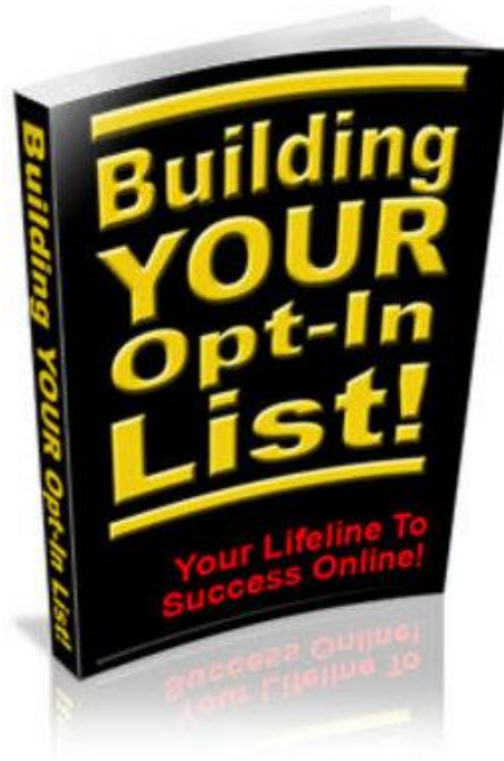


Building Your Opt-in List



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Your Lifeline To Success Online In the wide wide world of Internet marketing every guru worth his salt will tell you the building your opt-in list is not only an important part of successful Internet marketing but that it is the one of the most vital parts. I wish I could tell you that building an opt-in list is quick and easy. Unfortunately, that would be a bald faced lie. The top Internet marketers have lists that number in the 10s of thousands and some have lists that number in the 100s of thousands. They didnt build those lists overnight. They built them one subscriber at the time and that is the same way that you will have to build your own opt-in list. Internet marketing is a whole different animal than brick and mortar marketing. Some of the same rules apply, of course, but the methods are different. Out in the real world, marketers can rely on foot traffic. Foot traffic never happens on the Internet. A buyer isnt going to just accidentally stumble across your website, come in and buy from you. Brick and mortar businesses can advertise their products and services in ways that are visible to a great many potential customers. Advertising your business on the Internet doesnt rely on physical visibility of advertising. The best and most effective advertising on the Internet is done on a one-on-one basis (i.e. marketing to your own opt-in list). Your own opt-in list consists

of the names and email addresses of those people who are the most apt to buy the product or service that you are selling. Several years ago, new marketers could just buy lists of peoples names and email addresses and do mass mailings. That all changed when the SPAM laws were passed. You are no longer allowed to mail advertisements about your business to anybody who hasnt specifically said that they want to receive email from you. If you do, it is called SPAMMING and it is illegal. There are substantial fines and penalties for sending unsolicited email. This is where opt-in lists come into play. Visitors to your website must agree to receive e-mail from you so that you will not be accused of sending SPAM. This opt-in list is also a list of the people who are the ones most likely to want to buy what you are selling so it isnt all bad. This ebook discusses the many aspects of opt-in list building.

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