

**14 Awesome
Opt-in Email
List Building
Tips and
Strategies!**

Introduction

Unless you're just starting out as an Internet marketer then you've probably already heard of the saying "the money is in the list" several if not countless times. If you haven't heard this before, try doing a search on for "the money is in the list". I just did and I found 1,400,000,000 results! That's 1 billion, 400 million results!

So based on that information it stands to reason that every successful Internet Marketer has an opt-in email list.

Unfortunately, however, the saying that the money is in the list is not entirely 100% true. If it were true, then the guys with the biggest lists would be ones who are making the most money but that's not how it works.

The truth of the matter is, surprisingly, the guys at the top of the money making leader board are people that very few of us have ever even heard of. So this makes one wonder, "what do those guys have that others don't?"

The answer to that question is quite simple, really. What they have are well-targeted and prequalified lists.

There are two types of email marketers:

- Those that do just about anything they can to get people on their lists (even fooling them into signing up)
- Those that only want people on their lists that they feel they can genuinely help.

I think it's obvious which one of these is the better kind of email marketer and the one that you should emulate but just in case it's not obvious, you want to be like marketer number 2.

Always remember that subscribers, or leads, are the lifeblood of any business, especially online. So be sure to build your list with a lot of care and with a clear conscience.

Now let's get right into the tips and strategies that will help you build and profit from an opt-in list as quickly as possible.

Traditional Mailing Lists versus Email Lists

#1 – Create a well-crafted lead capture/squeeze page. The primary function of a lead capture page, commonly referred to as a squeeze page, is for collecting the names, email addresses, and other information about your audience/site's visitors.

Personally I recommend that you ask for no more than their name and email address. In fact, I typically will only ask for the email address for maximum conversions.

So, you must have on your squeeze page, information about your offer of a solution to your prospects' problems to give them a reason to sign up/opt-in.

Make it as simple as possible: You need to use a headline, some bullet points (3 minimum) about what you are offering, your autoresponder opt-in form, and the important points of your privacy statement.

You can also use your squeeze page to introduce yourself and your brand to your market and target demographic.

#2 – Include a link to your privacy policy on your lead capture page. And make sure your privacy policy is clear and concise. You want your potential subscriber to trust you. They don't want you sharing, selling, leasing or in any other way providing their information to others so assure them that you won't and then make sure that you don't.

#3 – Use a reliable autoresponder service. An autoresponder is basically a piece of software (or a service) that enables you to send or broadcast emails to the subscribers on your list automatically and this is one tool that is not really optional as an Internet Marketer.

There are some free autoresponders available but I highly recommend that you choose to pay for this service because the free ones are normally very limited and/or they may add their own ads to each of your outgoing messages. This doesn't look very professional and besides, you may want to place your own ads for extra profit from your list.

All you need to do is to create/compose your messages and set the dates when you want the autoresponder to send them out to your list and you're done. Additionally, autoresponders lets you easily set up an opt-in form on your lead capture page.

There are many good autoresponder services to choose from but the 2 most popular ones are: [Aweber](#) and [GetResponse](#).

#4 - Write the sales copy for your squeeze page with your prospects' point of view in mind. Keep in mind that it's far easier to convince people when you are in agreement with their train of thought than it is to force them to see it your way.

So you should always write your ad copy as if you're talking to your visitor personally. Imagine that they are sitting across the table from you and you are telling them all of the great benefits, of whatever your incentive for opting-in are and what it can do for them.

#5 – Make it easy for your prospects. Deciding on whether or not they should entrust you with their email address is already hard enough. So, if they do give you their email address, give them what they asked for right away and whenever possible, give them more than expected. This can be done with unadvertised bonuses or more content than they anticipate.

#6 – Give away something of high quality and value. It could be a short report like this one, an ebook, a video clip, an audio recording or whatever, so long as it's not junk. Make it something that people will love you for and want to hear more from you.

This will help to increase your open and click through rates because if they are looking for more information from you they will be much more likely to open your email messages and click the links inside.

#7 – Provide a preview of what people will receive once they sign up to your list. Remember what was mentioned earlier about “targeted and qualified” lists? This should reduce your chances of getting people who will sign up to your list “by mistake”.

Pre-qualified subscribers will be much more responsive when you send messages and they will also be more likely to convert into customers if you offer products and services in the same niche as the list they signed up for.

Also, at the end of each message it is a great idea to give them an idea of what to expect in your next mailing. This will whet their appetite and make them anxious to get your next message.

#8 – Make sure you have a confirmation/thank you page. This is the page where your subscribers will be redirected after they have submitted their personal/contact information through your autoresponder form.

As such, your thank you page will be the first experience your subscribers will have after signing up. So take this opportunity to make a (good) first

impression on your subscribers or to build on the one you made when they first came to your site.

Aside from thanking your subscribers for signing up, clearly explain to them what just happened, what happens next, and what (if anything) they need to do now.

You can also use your confirmation/thank you page to engage your new subscribers with other conversion possibilities like no-cost affiliate products and services so you can give them more than expected and still profit if they make a purchase or upgrade after visiting through your affiliate URL.

The absolute best way to use this space would be with a one-time offer. Simply offer your new subscriber something that is directly related to the incentive used to get them to opt-in and offer it at a discount price as a way of saying thanks for subscribing.

This only works if the offer is related to the incentive so if you don't have something to offer that is related do not use a one-time offer and just give them something instead.

#9 – Keep an eye out for unsuccessful sends. When you send mailings out to your list it's a good idea to delete the email addresses that don't seem to work (failed sends due to a full inbox, invalid email address, abandoned/deleted email addresses).

This is important if you want to keep accurate statistics and records as to how many are actually receiving and opening your messages.

#10 – Never include pornographic, controversial, and other offensive content in your newsletters. This should keep you out of trouble. For your own good, stick to the nature of your site and business.

While it's ok to use controversial subject matter to get your readers attention, the goal should always be to tie that subject matter to your content that is in line with the target market and niche of your list.

#11 – Keep your promotional materials interesting and fun. Always be sure to give enough reason for people to want to stay on your mailing list. You need to be creative, be original and be relevant to the niche and content of your mailing list concept.

If you stray too far from the original subject of your list niche it will become less responsive and you will see a high unsubscribe rate.

#12 – Segment your list and send them the most targeted and relevant emails possible. You can segregate your subscribers into groups like regulars, prospective customers and of course buyers, people who haven't bought from you in a while, people who have never bought from you, etc. You can also segregate them based on their location, gender, etc.

The more targeted your messages are for each segment of your list the more likely you will be to get the desired results from your list with every mailing.

#13 – Don't let your subscribers forget you. This one is very important because if you are forgotten then you will see a lot of unsubscribes and you are more likely to get SPAM complaints as well.

With the amount of emails that people are receiving these days, not to mention the spam messages that manage to get past the filters, it's very easy for your subscribers to forget all about you.

So, try your best to keep that from happening. The best way to do this is to reward them from time to time with some FREE reports, ebooks, etc. And make sure that the materials/rewards that you send them are full of great quality content.

Also, don't go too long without sending a mailing even if it is only to let them know that you're still alive and kickin' and that you will have something great for them very soon. This keeps you fresh in their mind.

#14 – Don't waste your subscribers' time. Always make your subscribers feel that you are adding value to their lives. Don't just tell them that, make them to really feel that. Again, the key here is great, valuable, high quality content on the subject they are expecting from your list.

Conclusion

So as you should see by now, building a huge opt-in list is not only recommended, it is pretty much required in order to be successful as an Internet Marketer.

However, it doesn't have to be difficult and you can easily make big profits from a small list if they are serious, pre-qualified subscribers and you give them high quality content on the topic of their interest. Keep yourself in front of their eyes and in their minds so as not to be forgotten and you can expect to be amazed at the results you will see.

I sincerely hope that you have found this report useful and I wish you much success in all that you do.

Sincerely,

David Jackson

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