

# One Month 1000 Members - List Building



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Ask any experienced online marketer, and they will tell you that the most important thing you can ever do when you are building an online business is to create e-mail mailing lists. In the beginning, every name on any list you build will be that of a prospect, but once you know how to work that prospect mailing list properly, you will quickly start to turn some of those prospects into customers. No matter what kind of online business you are running, it is important to understand that there is a vast difference between making money online and building your business. For example, many people who decide that they want to earn an income from the internet begin their moneymaking journey without a product or service of their own to offer to potential customers. Consequently, they start their business doing something like promoting products as an affiliate marketer or by featuring paid advertising on a webpage. In both of these situations, the marketer concerned might be making money but they are not building their business, because at the very heart of the business building concept is the ability to collect information from internet users who take a specific action to give you permission to send them additional information in the future. In this case, the specific action that you need to ask them to take is to subscribe to your prospect mailing list. When people have chosen to subscribe to your prospect mailing list, they have made a small commitment to your business. However, at this juncture, they have not made a commitment in the most important way, which is by spending money with you. By using the tactics and strategies that you'll read of in this manual, you will be able to convince some of your prospects to spend money with you, and when they do so, they become your customer. The commitment that they have now shown to your business is far greater and more important, for several reasons. Firstly, they have demonstrated that they are happy to do business with you. This is important because every business person (whether operating online or offline) wants to build a list of loyal customers to whom they can sell products and services on a regular basis. By becoming a customer, the individual concerned has indicated that they are willing to spend

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