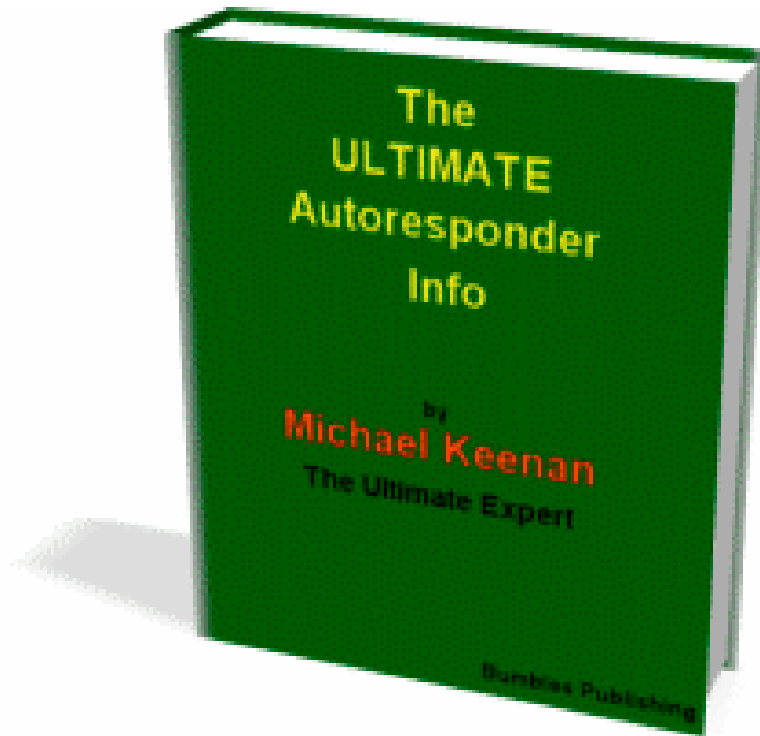# SitePromotionNow
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Contents

An Introduction & Overview

The Money Is In The List

I am certain you have heard the online marketing super quote 'The money is in the list'. I can guarantee you there **is** no other method that will bring you greater success online than this method.

For those of you who have not heard of this quote before, I will give you the basic outline for what is involved in starting an autoresponder email service yourself.

1. You sign up to an autoresponder service. Large proportions of these services are free. But each service differs in the services that they provide. For example, the format that is available for sending your autoresponder messages in e.g., text or html format. The choice in providers of autoresponder services is up to you. I won't give you any biased links here, but please do the research and make a decision, decided around the ideas and/or requirements you want to create in this exact task.

2. Set up your autoresponder messages in a sequence that you want your prospects to receive them. (A more detailed mention shortly about this important task.)

3. Cut and paste your html code etc, provided by your autoresponder service so that your prospects can sign-up to your email list from your web site.

This is a basic 3 step process which gives you an outline of just how simple this set-up process is.

The real skill, mentioned in step 2 above, although not difficult, is in writing the autoresponder messages you are going to send to your signed-up prospects. There is a need for a real structure and purpose in the way you attempt this task. And I will tell you how right now! So let's begin.

We, all from an early age, have been trained as consumers. From the first moment for example, we saw our first 30 seconds of television, we were instantly introduced to the wonderful world of both 'Direct and Indirect Advertising'. Both these words direct and indirect are very important when it comes to online marketing. In my opinion direct advertising does not work online at first, and should not be attempted until later. This direct advertising may have worked online initially in the past, but thanks to such online issues as spam, this method is not effective at all in the beginning. Indirect advertising however is what should be used, and this provides a 'Conditioning' phase for your potential buyers who have newly signed-up to your autoresponder list.

When targeted, potential customers visit your website for the first time, they arrive because they are searching for specific information. And secondly, they may choose to purchase an item or service from your website, as a pure result of the information you are providing, in order to complete or complement the provided information contained on your website.

The structure of the information you provide in your autoresponder messages should therefore follow this same 'Cause & Effect' structure. Simply put, you are providing

information that will complete or complement a product or service you are promoting indirectly. In online marketing you will hear the word 'Pre-selling' mentioned a lot, and this is what pre-selling is, a simple providing for a cause and effect event.

I must mention the word 'Trust' at this point, because it is an absolute needed commodity on the Internet, and leads into the whole concept and purpose of 'Branding'. We have all heard of the bad things that can happen online with credit card fraud etc. it's a long list. And it is absolutely 100% certain that your potential customers have also heard of these facts. So you should be aware that every person who visits your website for the first time is already on the back foot. It is now your job to build a potential customers trust in your website, so that when they may visit your website again, they have a feeling of complete ease. Let me assure you this trust does need to be earned on your behalf and you should always be aware of this. I will add at this point the statement, 'If you are not serious about the product or service you are promoting then just don't bother doing it in the first place'. If you are not committed, you as a result, have no set purpose for what you are trying to achieve. If your customers suffer your website will suffer. So how do we build 'Trust'?

Branding is a tool by which we associate trust. Think of a brand name product. Ask yourself the question how do you feel about that product? Do you feel at ease buying that product? If the answer is 'yes', then it is for the reason that you know and trust that product. Why? Because you know when you buy it, you know exactly what to expect. If you answer no, it would be mainly for the reason that the product is unreliable, because you are not sure about what to expect. This idea of branding is essential in your autoresponder messages, because you have the task to condition your potential customers to positively associate your website, business name or logo etc, to what they should positively expect from your website and its products.

(Note: If a customer or website visitor sends you a question etc. you should always respond ASAP. If there is a problem work out a solution ASAP. Treat your customers etc. the exact way you want to be treated yourself. This note is absolutely essential, if you want to retain your brand image)

So how do I use all this information in my own autoresponder messages? Good question. Let's answer it! What I have discovered that works effectively, lies in the exact structure of your autoresponder emails.

1. Introduce yourself, both personally and the website ideas you represent.

2. Send your subscribers only value information that helps their own website or Internet purpose. These emails need to be set-up in an autoresponder process multiple times. Over time through this strategy, you are making your subscribers feel completely at ease. By constructing informal high value informational autoresponder messages, you are indirectly consistently associating your 'Brand Name' with a feeling of 'Ease' and 'Trust'.

3. Once you have established point 2 effectively. You can begin to indirectly pre-sell different products. Why? Because your subscriber is now at ease and your subscriber trusts exactly what you are saying, because you have conditioned this behavior. Value informal information supplied at first simply lets a potential customer associate your brand with exactly what it represents.

4. After a set period of time you can at this point 'Direct Sell' a customer, because they absolutely know your brand and trust your purpose. And if you have been effective from points 1 through 3 your strategy will have a maximum effect in sales.

The big players online have email lists that consist of up-to and over 300,000 subscribers. How did they achieve these numbers of subscribers?

Subscriber lists can be gained from numerous traffic means. Search engines, PPC, e-Book links, forming joint ventures, word of mouth, this list can just go on and on. But no matter by what means you use in gaining traffic to your website, a very large proportion of website visitors will be untargeted. In that they will have little interest in what your website provides, they are just simply surfing the net and/or do not know what they are looking for. This is wasted traffic and a pure waste of potential customers, but only if you are not aware of this. So it is essential, I have found to position your autoresponder subscribe box on multiple website pages, and I try to use a (1) x (2) format.

(1) Is the question that I pose to my targeted traffic so that they may sign-up for further information. And (2) are the 2 separate questions that I pose that are open and appeal to a larger audience.

For example: (1) Learn exact answers to effective affiliate marketing methods by subscribing here. (2) Making an income online is easier than you imagine when you gain these skills. (2) Free - This is your complete guide to show you how to create a real online income stream.

This is only a general example guide, but gives you an exact idea of my own 1 x 2 strategy. It is open in its format, and just does not only appeal to your target audience who may just be interested in affiliate marketing. It is also open to untargeted traffic who may have never even considered the idea of being able to make money online.

Tip: Free Manual traffic surfing sites are ignored by most as a source of website traffic of any value, and so they should be if they are not approached with purpose. But they can be a real source of potential subscribers. Build yourself a webpage containing your subscriber box and write content within the page that appeals to all who may read it. Use this page as you would with your first autoresponder message. Introduce yourself and your website purpose. I myself have built a very large responsive email list using this exact strategy.

*The Absolute Ultimate Autoresponder Tip: Provide your autoresponder messages with a link where potential customers can simply download your messages in a pdf format. Why?

1. This gives your sign-ups the opportunity to gain an online solid product that they download to their own computer desktop. Your pdf document may even remain on their desktop for quite a while. PDF is harder to discard, you have to manually move it to your trash can. Plain Email messages are just read once and are very easily discarded, as you know.

2. You can give your potential customers the opportunity to use your pdf documents in their own autoresponder messages or on their own websites. Thus you have created an effective form of viral marketing, simply because you should have at least your website address embedded in the pdf document. There are many ideas in the ways you can use

pdf format. I am certain you will come up with hundreds of new ideas in the way that you can effectively use this exact method.

Ultimate Autoresponder Info
Articles and Autoresponders

Writing articles to market a product or service is an excellent way to build business. The articles should be very informative, providing the reader with information that is relevant to a specific topic. The article usually includes a link to a webpage for more information. The webpage, of course, is designed to sell a product or service that relates to the topic of the article.

These articles are commonly submitted to article banks, websites, and ezine publishers. This is one of the most effective ways to market a service or product on the Internet, and it can become even more effective when it is combined with the use of an autoresponder.

Begin by setting each of your articles up in your autoresponder. It is important that each article has its very own autoresponder address, so you will need an autoresponder service that will allow you to do this. Next, make a master list of your articles, with the autoresponder address for each article listed beside the title. You can even add descriptions of the articles on your master list if you want to.

Advertising your articles one at a time can take a great deal of time…but advertising one autoresponder address - the one for the master list - won't take very much time at all. Simply put it in your newsletter and on your website. You can even allow other ezine publishers to use this is a free resource for their subscribers!

Autoresponder Access to Secret Pages

People love to have access to things that other people can't get. It makes them feel special, and it is a marketing tactic that really works. Granting access to secret pages works well on the Internet. It works best when it is limited. For instance, you can grant access to only a lucky few, or you can have a time limit for accessing the pages. You can grant access to secret pages on your website with an autoresponder.

The way this works is quite simple. You create a directory on your website that is password protected, with one login and password that everybody can use. You then create some valuable content for that directory. You can call this your secret vault or your private stash or anything else you want to call it - as long as it sounds like something that your visitors may really want to get their hands on. For instance 'the secret tools that helped me earn thousands each month' would probably entice many people who want to learn how to make money.

Once you get the directory and the pages set up, put the URL of the pages and the login name and password in an autoresponder. Write a Sales page and distribute it to your

opt-in list, or have other list owners distribute it to theirs. Make sure you 'limit' the offer. Don't let people assume that you are going to share this secret information with the rest of the world - they want to be the only ones with this special access!

Keep access to the secret pages free. The goal is to get people to those pages, so that they can purchase your products or services. However, remember that you've advertised secret tools or secret information. Therefore, when they get to those pages, there must be something of value there for them to collect - for free in most cases. Don't make the mistake of thinking that you will be losing money by giving something away for free - you won't. In fact, you've already gained by collecting the names and addresses of the people who were interested in your secret information!

Again, this is a marketing tactic that really works, and it is a great way to use an autoresponder. Once people have requested the information for your private pages, you can email them periodically, using your autoresponder, to let them know about updates to the secret site. While you are updating them, you can also tell them about other specials or new products in your line.

Autoresponders and Shopping Cart Integration

When people place orders through your website, it is always a good idea to immediately acknowledge the purchase. One way to do this is with the use of an autoresponder that can be integrated with your shopping cart. In fact, many shopping carts that are available today have their own autoresponders built into the system.

When you set up your autoresponder to send a message to someone that has placed an order, there are several things that should be included in the message. This is an opportunity to 'speak' to your customer, and to let them know about other deals that you have or special items that you have available. You should not miss this opportunity.

Do not try to get your 'thank you' sales message on the same autoresponder as the customers email receipt. Putting the sales message on an email that is automatically sent to grant the customer access to their purchase is also a bad idea - that would go better with the receipt. Make sure your 'thank you' sales message is a message that is sent out all by itself, so your customer can focus solely on that!

Thank the customer for their recent purchase. Tell them how much their purchase will help them, and then tell them about other available products that work well with the one that they just purchased, or that are similar to the one that they just purchased in some way. For instance hair conditioner works with hair shampoo. Vacuum cleaner bags or carpet powder works well with vacuum cleaners. Just let them know about the various products that you offer that will compliment their purchase in some way.

The important thing is to not let your customer get away without further contact! Think about being in a brick and mortar store. When you go up to the counter to pay, there are many items there for sale. These items are meant to be picked up as last minute purchases, or impulsive purchases. Your 'thank you' sales letter serves the same purpose.

Don't make the mistake of bombarding your customer! You can usually send them periodic information about your specials after they have made a purchase through you, but emailing them on a daily basis with your offers is not good business! Use your autoresponder responsibly! Make sure that your autoresponder is set up to handle automatic remove requests, and make sure that the information that you are sending your customers is of value to them.

Autoresponders and Spam - What You Need To Know

There are laws against sending spam. There are even laws that you must adhere to when you send out email that was requested. No matter what type of email you are sending out, the chances are good that the anti-spam laws apply to you in some way.

In order to be in compliance with the anti-spam laws in various states in the US, each commercial email that you send must include your name or business name, your street address, city, state, zip code, and phone number. You must also include instructions that will allow the recipients to remove themselves from your mailing list. If you fail to do any of this, you are essentially breaking the law in various states - no matter what state or country you live in!

Protect yourself from spam complaints in any way that you can. Make sure that when a customer requests any type of information from you that an email is sent requesting confirmation before any other email is sent. If someone is placing an order from you, include a check box on the order form, asking for permission to send them periodic emails. Never use your autoresponder to send unsolicited commercial email!

Autoresponders -
The More You Know, The More Effective They Are

If you have signed up with an autoresponder service, you need to take the time to read the instructions to learn how to use the service - before you load the first word of your first message! Not knowing how to use the service will lead to many mistakes, and your customers and potential customers will most likely see every mistake you make! As soon as you have completed the sign up process, load one email address into the autoresponders mailing list - yours. If there is a manual or help file for your autoresponder, read every word of it, and really learn how to use all of the features of the autoresponder.

Work with it, sending messages to your own address, until you know your autoresponder service inside and out! This may take a little time, but after a few hours or so, you should know all that there is to know, and you will be able to set your autoresponders up much more effectively in the future. Taking the time to learn now, will not only save time in the future, it may also help you tweak and tune your autoresponder messages and tracking in a way that increases your responses!

Autoresponder Training Sessions

Autoresponders work very well when it comes to training others. This is why autoresponders are the perfect way to conduct email courses. But there are other types of training that can be done with autoresponders as well.

Even college professors have found a use for autoresponders. They can use them to remind students about upcoming tests, or to deliver study guides. Since the information in that professor's course is taught over and over again each time a new class comes in, this saves the professor a great deal of time.

Autoresponders are also used by colleges to remind faculty and students about coming events. Because events are scheduled in advance, these autoresponder messages are set up in advance, and nobody has to depend on a secretary to get those notices out!

Many businesses use autoresponders to keep their employees trained. When new equipment is brought into the office, and employees need to know how to operate it, an autoresponder can be set up with training instructions.

No matter what kind of business you are in, there is a way that autoresponders can be used. The use of an autoresponder will save quite a lot of time, and it can also serve to make the people in your organization much more effective.

Build Interest With Autoresponder Messages

If you are using your autoresponder to sell a product or service, you must be very careful as to how you approach your potential customer. Few people like a hard sale, and marketers have known for years that in most cases, a prospect must hear your message an average of seven times before they will make a purchase. How do you accomplish this with autoresponders?

It's really quite simple, and in fact, the autoresponders make getting the message to your potential customers those seven times possible. On the Internet, without the use of autoresponders, you probably could not achieve that. Too often, marketers make the mistake of literally slamming the potential customer with a hard sales pitch with the first autoresponder message - this won't work.

You build interest slowly. Start with an informative message - a message that educates the reader in some way on the topic to which your product or service is related. At the bottom of the message, include a link to the sales page for your product. Use that first message to focus on the problem that your product or service can solve, with just a hint of the solution.

Build up from there, moving into how your product or service can solve a problem, and then with the next message, ease into the benefits of your product - giving the reader more actual information with each and every message. Your final message should be

the sale pitch - **not** your first one! With each message, make sure that you are giving the customer information pertaining to the topic - free information! This is what will keep them interested in what you have to say.

This type of marketing is an art. It may take time to get it exactly right. Use the examples that other marketers have set for you. Pay attention to the messages that you receive from other marketers. Start a 'swap' file, and keep those messages. Use some of the better sales copy for your own autoresponder messages - just make sure that yours doesn't turn out to be an exact copy of someone else's sales message!

Remember not to start with a hard sale. Build your potential customers interest. Keep building on what the problem is, and how your product or service can solve that problem or fill that need. If you are doing this right, by the time the potential customer reads the last message in that series, they will be convinced enough to make a purchase!

Business Automation with Autoresponders

Automation is important to all businesses. The less time we have to spend doing small tasks, the more time we have to make more money - or we could spend that time doing something besides working. Putting an online business on auto pilot isn't difficult at all - and it is all done with the use of autoresponders!

Autoresponders can be used to get people to your website, or to promote products and services. Simply plug your sales message into the autoresponder, along with some valuable information that your potential purchaser may want or need, and advertise that autoresponders address.

Once the person arrives at your site, and goes through your ordering process, another autoresponder kicks in. This autoresponder should send out a receipt, as well as information that will grant the customer access to whatever it is that they have purchased. Another autoresponder message should be sent out after this, thanking the customer for their business, and letting them know about similar or related products or services that they may be interested in. The beauty of this is that while all of this ordering is going on, and these important customer service emails are being sent, you can be off doing something else! The more automation you can integrate into your online business, the better off you will be.

Customer Service with Autoresponders

Ideally, when you perform customer service, it is done on a one-on-one basis with each of your customers. That works quite well in the off-line world - but on the Internet, that simply will not do. Your customers are literally all over the world, and there is no way that you can really deal with each one of them personally. That is where an autoresponder comes in.

Customer service with autoresponders is quite simple. When an order is placed, an

autoresponder can send out the receipt for the sale, the information for accessing the product, and a 'thank you' email. This happens whether you are logged in to your computer or on vacation in an exotic location! But customer service doesn't always end right there, and if you are away from your computer, you may be letting your customers down!

For instance, an elderly gentleman sees your product advertised and places an order. Everything goes through just fine, and he receives the receipt, the download information, and your 'thank you' email.

Your product is an ebook, compiled into a PDF file. This particular gentleman doesn't understand what a PDF file is, and he has no idea what you mean by 'right click to download.' He needs additional customer service for the product that he has purchased, and there is nobody available to help him - nobody but an autoresponder.

Set up an additional autoresponder that will send out a list of frequently asked questions or problems that deal with customer service or how to access the product. Also set up a support autoresponder. If he sends a message to support, he should get an instant message back letting him know that his message has been received, and how soon it will be addressed. This will give him some measure of comfort, and in most cases, he will wait that specified period of time for assistance.

However, if he doesn't know how to download the product, and he sends a message to support, and nothing happens, he will most likely become very dissatisfied in a very short period of time. The difference between a patient customer and an irate customer is one simple autoresponder message that can and should be set up in under five minutes.

Really think your ordering process through, and consider the potential problems that may occur for your customers. Get an autoresponder set up to address those problems, and you will find that your customers are more satisfied with your products, and extremely satisfied with your customer service - all because your autoresponders handle their problems right away!

Email Courses and Autoresponders

Offering free things to your website visitors is one marketing method that often results in a lot of sales. Free courses that are delivered via email are very popular, and people sign up for such courses on a regular basis to learn more about a topic of interest to them. These courses are best maintained and delivered with the use of autoresponders.

An autoresponder can be set up to send out a series of lessons for an email course. The lessons can be set for distribution at specific intervals. You determine how often the lessons for the course are sent to the people who have signed up. Email courses are very different from traditional courses, web based courses, or any other type of course.

There is no student and instructor interaction. The instructor writes the informations out, puts each lesson in an autoresponder series, sets the timing for the lessons, and the rest is automated. You can opt to have lessons delivered daily, every other day, every three

days, or any other time frame that you think works best for your email students.

Email courses are commonly used to sell products and services. For instance, if you sell widgets, you might develop a course that teaches people how to use widgets or how to care for their widget. Experts agree that an email course can be written for almost any product that you can imagine - if you put enough thought into it.

Start by determining what your course will be about, and how long it should be. If the course should be delivered every other day for two weeks, you know that you would need seven lessons. Write the lessons, and load them in the autoresponder. Set the interval for each lesson, which in this case would be 1, 3, 5, 7, 9, 11, and 13.

This means that the first lesson would be delivered one day after the person has requested the course, and the second lesson would be delivered three days after the person has requested the course, and so on. The interval for each lesson is set for the number of days after the person has signed up Make sure that everything is spelled right, and that your sentences are grammatically correct. You want the lessons to look and sound as professional as possible.

Next, simply advertise the email address that will activate the autoresponder. Make sure that you run a test first, sending each lesson to yourself. This will allow you to see what your email students will see when they sign up!

Formatting Autoresponder Messages

Have you received emails that were all broken up? These emails have one or two words on one line, then eight or ten words on the next line. In some cases, one word begins on one line and ends on the next. These emails are very hard to read, and they appear to be very unprofessional. Is this what you want your autoresponder email messages to look like?

If not, you need to learn how to format your messages. Start by reading the instructions for your specific autoresponder. Each one operates a bit differently in the way that it handles text. For instance, some autoresponder messages will be messed up if you do put a 'hard line break' at the end of each line, while others will be messed up if you don't! Find out what the right option is for your autoresponder!

Because each email client is different, you should not allow any line in your message to exceed 65 characters. This will help prevent lines from breaking up, and it is achieved by hitting the 'enter' key at the end of each sixty-five-character line. The best way to be sure that your autoresponder messages are delivered in the correct format is to send them to yourself, before you send them to your list!

Getting Your Autoresponder Messages Through The Spam Filters

In light of the spam problem, most email clients now have spam filters installed. These filters catch spam email and either move it to a 'spam folder' or automatically delete it. After spending a great deal of time laboring over your series of autoresponder messages, it would be a shame to find out that the majority of the messages that are sent out end up in the spam folder, or are automatically deleted as spam!

You can avoid this in two ways. First, when anyone signs up to receive information from your autoresponder, have them automatically redirected to a page that gives them instructions for 'white listing' you. Email clients have an actual white list where the owner of the email client can add specific addresses that should never be considered spam.

The other way to make sure that your autoresponder messages get through the spam filters is to check them using one of the various spam checkers that are available online. These programs are often web based, and free to use. They check your message for words or phrases that commonly trigger spam filters in email clients. Don't send out any autoresponder messages without doing a spam check first!

Give Potential Customers A Preview With Autoresponders

Building customer interest and excitement is the first step to successfully marketing many products. Autoresponders play a vital role in building this interest and excitement. For instance, if you were developing an ebook, you may want to start telling your website visitors and opt-in subscribers about it. Start building interest; tell them what this product will do for them, and how soon it will be available.

Do more than build interest by telling them about it. Use an autoresponder to let them preview your product. Even though you will be selling the product, you can allow your potential customers to preview the information. Have you ever seen previews for movies that will be playing in theaters soon? It is the same concept.

Load one chapter of the ebook into an autoresponder, and put a form on your website where your visitors can enter their name and email address to receive the preview chapter free of charge. This gets their name on your list of potential customer. Each week, send a reminder email, letting them know how close the release date is, and what they can expect from your product - keep building interest and excitement.

Finally, a couple of days before you are ready to launch your product offer those that received the preview, the option to buy a pre-release copy. You can opt to offer a discounted price, or leave the price as it will be on launch day - the choice is yours.

Take a look at the list of people who signed up to receive the preview. How many of them are still 'subscribed' to that list? They've had the option to stop receiving notices about your product, but they chose to keep receiving the information you were sending. These are highly targeted prospects for your product. They have already shown you that

they have an interest in your product, and a large number of those people are simply waiting on the autoresponder broadcast message that will let them know that it is time to pick up their copy of your product!

Isn't automation a wonderful thing? Using an autoresponder, you are able to see how much of a market there is for your product, and build a great deal of interest in it before it is ever released. This is the key to making sales on launch day. Use autoresponders to build the interest. Get your prospects excited about what is about to come – and on launch day, give them what they are waiting for and watch the sales pour in!

How Important are Autoresponders to Internet Marketing?

Internet Marketing and autoresponders essentially go hand-in-hand. In today's online business world, you simply cannot succeed at Internet marketing without the use of autoresponders. Autoresponders are used to achieve many of the marketing tasks that are essential to a successful online business.

Internet marketing can be very time consuming. Whether you do affiliate marketing or market your own products, an autoresponder is a big part of your marketing arsenal. Autoresponders are used to keep in contact with your past customers, and to develop a relationship with potential customers.

An autoresponder can be used to deliver sales messages to your opt-in customer list. It can be used to deliver email courses, to send reminders, and even to help you build an opt-in list if you don't already have one. There are many creative ways you can use your autoresponder to make more sales and to build customer relations.

Any successful marketer will tell you that there are two tools that are vital to any type of online marketing - an opt-in list and an autoresponder. In fact, most marketers will agree that you could take away all of their other marketing tools, but they would fight to the death to keep the list and the autoresponder!

Improper Uses of Autoresponders

Autoresponders are wonderful! They can be used for a variety of things, but there are several ways that autoresponders should not be used. Using autoresponders in improper ways will make things a bit more difficult for other people, and could make things really bad for you!

Having one autoresponder respond to another autoresponder creates chaos, and in some cases, it can overload servers. This happens when you sign up for something, using your autoresponder email address. You sign up, and a message is sent to someone else's autoresponder, which responds to your autoresponder, which responds to that autoresponder - and this continues on and on until it is manually stopped and straightened out.

Some people use their autoresponder address on purpose when they sign up for discussion lists. In effect, this causes an their autoresponder message to be sent to the entire list, or to one person on the list, each time a person sends a real message to the discussion list. Needless to say, discussion list members and owners frown on this practice, and the autoresponder owner gets banned.

Avoid these problems and use your autoresponder in ways that it was meant to be used. Do not use the autoresponder irresponsibly! Not only will you create problems for others, but you may find that you get reported for spam!

Invoicing with Autoresponders

If you have recurring invoices that you send out, you can easily automate this process with autoresponders. Many business owners find that they spend a good portion the day sending out invoices, or trying to collect on unpaid invoices! This can easily eat into the time that you could be spending generating new business.

If the amounts invoiced are the same each month, and due on the same day each week or month, you can easily automate the invoicing process with the use of an autoresponder. Many shopping carts that have autoresponders built in work well for this. Others may take a little time to set up, but in the end, they will save a great deal of time overall.

Get extra usage out of the automated invoicing process by adding small messages to the invoices that alert these clients to new products or services that you offer. Think about your phone bill - doesn't your phone company send out additional sales material with each bill? There is no reason you shouldn't use this same marketing technique with your autoresponder invoices!

Motivate Your Downline with Autoresponders

Many affiliate marketers have a hard time building a downline - and an even harder time keeping downline members motivated and selling. If your income depends on the sales of others, you should strongly consider keeping them motivated with autoresponders.

You can load your autoresponder with positive messages, sales tips, and news related to the product or service that is being sold. Many affiliates fail simply because they don't know how to market a product, and they have little or no support from affiliate managers or up line members! With the use of autoresponders, all of that can change.

You should definitely write on some marketing tips, specific to your product or service, and set you downline members up in the mailing list for that series of messages. Send broadcast messages once a month congratulating the top sellers. Send short motivational articles that will keep your downline member upbeat.

Failing to communicate with your downline members is the same as ensuring that they fail at the business in most cases. If you want to succeed in affiliate marketing, you have to take steps to help your downline succeed!

Personalizing Autoresponders

Have you ever walked into a store in your town, and been addressed by name? This has probably happened to you at stores that you frequent often. The shop owner knows your name, and uses it. He remembers you, and he wants you to know that he cares enough about you and your business to remember you. In the offline world, this is just one aspect of customer support.

Customer service like this is almost impossible to achieve on the Internet, but some semblance of it can exist when you personalize your autoresponder messages. Autoresponder messages can be set up to address people by their first or last name - or both. In fact, there is quite a bit of personalized information that can be added, depending on the autoresponder that you are using.

The information is included in the autoresponder messages by using codes. Each autoresponder will use different codes to insert the information in your messages. You simply write your message, and put the codes where you want the personalized information to appear. For instance, your message may start out with 'Hello (code for first name)! In this case, the person's first name will be inserted where that code is.

Personalizing your autoresponder messages will most likely improve your response rate. Research has shown that emails that are personalized with the person's first name are opened more often, and those people are generally more receptive to the contents of the email message. It is usually very easy to do. You write one message, using the codes where you want the personalization, then, no matter who that one email is sent out to, their personal information will appear where the codes are.

Of course, the autoresponder must collect the information first. This is done with the use of forms that activate the autoresponder. For instance, if you are giving away a free ebook, and you have your visitor fill out a form with their email address to receive the download instructions for the ebook by email, that form should collect any type of information that you want for personalization. Such as a first name, as well as the email address. If that information is not collected, the autoresponder won't have anything to insert where that code appears in your messages!

Take a look around the control panel of your autoresponder, and find out what type of personalization you can add to your autoresponder messages. You may be very surprised at the improved results!

Powerful Autoresponders
- Does Yours Measure Up?

Autoresponders are very necessary when it comes to marketing or taking care of customers. But the power of an autoresponder, or the lack of power, can mean the difference between success and failure.

When you use an autoresponder service, you must make sure that the domain that the autoresponder uses isn't blacklisted by the spam watch groups. If it is, your messages probably won't make it past the majority of spam filters, no matter how much you check it with spam checkers.

Also, not having the ability to track responses can cost you business. If you can't track response rates, you won't have any way of knowing whether your messages are doing you any good. A good autoresponder will provide the ability to track responses. If yours doesn't, you might want to shop for a new autoresponder.

The ability to add and remove names to your autoresponder manually is vital. Often, people will contact you without going through your autoresponder. These people need to be put on the autoresponders mailing list. If you are moving your list from one service to another, you need the ability to import names and addresses to your list. Again, if your autoresponder service isn't powerful enough to allow this, look for a different one!

The Difference Between Autoresponder
Programs and Autoresponder Services

Many newcomers to the Internet marketing arena are not aware that there is a vast difference between an autoresponder program and an autoresponder service. Not knowing the difference, they often purchase the wrong type of autoresponder, and find out too late that they have wasted money on a program that is useless to them.

An autoresponder program is a program that is set up on your web server. This is usually a free autoresponder that comes with your web hosting account. Many people don't like to use autoresponder services; so instead, they use an autoresponder program that they have more control over. Some of those people don't like the autoresponder programs that come with their hosting accounts either and purchase autoresponder programs or scripts that must be installed on their web server.

Other people are quite happy with using an autoresponder service. This is a service that is usually paid for on a monthly or yearly basis. The fees are ongoing, and everything is browser based. In other words, you can set up your autoresponder messages and manage your opt-in list through your web browser - just as you can with an autoresponder program that is installed through your web hosting account. The difference is that the service runs on the autoresponder service's web server - not yours or your web hosts.

Beginners are usually better off using an autoresponder service. These services are very easy to understand and to use, and no technical knowledge is needed to set things up.

As a newcomer to the field, however, you might be concerned about the costs of an autoresponder service. If this is the case, you have the option of signing up with a free autoresponder service.

Free services make their money by placing advertisements in each autoresponder message that you send out. Sometimes these ads appear at the top of your messages, and sometimes they appear at the bottom. Some of the free services are simply an enticement to purchase the professional version, and have many of the more advanced features, such as tracking, disabled.

More advanced users often choose to use autoresponder programs, simply because they have more control over the autoresponder, and they don't have to follow some of the stiffer rules imposed by autoresponder services, such as sending confirmation to each and every person who is entered into the autoresponders list.

The autoresponder that you choose is strictly up to you, but in most cases, an autoresponder service should suit your needs. If you are unsure, look for a service that offers free signups, with the option of upgrading to the professional paid version at a later date.

Using Your Autoresponder to Generate Leads

Autoresponders are one of the most important marketing tools that you can have if you are doing business online. In fact, the only thing more important that the autoresponder is your opt-in list! But all autoresponders start out without a list - the list doesn't exist until your autoresponder mailing list starts filling up with names and email addresses!

The easiest and fastest way to build up an email list is to give things away for free. Some marketers will tell you that this is a waste of time - and if you already have a list of one hundred thousand people that you can market to, then it probably is. But for those who do not already have a list, this is the way that it gets built! You simply pay for advertisement to promote your freebie. Don't think of this as lost money, think of it as an investment in future earnings.

Give away an ezine, free reports, free ebooks, free access to private websites, or anything else that you can think of. The object is to get people to sign up to receive that freebie, and to agree to receive email from you in the future! It is a win-win situation for everyone, but you get more than anyone else in the deal. The person gets a freebie. You get their name and email address, and permission to email them in the future.

But if you do it right, you get even more than that. The freebie that you give away should also be used to promote your products or services. Even if it just has affiliate links for products or services that are related to the topic of the freebie, it is a way to generate extra revenue. Then, when you send email in the future, you can again promote your products or services. Just be sure to include valuable information in the email as well, or you will have people dropping off of your autoresponder mailing list like flies!

Using every opportunity that is presented to you in the world of Internet Marketing is vital

to your success. You have the opportunity to earn money in the freebie that you create. You have the opportunity to earn money when you send the 'thank you' email after a person has requested your freebie, and you have the opportunity to earn money every time an autoresponder message is sent out to that list in the future! Don't waste those opportunities, and put it all in automatic mode with the use of an autoresponder.

Using Autoresponders Responsibly

In today's world of unsolicited email and spam laws, it is extremely important that you learn to use your autoresponder responsibly. Autoresponders make our lives much simpler, and they are very powerful marketing tools, but if they are used in a way that they are not intended, they can quickly turn your life into a nightmare!

First, never add people to your autoresponder mailing list that should not be there. If they have requested information from you, they should automatically be added, and you should have a 'double opt-in' method in place to make them confirm that they have requested the information. This serves to protect you and them.

Each autoresponder message should include a link that the recipient can click that will automatically remove them from the mailing list. Without this link, you will be breaking the spam laws, and you risk having your website, your ISP service, your email, and your autoresponders shut down!

We all want to build a list of a million people, but you must do so responsibly, and it does take time. Don't get in a hurry and break all the rules and laws in an attempt to build a large list. This will only result in losing your list altogether!

Tracking Autoresponder Responses

As an Internet marketer, it is vitally important to know how well your advertising campaigns are doing. Advertising campaigns cost a lot of time and money, and campaigns that are not doing well need to either be changed or scraped. When using autoresponders for purposes of Internet marketing, you will be able to tell how well your autoresponder messages are doing by using response tracking. Autoresponder response tracking is usually easily set up with the higher quality paid autoresponder services. Using the tracking set up tool, you simply enter the web site address that you want your readers to visit, and the software generates a brand new URL. This URL is usedto track the number of clicks that you have from the autoresponder message to the website that you are promoting.

When a person clicks on that special URL, the click is captured, and they are automatically redirected to the website that you intended them to arrive at. The visitor does not know that they have been redirected in most cases. You can monitor the results through the control panel of your autoresponder service account. The control panel will tell you how many messages were delivered, and how many clicks were received. Most quality autoresponders will even include a feature that allows you to track

how many of the emails were opened. This is a great marketing research tool for mass email marketing.

Not all autoresponder services offer tracking abilities such as this. If tracking is important to you, you need to make sure that this is one of the features of the autoresponder service before you sign up. This feature gives you the ability to know whether the message you are sending out is effective, or if changes need to be made. It also allows you to see if the sales copy on your website is effective, in a 'round-about' way. For instance, if you are getting thousands of clicks from the autoresponder message, but very few clicks from the sales page to the order page, you know that the autoresponder message is working, but the sales copy is failing.

If you have never tracked your autoresponder responses before, you should definitely consider it. Again, this information allows you to find out what is working, and what is not working. It will essentially make your autoresponder marketing much more effective and profitable. You will most likely be very surprised at the results of the tracking!

Using an Autoresponder to Publish an Ezine

There are many uses for an autoresponder. One such use is the publishing and distribution of an ezine or newsletter. Since autoresponder services usually are set up to send automatic responses to the people on the list at certain intervals after they sign up, setting up an autoresponder to send out an ezine can be a little confusing.

Depending on the service or autoresponder that you are using, you will need a 'broadcast' feature. The broadcast feature works essentially the same as the autoresponse feature, with one big difference. The messages are not sent out at intervals. The messages can, however, be scheduled to go out on a certain day, which has no bearing on when the subscriber was actually added to the mailing list. Broadcast messages are 'one time' messages that are only sent to your current mailing list. People who sign up for your list after the broadcast has been sent do not receive it, unless they specifically request it with an autoresponder address, which you must set up.

Using the broadcast feature of most autoresponder services, you can simply go and either type your newsletter, or copy and paste it into the editor, then choose to send the broadcast to your entire mailing list. More advanced autoresponder services will usually have broadcasting features.

Using an autoresponder to maintain a mailing list and to distribute a newsletter is a wonderful idea. Your subscribers can easily opt-in, or opt-out, and all of the distribution is handled for you, based on the schedule that you set. List maintenance can become very difficult without the automation that autoresponders provide. You can write each issue of your ezine or newsletter well in advance, and have it delivered to your mailing list, no matter where you are or what you are doing. That is the beauty of automation!

Since all past broadcast and autoresponse messages are saved, you can easily refer back to old issues, or allow people to request past issues. You can also use the tracking feature throughout each issue of the newsletter to determine how many clicks you are

getting for the various products or websites that you promote in your ezine.

If you have not yet purchased an autoresponder or signed up with any autoresponder service, make sure that you inquire about the broadcast feature first. Not all autoresponders or autoresponder services have this feature, and as your marketing progresses, you will find that this is one of the most useful features of the service or program.

Using Free Autoresponders

If you've looked at the prices of autoresponders that are available online, you may have decided to search for and use a free autoresponder for your marketing needs. Using free autoresponders is acceptable in certain situations, and in the world of Internet marketing, any autoresponder is better than not using an autoresponder at all!

Your first option for a free autoresponder should be the one that comes with your webhosting account - if you have a webhosting account. These autoresponders can easily be set up through the control panel of your website, and they do not contain advertisements from the autoresponder company or webhosting service. If you do not have a hosting account, or your hosting account does not include autoresponders, there are other options that you can pursue.

There are many free autoresponder services to choose from. These services are free because the company makes their money by placing a small advertisement in each message that your autoresponder sends out. These advertisements may appear at the top of your auto responses, or at the bottom, depending on which company you use.

Many paid autoresponder services offer a free version as well. These free versions may or may not include advertisements in the outgoing messages. These lighter versions of the paid autoresponders typically do not include many of the powerful features of the paid versions. But if you don't need the more advanced features, this is a great choice.

Most free autoresponders have a limit on the number of subscribers you can have. Many people start out with the limited free versions, and then upgrade to the paid versions once their lists are large enough to exceed those limits. Many marketers don't feel that the expense of the autoresponder is warranted until the list that they are building is turning a profit. From a business standpoint, this makes sense.

As the owner of a business, you are the only one who can decide whether you need a paid autoresponder service, or if a free one will do the job. If your list is small, a free autoresponder should do everything that you need it to do, but as your list grows, you should definitely consider upgrading. However, having the small advertisements that the free services place in the outgoing messages may present a problem if the ads compete with what you are trying to sell. They may even pose a problem if they do not directly compete with your product or business. Again, this depends on what you are trying to accomplish with your autoresponder.

Infomation About Opt In Lists

3 Quick And Easy Ways To Build A
Profitable Opt In List

You finally realize that you need a good opt-in list. After reading countless articles and sought expert advices and have read many success stories of people creating a small fortune with opt-in lists you finally decide to have one of your own. Then it happens, you think you have known everything there is to know about opt-in lists and have followed their advice to the T and you still weren't able to make a profit.

In fact, you may be losing money. You maybe hiring writers to help you out, or there are some expenses incurred, even if you have a big list, but only a very small percentage actually buys from you, your still losing profit. You'll realize that after a few months when you see your statistics and sales figures.

So what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in. You chose a topic where you think could be quite popular and would earn you money. This is just not the case. Just because you wrote to people from the list doesn't mean they are going to buy instantly.

Here I will offer more advice, for those who have started an opt-in list and have failed. You **can** rejuvenate your failed venture. For those who are starting, here are three quick and easy ways to build a profitable opt-in list.

1) Get your customers to trust you and your products first. Just launching your opt-in list would not make you an expert and a believable seller. Write many articles first before you start an opt-in list. Write about the topic you know and have started and used for your site. Try to put forums first to gain knowledge about your customers about their wants and needs and target those wants and needs.

Join forums from other sites as well. Provide expert advice and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list. You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what your business is all about.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you. They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they don't know you.

2) Find a product or service that people want and need. Although it may not be your forte, if you provide a service and product that you have researched and learned about well, you can carry it on forward. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.

While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable. Do your research well and you would see the profits come in. Also provide your subscribers with promotional material that they could actually use and spread around.

3) Make friends with other opt-in list users. This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the Internet to use, there is nothing like getting a first hand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it. While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Building a profitable opt-in list just does not happen overnight. There are many preparations and effort to do. Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list. Keep it organized and manageable. Get or hire help if need be, just make sure that your subscribers are happy and satisfied and they will be willing to buy from you.

4 Crucial Things You Need To Do To Build your List

Online marketing may have developed a sudden surge these past few years, but many in the know have felt its rise even from way before then. As more Internet based businesses are put up, the need to develop new marketing skills and knowledge based on this new medium have arisen. More and more marketing strategies are being discovered and developed to cope with the changing face of business the business world.

The demand for online marketing tips and strategies have drastically grown and a new form of business has been born - Internet marketing strategies. While there are companies that are all too eager to help your site and business build a clientele for a fee, there also many ways that can spread the word about your sites subsistence in a more cost free way. One of this is Opt-in email marketing, also known as permission marketing.

Opt-in marketing requires the permission of a willing customer to subscribe to your marketing materials - materials that take form in newsletters, catalogs and promotional mailings via e-mail. The more opt-in marketing mail is sent, the more chances there is to bag sales and more sales. To do this, you must build a list of all those who want to subscribe to your opt-in marketing list.

From your list, you will get your targeted customer. This is a good list since they already have shown interest in what you have to show and sell since they have willingly signed

in for your list. These are the people who have liked what they have seen in your site and have decided they want to see more and maybe even purchase what ever product or service your company and site has to offer.

Many people would think that building their lists would take hard work and a lot of time to build and collect names and addresses. This is not so, it takes a bit of patience and some strategies but in doing this list, you open your site and your business to a whole new world of target marketing. Make the effort to take your business to a new level, if traffic increase and good profits are what you want, an opt-in list will do wonders for your business venture.

There are many sources and articles in the Internet available for everyone to read and follow in building a list. Sometimes they may be confusing because there are so many and so many different ways. Different groups of people would have different approaches in building an opt-in list, but no matter how diverse many methods are, there are always some crucial things to do to build your list. Here are four of them.

1) Put up a good web form in your site that immediately follows the end of your content. While some may say this is too soon to subscribe for a website visitor's application, try to remember that your home page should provide a quick good impression. If somehow a website visitor finds something that he or she doesn't like and it turns them off, they may just forget about signing up.

A good web form for subscribing to an opt-in list is not hard to do. Just write a simple short statement about how they would like to see more and get updated about the site. Then there should be an area where they could put in their names and e-mail address. This web form will automatically save and send you the data's inputted. As more people sign in, your list will be growing.

2) As mentioned in the first tip, make your home page very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor's fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good programming in your site, make your graphics beautiful but don't over do it.

Don't waste your time making the home page too overly large megabyte wise. Not all people have dedicated T1 connections, the faster your site gets loaded, the better. Go for a look that borders between simplicity and sophisticated knowledge.

3) Provide good service and products. A return customer is more likely to bring in more business. Even then and now, a satisfied customer will recommend a business. Word of mouth and recommendations alone can rake in more business than an expensive ad. As your clientele roster grows so shall your list. With more members on the list, the more people will get to know about what you have new to offer.

4) Keep a clean and private list. Never lose the trust your customers have entrusted you. If you provide e-mails to others and they get spammed, many will probably unsubscribe to you. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

4 Ways To Get Your Opt In Subscribers To Trust You Quickly

While the rest of the world have developed many barriers and protections to keep their e-mail accounts spam-free, there are also those that subscribe to mails that promote their products, services and their site. This is mainly because these subscribers wants to know more about what these sites are offering and can be beneficial for them. They expect to get be kept posted on what they are interested in and what is new in the market or field they have chosen.

Businesses would be so lucky to have this kind of customers; the basic element needed to get these types of people is trust. When your customers trust you they will reward you with their loyalty. Many Internet users have gone to great lengths in protecting their email accounts from spam mail. Some free-mail Internet providers and Internet service providers offer spam protection while there are also some Internet based companies that screen your mails for you.

With an opt-in mail list, the mails you send containing your promotional materials such as newsletters, catalogs and marketing media will go through. Your intended recipient will be able to read and view what you have sent making it a successful transfer of information. To be able to be allowed to do so, you will need permission from your recipient, to get this permission; you need to be able to get their trust. With the great lack of disregard for privacy in the Internet, getting the trust of an Internet user you don't personally know is a big achievement.

To build a good opt-in list you need people to trust you, for a faster and quicker build up, you need to get your opt-in subscribers to trust you quickly. The faster you build your opt-in list the faster word about your site and company gets to be spread. The bigger the scope of your opt-in list the more traffic you get spelling more profits. It's easy math if you think about it. Getting the numbers is not that simple though, or maybe it is?

• 	Getting the trust of your clientele shouldn't be so hard especially if you do have a legitimate business. Getting your customers trust should be based upon your expertise. People rely on other people who know what they are talking about. Garner all the knowledge and information about your business. Well, frankly if you decide to go into a business most probably you have an interest in it. Like how many basketball payers become coaches, you don't really venture into something you don't have any interest in.

• 	Show your clients that you know what you are talking about. Provide them with helpful hints and guidelines that pertain to what you are selling. Talk about how to install a roof if your into hardware products or provide articles on insurance settlements if you're a settlement lawyer. You don't have to be a big corporation to make use of an opt-in list. If your customers see you as someone who knows what he is doing and saying, they will trust you quickly.

• 	Be true to your customers, if you want to hype up your products and services, provide guarantees. The more satisfied customers you get, the bigger probability there is that they will recommend you. Generally, people will trust someone they know, when

that someone recommends you then you're a shoo-in. They will go to your site and check it for themselves and be given a chance to experience what the others have experienced from you, so make sure to be consistent in the service you provide.

• Another tip in getting a customer to trust you quickly is to provide them with an escape hatch. Show them that you are not there to trap them. Keep a clean list that would enable them to unsubscribe anytime they want. Elaborate your web form by providing information on how to unsubscribe from the list. Guarantee them that they can let go of the service whenever they want to. Many are wary that they may be stuck for life and would have to abandon their email accounts when they get pestered with spam.

Remember that when you get the trust of your clients don't lose that trust. Because if you do anything with their email addresses like sell them or give them out, you will lose many members of your list as ell as potential members. The true quickest way to gain the trust of your subscribers is when you are recommended by someone they trust.

5 Things To Consider When Publishing A Newsletter

Providing a newsletter for your opt-in list subscribers provides many benefits in terms of driving traffic into your site as well as boosting the sales and profits of your site and company. This is a marketing ploy that will not hugely dent your marketing budget and will not also require many man-hours in developing this project.

With a newsletter, you can inform the public about your company and products as well as services. You can keep them posted and updated about what's going-on with your company as well as many of your promotions and offerings. With these, you keep on reminding your subscribers that you are still here and are willing to offer them good deals and services.

Newsletters also allow you to impress your subscribers. They can show your expertise and knowledge about the topic at hand and the many benefits you can offer them. When you impress people, they will become potential customers and another great thing is that they can recommend you to their friends, colleagues and family. All of them could very well be customers in the future.

If you do not have a newsletter for your site, then you may have to consider about researching and be well informed on how to publish one. It is not as easy as it seems but if and when you get the right idea and process, it will be smooth sailing from there on. Try to take the time to learn what you need to learn and get that newsletter ready and good to attract subscribers to your newsletter as well as traffic to your site.

In the next few paragraphs, I will provide you with some things to reflect on when you decide to start your own newsletter for your site. Here are five things to consider when publishing a newsletter.

1) Make sure that the content of your newsletter pertains to and is closely associated with your business or the theme of your site. Do not dwell too far on what could be

regarded as your field of expertise. You have started a site and your theme for your site will always be something you are knowledgeable about. For example; if you have a site that sells auto car parts, your newsletter must contain articles or content like photos that pertain to cars, auto parts and such. You may also include content about your company and your staff.

Remember that visitors of a certain site are there because they are interested in what the site has to offer. If they sign up for an opt-in list or for a newsletter this means that they want to be updated for that certain theme or subject. Be sure that when you publish your newsletter you are providing for the need of the subscriber as well as their interests.

2) Ensure that you have well written, information riddled with content rich articles. You articles will be the body of your newsletter and that they should be able to excite your readers as well as provide information. Articles should be well written and checked for errors such as spelling and grammatical errors for it to look professional and believable. The trust of your client to you and newsletter is at stake here.

3) Fact-check your articles. Make sure that you provide true facts and figures so that your reputation as an expert and your knowledge in that field is not questioned. If you lose the trust of your subscribers these may persuade them to unsubscribe to your newsletter. You will lose many potential sales this way.

4) Provide fresh and new articles that can provide new information to your subscribers. If you publish stale and old news in your newsletter, there is a tendency that people or your subscribers already have read and known about them. This will lose their interest in your newsletter and they wont get to read what is most important, your ads. They may not open or read any of your succeeding newsletters losing your intention in writing and publishing newsletters, to get them to visit your site and make a purchase.

5) Never use copyrighted materials such as photos and articles. This is outright plagiarism, you may get into a lot of trouble for this. You can lose your business and get sued over copyright infringement. If you do not have the time to write your own articles, there are many willing and able professional article writers that can do it for you for a reasonable fee. All your investment in writing and publishing articles will be well worth it when you see your list build up and your traffic increasing.

7 Ways To Make Money Using Nothing More Than Your List

An opt-in list can be quite crucial to any site or Internet based company. Even for a small venture such as a niche profit site an opt-in list can make a world of difference and also add some extra income for your pocket. Rarely would you see an e-commerce site, big or small, that is without an opt-in list.

An opt-in list allows for a company to market their wares and site via an e-mail. With an opt-in list you have a site who is sending and a subscriber who consents to receiving a newsletter from your company. Through this, you can keep your subscribers abreast of what is currently available in your site as well as whatever is coming out.

And because there is mutual consent between the two parties, any mail sent to the list is not considered as spam mail. There are a great number of successfully read promotional materials such as catalogs, newsletters and such that are sent because the subscribers themselves have signed up for them, meaning, they do want to be sent those items.

Building a list is crucial, only a small percentage actually subscribes for an opt-in list. Many people find promotional mails annoying but of you provide a good newsletter or promotional material, you will see your list build up and grow. You can also achieve this by having good content on your site. If people like what they see and read on your site, then they surely would want more. Newsletters would be a way to attract them back to your site. A little teaser or appetizer if you will.

But other than marketing your wares and your services, an opt-in list can also be used to earn extra profit. Not all lists can be used though. It would be good to first build a successful list with a huge number of subscribers. The more subscribers you have, the more money you can get. Here are seven ways to make money using nothing more than your list.

1) Place advertisements. There are many corporations who will be willing to pay to put their banners and ads on a list with many subscribers. Selling or renting out lists is not a good idea so rather than doing that, many companies would just rather place ads with lists that have a huge subscriber base. Your newsletter could be placed with many ads and each one spells money.

2) Have affiliations with other companies that have at least a semblance or relation to what your site is about. Here other companies will provide links and brief descriptions of what they offer, products and services. With every click made on the link that directs or leads a subscriber from your list to their site, the company will pay you. This P4P or pay for performance.

3) Make deals with other companies by asking for a small percentage on sales done through your list. With every sale done by customers that have come from your list and have gone there because of your newsletter, the other company will pay you a small percentage of your sales. The more people who buy from them, the more earnings you get.

4) You may also get products from other sites on a consignment basis and sell them to your list via your newsletter. Place descriptions, articles and photos of the product in your newsletter. There will be those who will buy from you and when that happens, you can order the product from the other site and sell it to your buyer.

5) Sell e-books or a compilation of your articles on your list. Manuals and how-to articles are in great demand. Many people will be willing to shell out money to gain knowledge about a certain topic and subject. With your existing list trusting your expertise in that area, an e-book could be offered and sold or used as an incentive.

6) Create a network out of your list. Get people to invite more people to view your site and subscribe to your list. The larger your list is, the more people will be able to click on your links and affiliate links as well as make your advertisement rates higher.

7) Subscribers are willing to pay for information if they know that it can be trusted and relied upon. Use your list to get more and more people to subscribe to you as well as browse your site. Lastly, you can use your list to earn money by making them your partners. Your list will be the bloodline of your growth and increase.

Can You Really Use Articles To Build Your List?

Getting customers to your site should always be ranked as high as the importance of the quality and the excellence of the product and the services you provide. They should go hand in hand in providing your customers the satisfaction they get in exchange for the money they have paid for them. Customer service should as well be as fantastic so that the customers are provided with the same satisfaction.

One of the ways you can combine marketing and customer service is through opt-in marketing. With an opt-in list you get the opportunity to introduce your site and products on a good time basis. Opt-in marketing strategy is a marketing strategy that is virtually low cost and not time consuming. Here, you get the consent of your website visitors to subscribe to your newsletters and other promotional materials such as catalogs and free promotions.

Opt-in marketing uses your list of subscribers to send e-mail to. These e-mails will contain the materials you will send to your subscribers. It is essential that you present your promotional items in a manner that will catch the interest and the eye of your subscribers to keep them wanting for more. The best way to do this is to provide fun, entertaining and informational articles.

Well written articles full of content and useful information will help in building your list as more subscribers will be enticed to your list. When they have read the samples of your contents in your sites, they will be intrigued as to what will come next. Subscribing to your newsletter will offer them a glimpse of what you have to offer next.

Many sites and companies have captured the importance of articles and this also aids in search engine optimization. As more people are heading towards the Internet for their information needs, serving the right information to them via articles in your site will increase the flow of your website traffic. With more traffic, the percentage of your sales will grow. More sales turn into more profit.

There have been the rise for the importance of well written, information enriched and keyword packed articles for the content of their site as well as for newsletters. These articles provide the information many are seeking in the Internet. If your site has them, more people will be going to your site for information and research.

Well-written articles would also boost your sites reputation. If they are filled with much information you will be regarded as well informed and an expert on the subjects that you tackle. Your articles must be well researched so that the people will trust you. When you have gained their trust, they will always come for you for their needs on that subject.

In connection, you must write articles or commission them to tackle subjects that are closely connected with your type of business. If you have a site for a medicine tackling a certain disease, your articles must be about the diseases. Or if you sell materials for home improvements provide articles with those themes. Most articles searched for are tips, guidelines, methods, manuals and such. If you provide these articles to your customers and you have their trust, they will always go to your site for help and advice as well as for your products.

With the loyalty of these customers, they may subscribe to your opt-in list to receive all the information you have. If you provide them with the answers for that need, they will be happy to be receiving your newsletters as well as other promotional materials to keep them well informed. Others may even forward your newsletters to other people when they find a certain article interesting.

You should provide links in your newsletter so that when other people are reading it and wants to read more, they may click on the link and go to your site. With the articles you have on your site that are good, they may decide to sign up as well for your opt-in list. This will build your list and make it bigger.

Make sure to keep your subscribers happy and interested in your newsletters and promotional materials. Keep on posting and writing good articles for your site and newsletter. If you are not interested in writing them or if you just don't have the time, there are many available experienced and knowledgeable writers available to help you out. This is an investment that will pay for itself in time.

How To Build A List Of Eager Subscribers

Every online business provides great service to generate satisfaction among their customers. As each and every customer receives satisfaction over their products or the services they get, there is a great chance that they will become a return customer and buy again. Better yet, they will recommend you to other people that could generate more business for you and your site.

As more traffic is driven to your site, you can entice many of them to subscribe to your mailing list or opt-in list. This is a list where on a website visitors agree to be sent promotional materials such as newsletters, catalogs and such that could keep them updated about your site or the niche of your site. These promotional materials are sent via e-mail to the members of the list in different time intervals.

When using e-mail as the media of your marketing and advertisements, you eliminate the need for high costs. Email is free and if you can manage to make your own promotional advertisements you can also save a bundle there. With an opt-in subscribers list, you are pretty sure that what you are sending out is received, viewed and read by the subscribers and not simply being deleted. They have signed up for service and have consented in receiving it.

This means that there are constant reminders to your subscribers about all your

products, new products and services as well as any promotions and special deals you are having. There is also the chance that they can be forwarded to other potential customers as they tell their friends and families about you and your site.

Of course you should be also aware that a subscriber may unsubscribe when they feel that they are not getting what they want or expected. Make sure that they are satisfied with your opt-in marketing strategies and keep them excited in receiving your newsletters and catalogs. Here are some tips that can help you build a list of eager subscribers.

Make your promotional materials interesting and fun. Try to use a little creativity but not too over artsy. Build around what your product or service is about. For example; if you are selling car parts, put some pictures of what is new in the auto parts world, a new wing door possibly that can fit any car and make it look like a Lamborghini.

Try to research what people are looking for, these way, you stay one step ahead of them all the time and you will be their bearer of new tidings. They will be eager to receive what you are sending them because they new you always have fresh and new things to share with them.

Write good articles that can be very informational but light at the same time. If your subscribers enjoy your articles, they will go to your site by clicking the links that you will be putting on your newsletter to read some more. You can provide articles that can connect to many people. Be diverse in your articles. Put something humorous, then put something informational, then put something that has both.

Are you wary about this because you don't like writing? No problem, there are many professional and experienced article writers that can do the job for you for minimal fees. They know what they are doing and can provide the need that you have for your newsletters, the money that you pay for your articles are going to be met by the many sign-ups and the potential profit from the sales that you will get.

Create and send an E-book to your customers about anything that is related to your business or site. Use your knowledge and expertise in the field you have chosen to help other people who are similarly interested. Offer this e-book for free. You can write about anything informational and helpful to your subscribers. For example; you can do manuals and guides in so many things. This e-book could be used as a reference for many people.

Share this e-book with everyone, even other sites; just make sure that they don't change the links in the e-book that will lead people to your site. If you want, you can always get some people to write it for you just like your articles. The great marketing this will generate once again will cover your investment.

Add e-coupons in your newsletters that will help them avail to special discounts. Put a control number in your e-coupon so that they can only be used once. When people get discounts that can be found in your newsletters, they will be eager to receive your newsletter in anticipation of what you are promoting next.

If your subscribers can get benefits from your newsletters, they will be very eager to

receive them. Just don't flood your mailing list with mails so that you don't annoy your subscribers.

How To Get Your Subscribers Begging For More

Just as an experiment, a friend of mine subscribed to ten different opt-in e-mail marketing lists to see which ones are effective. Many websites and online businesses have resorted to sending promotional materials to people who have subscribed to them in an effort to boost their sales or traffic. Opt-in email marketing sends newsletters, catalogs updates and many more promotional materials to website visitors who have agreed to be updated whether monthly, weekly or semiannually.

Through e-mail, an Internet user that is on the list will receive their updates through email. If a promotional material piques their interest they will go to the site to learn more or to purchase outright. For the website operators or owners, this is a chance to remind their list of their existence and parlor their wares. With the numerous sites in the Internet that offers the same products or services in one way or the other, the competition can get pretty tight and it is easy to be forgotten.

Back to my experimenting friend, he tried to find out which opt-in marketing strategies grabbed a person into begging for more. Some would send in very simple fashion, some would very outlandish while there are some that would just lie in between. The differences could easily be noticed and some have gotten the idea of an effective opt-in marketing strategy. He dubbed them effective because he felt like he just couldn't wait to go their site and learn more, the more persuasive ones even got him halfway to reaching for his wallet and to his credit card before he realized this was only for an experiment.

Many companies and site present their promotional materials in a wide variety of concepts. Each has their own distinctive style and designs, but more than the outline and the presentation, the content and the articles are what keeps the attention of your potential customer locked on to your opt-in marketing medium. Creativity is the key here.

From talking to many satisfied opt-in list subscribers and forums, I have learned what is essential in opt-in marketing and what makes the subscribers begging for more instead of lining up to unsubscribe.

Keep your promotional materials light, creative and original. Many people are stressed out as it is. Getting a stuffy business proposal rather than a light hearted e-mail may just agitate them more. A warm friendly smile or banter is always more welcome than a serious business meeting or proposal. While you do want your customers to take you and your products and services seriously, you also want to show them that you know how to have fun.

Splash some color in your emails as well as provide some photos and articles that can be related to you but show good news or good light hearted images as well. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials so eye catching and grabbing that they wont be able to take their eyes of them.

Pique their interests.

Have good content and article, even if it means investing in an experienced and professional copywriter to write them for you. An effective copywriter should be able to build trust between you and your customers. They should be able to establish your credibility in what they write. It must be informative but not too stuffy. Let go of the professional jargons and "talk" to your recipients.

A good article and content should be able to outline the benefits of your product and services and why they need what you are offering. But do not look to be overeager and too persuasive. It should be able to entertain as well as lead them to buying from you.

Your promotional materials should be clear. Don't leave people guessing. You should lead them to you and not vice versa. Explain to them what they need to do in a manner that won't be confusing. Try to anticipate also what your target client needs. Do your research and information gathering, many sites will be able to help you with that.

Provide clear and crisp images of what you are offering. If the people know what you have for them, they are more likely to beg for more. For example, if you are selling a car, provide them photos but only enough to encourage them to go to your site for more.

How To Grab Your Readers Attention With Your Subject

The race for supremacy in the Internet based businesses has been really heating up and many sites have been put up to help others to get ahead for a small fee. But there are also ways in which you don't have to pay so much to make yourself a good list of loyal followers. Having a satisfied web traffic and visitors allows you to put up a foundation wherein you can build an opt-in list and make it grow from there.

An opt-in list allows you to provide newsletters to your subscribers with their consent. When people sign up, they know that they will be receiving updates and news from your site and the industry your represent via an e-mail. But that doesn't mean that all of those who subscribe read them at all. Many lists have been built due to an attachment with free software or for a promotional discount and such. Some are not really interested in receiving e-mails from companies and just treat them as waste of cyberspace and delete or trash them without so much as opening the e-mail and scanning them.

You can change all that. While forwarding an email message is relatively easy after producing your newsletter. Getting people to open them is not as easy. You don't want to waste all the time and effort used in making the newsletters, you want people to read them and have their interests piqued. Interested enough to go to your website and look around and most especially purchased and acquire your products or services.

One of the numerous ways you can tempt or persuade your subscriber is by providing a well thought out and well-written subject. The subject of an email is what is often referred to when a person or a recipient of an email decides whether he or she wants to open or read an e-mail. The subject could easily be regarded as one of the most important

aspect of your promotional e-mail.

Your subject must be short and concise. They should provide a summary for the content of the e-mail so that the recipient will have basic knowledge of the content. This is really vital in grabbing the attention of your readers and subscribers. You want your subject to instantly grab the attention of your subscriber and get them to be intrigued to open up your mail. Remember, it is not necessarily true that a subscriber opens up subscribed mails.

A good subject must always be tickling the curiosity of your recipient. It must literally force the recipient to open the mail. A certain emotion must be ignited and get them to open the mail. It is essential to use specific words to get the reaction you need. Keep in mind that the recipient or subscribers will spend only a few seconds looking over each subject of the e-mails he receives. You must grab your reader's attention right away.

There are many forms you can use for your subject. You can provide a subject that says your e-mail contains content that teaches them tips and methods on certain topics. An example of this is using keywords and keyword phrases such as, "How to", "tips", "Guides to", Methods in and others like that.

You can also put your subject in a question form. These may include questions like, "Are you sick and tired of your job?" Or "Is your boss always on your case?" Try to stay on the topic that pertains to your site so that you'll know that your subscribers have signed up because they are interested in that topic. This form of subject is very effective because they reach out to your recipients' emotions. When they have read the question on your subject, their mind starts answering the question already.

You can also use a subject that commands your reader. Statements such as "Act now and get this once in a lifetime opportunity", or "Double, triple and even quadruple what you are earning in one year". This type of subject deals with the benefits your company provides with your product and services.

You may also use breaking news as your subject to intrigue your subscriber. For example, if you deal with car engine parts you can write in your subject, "Announcing the new engine that uses no gasoline, It runs on water". This creates curiosity with the reader and will lead them to open the mail and read on.

The 3 Things To Avoid When Emailing Your List

When you decide to have an opt-in list, it is not just a matter of sending your subscribers your promotional newsletters or catalogs. There are many things to consider in avoiding many complications. While there are so many ways you can make people subscribe to your list, there are also some things you must do to avoid subscribers from wanting to get off from your list.

Aside from that, you also want to avoid any problems with the law and your Internet service provider or ISP. There are now many laws and rules that are applied to help

protect the privacy of the Internet users from spamming and unwanted mails. With the popularity of the electronic mail as a medium for marketing because of the low cost, many companies have seized the opportunity and have flooded many people's e-mail accounts with promotional mail.

But, with an opt-in list, you avoid this annoyance because people subscribe to the list; they want to receive the newsletters and promotional materials. They have consented to being on the list by subscribing themselves, just don't forget to put an unsubscribe feature every time in your opt-in list so that you avoid any confusion. There may be times when an email account was provided when the real owner didn't want to subscribe.

It is essential that you keep your list clean and manageable. Arrange it by using the many tools and technologies available for your opt-in list. Do not worry; your investment in this marketing strategy is well worth it with all the coverage you will get that will likely be converted into sales then to profit.

Keep yourself and your business out of trouble and potential run-ins with the law and the Internet service providers. Keep your operation legit and clean. Your reputation as a legitimate businessman and a legitimate site depends on your being a straight and true marketing strategist. As a tip, here are three things to avoid when emailing your list.

1) Take notice of your unsuccessful sends. These are the e-mails that bounce. Bounced emails, also known as undeliverable messages, are those messages that, for whatever reason, were not successfully received by the intended recipient.

There are bounces that happen or occur because the server was busy at that time but can still be delivered in another time. There are also bounces because the in-box of the recipient is full at that time. There are those bounce messages that are simply undeliverable ever. The reason for this is that it may be an invalid email address, a misspelled email address, or an email address that was abandoned and erased already.

Manage your list by putting markings on those that bounce. Erase an email account from your list so that you have an accurate statistics and records as to how many are actually receiving your mail. You may also want to check the spellings of your email addresses in your list. One common mistake is when an N instead of an M is placed in the .com area.

2) Always provide an unsubscribe feature in your site and an unsubscribe link in your mails. When someone in your list files a request to be unsubscribed, always take that request seriously. If you don't take them off your list and keep sending them your e-mails, you are now sending them spam mail.

When you are reported as a spammer, you and your business can get into a lot of trouble. You can be reported to the authorities and maybe blacklisted by many Internet service providers. You will lose a lot of subscribers this way and many more in potential subscribers.

3) Do not provide pornographic or shocking and disturbing content in your newsletters. It is hard to decipher the age of the recipient and many complaints may stem from these. Controversial issues also are to be avoided in order to not be branded by your subscribers. Stick to the nature of your site and business.

Always remember these tips in this article so that you can have a healthy relationship with your subscribers as well as be kept within the boundaries of what is allowed in sending mails to an opt-in list.

A Final Summary

We have now reached the end of this ebook. I hope that the information presented has, and will continue to prove to have unlimited benefits in your own online marketing promotions.

It has been a pleasure putting this information together for your benefit.

In the future I will be also releasing an ebook covering all aspects of affiliate marketing. If you wish to gain first access to this information, and so much more, you may like to subscribe to my own opt-in email list located on the main webpage of SitePromotionNow at ttp://www.sitepromotionnow.org

Until next time I wish you online success.

Best Regards
Michael Keenan
(Owner Of SitePromotionNow)

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