

The Most Powerful Tool On The Internet

An opt-in list is a list or database containing email addresses of individuals who have chosen to receive your email messages. Your messages may be web site updates, product updates or an ezine. They provide you with a direct line of communication with potential customers and enable you to promote your products or services. In order for you to start collecting email addresses, you'll first need to set up a system that will enable your visitors to submit their information, automatically subscribe them to your list and enable you to send out messages.

Collecting Email Addresses

There are many free list services on the Internet that will enable you to set up a mailing list however, they won't allow you to personalize your messages, they require that your subscriber reply to a confirmation message and they can choose to shut your list down at any time. However, with the new generation autoresponders now, you do not need to rely on them! Many of these autoresponders allow you to personalize your emails, create an opt-in form on your website, and tons of other things. An ISO Register membership incidentally gets you unlimited pro sequential autoresponders. Once you've your autoresponder set up, you're ready to begin collecting your visitors email addresses and start building your targeted list of potential customers!

Building Your Subscriber Base

There are many powerful ways to build your subscriber base. However, we'll only focus on a few of the best ways. Don't worry if you're unfamiliar with them now, you can refer to them again.

- ? Place your subscription information in your email signature
- ? Place a sign-up box on every page of your web site
- ? Capture email addresses via a pop-up box on your website
- ? Offer a free gift, report or ebook package just for subscribing
- ? Write articles and include your subscription information within your bylines
- ? Create and distribute free ebooks with your subscription form on each page
- ? Provide a free service and require those using your service to agree to receive your publication
- ? Create a member's only site with special resources, content or downloads for subscribers only.
- ? Create a contest and submit your contest to all of the free giveaway sites.

If you're not collecting your visitor's email addresses, don't wait another day to start.

Opt-in lists are one of the most powerful ways to build an online business. However, don't abuse your subscribers with just emailing them ads, provide quality information. In fact, if you are sending out an ezine you might consider not including any ads except for ones that fit into the articles naturally. In other words, if you are talking about travel tips, include a link to one of your travel products or an affiliate if it flows logically within the article.

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

About the Author

Dan Farrell has been marketing online for several years and is offering his ebook, "Unlock Email Secrets". If you are sending emails for fun or profit, you need to read these timely tips. You can get his ebook by visiting: <http://www.email-it-secure.com>