

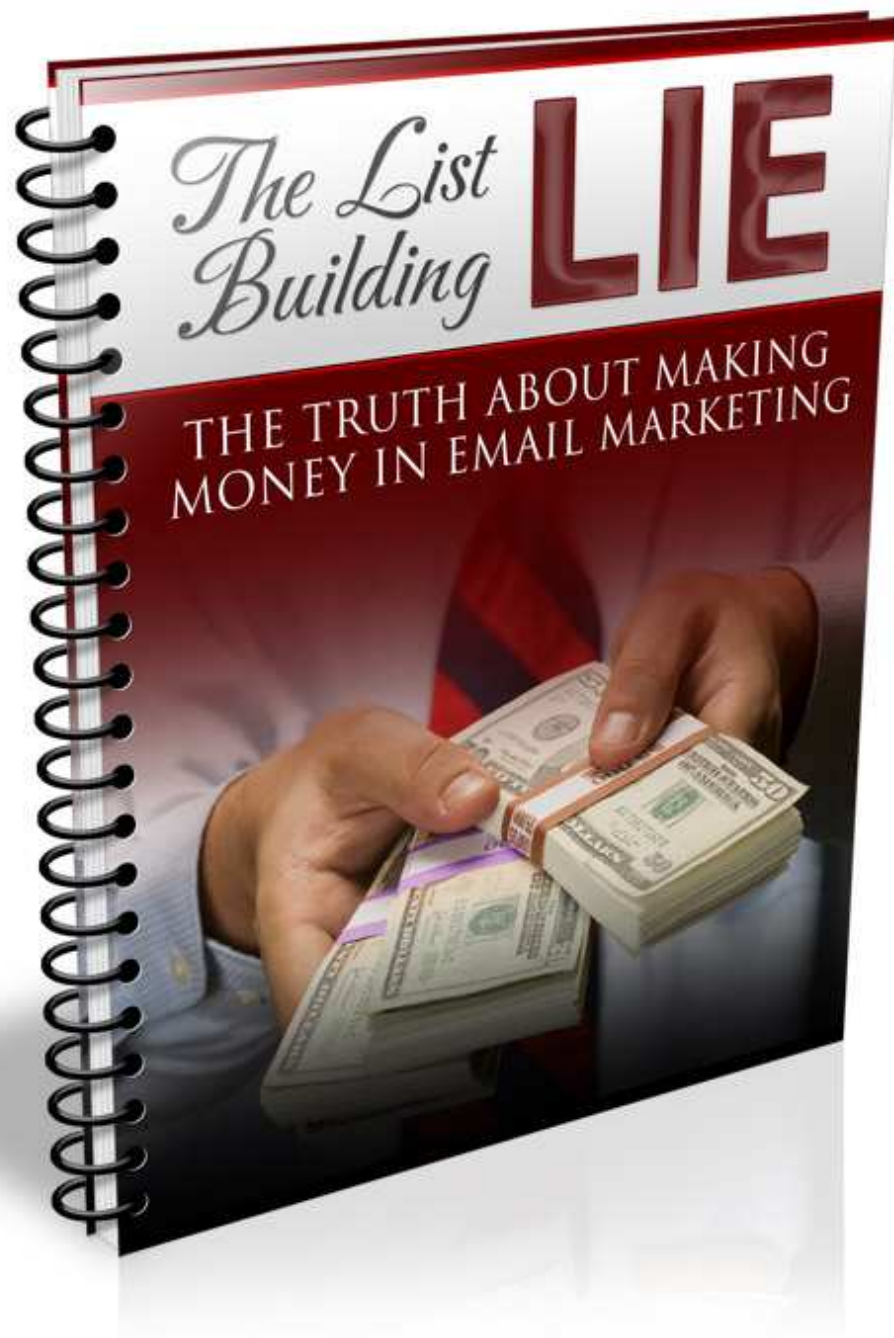


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The List Building Lie

So, you're interested in joining the ranks of successful email marketers but you're left out in the cold: unsure of what to do or how to get started.

You're stuck – and you don't have the time, money or desire to play guessing games with what works and what doesn't. You just want to make money like so many other email marketers that you've seen in the marketplace.

Well, you're in luck because this special report reveals the powerful (yet incredibly simple) strategies to making money with laser-targeted mailing lists in virtually any niche market you choose.

But don't be mistaken: There is one big lie in email marketing that will ultimately destroy your chances of ever making real money. This one myth has been responsible for many failed attempts because it sabotages your efforts and blocks your ability to make money, right from the get-go.

I'm going to tell you all about this unbelievable lie so that you can avoid falling victim to it like so many others. I'm also going to show you how to avoid common pitfalls and mistakes so that you can focus only on successful, proven strategies that will help you achieve the results you've been looking for.

So, sit back and just follow along with me as I show you exactly what you need to do in order to target the right markets, set up a bulletproof system designed for success and ultimately boost your income in a matter of a few short days. ***Let's get started!***

Knowing Your Audience

Take it from someone who climbed the virtual ladder from the very bottom rung, to the top of the crow's nest: There really is money to be made in email marketing & list building when you build your system with long-term success in mind.

For many, they make the mistake of developing cluttered lists of unmarked subscribers - a collection of nameless groups that they can't identify, recognize or address correctly. When you do this, your lists become useless because you'll never be able to customize and tailor your emails to what your audience really wants.

And forget segmenting because it will be virtually impossible if your lists are nothing more than a smorgasbord of who's-who.

So, when you first start building your mailing lists you need to identify WHO you are looking for and give them a reason to join your list.

When you match up subscribers with what's most important to them, your opt-in rates will literally explode and you'll be able to build massive lists that are ultra-targeted.

In order to define who your audience is you need to research your market. Find out what your average customer is most interested in by surveying forums, research groups, message boards, and social media platforms.

The List Building Lie

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