

Essential List Building Hints and Tips

By Jullianne Whitney

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Whether you have been thinking about starting your own Ezine or already publish one, then you know the value of building your Subscriber database.

Your Ezine or Newsletter is, without a doubt, the best way to gain excellent credibility and increase your revenue. Think about that a minute.

Would you like to spend hundreds of dollars advertising all over the Internet, or would you like to suggest and sell to your own warm market? A warm market of your own Subscribers who know and trust you!

The choice is obvious, but how does one go about creating and building an active and responsive Subscriber list? Let's find out!

= Ad Swaps =

Search for other Ezines and Newsletters to swap ads with. Most Publishers are happy to do an ad swap. If your list is smaller than theirs, you may offer to run their ad again or a few more times to make up the difference.

= Subscription Forms =

Add a subscription form on every page of your website. If you can offer a free download such as an eBook or free classified ads, your chances are higher of gaining a new Subscriber. Be sure to state you do not share their name or email address with anyone!

= Directory Listings =

Submit your Ezine or Newsletter to as many Directories as you can. This includes Directories which will send you new Subscribers in return for you running the new Subscribers Ad. Here's a few recommendations:

- Ezines-R-Us Directory & Ad Placement Services
<http://www.ezines-r-us.com>

- MyWizardAds
<http://www.mywizardads.com>

- Totally Cheap Ads
<http://www.totallycheapads.com>

- Ezine Ad Helper
<http://www.ezineadhelper.com>

= Purchased Subscribers =

There's a few different places where you can actually purchase Subscribers. Most will offer the choice of single or double opt-in. True, one should use caution with some of these types of purchased lists, however, others are very credible and send you high quality Subscribers who have opted to receive your publication. Here's three more favorable websites to check out:

- OptinCity
<http://optincity.com/r/?i=15>

- List-Opt
<http://www.listopt.com/cgi-bin/clickaffiliate/click.cgi?ezines>

- Hip Lists - Office Lists
<http://www.hiplist.com> <http://www.officelists.com>

In addition to the above mentioned, keep in mind that building your Subscriber list is one thing, but keeping them is another!

Remember above the term "warm market"? Don't expect all your new Subscribers to know and trust you right from the start. It takes time. Do include little personal notes in your "Editorial" section. Nothing to extreme, but, for example, if your niece is going to graduate, mention that in your issue. In the following edition you can include a little blurb about something nice or funny that happened etc.

Finally, let your Subscribers know you care, and you're there to help them in any way you can. If you can help them with a problem, they're sure to stick around and refer you to their contacts!

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