



RED-HOT LIST BUILDING TIPS!

How To Attract Subscribers And Explode Your Opt-In Lists Without Going Broke!

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Introduction

Dear valued customer,

Thank you for downloading the "Opt-In List Building Guide!". My name is Curt Dillion and I own the site at <http://www.SpecialOffers33.com>

If you ever need to contact me, you can do so at <mailto:info@specialoffers33.com>

How To Use This Guide

This guide is a blend of ways to get traffic, and how to maintain it. Some of the best tips are near the end.

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re-read it again. Then, read the sections again that you are not sure about, and if you can, get someone else to read it as well, and both of you make notes.

There are website links in this book so it is probably a good idea to read this report while you are online so you can see exactly what I'm talking about through out the report.

In this report I'm going to show you how to add thousands of quality subscribers to your list without spending a fortune in the process.

On the last page I have a gift for you that has the potential to bring you thousands of website visitors. Let's get started!

1. Make Your Content Relevant Keeps Your Subscribers Happy And Boosts The Amount

Of People Who Will Recommend Your Newsletter To Their Friends.

One of the biggest problems newsletter and ezine publishers have is that they write about subjects no one in their market is interested in. They just write about whatever they think people want to know about without doing any of the research.

Often, publishers who have a market well defined don't write the content in their newsletters that interests their readers. There is no use having an ezine on coin collecting and running articles on stamp collecting just because you couldn't be bothered finding the right content for your ezine.

This is easily overcome. Just send out an email asking your readers what they want to read. Also sign up for other ezines in your market and see what they are writing about.

2. Add More Subscription Boxes To Your Website

Sounds simple enough, but few people actually do it. If you have a 100 page website, you should have 100 newsletter subscribe boxes on your website.

You can integrate a subscribe box just about anywhere in a website. You could add one just before an article starts, in the middle of an article or even at the end of the article.

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

3. Offer An Outstanding Free Report

The best way to offer a good free report is to create one yourself and not something you have reprint rights to with 500 other people. You want it to be unique, and you want it to be something that plugs your newsletter heavily.

Back issues of your newsletter can make a good bonus!

4. Use Free Viral Ebooks To Get New Subscribers

Would you like to get thousands of new subscribers for your ezine without spending a cent on advertising?

Viral marketing is the way to go! Writing viral ebooks that get passed around. It is nothing new, but it's still a great way to get your newsletter noticed.

There are a few methods you can use when creating viral ebooks.

You can either create them as a free product, or charge for them and give people the reprint rights to the product so they in turn can give your product away while making some money in the process.

You can also do as I have done with this report, and just give it away with branding rights. That way everyone has incentive to keep it moving, as it will lead back to their own site as well as yours.

I prefer the branding right route. Then, write another and another and another and another! All in the same method, all with branding rights and all with your newsletter subscribe from plastered in them.

The goal isn't to make money from the sales of the book, it's to get more subscribers.

One of the very best ebooks on how to do this was written by Bryan Kumar. He sold a limited number of private label rights to that book. I purchased one of them and put my name on it, even though Bryan wrote it. You can read about it at <http://www.unlimited-profits.info>

So again, find a group of publishers in your markets, let them know you created a new ebook with branding rights that they can have for free. They can either sell the book, or give it to their customers.

This is good for them and more subscribers for you!

5. Use Pop Up Windows

Pop up windows are still effective ways to get subscribers, especially in niche markets.

Creating popups on your website is as easy as pie. There are however a few different type of popup windows you can use.

The pop up window on exit, which pops up after you leave a website and the popup window on entry which obviously pops up when you first go to a website.

I prefer the exit popup. So when someone leaves a page on your website they get a popup window asking them to subscribe to your newsletter. People will often close the popup if it comes up right away. Let them have an opportunity to see your site, and then decide if they want to subscribe.

Use a popup that allows you to tell if a persons already seen your popup before so it won't keep showing. You can find these sort of popup scripts at several places if you do a search.

6. Use Name Squeeze Pages

Name Squeeze is a big buzz word lately and it's something people having been beating to death, but it really does work.

Name Squeeze is nothing new, it's just that Jonathan Mizel gave an old technique a new name and new appeal. Good marketing on his part.

The best way to explain a name squeeze page is to show you a good example.

<http://www.scrapbookingprofits.com>

This is a great name squeeze page. Basically, what a name squeeze page is, is a simple subscribe form that then leads them to either a free report or a sales letter.

7. Buy Leads With Co-Registration

This is a quick and easy way to get subscribers, but it is not the best way. That's how I describe Co-registration.

Some marketers swear by it and have great results, others fail and have to throw out the entire list they brought because it's riddled with fake addresses, spam complaints and basically freebie seekers.

So what is Co-registration? Basically its building lists by buying subscribers from a 3rd party service. The key to making this work is to send the subscribers several free reports or articles to get them to trust you.

Then, you can send them some offers. Sign them up for a free course, give them some bonus products like you created before and remember if anyone asks to be removed from your list, just do it! Don't argue with them ever!

What you do is you pay a fee to these companies per subscriber, or for a subscriber list. Mostly, the names have been collected and sold once to an MLM company. Then, they sell the list one more time. Always go for double opt-in if you can.

<http://www.specialoffers33.com/a1.html> is probably one of the best places to purchase this kind of leads. Doc will not only sell you the leads, but you can call him up and get advice on how to use them. He wants to keep you as a customer, so he does his best. In my mind that makes him more trustworthy when it comes to buying Co-Registration leads.

I use Doc's autoresponder for the first mailing I do to a Co-Registration list I have purchased from him. I use this subject line: "This Is The Last Email You Will Ever Receive From Me." Then I go on to explain how I got their email address, and refer them to another squeeze page which signs them up to one of my Aweber lists.

8. Write Free Articles - see bottom of report for how to easily write articles.

While it's a given you will put your newsletter subscribe address in your resource box at the end of the article, this is not the best way to get people to subscribe to your newsletter.

The best way is to write a few free E-courses that people can subscribe to via an autoresponder and weave the links into your article.

Here is what I mean, and I can tell you now, HARDLY ANYONE is doing this. Let's say you have a newsletter on Ice Fishing and you're in the middle of writing a few articles to send out for publication. Here is what I would do.

I would go to <http://www.aweber.com>, buy a monthly subscription to their service and then start writing up 2 or 3 free e-courses on all things to do with Ice Fishing and plug them into my autoresponder.

Now why would I want to do this if I really want people to subscribe to my newsletter? Well, article writing has come under attack by people who believe cutting peoples article bylines out is acceptable. They just steal the content as their own. So instead of trying to fight these people everyday of the week, I've accepted this is going to happen and I made provisions for it, and in fact, it probably works in my favor.

So in my article while I'm writing it, I would let the readers know there is this great E-course for free they can sign up for. I wouldn't mention it was mine. I would just weave it into my article and it looks like I'm providing them with a great free resource. I would then provide them with the autoresponder link and how to sign up.

Also remember that when you write your resource box for your article, you don't have to get them to go to a web page to sign up for your newsletter.

You can put your newsletter subscribe information in your resource box like this...."To get more information on how to catch more bass on a weekly basis, sign up for our newsletter by sending a blank email to youremail@address-here.com"

9. Use A Sales Letter To Get Subscribers

If you got this report from <http://www.specialoffers33.com> you've seen how this is done. People are actually creating a sales letter like they would for a product they are selling, and at the end of it, instead of an order button, they have a subscribe here button. You wouldn't even know by reading the sales letter that its for a free product until the very end.

This gives people the WOW factor. You make your free report sound so valuable that when they find out it's free, they go "WOW, I can't believe they are giving all this information away for free". Just make certain that what you are giving them measures up to your sales letter. Does this one? You be the judge.

This is pure marketing at it's best, and it's exciting. Marketing is meant to be exciting, just like life.

10. Using Mp3s To Get More Subscribers

Doing audio interviews with experts in your field also is a great idea to get more subscribers. I'm not going to get into how to create audio products as that's a whole other book, but interviewing experts over the phone and recording it on mp3 will get your newsletter splashed all over the Internet, especially in fields other than Internet marketing where people don't expect to get this much quality information for free.

When you take marketing tactics from the Internet marketing field and apply them into other niche markets where they have never been seen before, you will get noticed more. Everything has been done in the Internet marketing field, we are all immune to even the most brilliant marketing tactics as we see them almost everyday, but other niche markets eat these things up.

Creating audio interviews isn't hard at all equipment wise and finding experts to interview is a piece of cake. Just do a search for products in your field of interest. Most of them have contact information somewhere on their site. If they don't have contact information on their site, do a search for their name.

When you contact them, tell them you want to interview them because you've read information they've written and it was great and you think your subscribers would appreciate the information. Most will do this without charging you a cent if you are outside the marketing field, they will just get a thrill out of being interviewed.

Once you have these interviews, tell all the publishers you've been in contact with recently that you have this great set of mp3's just completed and you want to offer them for free to their lists.

Setup a section on your website with the download link to these mp3's and also put a subscribe form near them for your newsletter and you will be surprised how many people will sign up AFTER they listen to your mp3s. Don't make it so these people have to sign up for your newsletter before they get the mp3s.

11. Archive Your Newsletter Copies

Sometimes people are hesitant to give any sort of information away over the Internet, especially their email addresses even if what you are offering is free, due to spam. But, if you allow people to read your back issues without having to sign up for your newsletter, this will show them what type of content you do write and will make them want to join.

You would think having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get it without giving their email address away, but this is not true. What you do is tell them on the website that newsletter subscribers get each issue 2 weeks before non subscribers.

12. Use A Paid For And Well Known Autoresponder

I can't stress this enough. Don't use free autoresponder or mailing lists! These services can go down at anytime and are not professional looking at all. Plus they also get used for spamming and are abused badly.

I use <http://www.aweber.com>, and I have never had any problems at all. They offer all I need. They have a reputation for getting most of your mail delivered. And, they keep a record of the double opt-in information if you are ever accused of spamming.

13. Use Free Forum Posting

This is a great way to get not only more subscribers for your newsletter but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

1) Find forums in your niche

2) Read some of the back posts and see who's the boss, who posts good content and what the rules are

3) Start posting with informative information and include your little newsletter byline at the end of your post or in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in. Just type your subject of interest, followed by forums, newsgroups, or message boards into a search engine, such as "dog training forums" and you will find plenty of places to get started.

14. Trade Ads With Other Publishers

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers newsletters in your newsletter and they do the same for you in return. It's not something I'm a huge fan of, but it does work. But, there are a few tips you should know.

Trading ad's for ad's with other publishers works well when your mailing list is small and growing rapidly. It's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ad's? Easy! Do a Goggle search for the following.

"your market here ezine"

Example:

"Gardening Ezine"
"Gardening Newsletter"

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezine, look at their website, personalize any contact you make with them so they know you're not just harvesting email addresses and you will do well.

Some of the time you don't even need to trade ad's with people in your exact market. Let's say just because you run a gardening ezine, that doesn't mean you can't trade ad's with landscaping ezine. Do you get my drift?

15. Setup A Contest

This is a good method. Basically what it is, is you get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list. To enter this contest, these subscribers from your list must subscribe to the other publishers lists and vice versa.

The contest could be for anything, depending on your market. Perhaps the publishers you contact all have ebooks for sale, you could give a free copy of all your ebooks out to the winner. Anything with value with work.

You then setup a domain for this specific contest and put all the information needed on that. You then tell your list about the contest and where to go to enter and how. Everyone on your list who enters then gets subscribed to the other publishers ezine and you get their subscribers.

Here are the steps.....

- 1) Find 4 or 5 publishers in your market
- 2) Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you there sign-up information and something to offer for the contest
- 3) Setup a domain name and website/sales letter that tells people how to enter and all the information needed
- 4) Write a mailing piece that each of the publishers can use to promote the contest.
- 5) Get a firm date when these publishers will run the contest mailing piece and how often
- 6) Send these publishers the names and email addresses of subscribers

7) Add the subscribers to your list, make sure you check for duplicate email addresses so you don't add people already on your list

8) Pick a winner!

A good twist on this one is to get each publisher to offer a free gift. Have them write a brief ad for their gift, include graphics if possible. Put links into their ads that lead back to the publisher's "special gift" squeeze page, where they must subscribe to the publishers newsletter in order to download their free gift.

Make sure that they know there is an opt-out button on the bottom of every email they receive, and that their email address will never be shared or sold.

16. Do An Article Recommendation

What you do with this idea is get together 4 or 5 publishers again, they could be the same ones as before and get them to agree on running an article that you wrote. That's it, nothing tricky, and if they agree to running this article they will get thousands of new subscribers virtually overnight.

What you do is you write an article about the best newsletters in your market, and those would of course be the publishers who agreed to run your article.

Make the article objective, don't just blatantly plug newsletters, write it like a news reporter would. Everyone who runs the article will get subscribers and you will get subscribers and everyone will be happy.

If you are going to be a successful entrepreneur you have to make things happen. That is a bitter fact no matter what field you enter, especially with Internet Marketing. Don't wait for people to contact you, YOU make it happen and you can do that, it's not hard, just think outside the box.

This method will also work for paid products as well. You don't just have to plug newsletters, you could get all the publishers together and write an article about the best products in your market. This way everyone can make sales and affiliates sale just by running the article.

17. Thank You For Subscribing Page

Simple enough. Get a group of publishers together and tell them you want to send new subscribers of your ezine to a page that recommends signing up for their ezine and that they do the same.

You see it all the time. You subscribe to an ezine you see on a website and once you subscribe you are taken to another page that recommends other peoples newsletters that

you should join. It costs you nothing.

18. Buy Ezine Solo Ads

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself. This ad will go out by itself, so it needs to be a fairly good length.

Some people say shorter ads work better for the simple fact the reader has less to read. In reality, a very well written longer solo ad will pull much much better. There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry.

You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads. The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

19. Submit To Ezine Directories

The best ezine directories are paid for. I could list some of them here, but they may change at any time. Do a search for them.

20. Use Classified Advertising In Ezines

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free course via autoresponder all about your product.

Once you have their email address, you can contact them over and over again until they buy or unsubscribe. This is by far the best method of advertising with classified ads.

21. Use Top Sponsorship Ad's In Ezines

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well. They are also usually 5 to 8 lines long, and you should really concentrate on your headline, and leading them straight to your autoresponder.

22. Network All You Can

Everywhere you go, network with people. You never know exactly who you might run

into. Let as many people as you can know about what you do and that you're the best at it.

Going to seminars and trade events is a great way to network with people in your markets and a great way to start building relationships with key online businesses. You never know who might be able to help you with something down the track.

23. Start An Affiliate Program To Promote Your Newsletter

If co-registration doesn't appeal to you, you could start your own affiliate program solely to promote your newsletter. This has been done before with some success, especially if you know how much your subscribers are worth to you, money wise.

If you know that every subscriber to your newsletter is worth 50 cents to you, you wouldn't mind paying 20, 30, 40 or even 50 cents per subscriber to your affiliates, and that's a pretty good deal for you and them.

Another way, another less risky way is to do the following. Create an ebook, or some sort of digital product, with value, sell it for around \$20 to \$30 and give affiliates 100% of the sale. You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers, but customers.

24. Use A Dynamic Email Signature

This is so simple, yet people forget to even do it, or they do it improperly. If you send out quite a few emails every day, this is a great method to pick up some new subscribers. All you need to do, is at the end of each email you send out, have a 4 line ad for your newsletter. You could use a classified ad you've already written for ezine advertising. You will be surprised how many people will sign up for your newsletter.

25. Press Releases: Not Dead, Just Evolved

Mark Twain once said the rumors of his death had been greatly exaggerated. The same may be said for the press release. It is not dead, but its mission has evolved.

Those PR practitioners who are spreading these death rumors would have you believe that press releases should never be written, nor distributed. I take issue with this old-school thinking.

In fact, you should evaluate everything you read on the Internet that tries to steer you away from tried and true methods. I often wonder if it is just some marketing guru who is trying to eliminate some of his competition.

Now, inundating the media with press releases has not been a good practice since shortly after Edward Bernays opened the first PR firm in 1919. Any competent PR person has known for years that garnering media coverage almost never directly happens due to a

press release. However, that is fodder for another article.

Let's talk about the evolution of the press release into a solid tool for helping organizations deliver key messages to multiple audiences in the digital age.

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets. The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it. Organizations today are able to bypass the media filter in a number of ways, thanks to the net.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web. And, every month, US web-users conduct 27 million searches at Yahoo! News, Goggle News or other news search engines. According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

- 98 percent of journalists go online daily
- 92 percent do it for article research
- 76 percent to find new sources and experts
- 73 percent to find press releases
- 68 million Americans go online daily
- 30 percent use a search engine to find information
- 27 percent go online to get news

But, you need to think differently about writing your releases in this new age. You can extend the power of your press releases beyond the media by positioning them for search engine pick up. In effect, your press releases become a long-lasting, online, searchable database about your organization.

Once properly written with both readers and search engines in mind, you need to distribute the release. PR WebJ and PR Newswire are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

Journalists, analysts, freelance writers, media outlets and newsrooms, as well as your average web users are signed up to receive this information. Also, it distributes releases via FTP, XML feeds and through a network of its own websites. PR Web-related sites are in the top 2,500 most visited sites. Every release sent out through PR Web is optimized for search engines, and PR Web guarantees your release will be picked up by Yahoo!, which is the number one most visited website on the Internet.

Let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information. An organization also should place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there. As a marketer, it is a good idea for you to visit them, too.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences across the digital divide is smart PR. Practitioners who believe the news release is dead need to evolve, or they will be the moribund ones.

26. Give Your Newsletter Personality

What makes you different from any of the other newsletters out there in your market? 1 thing and 1 thing only. YOUR PERSONALITY.

Don't be a lifeless drone, add some spark to your writing, be funny, be witty, be controversial, just don't be boring! Tell a story. Stories are a great way to get people hooked before they realize you are actually selling them anything at all. Find below a story that was used to promote a work at home affiliate program.

Are You Different?

I don't know about you, but I've always thought I was different from my peers. This is an amusing story that will probably strike a cord with most people who read this book.

When the kids at my school were playing at lunch time, like kids do, I was setting up shop just outside the main oval. The canteen at school never really sold much in the sweet variety, so I use to bring mine to school from the local store as they were much cheaper and had more variety.

I use to come to school with a bag full of lollies and let me tell you, I was one popular kid. Kids were always asking me for lollies all day and it was getting very annoying, so I had to do something quick.

I got sick of giving my hard earned pocket money lollies out for free, so I decided to set up my own little black market lollies trade. I use to buy all sorts of different lollies you could not get from school and I then raised the price 500%. I purchased lollies for 10 cents and sold them for over 50 cents. The market was so big, I had to actually double my supply. In one day I could make \$20 just by selling lollies I brought for \$5.

Of course, I had certain "high roller" clients that I would give cheaper prices to, which

was only fair, as they brought in most of my business. I also had a few people that you gave free lollies too, just to keep the peace.

Eventually more people started doing what I was doing and I had a little competition on my hands. I stopped selling lollies after a few months as the demand was getting to hectic and the local store had called my mother.

I knew I had a passion in life, but I didn't realize what it was until I was in grade 10 and I quit school to pursue a career in direct mail. Marketing was and is my life, I love it. I read everything I can get my hands on and I have a collection of books that resemble a bookstore. Of course back then I wasn't sure if I wanted to do anything seriously with marketing, but I knew I didn't want to work for anyone but myself.

Everyday I stop and think about what I would be doing if I didn't find out about the joys of working from home, and I never would have if it was not for my father who taught me there is more to life then working 9 till 5 everyday.

27. Make Sure To Keep Your Newsletter Off Spam Lists!

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

- * Make Sure Your Email Message is Compliant with the CAN-SPAM Law.
- * Make sure your list is double opt-in
- * Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.
- * Don't ever purchase bulk email lists or harvest emails from the Internet
- * If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.
- * If you have an Affiliate Program, make sure you include an "anti-spam" provision in your agreement.
- * Avoid using spam trigger words like "spam, free, special, guaranteed" etc....
- * The best way that I have found to send to subscribers is using <http://www.aweber.com>. They keep records of the double opt-ins that the subscribers used when they joined the list.
- * Another thing I like to do is to make the email short, and insert a link to my website. Just give enough information to get them to click on the link. The less writing there is in the email, the less likely you are to trigger spam filters.

28. Don't Buy Mass Email Lists

There was a post on a well known marketing forum from one guy who said he had access to a list of 800,000 email addresses from people who were interested in making money. He said his friend owned the list and was willing to let him use it for a mailing, but he said not to mention his name at all in the mailing.

This should have been the first alarm bell for this guy. Not to mention that this guy wasn't sure how the list was compiled or how the people subscribed to this list. It wasn't even just one big mailing list, it was a bunch of lists stuck together.

If this guy decided to mail to this list, he was certain to be accused of spam. He surely got into major trouble, and he did NOT make any money worth the effort.

Never EVER send emails out to lists you don't know anything about EVER. Never buy bulk email lists.

29. Setup A Membership Site Just For Subscribers.

Want to really boost your subscription rate? Start your own membership site solely for your newsletter subscribers. The key here is to make sure your content is fantastic, so much so that you could actually have paying customers for it. Keep it updated constantly.

The problem with most membership scripts is their security features, or lack there of. Keep that in mind when you are searching for a good one. I don't want to recommend any, because they are a part of a fast changing industry.

Another thing that can come in handy when running a membership site is an organizational tool. If you've had any experience with running a membership site, after awhile you get quite a lot of content and being able to organize that content for easy reading for your affiliates is crucial. At this time, the good software for this is rather expensive.

30. Setup A Free E-Course For New Subscribers.

This step doesn't have to be difficult. This free course is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, your newsletter (which is a given) or your own product. It will also be the catalyst that allows you to contact these leads as often as you want.

I will warn you now, however, that you don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them. This keeps your list happy, and not full of junk emails that no one will end up reading.

I automatically unsubscribe from any list when I'm getting too many emails. Those publishers are disrespectful of our time. I won't do business with them, period.

Your first consideration is a title for your report. No one is even going to subscribe if it doesn't interest them. This is where a lot of writers really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles. Make Money Online Migraine Relief Report Create Your Own Products Easily Play Cricket Like A Pro I might have been a little harsh to say that they are poor titles, they just lack any spark or imagination.

Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well. Make Money Online In 7 Days With Residual Income Affiliate Programs Stop Migraines In 5 Easy Steps Create Sizzling Digital Products Instantly, That Sell Like Crazy Bat Like Border And Bowl Like Lee, Play Cricket Like A Pro!

So what is the easiest way to create your own free 5 day course? The best way to create your free course is to write 5 or so articles yourself on the subject your promoting and putting it into a free course.

The problem most people have when they try and do this is that they try and write thousands of words all at once and they get tired and never complete it. If you break it down into sections, it's a lot easier.

For example, if I was to write a free course on creating your own fishing lures for profit, I would write something like this.

Article 1: Why fishing lures are so profitable,
Article 2: How to create your own fishing lures from your table,
Article 3: How to automate the whole lure making process,
Article 4: How to market your lures offline,
Article 5: How to market your lures on a budget online,

And in each of these articles, I would weave an affiliate link into somewhere or mention my newsletter. The information has to be of high quality and not just a blatant plug-a-thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course, you can't really just send your prospects a bunch of articles, you have to weave them together. For instance, the first email they get could be a thank you for subscribing email, with a don't forget to get your free gift line in there somewhere. This first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

31. Start Your Own Forum.

This is a great way to get new subscribers to your newsletter. Building a community within your website brings back repeat visitors, which means people will more than likely sign up for your newsletter if they keep coming back.

You can see an example of this at Howtocorp.com and go look at the forum. He has his newsletter sign up form there and product recommendations. People love to help other people and answer their questions, so after awhile you won't need to be answering many questions yourself.

The best way to start your own forum is to do it yourself with software and host it on your own web hosting. Don't use a 3rd party service, especially free ones.

32. Contact Previous Customers And Clients

This is just another simple method most people over look, but they don't realize just how powerful it is.

If you already have a list of customers or prospects, tell them your starting an ezine and let them know they can subscribe anytime they like and get all the information for free. These people have already proven their interest in you or what your selling, so it makes perfect sense they would want to hear from you more often then they already are (if at all!)

33. Give Permission To People To Use Your Newsletter In Their Own Works

Tell people who are already subscribed to your newsletter that they can pass the newsletter on to friends and also use parts or all of your newsletter in their ezine.

Of course you would get credit and a link back to your site. This is sort of like article writing, just with your newsletter issue in replace of your article.

34. Send Testimonials To Products You've Used

This is an easy way to get a trickle of new subscribers daily to your newsletter. Whenever you use a product or service you really like, send them a great, glowing testimonial and they will gladly put it up on their website and put a link to your website with it.

The trick here tho is to get as many people who read your testimonial to your website and to subscribe to your newsletter. The best way to do this is to register a new domain name solely for catching subscribers from testimonials, something catchy, and put a name squeeze page as your main page.

You will slowly get a nice stream of new subscribers everyday for as long as the product or service is selling for.

35. Get Other Newsletter Publishers To Mention You Constantly

One of the best ways to get free subscribers is to get other publishers to mention you constantly. This build a relationship with their subscribers and when they join your newsletter they will already know a lot about you and be looking forward to receiving your emails.

So how do you get other publishers to mention you in their newsletters? Do something news worthy! Hold a contest, claim to know something no one else does, tell publishers a little tip that you learn and that they are free to tell their subscribers as well.

Build relationships with these publishers and become their friends!

36. Here is one good way to get your website quickly listed in Goggle and MSN. You should even get some traffic in the bargain. Go to <http://www.craigslist.com>.

Once there, go to the SF Bay site and post an advertisement to your web site with your link included. Make it a legitimate advertisement in the proper category. The SF Bay site of Craigslist is a PR8 site and it gets spidered regularly. Your site should be indexed within a couple of days.

Read the rules on Craigslist carefully. They are very clear and easy to understand, and follow. It can be a very powerful resource if you don't abuse the system. Never SPAM them!

Be careful about where you post your ad at Craigslist. Post in the category which best describes your niche. If you post in the small business ads you should be okay, but sometimes your ad may be removed by a moderator. So be careful and experiment.

37. I would recommend that anyone wanting to learn more about getting traffic to your site should pick up a copy of Brad Callen's free SEO Made Easy ebook. Even people who have used internet marketing techniques for years can learn quite a bit from his ebook. It seems to be a little hard to find, so I've put a download link here <http://www.specialoffers33.com/thankyou.htm>
38. Blogs have some advantages over normal web pages when it comes to Internet marketing. Blogs are indexed much faster, blogs can "ping" hundreds of blog and news directories, and blogs can be listed in places normal websites are not. Here are some tips to get your blog going!
1. Create three to five posts per day if your blog is new. People who visit will want something new to read. Make sure that you weave in keywords for your niche topic. That will help you with "natural" search engine optimization.
 2. Add your blog to your Yahoo page. If you haven't setup a My Yahoo yet, just go to yahoo.com and click on the My Yahoo! icon near the top right. After your setup, go to your my Yahoo page and click on the "add content" button found near

the upper right. You will be presented with a form to enter your RSS link. You will enter something like this "http://yourdomain.com/blog/?feed=rss2#7531;". When you submit your own RSS to My Yahoo it is indexed by Yahoo.

3. Add your blog to your Google's Reader. When you submit your own blog RSS to Google's Reader the Goggle Blog Search will index your site. To do this, goto google.com, click on the "personalize home" or "my account" button in the upper left. After your account is setup, sign in and click on the "add content" button in the upper left of your page.
4. Add a link directory to your blog and trade links with sites that share a similar niche. At this point, you want to trade links mainly to get direct traffic. In the long term, this will help with your rankings in the search engines as well. Do a search like "add url" or "add link" in your favorite search engine to find potential link partners.
5. Use ping sites like <http://pingomatic.com> Ping your site every time you add a new post. Check to see if your blog software is already doing this. Wordpress and B2Evolution do this automatically and is a real time saver.
6. Submit your blog to traditional search engines such as Goggle, AltaVista, and MSN.
7. Submit your blog to traditional directories such as DMOZ.com Directories (particularly DMOZ) increase relevance with Goggle. DMOZ is very picky and can sometimes take months to get listed.
8. Submit to as many RSS Directories as possible. There are over 150 listed at <http://www.masternewmedia.org/rss/top55/>. This is a simple but repetitive process that can be done automatically with RSS submission software.
9. Comment on other blogs and forums. Do not just leave short, lazy comments like "I agree." Try to really answer questions or give opinions on subjects you know.

Most forums require you to register, so include a link to your blog in your profile and/or in your signature file. But be tactful about it; some forums get annoyed with those who selfishly drop a few links to their site and leave.

Find applicable forums on Goggle groups, Yahoo groups, MSN groups, or any of the thousands of other free group services and find like minded people and talk with them. Make sure your use your blog url like it is your name.

These are a few of the most popular ways to drive traffic to your blog. Do not limit your self to tips and lists. Use your imagination. You can discover lots of ways to drive traffic to your blog!

39. This is the gift I promised you. You can have a free website that sells ebooks on MP3. You get a share of the books you sell. But, more importantly, you can use the titles of popular books and authors as keywords to bring visitors to your site.

I will also give you one of the greatest traffic generating pieces of software that is available today. Go to my site at <http://www.business333.com> and read all about it.

40. XXX! Bonus, Bonus, Bonus! How to write articles, reports, and ebooks.

Did you notice the format for this report? There are 39 ideas that have been developed. This is how to **“WRITE AN ARTICLE.”** Articles don't have to be long. About 4 or 5 points, or ideas, developed into a 400 to 600 word article. It will take you less than an hour to write one article. With a little practice, you will be writing a couple of articles in about an hour.

Your article can be researched online. Find sales pages that list the benefits of the product in your field. List the benefits, and find your information online.

Several articles on the same subject make a report. A couple of reports make an ebook. Don't ever say you can't write.

Keep in mind that the most important part of your article is the “HEADLINE.” That is what the search engines pick up, and what gets people to begin reading your article. Spend time making certain you have a captivating headline.

Subscribe to <http://www.SpecialOffers33.com>, We will send you occasional short term offers for great Internet Marketing information at unbelievable prices.