

# List Building Explosion



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## WHAT IS A LIST?

If you have been involved with internet marketing for any length of time, chances are you've heard of list building and autoresponders. A list is essentially a highly targeted collection of information gathered from visitors that have "opted-in", and can be used to profit from again and again.

Okay, that's a bit of a technical definition, I think the easiest way to explain this is by showing you an example. Let's look at two different scenarios:

### **Scenario #1**

I have a website in the dog training niche. I offer some free helpful tips on how to get good old Fido to stop biting his owner's trousers. I make money by having some adsense ads throughout each page.

Every day people come to my site. Some of them leave by clicking on one of the adsense ads. I've made some money from them, but I will probably never see them again, and most certainly not be able to make any additional money off of them.

### **Scenario #2**

I have a website in the dog training niche, but this time instead of having ads on the page, I offer people a free dog training newsletter. I "lure" people into signing up for it by talking about how great and helpful it is.

Now I have people coming to my site, and giving me their email addresses in exchange for my newsletter. This gives me the ability to market to them time and time again. Do you see how powerful this is?

A list is a true business asset. Once you have your own lists of targeted emails, you can literally make money off of it whenever you choose. It is as easy as finding a compatible offer, and sending it out.

This video series and accompanying ebook will take you through the steps of setting up your own list building strategy. Let's go ahead and get started!

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At this point I recommend that you view Video #1, to hear a bit more about the definition of list building and show you some examples.

## THE ADVANTAGES OF LIST BUILDING

Before we go any further, I would like to talk a bit about the many advantages of list building, and why you need to be doing it!

### List Marketing Advantages

- You now have the opportunity to market to people multiple times
- Autoresponders allow you to communicate with your list members through a series of emails
- You can “presell” or “warm” your list and increase the odds of conversions
- No more leaving money on the table!

As you can see, there are several reasons why you should be doing list building. To hear me talk a bit more about each of these reasons, be sure to check out Video #2.