subscribers or income. Readers are cautioned to rely on their own judgment about their individual circumstances and abilities to act accordingly.

This eBook is not intended to be used as a source of legal, business, accounting or financial advice. All readers are encouraged to seek services of competent professionals in the legal, business, accounting and financial fields.

All Rights Reserved

No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval without express written, dated and signed permission from the author.

Your Rights To This Special Report

"A Special Report Guide To List Building" comes with Master Resell Rights (MMR). You can also Rebrand this report simply by going to FreeReportProfit.com and signing up as a Free member.

A Special Report Guide to List Building

Introduction

Welcome! This guide is a great start to what you need to know about list building. List building is a popular subject these days, especially in the world of internet marketing. So if you are looking for current, up-to-date information you came to just the right place!

If you are new to list building, this guide contains what you need to know to get started in the industry. One of the first questions that pops into people's minds when someone mentions "list building" is what is it? and... why the heck do I need it?

The simple answer is... If you plan to grow your online business, you need to create a list of potential customers who are eager to hear from you and consider what you have to assist them in solving their issues online. Most subscriber lists are nothing more than lists of prospects interested in what you have to offer, whether it is a product, a service, or simply your experience and advice.

You can gather leads automatically by creating your website in a way that encourages everyone that visits to sign up for your newsletter by giving you their name and eMail address. While you can't force anyone to sign up, you can gently encourage him or her by showing them the benefits of doing so.

For example, if you plan to give away a free bonus report for subscribers signing up to your list, let them know that. Tell them how your free bonus will help them succeed or achieve their goals. We'll talk more about this and in greater detail later in this Special Report.

The main purpose of this special report is to guide you on how to create powerful and effective mailing and/or subscriber lists (two terms we will use

A Special Report Guide to List Building

interchangeably). Your goal here is to encourage people to take advantage of all the benefits you have to offer them through your website. When you build a successful subscriber list, you essentially lay the foundation for a successful business.

When building your business, you will experience many challenges. You may find that people will oppose you. You may find the competition fierce. You may find you have to overcome your own fears about success.

You can, however, overcome any challenges presented to you with perseverance and strength. Throughout this special report you will find many ways of collecting names and eMails. These leads will prove to be the lifeblood of your business.

So... Let's get started and find out how you can build your subscriber list for next to nothing.



Your Solution to List Building Success

A Special Report Guide to List Building

Simple Methods to Obtain Your Leads

To win big, you have to start out small. Small opportunities will often lead you to great successes. The process of creating a list leads to the potential for greater success and wealth, regardless of the business you are in. In this section we'll talk about some simple tools you can use to build your list. Let's look at each method separately.

Sometimes it is best to rely on simple tools and small opportunities when you are just starting out in the industry. You will have time to grow your business and expand your customer base if you follow the simple steps outlined in this guide.

You will find as you run your business that your subscriber leads prove vital to your business' success and its ability to grow and expand over time.

Opt-In Leads

Acquiring opt-in leads is probably the best method for building your business. Opt-in leads are leads you get when you ask someone to enter their information into your opt-in form provided by your autoresponder system. When they do this, they are granting you permission to contact them in the future about new products or updates to your site.

Now with that said, I personally don't know too many people that are just going to enter such info only because you ask them to do so. You need to give them something in exchange for their valuable personal information.

For example, when you create your website, you can set it up so each person that visits has the opportunity to sign up for a newsletter or a free special report on a subject related to the website that they are visiting. By signing

A Special Report Guide to List Building

up, your visitors are actually “opting in” to your list. Setting your site up this way allows you to gain visitor’s names and eMail addresses. This approach often works if you encourage people to sign up by describing all the benefits your site offers or how your special report can solve a problem that they are experiencing. A great place to grab a brand new special report every month is at FreeReportProfit.com. You can then reap the benefits of gaining important subscriber leads on a continuous basis.

Survey Leads

Another way to produce automatic subscriber leads is by conducting surveys on your website. This is a simple way to increase the number of subscribers to your list. You can place survey ads on your website so they pop up when a customer checks out.

How do you get someone to fill out a survey? It is not as hard as you think. For starters, some people enjoy filling out surveys. For those that don’t, you can employ some simple tactics to encourage them to offer their information to you. For example, tell your customers what benefits they will reap from filling out your survey. Don’t assume your customers know what benefits they will gain by filling out a survey. You will have to tell them. Maybe they will gain access to your website, which contains thousands of free articles on the topic they are researching. Maybe you will enter them into a contest to win a free gift. Giveaways are a great way to encourage people to sign up for just about anything.

It is funny how quickly people are willing to give up their personal information, including their name and eMail for a free gift. We’ll talk more about gifts later in this guide.

A Special Report Guide to List Building

Make sure you offer them an irresistible reason to fill out your survey. Tell your customers how they will profit by signing up. This is a very easy and successful method marketers use to produce new leads.

There are many simple methods to employ in building a list. You can build your list using opt-in leads and/or survey leads. When building your list, you want to always deliver value. A great place to start is right from the get-go, as soon as they opt-in be sure to deliver to them immediately something of value. A 5-10 day eCourse on the subject of the website where they opted-in, a free special report (as mentioned above) on the same subject or a piece of useful software. Just make absolutely sure this something has value to your newly opted-in subscriber.



[The Ultimate Membership for Building YOUR OWN List...](#)

A Special Report Guide to List Building

Mailing And Subscriber Lists

In the last section we talked about some simple methods you can use to build your subscriber list. There are many possibilities and opportunities to expand your list if you are willing to put in the time and effort. Once you have a solid list, you are positioned to sell your product or service more efficiently on the Internet.

In this chapter we'll look at some more ways of building your subscriber lists.

Some marketers will decide to build their mailing list by purchasing it '*kit and kaboodle*' from a 3rd party vendor. There are many places you can buy a mailing list. Generally however, these lists do not work as well as collecting leads on your own. Frequently, buying a list will cause some major problems and could quite literally cost you your domain name entirely or at the very least get it banned by most of the major Internet Service Providers (ISPs). If you end up getting banned by the major players in the field, what is the point of having your business online if your website is lost in cyberspace somewhere? Many subscribers on these 3rd party purchased lists are people that didn't want their personal information sold in the first place, so they may end up resenting you for contacting them, and even report you for Spam.

Believe me... This is NOT a good thing.

Building Your Own Mailing List

You can't rely on others to build your mailing list for you. If you want to succeed you must do everything possible to create your own success.

A Special Report Guide to List Building

Building your own list is the best way to earn the trust and loyalty of subscribers and to ensure your personal success and satisfaction. While you are building your subscriber list using the methods we talked about in the first chapter, you can also use the information you gather to start building your own mailing list. Some new business owners are afraid to ask their customers for personal information to include on their list. But for many, a mailing list can make or break a business.

A mailing list is a must have if you want to create large-scale sales and realize significant profits on the Web. Want to know why a mailing list is so important? Here's why. Typically the average customer must visit a website seven or more times before they buy something. As long as you give your customers a reason to revisit your site, they will. If you have no way of contacting your previous visitors, they most likely will never return to your site. That is why you need a mailing list

You can mail a newsletter to your list to encourage your visitors to return to your site and look at recent additions or updates. There are many statistics confirming that customers repeatedly buy from eMail advertisements, so don't think even for a second that you don't need a mailing list. I can assure you, You DO! And you need a good and responsive one at that.

How To Avoid Mistakes When Creating Your List

Before we talk more about the steps you should take to build your subscriber list, let's make sure we are clear on what you should NOT do when building your subscriber list. Many *newbies* fall victim to scams or programs offering free traffic that will boost their sales. Unfortunately many of these programs are nothing more than scams and may end up costing you more money than they make.

A Special Report Guide to List Building

They can even prevent you from restarting your business and achieving the success you deserve. So let's make sure you do not make these common mistakes.

Let's start by looking at some things you should avoid when trying to build your list.

List Building No No's

There are certain things you should never do when trying to build your subscriber list. The #1 mistake list builders make is buying bulk eMails. Here is a tip:

NEVER BUY AND SEND BULK EMAIL TO PEOPLE

You won't make any money sending bulk eMails to people. Why?, because they are garbage. They are worthless. By now you must have done some research on list building or you wouldn't be reading this report. You may see ads that promise thousands of eMail addresses for less than \$50. If you see ads like this, know you are working with a bulk mail company and run away.

While having thousands of subscribers would be great, it isn't great if you are getting your names from a bulk mailing list. Bulk companies get their eMail addresses by using automatic tools, including robots on the Web.

If you buy the list, there is a very good chance you are buying a list of names of people that don't want to be advertised to for the product you are offering. You risk being labeled a spammer. If no one asked to subscribe to your mailing list and you send them an eMail, what are you doing? You are spamming them.

A Special Report Guide to List Building

Spamming people is the number one way to fail at building your subscriber list. Bulk mailing ads are useless. Avoid them at all costs if you want to run a successful campaign.

Bulk mailing lists also are not targeted. Targeted lists are lists that have the names and contact information of people that would have an active interest in buying what it is you have to offer. If you buy a bulk list, you run the risk of trying to sell a female hormonal cream to a man interested in sports gear. Not a good combination.

Now let's look at another popular scam used on the web to pull new business owners in and trick them into spending their hard earned money on traffic and list building programs that don't work.

Guaranteed Traffic Scam

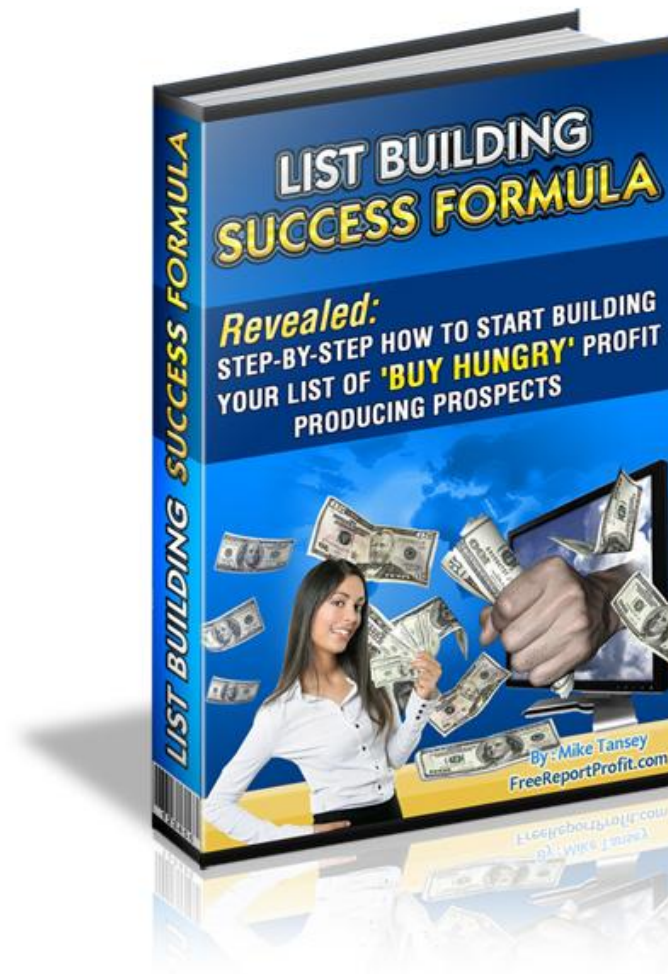
Many new business owners are tempted by offers of "guaranteed" traffic for a very low price. Now, these companies may send 100,000 or more visitors to your website, but you may not get a single subscriber or make a single sale.

Why? Traffic is generated by pop-up windows appearing on other websites. Your website is loaded into a pop-up window. So, someone may be surfing the net and your website pops up below the site he is searching. This results in sending out your website to thousands of untargeted customers. The key to success in list building is creating a list of **TARGETED** subscribers.

Targeted subscribers are people that are most likely to be interested in buying your product. They have, in some way, offered their information and stated that they have an interest in a type of product. Let's say you sell beauty products. You want a targeted list of consumers, mostly women, interested in buying beauty products on the web. If you get a list of

A Special Report Guide to List Building

untargeted customers, your business will go nowhere. Most untargeted customers won't buy anything, and they don't want to be hassled by traffic generating pop ups either.



Get your List Building Started Immediately with FreeReportProfit.com. Build YOUR List with Brand New Special Reports Delivered Monthly!

A Special Report Guide to List Building

Learning The Ropes

To build your own mailing list, all you really have to do is learn the ropes, and then be willing to put in the time and effort needed to make this work. Above all you need to Take Action.

How To Design Successful Subscriber Pulling Web Pages

You can quickly and easily encourage visitors to turn into subscribers on your website by converting frequently visited web pages on your site into subscriber-pulling pages. These are nothing more than web pages that encourage visitors to subscribe to your mailing list.

How can you do that? One way you can do this is by using a pop up window that appears when a visitor goes to your web page. The pop up window should ask the visitor for their name and eMail address. Another tactic many successful marketers use is simply placing an opt-in form on all pages of their website for visitors interested in subscribing to your online newsletter or ezine. This is a simple, subtle and indirect way to encourage people to sign up for your ezine or your newsletter.

Generating opt-ins is a great way of building your list because in essence you are asking your customer for permission to contact them in the future by eMail about new products you may offer or updates to your site. Many visitors will return to your site once you have permission to contact them and simply suggest that they come back and check out the latest updates to your site.

A great way to encourage visitors to join your list is by sending them an eMail asking them to confirm they want to subscribe to your list. Then send them a friendly welcoming message with an extra freebie.

A Special Report Guide to List Building

~~~~~

### **A Word On Personalization**

*Subscribers like to feel wanted and appreciated. Be sure when prospects opt-in to your mailing list, you treat them like valued customers, whether they bought something from you or not.*

*You should consider sending them a personalized welcome message and ensure all communications to them contain their name or other personal information.*

*Personalization is a simple trick many marketers use to get closer to their prospects and customers. The closer a prospect feels to you, the more likely they are to buy from you repeatedly, they may even send their friends and family to your site to buy from you.*

~~~~~

Offering A Free Gift

Who doesn't like a free gift? A sensible way to build your mailing list is to offer a free gift, report, newsletter or other object of value to your visitors when they opt-in to your mailing list. You can create a landing page for example, where customers can immediately download a free gift or report in exchange for their eMail address. This is a great way to pull in more visitors and transform more visitors into buyers.

The key here is making sure whatever it is you offer your customer has real value. You don't want to give away a shoddy product, because they will assume everything else you have to offer is pretty shoddy too. So make sure you invest a little time and effort in your free gift. And be creative.

A Special Report Guide to List Building

You may for example, offer them a free one hour personal coaching session. Or you may review the first ten pages of their marketing plan and offer advice. Give them something they will value and need, and they will gladly accept your gift and opt-in. You will also build trust and loyalty by doing so.

Honestly this is one of the best ways to pull people to your website because you are offering them something free. You will get targeted traffic going to your web page with little effort. The best part? You are proving what you have to offer is valuable, so customers are likely to return. And, even if they do not return on their own, you now have their eMail addresses.

~~~~~

### *Short Commercial Break:*

Here is a FREE membership site where you can get a new Special Report every single month. These are Brand New Never-Before-Seen on the web Special Reports. Check it out by clicking on the link below:



## **Your Solution to List Building Success**

### *End Commercial Break*

~~~~~

A Special Report Guide to List Building

The Subscriber Pulling Web Page -- Part Duex

You will find there are many ways to create a large subscriber list. As you know, one way you can create a great list is by creating a solid landing page. Let's look at the landing page a bit more extensively, so that you understand how to design the best landing page possible.

A good landing page will, as we mentioned, offer visitors a free gift of some kind. Everyone wants a free gift. The key here is offering something that has value for the customer. If you are selling beauty products and you offer your customer a free ballpoint pen, why would they want to opt-in to your list?

But, if you offer them a sample of your finest moisturizing lotion, there is a very strong possibility they will opt-in to your list.

Aside from offering something free, you must have your landing page professionally written. A good landing page is much like a sales letter. While you may be looking for subscribers at first and not a hard sale, you should have a page that is good enough to entice your visitors to offer their name and eMail address.

You also want your web page to look good, so if you have to, hire a god web designer to help you build a good looking web page.

Good landing pages have some key features:

- ➔ Eye catching headline that grabs your visitor's attention instantly and compels them to read on. Many refer to this as the hook. Does your headline have a hook? If not, work on it. You may find you have to test a few headlines to find out which one pulls in the most people.

A Special Report Guide to List Building

- ➔ Brief introduction. Tell your customer who you are and what you are offering them. Don't forget to list the benefits of what you have to offer. You can do this using a simple bulleted list.
- ➔ An offer, whether you are offering a free product, newsletter or special report in exchange for an eMail address.
- ➔ You shouldn't have any links on your opt-in page (except for links to your privacy policy and other disclaimers) so your visitor is not distracted and will freely offer their information.
- ➔ A reminder that your visitor is receiving something free, that there is no charge, no risk and nothing to lose.
- ➔ A privacy statement to assure your visitors you will keep their information personal and private. Many visitors will not enter their information unless they know their information will be kept private and confidential.
- ➔ Include your handwritten signature, which again builds trust and a personal experience for your visitor. A head-shot photo is also a good idea.
- ➔ Make your free product offer look as professional as possible. Consider getting an eCover for it even if it is free, so your customers assume the free gift or product is worthwhile.

When you design a simple web page in this fashion, you have a very high possibility of transforming visitors into subscribers. You may find up to 80% of visitors subscribe when you create a great landing page.

A Special Report Guide to List Building

And, if you are not good at web design or even writing, contract others to do the work for you. You can always outsource the project thru [Elance.com](https://www.elance.com) or [iFreelance.com](https://www.ifreelance.com) or just do a search at your favorite search engine.

You could also just go to [FreeReportProfit.com](https://www.freetreportprofit.com), opt for a Platinum membership, and have everything professionally done for you, every month.

Convert Cold Prospects Into Paying Customers

You can convert a good portion of your new subscribers, the people that have already opted into your list, into paying customers immediately using one simple technique.

How do you do that? It's easy. It's called the "One Time Offer". What you need to do is create a one time offer sales landing page between your primary landing page and your thank you page. Historically the one time offer deal has generated the most profits in the online industry.

Here is how the process actually works. Your customer enters your site on your landing page. Your landing page may contain a link for them to sign up for a free gift. They sign up for your free product or gift and opt in to your subscriber list and as soon as they confirm their eMail address they are immediately redirected to your one time offer page before they go to the thank you page to receive their free gift from you.

Your customer has to go through the one time offer page before they receive their free gift, so you have to make this very clear on your one time offer page. You have to let your new subscriber know that this is the ONE time they will be able to take advantage of the offer you present to them.

A Special Report Guide to List Building

You can start with a simple headline like, "You HAVE to read this before proceeding to the next page to receive your free gift."

Your one time offer page should look like any other sales page. You have to reemphasize throughout to your customer that this is a one time offer, so they can only take advantage of the opportunity you plan to present to them this one time only.

By highlighting this statement, you create a sense of urgency. You want to make the customer feel like it is absolutely essential they take advantage of your one time offer or they will miss out on a life changing opportunity.

Your one time offer page should be dynamic, charged with energy and provide multiple calls to action.

Here are some other tips for spicing up your one time offer page:

- ➔ Let your customers know they will not find your offer anywhere else.
- ➔ Let them know the product you are offering is being offered at a special discounted price this one time only.
- ➔ Consider offering your customer a bundle of products they can buy the resell rights to.

Your one time offer will give your prospects the opportunity to (1) take the offer or (2) say no and continue to download their free report. It's that simple. You can include the link that says "No Thank You" on the bottom of the page if you want to prevent the prospect from clicking on it immediately without seeing what it is you have to offer.

A Special Report Guide to List Building

Either way you have gained a new subscriber and have nothing to lose by trying to sell them something right off the bat. You may be surprised to find out how many visitors are willing to buy something after you offer them a free gift. Just make sure you set up your site correctly so if they do order a special one time offer product they still receive their free gift.

If your prospect does end up taking advantage of your free offer, you should send them to a different thank you page where they can acquire their products as well as the free report or gift you offered when they opted-in to your list. Make sure you personalize this message and follow up with your customers to ensure their satisfaction. This will instill loyalty and trust and help you build long-term relationships with your customers.



[Start Building YOUR OWN List of Profit Producing Prospects](#)

A Special Report Guide to List Building

Double Opt-In -- Why it Should be Your Only Option

Double Opt-In -- Defined

A double opt-in list is nothing more than an eMail newsletter or ezine that allows people to sign up using your web page or by sending an eMail to the software that manages your opt in list and then reconfirms their intention or desire to actually receive your eMails.

Why is that different from an ordinary opt-in list? The difference is anyone who subscribes through a double opt in list must confirm their request to subscribe to your list twice.

The first time a subscriber usually opts in is when they give you their name and eMail address from a web based form. Once the initial request to join is received, software or your opt-in list management system like Aweber.com, GetResponse.com or TrafficWave.net sends a confirmation eMail to the address the person entered as their eMail address. Your potential subscribers must then confirm their intention to subscribe by clicking the link provided in the eMail to re-affirm that they agree to join your newsletter or ezine.

This is why the process is called double opt-in. People literally opt-in to your list twice. Once as an initial agreement to sign up then again to confirm their desire to be included on your list.

Many marketers feel this process is mandatory to a business owner's success. The double opt-in list confirms that someone entering his or her eMail address is genuinely interested in receiving your newsletter or other publication. The extra confirmation also verifies you have the correct eMail address.

A Special Report Guide to List Building

By confirming a consumer is really interested in signing up for your list, you can rest assured the chances are very high you are getting high-quality prospects. These are people that are likely to buy from you in the future because they have a solid interest in what you have to offer.

When you don't offer a double opt-in option, a person can go on your website, enter another person's eMail address and leave. Then the person receiving your confirmation eMail and following ezines will think they are being spammed, and may report you. The more you can guard yourself against spam complaints the more secure your business will be.

You don't want to upset someone accidentally, so your best bet is to protect your interests and those of your clients by providing the double opt-in list as your only option.

It's also important you confirm people signing up genuinely have an interest in your ezine or newsletter. If they don't you will not sell anything to them anyway.

Advantages Of The Double Opt-In Option

The point of an opt-in eMail list is attracting people to your list that are good, solid prospects. Good prospects are those likely to buy products from you in the future. A double-opt-in list will almost guarantee you get a high quality group of subscribers on your list. This should only include people that want to receive the information you have to offer.

You may have a smaller list of only 5,000 people if you do a double opt-in list, but chances are very high the people on this list are very eager for the information you have to offer. They are more likely to respond to

A Special Report Guide to List Building

advertisements posted in your ezine, which may result in more residual income for you.

Having 5,000 high quality prospects is much better than having 1,000,000 general prospects that may or may not have an interest in your product. You want to spend 80% of your time focusing on prospects that are genuinely interested in what you have to offer. You can spend the remaining 20% on leads that may result in some sales.

The biggest advantage of a double opt-in list is it reduces the number of complaints of Spam your host receives. You don't want to be charged with Spam accusations too often, or major ISP's may ban your domain name. So make sure you always set up a double opt-in list when you can. You can do this easily using most of the common software programs available for mailing ezines and newsletters.

Not sure what these are? Check out Aweber.com, GetResponse.com or TrafficWave.net, these are the three major players in the autoresponder game today.



FreeReportProfit.com - Come Join Us For Free

A Special Report Guide to List Building

Maintaining Your Opt-In List and Subscribers

Today there is so much competition on the Web, you have to be aggressive and work hard to keep your customers. Fortunately there are many simple and easy tools you can use to maintain your subscriber list. This section will focus on many tools you can use to succeed. Let's start by reviewing the use of autoresponders as a means of keeping in touch with your subscribers.

How To Use Autoresponders

One of the best ways to keep in touch with your customers and prospects is by sending out a series of regular and updated autoresponders messages.

Online marketing wouldn't succeed today without the autoresponder. These handy tools allow marketers to contact their prospects, customers and affiliates effortlessly. If you want to keep in touch with your customers and subscribers the best way to do so is by using a paid and professional autoresponder service.

An autoresponder is often a primary ingredient of many successful business owners' toolkits. Autoresponders are nothing more than automatically delivered eMails sent to your prospects. You can write a dozen at a time, load them into your database or the professional database you are using to manage your leads, then designate a time frame when each should be sent out (daily, weekly, monthly etc).

You can use an autoresponder to send out sales messages or to announce new developments in your product line. You can use them to send out special offers to your customers or simply to help provide a means of communication with your customers and establish greater trust and loyalty.

A Special Report Guide to List Building

A mailing list and an autoresponder often go hand in hand. Once you have your subscriber list, make sure you keep in touch with your subscribers regularly by consistently sending them eMail messages. Most marketers eMail weekly at the very minimum.

You may also create separate lists, one list for paying customers and one list for prospects. You might decide to eMail your paying customers more frequently because they already bought from you. Once somebody buys from you, it's at least twice as likely they will buy again. So save your best efforts for paying customers when using autoresponder.

Create E-Zines To Maintain Your List

Yet another way to maintain your list of subscribers is to create online newsletters or ezines you freely distribute to your list.

These eMails are easy to create and provide your customers with a wealth of important and targeted information. You can either automate the process of sending ezines to your subscribers (which I strongly recommend) or send them out manually on a set schedule.

What benefits will you enjoy by sending out an ezine? The same benefits you might if you were to send a newsletter to your target audience. You can expand your marketing influence and your knowledge as well as your base of subscribers. You can connect with your subscribers on a down-to-earth level so you get to know them better.

This in turn will allow you to offer them products that better serve their needs. The only thing you need to start an ezine is an autoresponder with a broadcast feature. The broadcast feature allows you to reach out to all subscribers on your list, or just to a select group of subscribers.

A Special Report Guide to List Building

There are many sites that allow you to easily create ezine or autoresponder messages online and send them to your customers. You can choose from various professional looking templates. Again the top three autoresponders on the net today are Aweber.com, GetResponse.com and TrafficWave.net. Here you can create unlimited ezines for all your subscribers.

Advantages and Disadvantages of Ezines

The advantages of ezines are obvious. You are able to reach out to your subscribers and encourage them to take an active interest in your products and services. You can use your ezine to build trust and loyalty.

However, one disadvantage many people associate with ezines is the work involved in creating an online newsletter. You have to be able to create good content, and that process can be extraordinarily difficult if you are not already a writer, or a writer too busy with other projects. The good news is you can hire someone to create your content for you fairly inexpensively.

There are many contract sites like Elance.com where freelancers and other professionals post their profiles and bid on projects. You can put your ezine project up for bidding, describing your needs and the content you want, and sit back and watch as dozens of people offer to write your ezine. You will find by going through sites you get very competitive bids, so you will not have to pay too much to create your ezine.

Another way to tackle the content problem is to create as much content as you can in advance. You can for example, create one month's worth of content and place it in your autoresponder, so in a few days you have prepared all the ezines you need to for an entire month – or even longer if you wish.

A Special Report Guide to List Building

Another place to check out for help when creating ezines is Rentacoder.com. Here you will also find independent contractors capable of taking on your writing projects.

How To Choose An Ezine Topic

You should always focus on creating content that is not time sensitive. You want topics that provide universal appeal regardless of the season or time of year. Otherwise someone may receive your autoresponder at the wrong time or place.

Things that work well for ezines include quick and simple tips your subscribers can adopt, mini stories your readers can enjoy and interviews with other professionals in the industry. Think of the kinds of subjects you would enjoy reading if you were to read an online newsletter and go from there. A great way to come up with ideas for content is by brainstorming. Just sit down, get out a piece of paper and create a list of a dozen or more topics you might like to talk about.

When thinking of great topics, look for those that have a solid market and demand. You should look for topics where a demand always exists for the topic. Relationships and dating for example are topics that are always in demand, so you can usually create an ezine or product on this subject and generate good income. You may look for a niche within the primary topic category you select to narrow your focus and your target audience.

You also want to look for topics that will allow you to create a steady stream of affiliate income by promoting the products and services of others. You can endorse products that you are an affiliate for through your ezine and subscriber list and make a lot of extra residual income.

A Special Report Guide to List Building

In a perfect world all lists would maintain themselves. Unfortunately we all live in an imperfect world. That means you do have to put a little effort into maintaining your lists and ensuring your subscribers remain loyal to you.

Because the Web is filled with competition and new entrants into the market, you must continually work to not only create but also maintain your lists. There are many simple and effective ways you can maintain your lists.

One of the easiest ways to maintain your list with little to no effort is by using an autoresponder. Autoresponders are automatic eMail newsletters or eMails you can send out to your prospects or customers in an organized fashion. These tools allow you to keep in touch with your clients on a regular basis.

Many companies, including Aweber.com, GetResponse.com and TrafficWave.net allow you to create enough autoresponder messages to last you a month or more. You can then sit back and watch what happens as your prospects receive their weekly, monthly or even daily messages. The use of eMail newsletters or ezines is also a good way to maintain your list and keep your prospects up to date on new trends in your industry.

A Special Report Guide to List Building

Final Thoughts

List building is an excellent way to get more people to visit your site and buy your products. You can create powerful and effective mailing and subscriber lists using the tools provided in this handy guide. When you work hard to build your subscriber list, you are setting up the foundation for future prosperity and a successful business.

While list building does take some time, in the end you will find if you build your list slowly and carefully, then maintain it, you will end up with a much more loyal group of customers that are more likely to buy your products and services.

Remember, a good list builder is someone who builds loyal and trusting relationships with customers. A good list builder also fulfills his or her subscriber's needs. Find out what your customers want and need, then tell them how you can fulfill that need better than anyone else and live up to your promise. Simply doing this will ensure your long-term success as an entrepreneur on the Web.

If you follow the tips provided in this guide, you are well on your way to **list building success and a successful online business.**



[Your Solution For List Building Success](#)

A Special Report Guide to List Building

Here Is Your Fast Action Bonus



**FREE Membership Lets You Download Hot New Products
Every Single Week!**

Extra Special Fast Action Bonus



Power List Marketing Is the most complete, and easy to use marketing system that has ever been released.

Start building YOUR OWN LIST on autopilot.

Grab an EXECUTIVE MEMBERSHIP as my gift.

Power List Marketing is easily worth \$297. Today, it's yours free, just as my way of saying thanks!

[Grab your free bonus today!](#)

[CLICK HERE](#)