

Sample Article - Five List Building Tips

In business, as in life, it is often who you know, rather than what you know, that determines your level of success in any given venture. Therefore, building lists of people who know and trust you is imperative to your success. It's no different in the wild world of internet marketing, except that the internet platform makes it a lot easier to build these sorts of list. Here are five handy list building tips that you can implement today (if you haven't already done so!).

Invest In a Quality Mailing System

Although you can build your list using a basic spreadsheet program such as Excel, the bottom line is this – as your database grows, so does the time you will spend managing it. Start with the end in mind and sign up with a quality emailing service, such as AWeber or Constant Contact. Whilst it may seem financially wasteful to do this in the beginning, it will ensure that your database is always current, well managed and most importantly – looks professional to your subscribers. International laws are also placing more and more pressure on list owners to ensure that the information on their list(s) is well managed and kept safe (as a matter of privacy) – so get it right from the outset!

Use Referral Links/Scripts

Whether it be on your emails that get sent out to your list, or on every page of your website, make sure that you have a "refer a friend" option. The easier you make it for visitors and subscribers to recommend your content to their friends or colleagues, the more likely they are to do so. For your website, you can use a basic script that allows visitors to email their friends without leaving the page. For your emails, your mailing service should offer this function – if not, you can once again use a script. So many internet marketers overlook this simple tactic, and although it doesn't necessarily guarantee a "viral storm" of traffic and subscribers, it is nonetheless an essential tool.

Place Your Signup Form on Every Page

Many internet marketers only place their signup or "opt-in" form on their home page, assuming that this is the most popular page. Whilst this may be true for some sites, you will often find that visitors are not necessarily landing on your homepage (you can use Google Analytics for this sort of data). For this reason, you should place your signup form on every page, so that you cover all bases, and more importantly, gain more exposure.

Target Your Content

This one's a little more difficult than the rest, but well worth the effort. When writing copy for your web pages, be sure to refer to the signup offer wherever possible. Alternatively, write your content so that it leaves the visitor asking a question – and then offer the answer to that question in the signup form. In other words, create a need and fill it! Always keep your end goal in mind when writing your web copy.

Provide Value

Lastly, and possibly most importantly, make sure that you provide value for your subscribers in every way possible. Don't offer a useless freebie in return for signing up – don't spam them, don't constantly annoy them with sales offers. Rather, provide high quality content on a regular basis that assists you in gaining their trust and keeping them subscribed. It's no use getting 1000 signups every day whilst getting 500 unsubscribes at the same time. Provide quality and you will be rewarded in the long term... Give now and receive later.

Whilst the tips above will certainly assist you in building your list, all you need to remember is this – if you provide good quality, useful and original content (in whatever format it may be), and commit to marketing it well, you will ultimately reap the rewards of a database of trusting and loyal subscribers who will not only stay on your list longer, but also encourage others to subscribe.



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