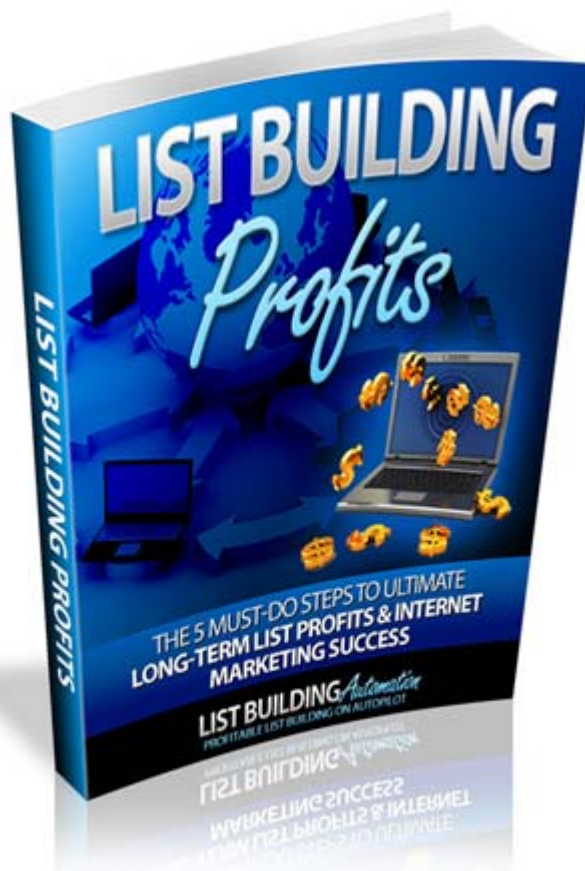


List Building Profits

The 5 Must-Do Steps to Ultimate Long-Term List Profits & Internet Marketing Success

LIST BUILDING AUTOMATION LAUNCHES ON
NOVEMBER 23rd AT 12:00 NOON EST

Visit www.listbuildingautomation.com for all the details!



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making money from your list!**

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Introduction

What Is An Opt-In List & Why Do I Need It?

It doesn't matter which internet marketing expert or "guru" you talk to, they all agree – your email list is **one of your most important assets as an internet business owner**. In fact, even if you own an *offline* business, your email list may be the most important asset you own.

According to a study conducted by Smith-Harmon, The largest 100 online retailers sent an average 132 promotional email messages to each of their subscribers during 2009— an average 11 emails per month—up 12% from 2008 levels.

Why so many email messages?

Because it's profitable – It offers a tremendous return on investment.

What Is An Opt-In List?

An opt-in list is basically a list of people who have expressed an interest in your products, services or information and are willing to provide you with some of their contact information. Generally, though it isn't always the case, a little motivation is required to inspire people to opt-in or subscribe to your information.

This motivation can come in many forms including content, memberships, coupons or free products. The best way to convert visitors to customers is to make them an offer they can't refuse. Give them something valuable for free.

Information Is An Easy & Valuable Giveaway

An information product is one of the easiest and most common giveaways. These offer an implied value and are easy to access through a download link. They appeal to our desire to have instant gratification.

You can give your potential subscribers books, audios, videos, and monthly access to new content; give them an online workshop, seminar or course. Giveaways are an exceptional way to get your customers to do one thing, sign up for your opt-in list. We'll take a look at what types of giveaways you can create and how to create them in this report.

An opt-in list gives you a unique opportunity to accomplish several business building and profit generating goals.

You can:

- Communicate and build a relationship with your opt-in list
- Provide value in the form of information, coupons and promotions
- Build a community of fans, friends and loyal customers
- Promote products
- Increase your audience with "forward to a friend" and "share this" options in your email messages

Your email list will become an essential component of your online success.

It doesn't matter what industry you're in.

You could be an accountant or you could provide an information website on cookies – an opt-in list is a primary internet marketing tool. Email marketing has a long history of business building and profit generating success.

Each message provides you the opportunity to build a relationship with your prospects and turn them into customers. Your list gives you the permission and the opportunity to connect with them weekly (or more frequently) and provide them with valuable content, promotions and maybe even more giveaways.

Your opt-in list is a list of pre-qualified prospects. By signing up, they've already told you they're interested in what you have to offer. **This makes your opt-in list process critical to your conversions and increasing your conversions.**

This report is dedicated to helping you create a seamless and highly effective opt-in list. We'll walk you through the steps necessary to accomplish this important business building strategy. Once you've completed this report, provided you've taken the recommended steps, you'll be building your email list and marketing to it effectively.

How to Use This Report

An effective opt-in list is critical to your success. This report will show you how to get it done. Each chapter is a step in the process. At the end of the chapter you'll find action steps related to the information provided. Take these steps and you'll have your opt-in list strategy completed and up and running smoothly on your website.

This report plays an important role in your overall business plan. As you move through the steps and take action, you'll be documenting your thoughts, ideas and goals. This information will become part of your business plan. Each activity and action step in this report becomes part of a larger whole.

There are two basic approaches we recommend when reading this report and corresponding workbook:

1. Read it through cover-to-cover and then go back and work through the workbook questions and exercises. This approach works well if you're pressed for time and you work better if you can compartmentalize your time in two or three large chunks.
2. Read the report *section by section*, exploring the exercises as you read. This approach works well if you have smaller segments of time available each day and if you're anxious to start growing and positioning your business right away.

Finally, while the majority of the questions are posed throughout the report after each section, there is also a comprehensive corresponding workbook. This makes it possible for you to think about the questions and exercises as you read and then go back and complete them at a later date. This workbook and book are set up so you can fit them into your personal reading and learning style.

Additionally, there is a corresponding Mindmap for your brainstorming and creative thinking sessions. Use them to your advantage.

What This Report Will, and Won't Do

This report will help you grow your opt-in list and ultimately, your business. But you have to take the action. Simply reading the book and answering the questions isn't enough.

It won't build your list for you!

Only you can do that. You're the only one who can take action and realize your goals.

Let's get started!

Step One

Planning Ahead. What Are You Going To Do With Your List?

“Good fortune is what happens when opportunity meets with planning.”

-Thomas Alva Edison

You have the opportunity, to be sure, so let's start with the plan. The first step for any successful action is generally a plan. This is definitely the case for creating your opt-in list. Simply throwing up a subscription form with no goals, direction or clue about its purpose will end up providing you with little return.

Your opt-in list plan has several stages. The first stage is a personal one. **It involves deciding what you want to accomplish. What are your opt-in list goals?** Your email list goals may include several factors including:

- How many members do you want on your list? For example, I want to build a list of 5000 names in three months.
- What do you want to accomplish with your list? For example, I want to increase sales by 20% with my opt-in list.

Don't skip this step!

These goals are important because they'll help you create your opt-in list marketing strategy, your content strategy, and so on.

For example, if your goal is to build a list of 5000 names, you're going to want to utilize all of your marketing tactics to promote your list and you're going to want a killer product to motivate sign ups.

If, on the other hand, the size of your list matters less to you than the conversions and sales it makes, then your follow up email messages will need to be structured to promote and motivate sales.

So you see, **your goals are vitally important to your future actions & success.**

The second key ingredient to creating your opt-in list strategy is an analysis of your Target audience.

You'll want to know:

- What their problems are so you can create a compelling pitch to motivate subscriptions
- Where they hang out online – so you can market your opt-in list accordingly
- What type of freebie product they're most likely to respond to – so you can create a great product to motivate subscriptions.

Understanding your target audience intimately will help you on many levels. It'll help you not only create a great opt-in product but also follow up messages that help you achieve your goals. Finally, understanding your target audience will help you market your opt-in list.

Don't worry, we'll go over all of these concepts and show you how to take action throughout this report. This first step is all about planning. Once you have a plan, then you can take action.

Follow-Up

Once someone has signed up for your email list, what are you going to do to follow up? What's your goal?

Additionally, how often are you going to follow up? Some follow up campaigns consist of a 10, 20 or 30-day e-course, while others offer a weekly or monthly newsletter. Again, we'll take an in depth look at creating your follow-up campaign. However, at this point it's important to begin thinking about how you can continue to meet your audiences' needs and meet your own business goals.

This is important because it lends itself to your product creation step as well.

For example, if you're creating an in depth online course as your freebie, you're probably going to deliver it via autoresponder. Website visitors will sign up and then they'll be immediately rewarded with a thank you and their first course.

This all needs to be prepared in advance, uploaded onto your system and scheduled. So you see, planning each step of the strategy is essential to success. Plan first; then action!

Promotion

This is the final piece of your strategy and opt-in list plan. How are you going to promote your opt-in list?

There are two essential elements of this stage.

1. Integrating your opt-in list promotions into your existing marketing tactics
and

2. Using new tactics to promote your list

Integrating it into your existing marketing tactics could include promoting your opt-in list on your social networking platforms. If you use Facebook and have a Facebook page, for example, you can promote your opt-in product on Facebook via a few strategic posts.

It could also include working out a plan with your current joint-venture partners.

A new tactic to promote your list might include a Pay Per Click type campaign or a heavy hitting viral campaign.

Conclusion for Step 1

Planning your opt-in list goals and strategy before you take action is important. This plan will become part of your overall business plan and will help you maximize other business building strategies.

In internet marketing and in business, your strategies and business building tactics will work seamlessly together for continuity, ROI, and business growth.

Before you move onto the next step, complete the following exercises and action steps.

Action Step #1

What are the goals for your opt-in list?

What do you want it to achieve?

Action Step #2

What problems can you solve for your Target Audience?

What problems lend themselves to an opt-in freebie offer?

For example, a person who offers information on how to choose the right software for retail businesses might offer a free report on customer service tips.

Because customer service issues are often solved by better software the report lends itself as a relevant credibility builder and offers a common retail problem.

Action Step #3

How might you follow up with your list?

Newsletter?

E-course?

Monthly resources?

Brainstorm the options and what fits your business goals and target audience.

Action Step #4

Brainstorm ideas for promoting your list.

What fits with your current marketing tactics, if any?

What fits your budget?

Action Step #5

What's your budget for creating your opt-in list? Generally, your costs will include:

- Product creation
- Autoresponder services
- Follow-up content
- Administrative help
- Copywriting

You can accomplish much of this yourself, leaving you with the single expense of an autoresponder.

Step Two

Creating Your Kick Butt Opt-In Product

At this point, you should have goals for your opt-in list and a rough plan for how you're going to accomplish these goals. The next step is to create your opt-in product. What are you going to give your visitors to motivate them to share their email addresses with you?

There are a number of options including (but not limited to)

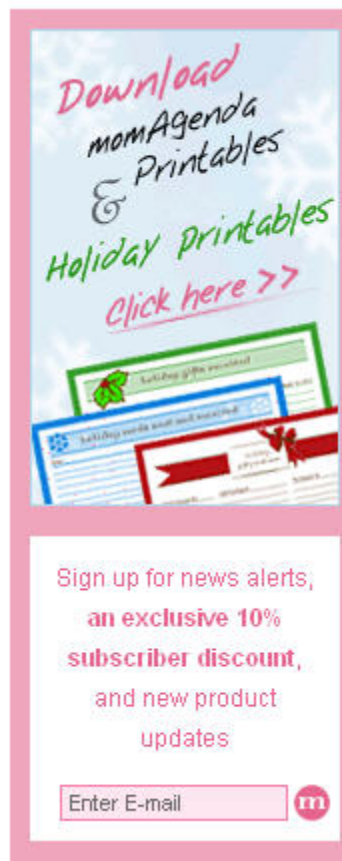
- Reports
- Ebooks
- Software
- Memberships
- Blueprints & templates
- Newsletter
- E-course
- Teleseminar/Webinar
- Video download
- Audio download

What you choose to create depends in a large part on your opt-in list goals, the purpose for your business and your business goals, your target audience and perhaps your budget.

Let's take a look at a few examples:

MomAgenda.com sells planners and planning/organizing related products. Their audience by definition is moms. Like many retailers, they give away discounts on their products in exchange for signing up, but they take it a step further and give away printables too. Interestingly enough, they don't require people to sign up to receive the printables, instead visitors are taken to a separate page where they have the option to sign up and if they choose not to, they can then click to a third page where they can download the printables. (They're using reciprocity to motivate sign ups. It's the old "we give you something and hopefully you'll be motivated to give us something in return," philosophy.


Below are the images from the sign up pages.



Landing Page Sign Up Form 1

Why not take a moment to subscribe to the **momAgenda newsletter**? Be the first to hear about fresh new momAgenda products, find out about events and industry info, and of course get super discounts just for signing up!

Sign up for news alerts, an exclusive 10% subscriber discount, and new product updates

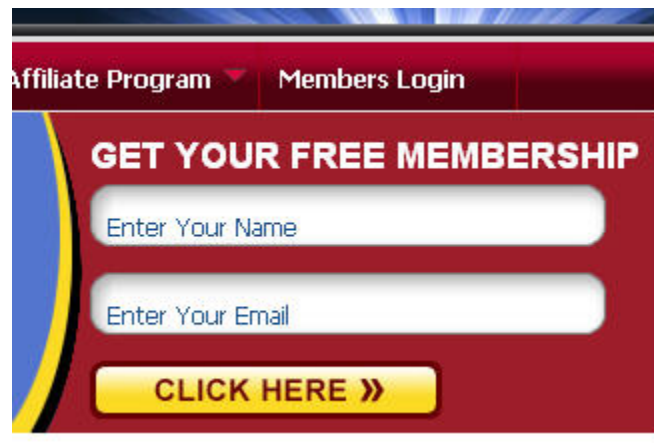
Enter E-mail 

[Take me to the momAgenda Printables and Day Planner Printables](#)

Reciprocity Sign up form 1

Here's an example where the site offers two options for signups on the landing page.

The first is a free membership and there's a signup form strategically placed in the upper right hand corner.



Affiliate Program ▾ Members Login

GET YOUR FREE MEMBERSHIP

Enter Your Name

Enter Your Email

CLICK HERE >>

The second product is an offer for website traffic tips. This form pops up at the bottom of the browser page and moves with the webpage so it's always at the bottom of the page.

These offers are both ideal for the target audience. They offer value and the kind of quality we want our audience to expect.



Deciding What Product To Create

Your opt-in product must be your very best quality and it must provide value. If it doesn't, your email list subscribers are likely to ignore many of the future messages you send them or simply unsubscribe. That defeats the purpose of building your list!

This means you want to create a product that meets the needs of your audience. To determine what product is best for you to create consider:

What Does Your Competition Provide Or Use To Motivate Opt-Ins?

While you don't have to offer something different than your competition, it certainly helps to differentiate your business and the value you have to offer.

What's Your Brand Image/Personality?

If you have a reputation for outspoken messages and controversy, then your product should reflect that personality. If you offer a lot of video blog posts and content, then you may want to also offer opt-in subscribers a video product or a similar product that reflects that personality.

What Types Of Products Fit Your DNA?

Assuming you're creating your opt-in product yourself, and we'll explore options for product creation next, then you're going to want to create a product that fits your style. If you're more comfortable writing, then create a written product. If you would prefer to speak, then a teleseminar or an audio course will be better for your strengths.

What Resources Do You Currently Have?

Partnerships, PLR, and even content you already possess can help you create a spectacular product.

For example, if you have an ebook, you can segment the ebook into a 30-part e-course delivered via autoresponder.

If you are friends with industry experts, you can interview them, have the interviews transcribed and give away the audios and the transcribed audios as freebies.

What's Your Budget?

Every business and business owner has a budget to work within. This budget will help determine whether you create the product yourself or hire someone to get the job done, and ultimately what type of product you're going to offer.

****** It can and should be noted here that your opt-in product will change as your business grows and changes. Growing and marketing to your list will be an on-going business building strategy and as such, you will likely change your freebie to reflect industry changes, changes in your audience and changes in your business itself ******

Okay, now that the gears are spinning and you have thoughts on the type of freebie product you want to offer, let's quickly explore the options for creating it.

How To Create Your Opt In Product

There are essentially four options or a combination of four options to create your freebie product. They include:

Creating The Product Yourself

For many business owners, this is the only real option because their budget is limited. However, creating your product yourself offers a number of very real benefits. It means you can also brand your product with your personality - a strategy that helps build a community, brand and motivates purchases. (We buy from people we like.)

It also means you can begin to develop a relationship with your prospects. And ultimately, it means you have 100% control over the quality of the product. The only downside to creating your product yourself is that it takes time.

Still, I know for a fact that anyone can write an ebook in a week so. If you have a few hours a day to devote to writing an ebook, you're golden.

Outsource

The next option is to hire someone to create the freebie for you. This obviously offers the benefit of saving you tremendous time. And perhaps you're not excited about or comfortable with the product creation business. That's okay and you're not alone. Before you outsource a project that is this important, ask associates for service provider recommendations.

For example, if you're going to offer a series of "how to" videos and are outsourcing the video creation and script writing, you will want a video creation expert who is familiar with your industry and topic. The best place to begin to find a provider is by looking at people in your industry and asking them who they use or who they know.

If you don't know anyone yet, visit a forum on your topic or a forum for internet marketers and ask around.

You can also visit outsourcing job sites like elance and guru. Be sure to screen candidates well and consider starting with a smaller "test" project so you can be sure you're getting a good return on investment.

PLR– Private Label Rights

Another option is to purchase private label rights products. Most people assume that PLR products are generally just articles, however you can purchase PLR:

- Reports
- Books
- Videos
- Audios
- Software

And because it's PLR you can customize the product to fit your needs and brand your business.

Partnerships

Partnerships are a great way to create an opt-in product. You can use partnerships to create a product.

For example you partner with a writer to create an ebook and in exchange you would promote his services on your website.

You can also partner with relevant businesses in your industry to offer a comprehensive package.

For example, if you offer information products on dog training, you could partner with a website that offers information on dog nutrition. You can offer a coupon or a free product along with a free report.

Promoting each other's sites helps double your opt-in list subscribers and gives you the ability to offer a truly valuable freebie or two.

Ultimately, however you choose to create your product, there are a few key ingredients your freebie product must have to help you reach your business goals. These musts include:

Quality

Your opt-in freebie product may be your first contact with a prospect. If you're going to be allowed future communications and interactions, the product must follow through on your promise. It must offer value and it must be a quality product.

You want to leave prospects with a desire to return to your website and learn more. You want to leave them with a desire to spend more time with you. You want to leave a fantastic first impression.

Credibility & Authority

In addition to quality, you want your product to present you as a credible expert on your topic. People buy from those they consider to be experts.

Demonstrate your expertise and you'll earn their respect and their trust as a credible and authoritative person or business.

Links

While your freebie's first intention is to establish a positive and productive relationship with your prospect, you may also want to begin the selling process. If you're going to promote in your product, do so carefully. Often the best bet is to include a list of resources or product links at the end of your product. It's also important to include a link to your website so people can get back to your website and spend time there.

Call To Action

What do you want people to do once they've consumed your product? Do you want them to visit your website? Do you want them to make a purchase? Include a call to action in your freebie product. Take advantage of your captive audience and move the relationship forward.

Conclusion for Step 2

Your opt-in giveaway product represents whom you are and what you have to offer. It's often the first communication you will have with a potential prospect and it makes sense to take some time creating a quality product you can be proud of.

There are a number of different types of products you can create or offers you can make. The decision depends on your strengths, resources and your target audience.

Before you move onto the next step, take some time to complete these action steps.

Action Step #6

Decide what type of giveaway product you're going to create.

How will it be created?

Step Three

Creating Your Opt-In Form & Squeeze Page

Okay! By now you have a product you're going to give away or it's in the process of being created. The next step is to create your opt-in form and squeeze page.

Your Opt-In Form

Your form is the place on your website where you'll have a sentence or two of compelling copy to motivate visitors to give you their email addresses- to subscribe or opt-in. There are a few rules of thumb here, (of course some rules are meant to be broken.)

At any rate you'll want to:

- 1. Position your opt-in form in a conspicuous place on your website.**

Generally this is above the fold and in the upper right hand corner of the page. You've likely also seen pop-up sign up forms as well. As we said, some rules are meant to be broken so it's important to also...

- 2. Test and track your form copy and conversion rate.**

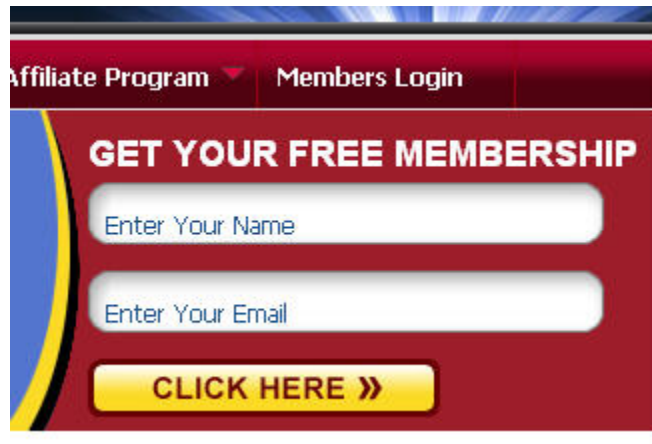
You'll want to test not only your call to action but also where you place the form, and even the graphics or colors.

- 3. Ask for the bare minimum.**

If your visitors have to provide too much information, they'll skip it and click away. Generally, only ask for an email address and a first name. Though you can

skip the name and just ask for the email address, getting names helps you personalize future communications with them.

Earlier we showed a few samples of what an opt-in form looks like. Here's one form we showed you...



A screenshot of a website opt-in form. The form has a dark red background with a yellow and blue curved graphic on the left side. At the top, there are two navigation links: "Affiliate Program" and "Members Login". The main heading is "GET YOUR FREE MEMBERSHIP" in white, bold, uppercase letters. Below the heading are two white input fields: "Enter Your Name" and "Enter Your Email". At the bottom of the form is a yellow button with the text "CLICK HERE »" in black, bold, uppercase letters.

And below is a form that's used at the bottom of the visitor's browser. Notice how the copy is a bit different but in both places all we ask for is a name and an email address. No extra hoops to jump through.



A screenshot of a browser-based opt-in form. The form is light blue and features a banner on the left that says "Flood Your Site With Traffic!... FREE" and "Get Jeremy's Simple Traffic Generation Strategies & Marketing Tips". The main heading is "Best Website Traffic Tips ==> Sign up FREE". Below the heading are two input fields: "Your Name:" and "Your Email:". To the right of the "Your Email:" field is a red "Submit" button. In the background, there are other website elements like "Recommended Sites" and "Direct marketing email list- why".

You can use a number of services to create this form, or if you know how to write code, you can do it yourself. You need to collect an email address and a name if you want to address future communications to this person directly.

"Dear Bob" sounds much better and more personal than "Dear Reader." Paste the code onto your web page and you're ready to publish.

Your Squeeze Page

Another form or page you'll want to create is a squeeze page. A squeeze page is a landing page that is designed specifically to collect or solicit opt-in email addresses. You'll use your squeeze page in the next step when you create your email list promotion plan.

For example, you may decide to create a PPC campaign to build your list. Your click through link will be your squeeze page.

The purpose for this is because a squeeze page limits all other distractions normally found on a website. It's easy to spend hours searching through a website's content and then not sign up for the email list. Putting the list offer up first helps motivate signups. It also puts your offer right up front. They don't have to make any other decisions.

When creating your squeeze page there are a few rules of thumb.

- Keep your page free from distractions
- Keep your copy short and to the point
- Make it easy to sign up.
- Test and track your copy and the design of your page.

A Few Tips On Creating Squeeze Page Copy

Everything on your squeeze page should focus on getting your visitor to subscribe to your list, that's it. You will have some formatting in the form of a headline, bullets, a call to action and a sign-up form.

You may also want a color scheme, logo or image that helps brand your page to your business. Make sure everything on the page supports the task of motivating opt-ins.

Headline - Your headline has to capture the attention of your visitors in a matter of seconds and motivate them to read further. Make a promise, offer them something valuable, and always make sure you're keeping your visitors' needs in mind when creating your headline.

Benefits - List the benefits subscribing or signing up for your email list offers. Bullet points are the easiest to read and you can highlight keywords in bold print to draw the reader's eye through the copy. Remember, benefits are not features. Benefits are about what signing up for your email list will do for your prospects. How will it benefit them?

Call to action - Your call to action is essentially a statement that tells your visitors what you want them to do – sign up now!

Other Important Things – Use arrows pointing towards your opt-in form. Use the word "FREE" a lot. Give the "free" product a *valued price!*

Let's take a look at a few squeeze page samples. You'll notice some squeeze pages are typical pages with copy and a form to fill out.

However, there's a new trend amongst business owners to use video squeeze pages. Video has proven to be quite effective and you may want to go this route if it fits your DNA, audience, and opt-in list goals.



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FREE Instant Access
*Enter Your Name And Email Address Below
And You'll Be Taken To The Video Instantly*

Name:
Email:

Let Me See This Video!

We take your Privacy very seriously.
Your email will NEVER be shared or given away.

Just Enter Your Name And Email Address
To Watch The **FREE VIDEO!**

The banner features a dark background with white and green text. A large red arrow points from the top right towards the registration form. A green starburst with the word 'FREE' is in the top right corner. A green arrow points from the text 'Just Enter Your Name And Email Address To Watch The FREE VIDEO!' to the registration form.

The image is a screenshot of the SEOLinkVine website. At the top left, there is a logo for "BRAD CALLEN'S SEOLinkVine" with a green vine border. The main heading reads "Free SEO Videos Reveal How To Get... And KEEP A Top Google Ranking In 2010!". Below this, a sub-heading says "Inside these FREE videos you'll learn...". There are four bullet points, each with a green checkmark icon, describing the content of the videos. To the right of the text is a video player showing a large yellow arrow pointing down. Below the video player is a sign-up form with fields for "First Name:" and "Email Address:", and a blue button labeled "Email SEO Videos!".

BRAD CALLEN'S SEOLinkVine

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Check out additional squeeze page samples and formats. Notice the call to action and the copy on each page.

- <http://cpainstruments.com/free-access.php>
- <http://www.onlinemarketingsuccesspackage.com/>

Conclusion

Once your squeeze page is up and running, you have three remaining tasks. Test and track it for success. For example, you may find that a little change in the wording of your call to action may motivate more opt-in, or your headline could use tweaking.

Test and track your page for results.

You'll also want to market your squeeze page through various marketing methods like PPC advertising. And finally, you'll want to provide your subscribers with all of the wonderful content you promised them. Once you have the ball rolling and have built a notable opt-in list, you can then focus on using that list to boost profits.

Before you move onto the next step, marketing your opt in offer, complete these important action steps.

Action Step #7

Create the copy for your squeeze page and opt-in form.

You'll be choosing your list management software in Step #5, so there's no need to upload anything yet.

You'll likely need or want to use your email list management software to create your sign-up form and code.

Step Four

Marketing & Promoting Your Opt-In Offer

You can create the best opt-in offer in the world and have a freebie product that is worth its weight in gold. However, if you don't take this next step and promote your opt-in offer, you're not going to see the results you desire. And I want you to succeed.

That means that planning how you promote your list, setting goals and creating a strategy for marketing and promotion are essential. It's why you spent so much time on the first step.

There are two possibilities here:

You've either already begun your online business and are now integrating your list into the mix. This means you're already promoting your website.

Or

You're presently building a business right along with your opt-in list and have yet to really implement any marketing tactics.

If you've already started your business and are marketing it online, you'll want to take a look at how you can integrate your opt-in list promotion tactics into your existing marketing tactics.

For example, if you have a Facebook page, you can begin promoting your opt-in list on that page.

If you're just starting your business and haven't really begun to market it, you may want to focus your energy and budget on growing your list. This is because it offers fantastic return on investment, business building possibilities and potential profits.

Either way, there are many ways to market and promote your opt-in offer. We'll take a look at the biggies.

Social Networking

Social media sites, like Facebook, LinkedIn, Twitter, Digg, StumbleUpon and Del.icio.us, continue to become an ingrained aspect of our society. It's important to not only participate in them to build a community and increase brand awareness but to also use them to promote your email list.

In addition to linking in some of your posts, and building a compelling profile, make sure to promote your opt-in offer as well. Send people to your squeeze page with compelling and attention grabbing posts.

Don't forget, with any marketing tactic, tracking your results will put you ahead of the majority of your competition.

Advertising

Advertising is a very common method of marketing an opt-in offer. It works well because you've likely created a product that solves your audiences' needs and offers tremendous value.

There are many types of advertisements and advertising tactics you can use. One of the most common is a PPC type campaign.

Now when most people think of PPC they think of Google AdWords and that's certainly a viable option. However, there are now a number of pay per type programs and a number of providers. You can pay per view (PPV), pay per thousand (PPM), and pay per action.

And you don't have to go to Google. Google has a good program; however, there are other options to consider. These options include Facebook, Yahoo and a variety of other sites and tools.

Spend some time creating advertising goals, researching your target audience and evaluating your options. When implementing an ad program with any website or service, it's vitally important to test and track your results. That way you can narrow your focus to methods that produce a good return on investment.

In addition to the cost per or pay per method. you can also create media advertisements like banner ads and classified advertisements to promote your opt-in offer.

Joint Venture Partnerships

Joint venture partnerships can actually be the most productive and cost effective way to build and promote your opt-in list. When you partner with a relevant company and promote each other's lists, you're able to double your efforts.

For example, a company that sells information on how to lose weight naturally through diet and herbal supplements could partner with a company that sells herbal supplements. You, while promoting your own website and list, also promote your partner's list and vice versa. You're getting highly targeted traffic and reaching a new audience.

There are many joint venture opportunities available. It generally takes a few phone calls or an email message to the website owner to get the ball rolling. You can also post a "looking for joint venture partner" type opportunity and explain the benefits on marketing or industry forums.

Co-Registration

Finally, there is a last option that has worked for some people. It's called co-registration.

Co-registration is the process of using a service to collect user information. Generally it works like this: people visit a website and sign up for an opt-in list. They check the box that allows them to "receive messages from a third-party."

Here are some things to consider when evaluating co-registration services:

- Make sure you're not purchasing a list or renting it. With Co-registration people have opted-in to your list on someone else's site.
- How do they validate the opt-ins? Look for the double opt-in process.

- What information do they provide? You definitely want an email address, however some other providers may collect additional data, including demographic data.
- Make sure you have access to subscriber info so you know where they opted in.
- Make sure you have control over the other businesses associated with your co-registration.
- Make sure you're compensated for invalid subscribers.
- Always research any potential co-registration services online.
- Test the process.

Co-registration can be a good idea if you're looking to grow your list. However, like any product or service, research your options well and make sure you're getting your money's worth.

Conclusion for Step 4

Marketing and promoting your list is essential. It always makes sense to start with tried and true marketing tactics. Start with one or two tactics, test and track them for success and fine-tune them before you add new marketing tactics to your overall opt-in marketing strategy.

Before you move onto the final step, complete this next action step.

Action Step #8

Create your opt-in marketing strategy.

What marketing tactics will you use?

How will you test and track them?

Create your advertisements and/or implement your first opt-in promotion tactic

.

Step Five

Optimal Follow Up – Putting Your List To Work

Now we are to the point that the entire list building process has been about: Following up and beginning to establish a relationship with your prospects through regular communications.

The first interaction you have with your subscriber will be your “thank you” or “welcome message”. From that point there are many options, which we’ll explore. First, though, let’s begin with the welcome message.

The Welcome Message Recipe

Your welcome message generally accomplishes several steps at once. You can use it to simply let your new subscribers know what to expect and to thank them for subscribing. You can also use it as a quick opportunity to confirm their subscriptions. We will take a look at CAN SPAM laws in just a bit and a double-opt in is one good way to help ensure you’re not labeled as SPAM.

Below is a series of messages as they’re delivered when you opt-in for MyArticleNetwork’s Article Marketing and Traffic Generation Video Course.

You're Almost Done - Activate Your Subscription!

You've just been sent an email that contains a **confirm link**.

In order to activate your subscription, check your email and click on the link in that email. You will not receive your subscription until you **click that link to activate it**.

If you don't see that email in your inbox shortly, fill out the form again to have another copy of it sent to you.



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[No Spam Policy](#) & [Privacy Policy](#)

After the user confirms that they subscribed to receive our product, here's the message they receive...

Here's Your Article Marketing Blueprint - Watch Lesson 1 here

Hey {!firstname_fix}, first off, it's nice to meet you! And thanks for signing up to receive my SEO and article marketing lessons.

If you follow the stuff I'm going to be teaching you over the next few days (you need to actually put it into practice), I can PROMISE you that you will see a positive jump in your Google rankings.

You'll know more than most all of the other website owners, and you'll most likely be making a heck of a lot more money with your online business.

I know your time is valuable, so let's just go ahead and get started. The first lesson is found here:

<http://www.mattcallen.com/article-marketing-course/lesson1>

After you watch the video, please scroll to the bottom of the page and leave a comment. I'd love to hear from you!

<http://www.mattcallen.com/article-marketing-course/lesson1>

Enjoy and talk to you soon,

Matt Callen

iNet Innovation, Inc

<http://www.myarticlenetwork.com>

As you can see from the example above, there's a series of messages designed to confirm, welcome, and up-sell. Depending on the opt-in list manager you use or the autoresponder software, the messages may be slightly different, and you can eliminate some of these steps if you choose.

For example, instead of asking for activation and confirmation, you could send people immediately to their download page. However, due to legal considerations, this is the process we recommend.

Choosing Your Email Delivery Tool

There are many options depending on the type of message you want to deliver. Most services help you create your opt-in form and code. If you're delivering a newsletter, rather than a downloadable product, you might want to use a service like MailChimp or ConstantContact.

However, the consensus is that a service like [AWeber](#) is much easier to use for a variety of purposes including delivering a newsletter, delivering downloads and confirming subscriptions.

Here are some things to consider when choosing an email subscription management service:

- How many messages can you send each month?
- Can you send personal messages to individual members on your list?
- Is there a size or length limit to your messages?
- How many subscribers or contacts can you have on your list?
- Do they offer technical support 24/7?
- Do they at least have telephone support during regular business hours or is it all email/ticket based?
- How long have they been in business? (Having your email provider go out of business can leave you high and dry)
- Do they offer a free trial?
- Do you have to commit to a year contract or can you go month by month?
- Do they provide room for you, and your list, to grow?

- How easy is it to use?

Many email marketing products offer tiered programs. Each tier offers you a certain number of subscribers and a limit to the number of messages you can send each month. However, some email providers allow you to build customized plans to meet the needs of your specific business. This is a great way to get exactly what you need.

The Long Arm of The Law & Your Email List

One of the biggest misunderstandings on the internet is the word SPAM. People associate any email message they don't want to receive as SPAM when the truth is actually quite different. In order for you to take the appropriate steps to protect your company, your reputation, and your profits, it's important to understand SPAM and SPAM laws.

Unsubscribe Compliance

If you're sending an email to a prospect or customer, you must:

- Provide a visible and operable unsubscribe mechanism in all emails.
- Honor consumer opt-out requests within 10 days.
- Opt-out lists, also known as suppression lists, are only used for compliance purposes. This means you cannot sell or use the names of those people who opt-out or unsubscribe from your list.

These are all common-sense functions and quite easy to accommodate. If someone opts out, remove him from your list quickly. Make it easy for people to opt-out and don't contact them again or sell or rent their names to anyone else.

Following Up With Your List – What’s The Value of Your Message?

Okay, let’s recount for a minute.

- ✓ By this point you have set your opt-in list goals.
- ✓ You’ve created your opt-in product
- ✓ You’ve created your form and squeeze page
- ✓ You’ve created a strategy to market your opt-in offer
- ✓ You’ve chosen an opt-in list manager or service like AWeber and you’ve created your opt-in pages including your confirmation, your welcome, your download page and any other messages you want to send to your new subscriber right away.

Your Next Step Is To Create Your Follow Up Content.

The most important rule of thumb to remember here is that this content must:

- Continue to offer value
- Continue to brand your business
- Be consistent in voice, frequency, delivery method and appearance (changes are okay as long as they make sense and your audience is forewarned.

For example, if you change the formatting of your newsletter, let readers know why you’re making the changes.)

- Continue to keep promotion and information balanced. An easy ratio to remember when sending messages to your list is 20% promotion and 80% information. This doesn’t have to be a per-message ratio, but rather an overall approach.

For example, if you have a message that’s 100% promotion, great. Make sure the next couple of messages are heavily weighted toward providing valuable information.

Why? Because people signed up for information from you, not advertisements. Push the promotion too hard and you risk losing them as a subscriber.

Conclusion for Step 5

Your follow-up messages are the reason you created an opt-in list in the first place. They're a monumental opportunity to connect with, interact with and market to targeted prospects. Each message has the opportunity to generate awareness, profits, and to strengthen your brand.

Take time to plan and create your follow up messages. Put your list to great use!

Before you close out, there is one last series of action steps to accomplish. Once you're done, you have an opt-in list up and running, email messages going out to promote your business and you're on your way!

Action Step #9

Choose your mail management service.

Action Step #10

Create your sign up forms.

Upload them onto your website and landing page.

Create your squeeze page, you've already written the copy, right?

Action Step #11

Create your opt-in, confirm and welcome messages.

Action Step #12

Create your follow-up messages.

Try to plan them a year in advance and upload them when they're complete. It's much easier to create the messages and schedule them in advance.

That way the entire follow-up process is automated. You can fill in as special promotions and information pops up, by and large the process is already complete.

What's Next? Where Do You Go From Here?

Now that you've started an opt-in list, it's time figure out exactly how to get the most money and return on investment FROM that list. And not only that, but how do you ramp up your list building process, and start generating 1000s of subscribers?

How do you build a LONG-TERM money making relationship with you and your list? Remember, users change their email addresses frequently, so building trust and a solid relationship is KEY for long term success.

I've recently finished a brand new List Building video training course that shows the ins and outs of building a LONG-TERM, profitable list. And I show how to take that list, rinse, and repeat the same process to build MULTIPLE profitable lists.

Head over to www.ListBuildingAutomation.com and grab a copy now.

Everything is laid out with mindmaps, flow charts, outlines, and easy-to-follow videos so anyone can make money from building a list!

Take this momentum and spin it into action. (If you just read this report, then tuck it away, and not take action on what you've learned, you're just spinning your wheels, not going anywhere).

Get full access to ListBuildingAutomation by going to www.listbuildingautomation.com

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NOVEMBER 23rd AT 12:00 NOON EST**

To Your Success!



Matt Callen

Resources and Links

All-Encompassing List Building Course

ListBuildingAutomation.com – best list building course online:

www.ListBuildingAutomation.com

List Management

**Recommended [AWeber](http://AWeber.com) – The Premier Autoresponder and List Management Service. Quickly create and run your campaigns with powerful, easy-to-use email marketing tools.

PLR

Grab great PLR content at www.nicherevolution.com or www.simplyplr.com

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