



Opt-In List Building

Driving Your Traffic Back To Your Site

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Introduction

You have probably been to several websites that have a box that ask you to enter your name and email address. When you fill this box in, you're adding your name and email to somebody's opt-in list. This is one of several ways to build your lists. These lists allow you to then market to your past traffic through email marketing.

Now, if you think that there aren't many people on email – thing again. Email marketing is one of the most popular and effect ways to build a list and market to people. In fact, most people have at the very least a free email that they check occasionally. There are even more people who check their email at least every ten minutes. In fact, in this day and age, a person without an email address is like a person who doesn't have a home.

Many people are also afraid of making people angry by sending them newsletters. They are also afraid of being accused of sending spam. Well, this is where the "opt-in" part comes in. You are asking people for permission to market to them by having them fill out the form. If they know that they will be getting a monthly newsletter when they put in their information, then you are free to market and email to them. Now, you do need to be sure to include an unsubscribe option at the bottom of your newsletters in case people decide they don't want to receive it anymore.

The great thing about these lists is that you know these people are interested in what you have to offer. They have been to your site, they have seen what you are all about and they have signed up to receive more information and updates. By utilizing opt-in lists, you are opening yourself up to a world of people who are potential customers and that is what it's all about.

In this eBook, you will learn the various different ways that you can build your lists and what you can do with them.

Chapter 1

It's All in Your Email

Email has taken the world over. Individuals and people are utilizing email on a daily basis and most prefer it over postal mail. This is for a few obvious reasons such as it's free and you don't have to pay postage, it's much more reliable than the post office and there are several services that allow you to send even the largest files much more quickly. Most servers are able to send

emails in less than 5 seconds. Because of the flexibility of email, you can see why people are using it on a daily basis whether it is their personal email or work email.

Marketing promotions are utilizing email as well. You can send newsletters, promotions and a variety of other informational products. So, you may be wondering, how exactly you come up with all these names and email addresses. That's where the opt-in list comes in.

An opt-in list is essentially a list of emails that you can send your marketing materials to. Now, getting a whole bunch of emails is easy, but you also want to be able to target your marketing to the right group. You wouldn't want to send cosmetic coupons to a bunch of men and you wouldn't want to send tool coupons to a bunch of women. A good list will also provide you with a profile of the email address owner so that you can easily target your promotions to your target audience.

There are several ways that you can begin to develop a list that is targeted and give you all the information to ensure that your promotions are as successful as possible.

Create Your Website

Obviously, if you're selling a product or service online, then you're going to need a website. You don't have to go through the expense of having your site professionally designed, as there are several website services that offer hosting and a website designer as well. These have advanced drastically since their inception and you will be able to create a very nice website with them.

If you have some experience with HTML, you can use Macromedia Dreamweaver, Microsoft FrontPage and even Microsoft Word to develop a simple HTML site as well. If you are going to be using FrontPage, you will need to ensure that your web host offers FrontPage extensions so that your forms will work. You may also have to download a special program to read your forms as well. On your website, you are going to want to be sure to have a guestbook where people can leave you comments and their contact information.

On your website, you are going to want to have an opt-in form. In this form you are going to request the person's name, their email address and a short description of their business. This will help you target your lists. You are also going to want to have a lot of good content. Good and useful content will attract the search engines to your site and will help you get indexed in them.

With a website comes website promotion. This is important because you need to generate traffic to your website so that people can sign up on your list. By promoting your site properly you will be able to increase your chances of attracting people to opt-in to your newsletter or other promotions. This means you will also need to look into traffic generation techniques such as writing articles over subject that relate to yours. You can then provide a link to your website in your articles so that people will be driven to learn more by going to your website and signing up on your list.

With your opt-in, you also need to provide an opt-out. Most people are going to want to opt-out eventually, and this allows them to have that out. People are also often very leery if they do not see a way to unsubscribe and they are less likely to sign up if they don't see that they can get out somewhere down the road.

In an effort to keep promoting, you can also look for other people who would like to share in on your list. This allows you to share your list and split the expenses associated with the list. It is best to have a partner who has a business that is similar to your own. This will allow you both to profit for the lists.

You should never forget about the offline list building options that are available as well. You can do small supermarket raffles or similar sign-ups for prizes at events. Simply have a field for an email address and you have just received permission to email these people with your future promotions.

In most cases, you are going to know that the people who signed up on your list are interested in what you have to sell. By obtaining lists of people who are interested in your products or services, you are opening yourself up to a word of boosted sales.

Building Your Lists – 5 Must Do's

Online marketing is huge and most people are on the Internet, so it is safe to say that the Internet is one of the best places to market your business. There are several ways to build an opt-in list, but you want to ensure that people are interested in your products. This means that there are several things that you need to do on your website to ensure that you are setting yourself up for success.

1. Set Up a Web Form on Your Site

Place this form on the side of your site or directly at the end of your homepage's content. If a person is reading through your site and they see something they are

interested in, they are most likely going to go ahead and sign-up. A good form is simple. It should provide a short statement about your newsletter and have a call to action. You should also tell them that they will be kept updated about the site and then provide an area for their name and email address. The form will automatically save and then send you the information. This is by far the most popular way to build a website opt-in list.

2. Ensure that Your Website is Impressive

Your website, especially the homepage, needs to be impressive. You will want to have content that is well-written and useful. You also want to let people know what your site or business is all about. Your website should also be simple and not overwhelming. You also don't want to overdo it with Flash graphics or photos that take a long time to load. The longer they take to load, the faster your visitor will leave.

3. Provide a Useful Service or Product

If your service or product is useful, then you are more than likely going to make a sale. You are also likely going to get return customers as well. Your customers are also more than likely going to recommend your website to someone else if they are happy with your service as well. As your clientele grows, so will your list. The more members you have on your list, the more likely you are going to have people take advantage of your offers in your newsletters and promotions.

4. Keep Your List Clean

Your list should be free of profanity, nudity and anything else that a child should not see. You never know who will be checking the email in a household. You also do not want to send out something that is going to betray your customer's trust.

5. Keep Your List Private

People hate receiving spam email. This means that you should never share your list with someone who is going to spam your list and send out trash to your clients. This will make your customers angry and it won't be long until your list has unsubscribed.

Easy Ways to Ensure Your List is Profitable

Many people have tried to start lists and failed. However, even if you have failed in the past you can rejuvenate your list and start anew. Whether you have had little success in the past or if you are just starting, you can follow these simple tips to get your list up and going.

1. It's All About Trust

It really is all about trust. People tend to be wary of things on the Internet. They don't want to get viruses, but they also want to explore things that will be helpful to them. Provide them with good and useful information on your website to start with. It's always best if your business is over something that you know well and that you can write about easily. Be sure that you look like a credible and professional business, and people are likely to purchase your products and sign up on your lists.

You can also gain trust by becoming friends with your visitors. Implement a forum on your website that will allow you to talk and chat with people. They will also allow you to learn more about your customer's wants and needs. At the same time, you can join other forums and attract people to your site.

The money will come when people know you and you show you are trustworthy. You need to hold up your end of the deal as well by providing your customers with products that are useful and worth their money.

2. Offer a Service that People Need or Desire

If you are able to meet the people who are interested in your website and what you have to offer, then you will be able to provide a service or product that people need or want. It is said that people come to the Internet for one of two things – information and to shop. If you can provide both, then you are going to have a very useful site! Invest your time and money in providing excellent service, products and information. If you do this, then people are going to be interested in learning more about you and sign up on your list.

3. Become Friends with Others Who Have Been Successful

If you are in the process of building a successful list, it never hurts to learn from others who have been successful. Do some social networking and become friends with those who have become successful and remain successful. There is nothing better than first hand information.

Gaining the Trust You Need

In order to be successful with your list, one of the first things you need to do is gain the trust of your customers. There are tons of services that have been set up to keep email boxes spam free. This means that you need to set up your list so that your customers are willing to allow your email promotions to come directly to their inbox. At the same time, they are going to expect to receive emails on what your website is about. They are going to want to receive new information and updates on the products or services that they are interested in and it is up to you to hold up that end of the deal.

When your customers trust you, they will be willing to buy from you and your sales will see a boost. Because you are providing a useful service, people will be more than willing to allow your email promotions to come through to their inbox. This ensures that your email recipients are able to read and view what you have sent them without it being caught in a spam box. In order to ensure that your customers trust you, then you need to do the following:

- **Show that you are legitimate.** Nobody wants to buy from a site they think is a scam. As a website business you need to show that you are legitimate. There are several ways that you can do this. For example, you can sign up on verification services and offer security for purchases. You can also offer live customer service or at least online customer service. These types of systems show people that you are trustworthy and you're not going to be scamming them out of their hard earned money.
- **Show your customers you are credible and professional.** Provide your customers with good, solid knowledge. You want to show people that you know what you're talking about. If you have credentials in a field, ensure that they are prominently displayed. You can also provide them with helpful hints, articles and other resources to help them out. Remember, people are often on the Internet simply looking for useful information. If

you can provide this, they will be happy and will be likely to sign up on your newsletter if they feel you will keep providing them with information.

- **Don't be too salesy. Too much hype can work against you.** There are some hardcore sales letters out there, but for the most part, the service or product should be able to sell itself. If you do hype up your products, then you need to at least provide some sort of guarantee. The more satisfied customers you get from a simple service or product that sells itself, the more likely you are going to find that people will trust you and recommend you. Those people are then likely to go to your site, sign up on your list and look forward to the same good service you provided their friend or family member. This means that you need to gain their trust and keep it by providing consistency in your services.
- **Always provide an out.** People don't like to sign up for something they think they are going to be stuck with. Always provide them with information on how they can get off the list if they decide that they want to. Show your customers that you are not trying to trap them. You can also elaborate on how easy it is to get off the list if they decide to. When they request removal – be sure to abide to their wishes quickly.

Making Money

One of the most important things to remember is that your list will be useless if the people on it are not responsive. At the same time, you are going to need to lure them into buying your products as well. You can do this through a variety of ways.

- Use advertisements on your newsletters and promotions that have a call to action. Place banners and ads on the newsletters. In fact, if you have a popular newsletter or banners and



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