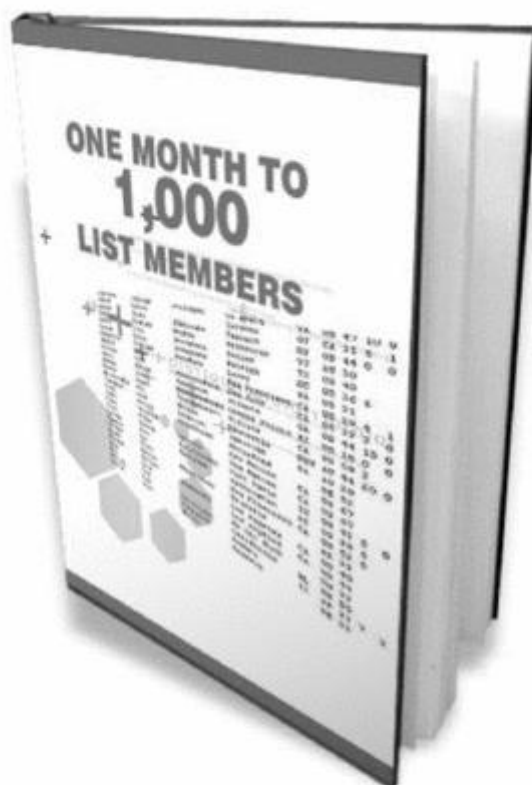


1 Month- 1000 Members

One Month To 1000 List Members



1

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If you are going to invite commitment The 5 essential steps As suggested in the introduction,when people sign up for your prospect mailing list,they are making an initial commitment to your business. In order for them to do this,there has to be a way for them to make this commitment by subscribing to your list.There need to be several essential resources in place before you begin with your list building efforts.You need to know what these resources are and more importantly,what their purpose is. The first thing that you

must have is a place where you can collect information from net users who visit. In other words, you need a webpage that people can visit and sign up for your prospect list. You need more than a single webpage dedicated to collecting subscriber information. What you really need is a complete website that is focused on list building activities. If you are planning to recruit 1000 list members in a month, then it should be clear that this objective must be the only focus you have for now. Consequently, your website should be similarly focused. In other words, you should not be offering products or services for sale from your website, nor should you be trying to earn a few cents here and there by featuring paid advertising such as Google AdSense. Next, you need to add content materials (e.g. articles, videos, audio links etc) that provide a visitor who comes to your site with the kind of information that will convince them to subscribe to your list. You do this by adding content materials you know will be of interest to that visitor already, and in order to do this effectively, you have to target the visitors that you bring to your site. For example, if you decide that you want to build a website that focuses on dog training, then everything about the site should be constructed with people who are interested in dog training in mind. You have to bring dog training people to your site, and you would do this by publishing dog training related advertising and promotional materials. Consequently, anyone who comes to your site has already indicated their interest in dog training by visiting you. The content materials that you add to your pages must give your visitors the information that they need, that is, dog training information. Next, you need to have something on that page that the visitor can use in order to make their commitment to you. So, the third essential is a mailing list subscription form.

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