

Why Building a List is Your #1 Priority

By Nava Bromberger

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How many times have you heard, "The gold is in your list", or how some guru sent one email to his/her list and made \$20,000 overnight? Well, that's great for them because they already have their lists but what are the people who don't have a large mailing list to do?

Start one! That's right, reprioritize your marketing around building this elusive list. The sooner you start the sooner you'll be able to reap the benefits. If you're serious about making an income online then sooner or later you'll get to this point anyway, so why not now? Let's review what the benefits are:

BENEFIT #1: Lead Generation:

The subscribers on your list are there by choice. They willingly gave you their email address so you could send them ongoing information. These people are already interested in you and what you're doing. When you start publishing a quality ezine you're actually branding yourself as a online marketer who takes your business seriously and is out there doing what it takes and who wants to help others!

BENEFIT #2: Relationship Builder:

Online marketing is about building relationships and relationships are built through trust. Having your own ezine is absolutely the best way to start building those relationships. Your subscribers will get to know your personality and probably start emailing you for advice about programs and resources. This is precisely what you're going for. It means that they trust your opinion and will respond to your recommendations. Just be honest and provide good information and they'll keep coming back.

BENEFIT #3: Search Engine Magnet:

Search engines are looking for sites that have real content, right? So, why not give them exactly what they're looking for. With an ezine you can publish each issue on an archives page, publish your articles on an articles page, and maybe even include a Tips page of some sort. Here's where it gets interesting. Since this is all unique content, search engines will love it. As soon as spider makes it's way to your site, you'll start to see your rankings rise dramatically. Give people permission to link to your articles and you'll rankings will go through the roof!

Okay, I think you get the picture. Now, how to get started...

STEP 1: Build a website for your ezine.

This is very important. Not only because it's a place to pick up subscribers but because it instantly brands you as someone who has something to say. Make your homepage as powerful as any mini-site for a program would be. That means tell people what you have to offer and give them a free bonus just for subscribing.

STEP 2: Promote your ezine everywhere.

This means in your email signature, the signature you use in forums and any other place you leave contact information. Also, rather than promoting a particular program start promoting your ezine instead and then promote your program(s) through your ezine! This is incredibly powerful and the best tip I can give you. If you really want to jumpstart your ezine with a large subscriber base, then spend a couple hours a day submitting it to ezine directories and ezine announcement lists.

STEP 3: Publish your ezine on a regular basis.

Pick a schedule that you can stick with and then just do it. Just remind yourself that this is the best marketing money can buy and make it a higher priority in your marketing efforts. There are plenty of article directories out there that you can pull articles from. Aside from that, just write what you know. People will appreciate the honesty and respond because it's genuine. You could send out an issue about a lesson you learned that week. Or, how about a new marketing technique you're trying out? Basically, just write about anything you feel would be useful to pass along.

STEP 4: Start writing your own articles: When you get to this step, you are home. This is internet marketing at it's best. Writing articles is so effective that some people out there do it as their only form of promotion! Imagine -- all

they do is write an article with a resource box at the bottom promoting their ezine and submit it to some article directories. The articles get published in other ezines, and these (article) authors get more subscribers to their ezines. Plus, ezine publishers often archive their past issues on their sites which creates a link to the (article) author's site which means more search engine traffic!

Here are some tools and resources to help you get started:

Get Hosting: If you don't already have a website, then this is your first step which means you'll need a place to host it. Free hosting is just not the same and worse, it's unreliable. I highly recommend Host4Profit. It has all the technical aspects that you'd expect, comes with unlimited autoresponders, and best of all, access to the Warrior Forum. In case you don't know the Warrior Forum is where really successful people who are making it online hang out. And, it's run by Allen Says, who is one of the most successful internet marketers online today. You can see the whole package at this page:

<http://www.marketingtwist.com/warriors>

Promote your ezine the easy way: This is huge. There is a \$67 tool out there that will submit your ezine to all of the directories and announcement lists. It will log when you ezine was submitted to each and remind you when to submit again. If you're writing articles then it can also submit your articles to all the article directories so other ezine publishers can find it. You can build your list just by spending an hour a day using this one tool! An added benefit is that since I've been using it I've discovered Jason Potash (it's his product) who is a very smart marketer who I'm learning a lot from. When I see one of his emails in my inbox, I stop whatever I'm doing to read it. This is definitely someone to get acquainted with. His tool is called Ezine Announcer and here's where you can get more information: <http://www.marketingtwist.com/ezineannouncer>

Well, I hope I've convinced you why starting an ezine should be your #1 priority. Basically, it all boils down to having a targeted list of people who are interested in what you're offering and making your business about yourself instead of whatever opportunity you're promoting. It's really not that hard either. It's as easy as publishing an issue a week and promoting on a regular basis. The rewards are invaluable so don't put it off any longer.

Nava Bromberger publishes Marketing Twist ezine. Why do some people struggle to make money online while others just rake

in the cash? You'll find out in each issue of Marketing Twist. If you make less money than you want to, you need a twist ... a Marketing Twist. <http://www.marketingtwist.com>

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