

Building a HUGE List of Loyal Opt-in Subscribers

By Glen Hopkins

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First of all, subscribers are not just subscribers, they are YOUR customers! If you treat your subscribers well, they will be your customers for life. What does this mean? We'll ezines are all about 'one to one marketing'.

One to one marketing is relationship marketing. Your job is to continually build and foster your relationship with your subscribers. As your relationship builds, so will the trust and loyalty your subscriber has for you. As this happens you create an increasing amount of 'permission' to sell them your products -- products that provide solutions to their problems.

To learn more about permission marketing, I suggest reading Seth Godin's book, "Permission Marketing". It taught me a great deal about how to build relationships with my customers.

So now you know how to treat your subscribers -- err, I mean customers, now what you need to do is get them!

There are several ways to increase your subscribership including:

*Pay Per Search Engines:

Pay Per Search Engines like <http://www.goto.com> are a great way to bring targeted traffic to your site. They charge a minimum of 5 cents per search term. For example, if you have a website that sells lamps, you might purchase search terms like lamp, light, desk lamp, light bulbs, etc. For each of these terms you are bidding for the position of your listing on

the search engine -- highest bidders are at the top.

***Ezine Advertising:**

When you advertise in ezines target your marketing as much as possible by choosing content related ezines. For example, to sell our lamps we might choose an interior decorating ezine but not a sports related ezine.

If you choose this method, ask the owner of the ezine to test and endorse your product. This will do wonders for your conversion ratio because the readers trust the ezine owners opinion (one to one marketing --remember?)

***Banner Advertising:**

Although available, it is not recommended due to the poor conversion rates they offer. If you advertise on anyone's website, make sure it is a text based advertisement.

***Joint Ventures and Co-Registrations:**

These are an amazing way to tap into the customer base of your fellow e-business owners. I will discuss this in detail later.

*** Pay Per Subscriber Services:**

Are arguably *the* best method of attaining a HUGE customer base in a sort period of time. Pay Per Subscriber Services like <http://www.listopt.com> can collect as many as 2,000 opt-in subscribers for you every day! The benefit of such a service is that it offers a 100% return on investment (ROI). No other method offers this. And because of the 100% ROI it provides, you save a great deal of valuable time and aggravation attempting to track your results.

I recommend you use all of the above methods other than banner advertising due to the poor conversion ratios. In particular, I recommend the Pay Per Search Engine, <http://www.goto.com> and the Pay Per Subscriber Service <http://www.listopt.com/lbsignup.html> (this is my website).

Creating a large, loyal opt-in subscriber base is absolutely critical! In fact, I cannot stress this enough but let's continue with secret #2...

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This article is an excerpt from the FREE mini-course, "The 7 Secrets of Making Money with Ezines." To get your free copy click here: <mailto:ezine-money@getresponse.com>

About the Author:

Glen Hopkins is the Founder and CEO of ListOpt Publications (<http://www.listopt.com>). Glen invites you to learn more about how you can explode the growth of your newsletter overnight with ListOpt's List Builder Service. Visit them now at:

<http://www.listopt.com/lbsignup.html>

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