

Get your own Optin Leads!

By Pam Splitt

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If your trying to sell your own products or you're marketing the products of others, the same rule holds true. You need a list! Not just any list will due (thanks to Spam laws and such)! The best, most responsive way to build a list is to allow your own website visitors to optin directly from your site (If you don't have your own website..hang tight and we'll cover that).

There are tons of php scripts available that actually give you the code to enter a subscription box on your website. Don't be intimidated by the word "script". Some scripts are harder to install than others..don't give up after trying just one. Basically, a script is uploaded to your site just like your webpages. You may have to enter your website's control panel, to add a database (which is easy...simply click the icon to manage databases and follow the few steps) you may also have to change your file permissions (which is also easy..simply click on file manager, generally when you click on the file a link will appear to "change permissions". Simply type in the required number and hit the enter key). Regardless, each script comes with a Readme file that tells you exactly how to install the script.

The type of script you are looking for to keep in touch with your visitors is an "optin autoresponder". This type of script gives you code to enter the subscription box on your homepage or anypage. Once your visitor enters their name and email address. Your autoresponder script will automatically send the visitor your email(s).

The best scripts also allow you to send only one email or dozens of emails at set times. For instance, if you'd like your visitors to learn more about what you sell you may want to write a 3 to 5 day course or informative articles. You should be able to prewrite each email and upload it and then set the autoresponder to send out 1 email per day for 5 days or 1 email per week for 5 weeks. You get the ideal. :)

Some available scripts for website owners \$11.95 ...
<http://www.blazingleads.com/site/site.php?nav=rf&rf=131>

or

Special-Team Pro Members have access to such scripts
\$6.99 per month

<http://www.special-team.com/rotator/index.php?id=715>

If you don't have your own website,

Special-Team has something special you can use...check it out!

If you're interested in just sending your visitors to an
email address..that in-turn is an autoresponder
than you have two choices.

Join EzineBlaze as a Pro Member and get access to their
state of the art autoresponders..\$17.97 a month at

<http://www.ezineblaze.com/index.php?15700> .

or

Join Buildreferrals for FREE at

<http://freesoftwareforlife.buildreferrals.com> !

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ABOUT THE AUTHOR:

Pam Splitt is the editor of The Beginners Guide To Internet Marketing. She specializes in Insurance Underwriting, but is currently on leave raising two children and working at becoming a super affiliate and marketer. Visit her website and subscribe today to her ezine at <http://www.ezineadshares.com>

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