

Opt-In List Building

Driving Your Traffic Back To Your Site

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Introduction

You have probably been to several websites that have a box that ask you to enter your name and email address. When you fill this box in, you're adding your name and email to somebody's opt-in list. This is one of several ways to build your lists. These lists allow you to then market to your past traffic through email marketing.

Now, if you think that there aren't many people on email – thing again. Email marketing is one of the most popular and effect ways to build a list and market to people. In fact, most people have at the very least a free email that they check occasionally. There are even more people who check their email at least every ten minutes. In fact, in this day and age, a person without an email address is like a person who doesn't have a home.

Many people are also afraid of making people angry by sending them newsletters. They are also afraid of being accused of sending spam. Well, this is where the "opt-in" part comes in. You are asking people for permission to market to them by having them fill out the form. If they know that they will be getting a monthly newsletter when they put in their information, then you are free to market and email to them. Now, you do need to be sure to include an unsubscribe option at the bottom of your newsletters in case people decide they don't want to receive it anymore.

The great thing about these lists is that you know these people are interested in what you have to offer. They have been to your site, they have seen what you are all about and they have signed up to receive more information and updates. By utilizing opt-in lists, you are opening yourself up to a world of people who are potential customers and that is what it's all about.

In this eBook, you will learn the various different ways that you can build your lists and what you can do with them.

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Opt-in List Building

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