

EZ List Building

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How to Build Your First Email List the EZ Way

By Your Name

www.YourWebsite.com

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Table of Contents

<u>List Building and Its Benefits.....</u>	<u>pg. 1</u>
<u>List Building Essentials.....</u>	<u>pg. 2</u>
<u>Squeeze Pages and Their Uses.....</u>	<u>pg. 5</u>
<u>Content Creation.....</u>	<u>pg. 6</u>
<u>Building Your First List.....</u>	<u>pg. 9</u>
<u>Traffic: How to Populate Your List.....</u>	<u>pg. 12</u>
<u>Email Swipes.....</u>	<u>pg. 15</u>
<u>Making Money with Your Email List.....</u>	<u>pg. 18</u>
<u>EZ List Building.....</u>	<u>pg. 20</u>

List Building and Its Benefits

If you have a small business, are doing online marketing, or simply have a specialized interest or hobby and would like to interact with others who share your passion, you need to have an email list. That's because email remains the single most effective way to connect with other people online.

Unlike instant messaging or video chatting, email doesn't require you to be constantly online or monitoring your smart phone or portable device. Unlike social media, email doesn't need daily updating in order to remain relevant. Unlike direct mail or traditional marketing, email doesn't cost a fortune nor does it require you to devote a lot of time and labor to make it be effective.

Instead, building your list of email contacts and using that list to promote your products, services or ideas is still the easiest, most cost-effective and most user-friendly ways to connect with a large group of prospective customers, clients or fans.

Despite critics who claim that email is being replaced with other, faster methods of online interaction – such as instant messaging, Twitter, or even SnapChat – the fact remains that most Internet users have at least one email account that they monitor regularly.

Need proof that email remains relevant? Answer this question: Have you checked your email anytime in the past 48 hours? If so, then you already know how important email remains to the average Internet user.

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