

**This Report Brought To You By:**

**Paul Friar**

**YEARN2EARNCASH.COM**

**Visit Us At: <http://www.yearn2earncash.com>**

## **1. Why Should You Have An Opt-In List**

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 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.

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.

## **2. 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 if 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 buy 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.

## **RECOMMENDED PRODUCTS:**

[Ewen Chia Working From Home: How To Get Rich From Home Online!](#)

Secret \*instant income system\* on how to develop an impressive home based business.

[The Auto Cash System](#)

Lanty Paul's auto cash system is converting incredibly because it is such a high value product!

[Google Snatch - The Free Click Formula](#)

Step by step blueprints to attract millions of cash paying visitors from across the internet, in large numbers without Google Adwords and without paying a dime in advertising.

## **3. Building Your List with Articles**

You can build your list simply by writing articles, whether you have thought of it or not.

Quite simply, you write and submit your articles on your topic of expertise or business

nature to popular article directories where eZine publishers and readers are looking for the information you provide.

Leveraging your viral marketing efforts on article writing can be rewarding, if done right. In the real sense, you are actually proving your worth and demonstrating your expertise about your business through the articles you write.

So, how can this method in effect build your mailing list? The answer: the resource box you attach to your articles. In your resource box (also known as bio box), you include a brief detail about yourself and your business site together with its URL.

It is strongly suggested that your resource box URL links to your mailing list's landing page where you can get your visitor's name and email address, which will in turn help you build your mailing list at no cost.

If your articles are found worth sharing, eZine publishers will republish your articles together with your resource box for their readers and subscribers. The wonderful result: viral marketing without effort on your part!

## **RECOMMENDED PRODUCTS:**

### [Instant Article Wizard](#)

Create top-quality articles on any subject in 15 minutes or less (even if you don't know anything about the topic)!

### [Instant Article Submitter](#)

Amazing breakthrough software stuffs any website you want full of free targeted traffic.

## **4. Using Free Reports to Build Your List**

Aside from pre-selling your products and affiliated offers, the other purpose of your free viral report should be to build your mailing list.

This is because if you are unable to pre-sell, let alone sell, the products and services featured in your free report, the last ditch effort should be to collect leads. In short, if you cannot convert the reader into a ready buyer, you should then attempt to convert him or her into your subscriber.

In that manner, you can still follow up with your reader on future offers and have a chance at converting him or her into your customer, preferably lifetime.

You can do so by offering a lifetime update to your report or a unique notification list your reader will be interested in subscribing to, which leads to having him or her subscribed to your mailing list.

One of the few success factors in viral marketing of your free report is quality. If your readers find your information worth sharing, and you encourage them to do so by giving them the right to give your report away for free, you will be able to have your name, status and links within the report passed around without any effort on your part – simply because others are willing to do so for you!

## **5. Building Your List with Give Away Ventures**

With the awareness of the importance of list building, comes a recent Internet Marketing trend which was started just a couple of years ago for the mutual benefits of all Internet Marketers and mailing list owners.

This method is more recognized as a “starting a Give Away venture”.

In a real sense, a Give Away event is much like a big time version of ad swaps. In a nutshell, a group of mailing list owners partner together and pool in their individual gifts in one limited-time event.

Each participating partner contributes a gift to the event. The gift can be a free product, membership pass or a product he is already selling (if he is kind enough to offer into the event).

The participating partner prepares a Lead Capture Page where he gives the gift in exchange for the subscriber’s email address. In other words, in order for a visitor to download the digital gift, he must opt in and subscribe to your mailing list.

When the gifts are pooled together into one event (site), every partner will then endorse the Give Away event to their own mailing lists.

The result: lots of visitors to one event as a collective effort of several participating partners!

With so many visitors downloading gifts from one focused event, it is a true win-win

situation. This is because the visitors get to download several free gifts for their own use and every partner gets to build their own mailing list!

You can easily get notified about a Give Away event in the making by communicating with other Internet Marketers often or participating in Internet Marketing discussion and Joint Venture boards.

## **6. Crucial Things You Need To Do To Build your List**

Online marketing may have developed a sudden surge these past few years, but many in the know how have felt its rise even from way then. As more internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business the business world.

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born, internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there also many ways that can spread the word about your sites subsistence in a more cost free way. One of this is Opt-in email marketing, also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials, materials that take form in newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who wants to subscribe to your opt-in marketing list.

From your list, you will get your targeted customer, this is a good list since they already have shown interest in what you have to show and sell since they have willingly signed in for your list. These are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase what ever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target market. Take the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

There are many sources and articles in the internet available for everyone to read and

follow in building a list. Sometimes they may be confusing because there are so many and there different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them.

1) Put up a good web form in your site that immediately follows the end of your content. While some may say this is too soon to subscribe for a website visitors application, try to remember that your homepage should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and turns them off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

2) As mentioned in the first tip, make your homepage very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good programming in your site, make your graphics beautiful but don't over do it.

Don't waste your time making the homepage too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

3) Provide good service and products. A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business always. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the more people will get to know about what you have new to offer.

4) Keep a clean and private list. Never lose the trust your customers have entrusted you. If you provide e-mails to others and they get spammed, many will probably unsubscribe to you. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

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

Finally, some we are going to present a few things you should avoid once you have managed to build a 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 everytime 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 report 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.