



Internet List Building – Best Tips for Internet List Building

Depending on how long you've been looking at earning money online, you'll know the importance of having an email list building facility for your Internet business. You can have the most magnificent platform to show your products, and still be struggling to make a dime. And correct me if I'm wrong, but that's why you're online, yes?

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Extensive testing from experts seem to suggest that it can take up to 10 exposures to your site before you can turn your average visitor into a buyer. Translated, that means that if you aren't able to get your website in front of all your visitors more than once, you're risk leaving a lot of potential money on the table, hence the need for an Internet list building element for your business.

Another way of looking at it is this. Let's say that for example your Internet list building website conversion is at 1%. Your average client buys on roughly the 7th email, and you're maybe getting 1 in 4, or 1 in 5 sales. So that's more or less a 3-5% conversion rate.

How's that done then? This is where a landing page comes in. In other words, it acts as gateway to your Internet list building site, and to get any further, visitors have to give their name and email. They do so, in exchange for a gift – usually a downloadable ebook, report or something else from which they can get value and benefit.

No doubt there'll be a few who you'll never see again, but the odds are stacked in your favor and you should get most of your traffic opting-in for your Internet list building website. Doing things this way allows you to keep sending emails until they buy from you. This is obviously a huge advantage over a one-hit effort that never sees them again. What's the method of getting response from your list?

There is no other way than providing them with free content; information they can apply. Do this in the first emails, then at regular intervals – for ever! Sending messages containing “buy now” wording will alienate them quickly. Try and be inventive when emailing so that you can give plenty of good reasons to keep on opening your email. Your emails need to be opened – otherwise there's no chance of purchases being made.

But first they need to be opened. That may sound really elementary, but you'd be surprised what can be missed in our Internet list building. We all want people to purchase our products and that can lead to irrational haste and carpet-bombing our emails with promotions. Yes, we need sales, but that comes from building successful relationships with your email list, not crucifying them with sales letters. Give them free information for methods they can instantly apply.

Introduce them to the habit of clicking links in your emails. Coax them to click through to free offers, rather than just uploading them into your email. It's habit-forming and will get them into a comfort zone for your emails, and clicking through. So when the time comes to introduce and offer - say a free trial – they'll be in the frame of mind to click through, thus making a profit for you.

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Be sure to use the same email for all your Internet list-building emails. This is obvious really – they'll get to trust it and as soon as they receive one from another address you've used, that factor goes.

Test, test, and test again, but these three things in particular:

1. For a particular headline – what's the email opening rate?
2. Your email's click-through rate – for a given style of bulletin or letter
3. The opening rate of the email that follows the previous one.

That last one is pretty important.

Don't dismiss #3. If you send a rubbish email, then you're not so likely to get the following one opened at all. It may be boring but force yourself to make a continual study of your list building parameters, because it will help you to improve it, and that can only be good for the profits of your Internet business

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Email List Building – How Responsive is Your Email List

Is your email list responsive enough? If not, then consider that this is an issue that is directly related to your relationship you're building with it. What do your emails contain? If they're full of useful information, that entices your readers, fine, but if they're unattractive, you've no chance.

Remember that your subscribers have signed with you as they want quality content, and you told them you could supply it - otherwise why would they be with you? Also, you are being judged on your quality. You can see that if you start to supply poor grade content, and hashed information that's full of poor grammar it will be a forgone conclusion that your products are the same.

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You need to furnish your email list building with the kind of information that's easy to understand, fresh, and that readers can immediately apply – and that's before they've even seen your product! When they can act – with success - on what you tell them in your emails, then they'll start to warm to you and will feel more inclined to come to you when you begin offering them low-end ticket products.

Is email list building easier said than done?

No, but you must take an intelligent approach

1. As you're an expert in your niche, there's no reason why you can't write intelligent content about it in your emails.
2. Write in an easy style. Your writing should be in the context that would allow them to read it in a relaxed manner over a cup of coffee with you. Your grammar should be free flowing and at all costs, jargon-free and non-technical.
3. Don't try and push your product at every opportunity. Discreetly place a link to your website in say 20% of your emails. Don't push your product in their faces

every day. That is not the way to building a list your email should be a pleasure for them to read. Think about what comes into YOUR inbox? Do you enjoy reading them, or feel like unsubscribing?

4. Yes, your email rate depends on the nature of the niche – and the subscriber's frame of mind too - but send the correct amount of emails. At the beginning of building your relationship, when everything's fresh, send up to 5 emails a week maybe. Then as you get to know one another, ease up a little, as they'll come to recognize you. If you have emails that give heaps of sound information though, then don't feel shy about sending it to them. Sending out sales letter every day will leave you without any subscribers at all, so just be sensible, and all should be fine.
5. Put yourself in the mind of the recipient, and ask if you'd be happy to get your email. How would it make you feel - excited, or like deleting it?
6. Above all, treat your readers as you would expect to be treated yourself – with respect. Because that way, building your email list works.

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Personal List Building – How to Build Your Very Own Personal List

How important is it for you to have a personal list – one of your very own? You're online building a business, so think about it. Which would you rather do? Which would you open – an email from someone whose name you recognized, or from one you didn't? I think you'll agree with me that you'd be far more likely to open an email from the one that you've subscribed to.

Indeed, and all Internet users behave in pretty much the same way! Based on that, do you think that if you building a personal list of your own and send useful, informative emails to your subscribers, then your rate of having them opened and read will be 1) more, or 2) less, than if you buy, rent, or otherwise use a list that's not yours?

I'm guessing you can answer that question yourself.

Without question, building a personal list is the way to go.

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You should realize that if you buy a list, you wouldn't be the only buyer of that list. That should set your alarm bells ringing! That means that whoever gets your email, will also

be getting the same one from who knows how many other people too – everyone offering the same information, everyone getting an email from someone they’ve never heard of and will not therefore trust.

You can see how important your personal list is.

The next step is how to set about personal list building. In spite of what may be said elsewhere, the minimum you need is a web page. It only needs to be a very simple page – just something to support a simple opt-in code

That means you’ll need to sign up with an autoresponder too. The autoresponder software is the management facility software for your emails and to collect the personal details of potential clients. Don’t worry it’s not at all scary!

The nature of your email content is vital. The information in them must be of the quality that will get read. The more useful your content is to your reader, the more chance you have of keeping them. Quality information is the key and a failure with this will render your emails left unopened.

This is something you cannot hurry and it just won’t happen overnight for you. This is a long-term business and needs to be seen as one. Build your list; build your business. Do this and you’ll be happy; a long-term business with long-term customers.

When you go through the editorial on your autoresponder, be sure to use the double opt-in facility. This is to prompt your potential subscribers to verify that they have indeed actually agreed to receive emails from you. And helps you not to be classed a “spammer” under the SPAM laws

Being labeled as a spammer should suggest one thing to those who just want to buy, or rent a list. It’s a non-personal, one-off mailing which has the strong potential to get you banned for spamming. So just don’t. Focus instead on the integrity and reputation that building your own personal long-term list will provide.

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List Building Campaigns – Email Campaigns for List Building

You'll find that there are two main types of email campaign you can employ for your list building. One is quite easy, but also deeply flawed, in the sense that it can help you to get labeled as a "spammer" It may get a few click-throughs for you, but you won't find the response too great, and for all its ease of acquiring, it'll leave you with many a headache.

However, if you'd rather build an email list campaign for the longer term that's all under your explicit control, then a personal one is the way to go. That is, it is a highly responsive list, which will be free from spam complaints and provides a splendid way of forming trusting relationships with your potential clients.

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Which one would you like for your campaign? Well, the one you own I would assume. You may not even have a list though, hence the easy temptation to go elsewhere. Don't! You can build one. You can build your very own email list building campaign – how sweet is that?

But how?

1. You need an autoresponder first. From your autoresponder, you can create a special web form to place on your website – on the page that visitors see first. From this you collect names and email addresses that are campaign-managed by your autoresponder.
2. You'll need to offer an exciting give-away product to entice them, and in exchange for their details.
3. Save your most valuable information for your subscribers to our campaign. The next stage is to build a relationship with them. Write your emails in such a way that they look forward to receiving them. When they do, they'll be pleased to open them – and respond favorably.

This may seem very simplistic, but it's really not that difficult to do. There are too many people who insist on making things complicated – they'll try to use 100 steps that they believe it takes to do a campaign job. No point, when 4 or 5 will be quite sufficient.

When you've developed some relationships with the subscribers on your list building

campaign, then you can introduce them to your products – discreetly.

It's critical to nurture relationships first though.

So what's preference do you have for your campaign? Sending spammy emails to thousands of people you'll never know, or to have your own list building campaign, from which you can create a smaller but willing and trusting subscriber base, with no fear of getting reported for spam.

List Building Mistakes – Don't Make these Mistakes with Your List Building

Do you already have a large list of 10,000 or more subscribers? If so, then you're probably not going to get much by reading this. On the other hand, if you don't, but have more than 6 months behind you with Internet marketing, you could well be making some of these list-building mistakes. Make a fix or two, and see your list expand.

- No opt-in. Do you have an opt-in? That's a big list-building mistake if you don't. Visitors to your page should have every opportunity to join your subscription list. Once they leave your page, they may never return, so the only way to show them your page again is to collect their name and email.
- No Landing page. A common building mistake - if the sole purpose of getting traffic for your website is to have them sign up for your offer, then you'll quickly lose subscriber opportunities if they don't come through a landing page first. The same applies if traffic's coming to you from Adwords sites. If you have a gift incentive for them in exchange for subscribing, then you're not permitting them to see your site without giving their details – missing this is a classic list-building mistake.
- Failing to target your lists properly. You need to have 5 lists of 200 people rather than one list of 10,000. This ensures your targets are more tightly focused. Do this and you will see your conversion rates increase dramatically.
- No relationship building. A huge mistake - sending a subscriber promotion after promotion when what they've actually subscribed for is more information, is an utter no-no. They can be forgiven for 1) not opening any more of your emails, and 2) Unsubscribing altogether. Relationship building is critical and vital. So send plenty of useful information to them please! You must have the confidence that a product can deliver true value before you even consider sending it to them.

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- Failing to track your leads. Not so much of a mistake, as the dread – the dread of analytics. Are your leads all going to one page? If they are and you're not tracking them, you're turning a blind eye to information that will help you build and direct your campaign a lot more efficiently. You're possibly financing your lead generation. You have multiple sources. Generally speaking you are happy with the cost of getting your leads. You need to be aware.
- It's the same deal with time. Time spent building and nurturing sources. All that effort, and there's every chance that you may not even realize that all your leads are coming from one source. How would you know? Can you imagine the results if all that effort was centered on just that one source?
- So you need to keep a keen eye on tracking email campaigns, which ones get opened, which get click throughs. This should reveal why you're making money – or not. Conclusively, track and test all that you do and minimize your mistakes.

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