

The Email List Building Bible

How To Build & Run
A Successful Opt-In List

Brought To You By Matt Poc

<http://MattPoc.com/paidproductforfree.html>

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Chapter 1- Introduction

The Role Of Building Lists In Internet Marketing

Introduction

One of the most important things in an Internet Marketing business is a list of contacts. Just as in any other business, online businesses also need to build relationships with their customers. Subscribers are the contacts on your lists that are the most valuable asset of your online business. Therefore, list building leads to building relationships, which in turn encourages prospects to visit your website, sign up and get closer to buying your offer. But people are not just going to flock to a website and leave their contact information! To attract them, they must perceive some value. The first thing they are going to think about is how they will benefit from giving you their contact details. That's why every business that does online marketing must build its own lists, targeted at specific prospects. It is time consuming. You have to work really hard. But in the end, you will directly enjoy the fruits of your efforts.

Lists - The Online Marketer's Treasure

Everyone talks about his or her 'optin' lists. It's their treasure. They are always looking for new and innovative ways to build their lists to keep visitors coming to their sites continuously. They offer various things to the prospective customer like free reports, ebooks, software, memberships, services etc. just to get their email address and other identifiable information. It is essential to keep following up with people who might be interested in what you are offering. Only when you have a growing list can you facilitate your users to visit your site. It grabs their attention and takes them to those areas of the site that are of particular value to them.

Why Have A Growing List?

Is it not sufficient to have a few hundred contacts? In online marketing, not every visitor buys from the site he or she is visiting. Sure you may have built a huge database of contacts, but unless each one is a qualified contact, there is no guarantee that they will take any purchase-related action when they visit. Even in the offline world, you usually cannot get a buying decision out of your prospect right away - it takes not less than 5 visits unless they are

desperately in need. Again, if you deal with more than one product, different visitors may be interested in different products. That is why you have to get your visitor's email id and name as they browse through your site. This will let you plan a frequency at which you can remind them and keep them updated about current offers to keep the sales coming in. You must use ethical methods to build your lists. The worst thing in Internet marketing is acquiring a bad reputation, because that will ensure that you can never do business again.

Chapter 2

What You Need To Build Lists

The people on your list are your target customers. You must convert them into a base that looks forward to what you want to tell them.

You yourself must be easily reachable. When you do this, people slowly begin to have faith in you. When you communicate with your contacts, you must sound approachable and friendly rather than seriously formal.

Let us talk about the basic things you need before you actually experiment with different methods of building lists and stick to the ones that work most profitably for your particular line of activity.

A Website

The first thing you must set up is your website, so that your contacts have a place to come to and find you. They also need a place where they can securely leave their email and name. You must ensure that they do not have any difficulty in the process. Not only that, you want to give them something of value to remember. Your website is practically your main point of contact with your users. So make sure you build a site that is good to look at. That does not mean graphics rich and jazzy, but something that is designed to be professional and effective. It must attract your users enough for them to want to browse around and check out what you have for them. Use pleasant colors and relevant images, a good layout and useful information.

Your site must provide crisp content. Write it in such a way that it draws their attention - like a magnetic headline, bulleted points, etc. On top of everything else, it should endorse your own image.

Do it in a way that is unique and memorable for your visitor. They are only going to be there for seconds before they move on to browse elsewhere. It must have something special for your prospect to remember and come back. The number of sites on the Internet is growing rapidly and it is up to you to make yours look special.

A point to bear in mind here is that even after you've drawn the visitor to your site, there is no fixed rule that says they must purchase from you the first time they go by your site. Which means we must make sure there is some way by which they can leave their contact information behind before they go? You do need to remind them and follow up, don't you? You can do this by asking them to sign up in exchange for something valuable to them - like a free download or newsletter. In this manner, your list continues to build. You must find a way to follow up with these contacts so that they become your customers.

Autoresponder

The next thing is your autoresponder. (We will talk about this more in detail in a subsequent section). Subscribe to one that suits your needs best. These are a wonderful way to automate your follow up, when you have to keep in touch with your customers regularly. You might find it easy to keep in touch with, say 200 or 300 people, but when the list runs to thousands, just imagine the amount of time you'll spend, time that you can devote to more creative activities. Instead, a good Auto responder can help you tremendously in keeping up with your reminding and emailing.

Ways To Bring Traffic To Your Site

Coming to the main purpose of this ebook - unless you bring traffic to your site, how will you build lists? Right. But bear in mind that your traffic must be relevant to your requirement. In Internet marketing, the pay per click advertising campaign method is effective. What you really need to take care about is the keywords you use; they must especially relate to your unique

product. Also, writing articles about topics related to your business and posting them on online directories can bring in traffic. You can tie up with an allied business so that together you can offer a range of services and mutually benefit while building those lists.

Relevant Content

It follows from the above that you must be attentive to what you write in your emails. Your users will look for information that is useful and relevant to them. If you don't send them messages that are meaningful, they will cease to read them. On top of that, they will unsubscribe. So make sure you provide value, because it will be a worthwhile investment. And, though it seems obvious, each contact must be able to sign up with you easily. Which means, every official communication that goes out of your office, whether online or snail mail, must contain your web URL, and encourage them to get on your list.

You must remember that it is not just for size that you are growing your list. Why you are doing it is so you can convert it into business. You can start with a strong small list and build it as you go along.

If you haven't already decided what you are going to offer and to whom you are going to sell it - your product and your target market- do it now. Pick something you are interested in and get familiar with it. Some people even select products sold by others, and when they become confident, choose something similar and market it.

Chapter 3

Kinds Of Lists

Obviously the best list you can maintain for your email marketing is the one you build from your own customers and visitors who browse your website. But it is not enough to only have a list of those you know. You also want to bring in new customers all the time. Lets talk about different kinds of lists in online marketing.

Opt In lists

An opt-in list is your list of subscribers who opted to receive your email, ezine, newsletter or whatever you offered when they signed up. It means they have allowed you to contact them via email. Here, a targeted opt in list would be a list of users who have been qualified for your specific market. Your subscriber becomes a part of your email list.

How Does An Opt-In List Differ From An Ezine?

Opt in lists are informal and brief. They are full of tips, etc. and have limited period offers. Invariably opt in lists are mailed when something new is to be introduced or to tell its users that a particular offer is available only for the next 48 hours, or something like that. Ezines, on the other hand, are formal. These carry articles and other hints. The periodicity of Ezines can be anything from a daily to once in two weeks or once a month. Actually if you really look at it, you'll find that both opt in lists and Ezines are quite integrated. Ezines have opt in lists built into them, in the sense that along with their usual features, they include a section where they announce a new product launch, perhaps offering it to their subscribers at a special price or as a free download in the next 24 hours.

Double Optin Lists

Double opt in is when your subscriber opts in two times. How? First on the website when he/she click and confirm their subscription after giving their email id and name. After this they click on the link sent to them at the email address which they signed up with to confirm their subscription. So it means not only opting to be on the list, but also confirming it by verifying their email ids.

Opt Out Lists

Opt out is when your subscriber asks for his/her email address to be deleted from your list when they no longer want to receive messages from you. They can do this through the “unsubscribe” link that you include in your emails to them. But did you know that some online marketers provide their users an unsubscribe link that does not work. When the user clicks the link, it sometimes goes into the wrong hands adding the user to some spammer’s list under the assumption that the email address is being validated.

These days, reputed companies make sure that they only send email to subscribers when they permit them to. By sending email to those who opted not to receive them will only end up irritating the user and mess up the credibility of the online business. Why lose all the effort you put in by simply not respecting your customer?

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