

Host A List, The Benefits of Opt In Traffic

By Barrett Niehus

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Barrett Niehus
ptma@dr.com

IP Ware Wealth Building Software <http://www.freetrainer.com>

Author: Barrett Niehus

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We are all aware of the power of opt-in advertising to promote our products. However, few of us realize that every other internet marketer out there is trying to do the same. Here is an idea to help those marketers deliver their message, and substantially increase your exposure in the process.

An opt in script that allows members to bulk email all other members of the opt-in list is available for download and at <http://www.freetrainer.com/reps/ilink.zip> . The script allows members to accept opt-in email advertisements from other members of the list in exchange for being able to post their own marketing message to every member of the opt in list. This type of script is generally effective for the list administrator because he/she can include a marketing message that goes out with every email that is sent through the opt-in script. In addition, everyone posting must go to the list administrator's page in order to access the script. This translates into an opt-in participant being exposed repeatedly to the administrator's marketing and product message.

To maximize this resource, banner exchange links can be placed in the footer of the scripts which expose every marketer that sends a message to a banner impression. If the banner exchange link goes back to the posting page, then the script becomes almost viral in its growth. Suddenly thousands of people per day are being exposed to

the list administrator's marketing message. In addition, the banner impressions are legitimate as they fully expose the poster to the desired banner impression.

With this system, every person that posts to the opt-in list generates a banner exchange exposure, and is exposed to the list administrator's product. Because the script is used by webmasters to market their own products, repeat traffic is almost guaranteed, and traffic growth is exceptional. An example of this opt-in mail list can be found at <http://www.ipware.addr.com/cgi-bin/ron/ilink.pl>

Some words of caution regarding this program. It generates a lot of email which may exceed the transfer limits specified by the administrator's web host. In addition, a no-tolerance policy with regard to spam and abuse of the posting rules must be adhered to in order to maintain the integrity of the program.

As stated above, the script is available for download free for modification
at: <http://www.freetrainer.com/reps/ilink.zip>

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Barrett Niehus <http://www.freetrainer.com> is the director of marketing for IP Ware Real Estate Investment Analysis Software. Utilize IP Ware to secure your wealth and achieve financial freedom by investing in Real Estate

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