

Mail List Cash Extraction

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**The Money is
in the List –
Are You
Getting It?**



Gold Mine

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About the Author.



Mr. **Marian Costita** is a respected Internet marketing expert. He specializes in offering tools and information to help people make at least a full time income selling information over the internet from anywhere in the world spending very little money in the process.

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Introduction

List maintenance is one of the most important subjects in online marketing. Your list is your number one and most basic bottom level output for your promotions. It's expensive and time consuming to gather, but forms one of the most powerful resources and profit potential you have.

For this reason, we need to understand exactly how it works. Throughout my time in online marketing, I've tried many different formats. There are clear differences that allow some methods to come out on top, while some fail miserably.

Depending on your business, there are several solutions that might be right for you. For this reason, we need to look at the big five to allow you to decide which one is going to make you the most cash.

Let's do it.

Overview of List Management – Part 1

- To show you why you need to decide which method you're going to use to maintain your list before you even start building it for maximum positive effect.
- To explain why it's so hard to change mid flow, once you've already started.
- To show that to get people to listen and take notice of you and avoid complaints, there's a few things that you'll need to tell the customer beforehand.
- To set solid goals for your list, and map out where you want it to go in the future.
- To show you how powerful your list actually is to you, and to display how much more earning potential some methods have over others, and how you're going to capitalize on that.
- To introduce the rating system which will be assisting your decision on how you're going to maintain your list when from the moment the first subscriber arrives.
- To talk about the advantages and disadvantages of the first list maintenance type, a standard e-zine or newsletter to your target market.
- To reveal the first of the most powerful list type that you could possibly have in your hands, and how to deal with the subscribers and make the most cash out of it.

Understanding List Management 1

Let's discuss the various methods of list maintenance that have proven successful for many marketers, and the up sides and the downsides that come with them, because to be totally honest with you, there's no way me, or any other person or guide can ever tell you what's best in this situation without knowing you, your business, and your future plans, and what you're going to use your list for.

Please understand that this is no technical report. I won't be showing you around auto-responders or telling you the best ones to use, or how to use them. No, this is far more important, and will generally form the shape of your future promotions and of course how successful they will become, and in what way.

So without further ado, let's get talking about the fundamentals and the type of things you should be looking at for a start. During this guide we'll be looking at how each management technique affects your response rate, your customer loyalty, the amount you earn from your list, and what type of promotion it's suited to, such as your own products, joint ventures or purely affiliate marketing. We'll also take into account the money you can earn from selling ads to that list, which isn't quite as important as you may think right now.

Always Be Truthful

So, let's get started. The number one thing that I need to tell you right now, before we even look at these methods is to make 100% sure that the people signing up know what they're getting themselves into. For example, how many e-zines or newsletters have you ever subscribed to only to find out that they're not actually e-zines and newsletters, just ad lists (which to be honest aren't all that bad in particular situations, but we'll be getting to that in a moment).

The choice you make now will shape your business far in to the future, but more importantly whatever you tell your customers and subscribers they'll be getting will shape your response rate considerably, and that's obviously something we'll want to take into account from the very start. So there we have it. Rule number one, never tell your customers they're getting something then deny them that, or send them things that they haven't requested or didn't know about, because not only will that get you into trouble, but it will also affect the loyalty and trust these customers and subscribers have with you, which is so important.

What we're aiming to build here is a targeted and effective list that has response rates through the roof depending on what you're promoting. Don't forget this also includes affiliates, and may form a large part of your affiliate base. Which brings me onto one more point, before we look through the four major used techniques for different types of lists through different marketers.

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