

Report Sample: Building a Profitable Email List
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Introduction to List-building: What Is It and Why Do You Need Your Own List?

You've probably heard it said dozens of times by now, "The money is in the list". But what does that mean, exactly – and more importantly, is it really necessary for you to build an email list?

If you plan to sell products online, you will definitely want to keep a list of interested prospects for one simple reason: if you do it right, you can dramatically boost your profits.

It's great to make sales directly by marketing online and enticing buyers to come to your website and buy your product (or affiliate offers). But not everyone who visits will buy the first time, or the second or third times.

In fact, you may need to put your message before them numerous times before they feel comfortable enough to click that order button, so being able to stay in contact with them by email is helpful.

Even better – beyond getting the initial sale, what if you could keep promoting more affiliate offers or new products of your own to the same list of people in the future – for years to come? Getting one sale is a great start, but having an active list of buyers who want what you have to offer can generate many thousands of dollars in additional sales over the course of a marketer's career.

Do you absolutely NEED to have a list to make money online? No. But if you want to increase your profits steadily, building a list is an effective way to do it.

This guide is going to show you how to not only generate a list of subscribers, but a list of eager, interested, loyal subscribers who actually WANT to hear from you, and who won't hesitate to buy products that you recommend to them.

Best of all, you can do this without any of those annoying "hard sell" tactics that can turn people off and make them unsubscribe from your list.

As we get into the details of list-building, keep one crucial fact in mind: you are building a RELATIONSHIP with PEOPLE – not just a collection of email addresses in a database. Behind every one of those email addresses is a living, breathing person. And every one of those people expects something from you.

You may not be able to please them all but you can easily make it so that the vast majority of them actually look forward to hearing from you, reading what you have to say, and yes, buying your products or affiliate offers.

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