

How to build a profitable opt-in list

Building a profitable opt-in list don't just happen overnight. There are many preparations and effort to do. 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 wants to subscribe to your opt-in marketing list.

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. 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.

The more subscribers you have, the more money you can get. Here are 15 ways to make money using nothing more than your 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. Make your site useful and very easy to use.
2. Invest in having good programming in your site, make your graphics beautiful but don't over do it.
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 always. Word of mouth and recommendations alone can rake in more business than an expensive ad.
4. Join forums from other sites as well. Provide expert advices and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list.
5. Place advertisements. There are many corporations who will be willing to pay to put their banners and ads on a list with many subscribers.
6. Find a product or service that people want and need. Invest your time, effort and money that you could sell as well as the buyers or subscribers of your opt-in list can use.
7. Keep your promotional materials light, creative and original. Provide a newsletter or promotional materials that will keep them in a light mood. Make your materials eye catching and grabbing that they wont be able to take their eyes of them.
8. Make deals with other companies by asking for a small percentage of sales done through your list.
9. You may also get products from other sites on a consignment basis and sell them to your list via 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.
10. 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. Sell e-books or a compilation of your articles on your list. Manuals and how-to articles are in great demand.
11. 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.
12. 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. 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. There are many things to avoid and these people will be able to tell you which ones.
13. 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.

14. Keep a clean and private list. Never lose the trust your customers have entrusted you. Remember, a good reputation will drive in more traffic and subscribers as well as strengthen the loyalty of your customers.

15. 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.

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.

Remember that when you get the trust of your clients don't lose that trust. 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 which will likely be converted into sales then to profit.

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Anne -Marie RONSEN is the author of many wealth and self development books for women. Download FREE e-books and software from <http://www.e-bestsellers.com> , <http://www.PLRbestsellers.com> or <http://www.UniversalPublishingLtd.com> ... You will learn about the best tips and recommendations to improve your health, weight and wealth. You'll also discover how you can get a top position that will mean loads of traffic, recognition and sales for you and your business.

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