

How to Grow Your Email List

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How to Grow Your Email List

Dear Friend and Subscriber,

Don't you just get hopping mad every time you spend money to promote your web site and the results are poor? You hardly get any new prospects to sign-up at your site and you rarely see sales.

You feel like you're throwing money out the window with your promotions. You've followed the advice of marketing gurus. You've put up forms to capture the contact information of prospects and you're ready to follow-up.

The problem is no one's signing up!

And even though you're offering a valuable free gift, not enough people know about it. As a result your new prospect intake is stagnant.

You think you're following the correct marketing plan, placing pay-per-click ads, banner ads, ezine ads and setting up link exchanges. Your investment, however, is simply not getting you the quality and quantity of traffic you need. Spending more time and money seems to only bring the same poor results.

Now imagine for a minute your marketing strategies actually making sales. Picture running promotions that actually double or triple your investment. And making more money is as simple as running more promotions.

Your business would no longer drain your finances but pay your bills and build your net worth. You would have the money you need to pay off a house, educate your children and set-up for retirement. Plus you'd be able to take well-deserved vacations and buy the luxury car you've always dreamed about.

What's the key to turning around your promotions and making your business a success?

Your need your own responsive in-house email list.

The expression, "The Money Is In The List . . ." is absolutely true and critical to your business profits. Don't ignore this principle or stop reading because you think you've heard it before.

Interview after interview with successful net marketers tells of how they struggled online until they started building their own list. What's more when you ask them: "What would be your advice to new Internet business?"

They'll all, YES ALL, tell you to build your list. If you don't believe it here are some excerpts from the ebook **Autoresponder Marketing Masters:**

Darryl Graham of ISORegister:

"My advice to people just coming online is to get started building your list right now, today and don't stop."

Michael Hopkins of Ebook Times:

"Get started working with your list right away! Even if you've only got 17 subscribers, prepare an email and send it."

Cody Moya of Resell Rights:

"Build you own opt-in list of people who want your information."

Rob Taylor of Megastep International:

"So my advice... start building your lists."

Patric Chan of eSuccess Mastery:

"You need to create a responsive mailing list and the best way to do that is to create a relationship with your subscribers by treating them as your friends."

When you have a responsive in house list, promotions sent to your list make money. Your subscribers buy from you again and again and again.

So how do you build a responsive in house list?

There are 2 parts to building a good list.

Step one is acquiring a steady stream of new subscribers.

If your current promotions are failing to bring in subscribers you need to change tactics. First you need to take a look at your marketing and ask the question – is its main focus on getting sign-ups. Stop advertising products / services. Start advertising what you give away so you can build your list.

Next, you need to put in place ongoing subscription sources. These are marketing tactics that create a consistent stream of subscribers that build your in house list. You put an ongoing subscription source in place once and it will then day after day, week after week and month after month generate new subscribers.

Let's review 4 ongoing subscription sources you can use to build your list.

1) Your Site

Your number one source of subscribers will be from your own site. You'll want to use a squeeze page in your promotions to capture the contact information of all prospects who enter your site. We discussed this tool in the last article of this series. If you missed the article you can access it from the autoresponder – <mailto:squeeze@sendfree.com> Also, on every page of your site you'll want to include a link to your subscription page for people to sign-up for your list.

2) Write Articles

Writing articles is another excellent technique to create ongoing subscription sources. Before you say, I've heard that before and skip ahead, STOP and read this . . .

You DO NOT want to write and submit articles to all the free online newsletters for reprinting in their publications.

Yes, this is the advice being touted across the Internet. The problem is the typical results from your submissions aren't worth the effort. First you end up competing with tons of other articles so just getting your article selected for publication is difficult. Second, if published, you then have to hope for good readership of the free publication, which is not always the case. And finally, and perhaps the most frustrating aspect of this strategy is if you do get published you only get a one time hit from subscribers from that publication and then it's done.

Using this strategy, each time you want more subscribers you have to start at the beginning again. Write a new article, submit it to all the newsletters, hope for selection and then pray for readership. You end up feeling like a gerbil on the exercise wheel – writing, submitting, and keeping your fingers crossed - again and again.

Instead, what you want is every article you write to generate consistent long-term results. One article, week, after week, month after month should continue to pull in new subscribers.

How do you make your articles work for you instead of you constantly working to write articles?

Focus on strategically placing your articles where they'll have the most impact.

Here are 3 article placement strategies you can use.

For these 3 techniques to work it's critical that you start out by putting together a truly valuable article for your target marketplace. Spend time researching and developing the article. (If you think you can't write and/or don't have any clue what to write, the next piece in this series will help you. So follow along with the tactics described below and then stay tuned to your email box. You'll learn in the next report exactly how to create killer content with little to no writing needed from you!)

The article you create should be made into a PDF document. Your PDF document should contain valuable enough information that you could sell it. You may even want to put up a sales page on your site to sell it.

Why?

You are going to offer your PDF document for free to certain sources. The perceived value of your PDF document will be higher to these sources if you're selling it on your site. As a result more of the sources will be likely to take advantage of your offer.

Here are 3 places you should offer your PDF article to:

a) Offer the document to free online newsletters but only as a bonus for their sign-ups.

Contact the publishers of free online newsletters telling them of your document. Give the document to them free of charge and grant them permission to give it away as a bonus to their new subscribers.

Your article, rather than being published once, now will be given to all the newsletters' new subscribers. It will get exposure again and again, week after week. What's more it is likely to gain good readership, as new subscribers of a publication are the most responsive readers.

Those who read your document and like the information you've provided are going to subscribe to your list. You, of course, included a tag line at the end of your document that provides sign-up instructions to your list.

b) Offer the document to non-competing businesses as web site content.

First research your target audience. Find out what they do on a day to day basis? Where do they go online? What do they read? What software do they use?

You want to get into the head of your target audience and know who they're interacting with online and who they're doing business with. Once you have a general outline of your audiences' activities, you'll want to find the sites that are servicing them.

You can use the search engines to do the research and find the sites where your target audience goes. You may also want to use Alexa.com to narrow your selections, so you can reach out to the more heavily visited sites.

Yes, it will take you time to do the research at first but stick to it. As you find sites, send a personal email to the site's contact person offering your document as free content for their site. Explain how your document will benefit their audience base and be appreciated.

Keep a list with each site's information and contact person. When you create your next document contacting these sites again will be considerably faster.

Having your article permanently incorporated and featured in the content of non-competing business' sites brings in long term results and is well worth the effort.

c) Offer the document to offline media.

Submit the article you've written to offline newspapers, magazines, trade publication and professional association newsletters.

Subscribers of offline publications usually are "paying customers" and your article will get good readership. You'll find offline publications have a longer shelf life than email publications. A good article in a print publication will be kept and referenced again and again.

In addition, the quality of subscribers acquired through offline publications is excellent and worth the time it takes to get published. What's more, once published offline by a media source, it will be easier to get more of your work published.

Each of these 3 article tactics works to create ongoing subscription sources. While at first reading the process of getting your articles well placed may seem tedious, in reality there's a simple tool you can use which will cut your work in half. A SendFree account makes contacting and re-contacting publishers faster and easier.

At SendFree you'll simply create a database for each of your contacts lists. As you find contacts you'll enter their information into the appropriate database and automatically a personalized email will be sent. Plus when your next document is available sending out a notification to your entire list of sources is easy. A couple of clicks and your done! To experience how SendFree can help your business, go here now: <http://www.sendfree.com>

Write an article once a month or every other month. Then use SendFree to notify your publication contacts that you have a new document available. When you:

- Regularly research places that will accept your articles
- Add those contacts to your database
- Write new articles
- Offer those articles to your sources

You'll get exposure and your list will grow. You just have to do it.

3) "Word Of Mouth" marketing tactics.

90% of Americans cite word of mouth as one of the best sources of ideas and information. 75% of consumers feel most comfortable when purchasing a product if a friend recommends it.

The online marketplace is built around communication. Forums, email, blogs, instant messaging all allow users to share their opinions. Internet users like giving word-of-mouth recommendations or warnings - About Everything!

Your marketing should capitalize on this phenomena. All of your email communication should encourage users to “Tell-a-Friend” about the email. Either forward the email on or direct them to a web page where they can drop a note to their friends.

All Your web-site pages should have links allowing visitors to “Tell a Friend” about your page. When a friend emails a friend your information, you are handed a hot lead without any effort. You have an incredible opportunity to easily convert the friend and make a sale.

Don't skip the “Tell-a-Friend” links! They work and they create ongoing subscription sources.

An easy way to add “Tell-a-Friend” links to your site and emails is to use the services at <http://www.sendfree.com> You'll find our web forms, email broadcasts and autoresponders all have “Tell-a-Friend” links built in. Get started adding those links today by using SendFree.

4) Establish Partnerships

Create a co-registration network of partner sites and dramatically increase your exposure.

What is a co-registration network?

A co-registration network is simply a group of sites that are partnered together. When you are part of a co-registration network you agree to show the offers of your partner sites on your site's “Thank You Pages” so long as they agree to show your offer on their “Thank You Pages”.

The goal of a co-registration network is to give your offer more exposure. You are sharing the traffic of your partner sites and growing your business. To get the extra exposure all you have to do is put on your “Thank You Page” the offers of your partners.

Keep in mind by the time your visitor gets to your “Thank You Page” you’ve already gotten the sign-up or made the sale, so you’re not losing the visitor to another site. Rather you’re turning unused space on your “Thank You Page” into a tool to get more sign-ups for your offer.

Are co-registration leads any good?

Over 60% of marketers surveyed say co-registrations names are as responsive or almost as responsive as names generated from their own site and well worth getting.

The trick to an effective co-registration network is finding partner sites to exchange “Thank You Page” offers. An easy way to find partner sites is to use SendFree. When you use the “Thank You Page” tool provided with your SendFree autoresponder you instantly have access to over 15,000 partners who can display your offer. Now is a great time for you to act on this and get set-up with SendFree!

Putting a co-registration network to work for your businesses is an easy and effective way to build your list. It’s a terrific ongoing subscription source.

If you haven’t done so already sign-up for a SendFree account today and get a free 30 day trial at - <http://www.sendfree.com>

Your SendFree account will make incorporating these 4 ongoing subscription source strategies into your marketing faster and easier.

You’ll be able to:

- Set up squeeze pages and collect the contact information of your visitors.
- Create contact databases of publishing sources for your articles.
- Add “Tell-a-Friend” links to your site and emails.
- Place your offer on 15,000 partner sites!

Before you know it you’ll be building your in-house list. And I guarantee as your list grows your sales will rise.

Once you have the sign-up, all you have to do to start making more sales is have your SendFree autoresponder deliver the valuable gift you promised in your offer and follow-up. Good follow-up is the second step to building a responsive in house list.

Now you just need to know how to follow-up!

Stay tuned to your email box for the next piece in this series. Discover 7 techniques to creating killer content, with little to no writing needed from you, that will make your prospects eager to hear back from you!

Talk to you soon!

Abbie Drew

DEMC Publisher

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e-Course is
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