

Why Build a List?

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So people have told you to go out and build a list. Maybe you think why should I? You feel that all you have to do is build your website start to advertise it and the sales will come rolling in! In fantasy land this may happen however in the real world it rarely does.

Let us look at the first element selling to a potential customer. You have used various methods to drive that customer to your website. This person may or may not buy, after they have left your site without buying you may never see them again. If you have been tracking your results you will know how much it have cost you to get that person to see you site.

Now lets take the same customer who you have managed to get onto your list using a tried and tested method. They may not take up your offer this time however you still have their details so can send them another offer. It has cost you the same to get this person onto your list initially. But now its costs you nothing to send them a second offer. It's a well proven fact that building your list will make you increase your income substantially.

So how do you go about starting to build your own list? I have used a product called Affiliate Funnel which is run by Jon Olsen and Paul Kinder who are both successful online Marketers.

www.paulconway.biz

About the Author

The author has build a list using these techniques

[building a list](#)

Source: <http://www.articletrader.com>