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# **Inside The List - Building Your Business with an Opt-in Email List**

Inside The List is an all in one place reference guide to building your business with an opt-in email list.

Inside The List is a Brand New and Innovative e-book which can help de-mystify Opt-In Email Lists and Email Marketing. It Contains never before Revealed Secret strategies that the Wealthy Affiliates use to Achieve Excellent Income and shows you how to take your Online Profitability to another level by getting 'Inside the List! Inside The List, Opt-in, Opt-in email, Opt-in email list, Opt-in email lists, Opt-in list, Opt-in lists, Email marketing, marketing, internet marketing

Inside The List is an all in one place reference guide to building your business with an opt-in email list. More on Inside the List in a moment, but first you might be asking, what's the deal with email marketing? Do I really need to bother to build a list? Also you might be worried that email marketing may offend some people.

Well I'm going to address those questions for you in this article, and give you some email marketing tips to boot.

Email marketing is quite simply one of the most effective marketing methods today, as virtually almost all people use email. Check on those email fields or blanks required to be filled up on various forms needed in processing different transactions in the modern day.

Email marketing campaigns can offend a lot of people. The not-so secret way to surmount this dilemma is through permission-based advertising. There's no harm in providing good information (stealth marketing) after asking for permission. That's where the opt-in bit comes in, it ensures that your list member wants to be on your list and also protects you against SPAM allegations.

The key is to be very selective on who to email and who to not email. Better to look for some metrics on how to know which group of people would give you high ROI or return on investment.

### The Real Deal with Building Opt-in List

Building an opt-in list is not a piece of cake particularly for the uninitiated. Here's a few ways you can benefit from employing the power of email marketing campaigns - building an opt-in list.

Here is a rundown of tips on how to succeed in this kind of marketing endeavor.

#### 1. Strategic Collection of Data

Know which information from your audiences will help you in lowering expenses and/or make sales flourish. Devise a tactic to make people voluntarily provide you with the information necessary to create higher conversion.

Overload of data is not good. Ask only for opt-in, with their full name and email addresses. Make sure that the profiles that you gather are updated to aid in improving the relevance, timeliness and satisfaction from each deal you make.

#### 2. Good Implementation

Old adage says it all - 'action speaks louder than words'. This easily translates to the difficulty you have to undergo during the execution of his or her email marketing efforts. It's a good thing that various methods, often low-cost, abound to hasten and facilitate the building up of your opt-in database.

Tracking your email marketing results can pose great hardship, too. Technology and relevant sources should be employed in making this aspect of your marketing a lot manageable. Your high traffic groups of opt-ins with the greatest result should be taken noted of.

The following are the most widely used methods to leverage channels without overspending:

### 1. Make use of websites.

It is an excellent tool for data collation and providing you with relevant info regarding your email offers. Use forms that solicit your visitor's email address and consent.

### 2. Make use of print ads, brochures, TV, radio and direct mail.

These are the more popular ways of marketing aiming to lead traffic to one's site. You may want to ask for signups for email services. Make your website more visible through these media. Offering free electronic newsletters and or rewards program can do well in making it easy to win the nod of your audiences, too.

### 3. Maximize your sales force.

Customer service associates can help a lot in making you benefit more from your email correspondence. Sales people with proper education on how to aid you in this endeavor can very well contribute to higher ROI. Techniques like offering account updates and special programs through email can easily land you those lists of valuable visitors.

### 4. Don't make your point of sale pointless.

Forms for signup located at cash registers and other high-traffic and highly visible spots can be very excellent venues for your business to collect email addresses. Notification of upcoming sales through their email addresses and names can coax them to supply you with the information you need.

### 5. Conferences or trade shows can work, too.

Giveaway offers or entries on sweepstakes are great for opt-in to volunteer their contact details.

These tactics should be applied with adequate caution and should focus on earning the trust of your opt-in list instead of simply collating data for your sole own benefit. Always make sure that the forms that you will use and other methods that you will employ will not necessitate too much fuss to subscribe. This is for people to not be annoyed during the process of data supplication.

With that bunch of information, who can ever go wrong with the feat of building an opt-in list? Well, you can, but hopefully you know agree that there is much to be gained from building an effectively targeted opt-in list. And that provided you make sure your list member has opted-in, and that you provide quality and relevant content there should be no reason to worry about giving offence, after all they can always opt-out.

What's the deal with Inside the List then?

Inside the List confirms in significant detail how an opt-in email list is the unmatched, most valuable marketing tool available on the Internet today. You probably already realize that "attacking" the internet Marketing industry using different techniques is the best way to achieve a very high level of success, to create multiple income streams and to continue to grow with the industry. Well the best technique is opt-in email marketing.

It is written in an honest narrative that both a newbie and non-technically minded beginner can understand and yet is jam-packed with unique and advanced strategies for experienced internet marketers alike. Inside The List takes you by the hand and leads you step by step, initially explaining the concept of Email Marketing, showing you in easy to follow steps how to set up an Autoresponder account and campaign correctly and efficiently to generate an income simply by sending out emails to your growing list. It also provides additional valuable resources and tips.

To give you a feel for the depth of coverage in this definitive guide, here is the book's content:

Section 1 - Introduction

Welcome to Inside The List  
About the Authors  
Why Our Techniques Work

Section 2 ?Getting Started  
Introduction to Email Marketing  
Benefits of Email Marketing  
Intro to Autoresponders  
Autoresponder Benefits  
Setting up an Autoresponder

Section 3 ?Leads  
Capturing Leads  
Short Copy Squeeze Pages  
Long Copy Squeeze Pages  
Short or Long Copy?  
Collecting Subscribers from an Existing Webpage  
Collecting Visitor Information

Section 4 ?Mailing List Offers  
Offering Incentives  
Follow-up Messages  
Broadcast Messages  
Newsletters  
Quick Promoter Technique  
Expectations

Section 5 ?Utilizing List Potential  
Utilizing List Potential  
Open Rates  
Case Study: Increasing Open Rates  
Email Linking Strategies  
Email Timing  
Summary  
Case Study: Free Internet Marketing Course

Section 6 Advanced List Settings  
Advanced List Settings  
Verification  
Custom Views  
Email Personalization & Dynamic Inserts  
Aweber Email Parser

Section 7 ?Squeeze Page Techniques  
Advanced Squeeze Page Techniques  
Mailing Lists and DPO  
Redirecting Signups

Section 8 ?Generating Traffic  
Free Traffic Sources  
Paid Traffic Sources  
Targeting Your Traffic: Channels  
Targeting Your Traffic: Audiences

Section 9 ?Bonus Section

## Bonus Section

- 10 Hottest Mailing List Markets
- How to Create Incentives
- Promoting Gambling & Pharmaceuticals
- Adsense and Mailing Lists
- Product Hype with Mailing Lists
- Killer Ad Writing Techniques
- Freeware & Mailing Lists
- Squeeze Page Templates

## Section 10 ?Summary

- Outro
- More about Kyle & Carson

## Section 11 ?Resources

- Useful Links
- Glossary

The authors of Inside The List are Email Marketing 'experts' who have used the techniques taught to increase profits 500% and take their online income to circa \$3000 per day profit. I have personally utilized the techniques taught so far by Carson & Kyle in all my online campaigns and seen a dramatic improvement in my profits.

Email Marketing has a bad name because of the word SPAM. Does "Inside The List" focus on spam? No, not in any way, shape, or form. We all hate spam with a vengeance, because it is VERY annoying. But targeted email marketing techniques using verified opt-in mailing lists where subscribers manually sign up to your list are beneficial to your subscribers, and hands down the most effective marketing tool available.

If you don't know how to get started with an autoresponder, a lead capture page and other basic mechanics then Inside the List will be very beneficial to you. It will help you to get started, but much more understand your subscribers, know their pain, know how they feel, what they want, how you can help THEM. A quality email list provides you with a direct line of communication with your target market, but importantly it enables you to develop a long-term trusting relationship with your subscribers.

The key to using an opt-in list effectively is to develop quality and quantity. You can without doubt, use opt-in mailing lists to create HUGE amounts of money online each and every month, and as an Internet Marketer they should become a VERY integral part of your success online. If you've struggled with this, this article will reveal some of the most effective methods used to build an opt-in list. If you're not using these methods, you're leaving cash on the table every single week.

If you really want to build a responsive and massive opt-in list, you MUST initially capture your potential subscribers. An effective way to do this is taught in Inside the List, that is the use of a squeeze page, which can gain achieve sign up rates as high as 80%, especially by using an incentive. Alternatively, and if you have an existing web page, you can utilise an opt-in form, using the code that your autoresponder service provides. To increase your subscriptions even further, you can also place a subscription box on each page of your website.

There are many techniques to getting people onto a targeted list, BUT put yourself in their place, ask "Why would they want to subscribe to your list ?? You MUST give your visitors a reason to subscribe. Get Inside the head of your List.

## Incentives

Using incentives is a highly effective method of obtaining new subscribers. Incentives can be quite different, but they ALL must provide value to your list AND be highly relevant to your target audience. Furthermore, these incentives should be free, and delivered to the visitor instantly upon signing up to your mailing list.

Examples include:

- Free e-books
- Free e-courses
- Free newsletters
- Ezines
- Product Updates
- Special reports
- Special software programs that will assist your visitors
- Member exclusives or discounts

If you're not comfortable developing your own incentive, there are many to be found online.

Once you have generated a large list of opt-ins you will need to utilize it effectively as a profit source. You will need to learn about email open rates, email linking strategies, timing and how to increase click-through and conversion rates. In short you need to learn how to work the list. You need to understand the techniques and processes taught in *Inside The List!*

### Conclusion

The key to profiting from an opt-in list is maintaining quality and attentive subscribers, and over time building quantity. The rapport you build with your subscribers will determine your relative success. They subscribed for a reason. If you don't keep this front of mind and provide relevant and quality content you'll lose them.

Once you've developed an affinity with your opt-ins, you have effectively got inside their heads, and your email marketing will then be a very effective method of promotion, which should pay you handsomely time and time again. You are throwing away thousands of dollars every year if you are not using email marketing in your internet marketing arsenal, and if you need help getting started, *Inside the List*, an all-in-one reference and instructional guide may well best investment you have ever made in your internet marketing future.

You can also find this article published on [Inside The List - Building Your Business with an Opt-in Email List](#)