

# List Building - Getting Started With United States Email Marketing

Have you ever wanted to build a huge, US mail address list? Millions of Americans use the internet everyday and if you have a business online, it's absolutely crucial that you have a list. The best way to create one is obviously to buy your own list. Unfortunately, this is extremely expensive. Most people will just opt for the first company they come across. That's why there are so many marketers out there who are looking for cheap but reliable means to build their lists.

When I first started marketing online, it was hard to believe that anything could actually make me money. I was overwhelmed by all the people who wanted to know how they could make a living online. I thought that I would have to be some sort of computer wizard or Internet guru to be successful. No way.

If you are reading this then you are most likely in the same boat as I used to be. There are other ways, however, that you can build up your list quickly and cheaply without having to spend tons of money. In fact, it's actually quite easy. All you really need to do is put together a list of people who have willingly given you their name and email address. There are companies that will pay you for each and every contact you make.

If you're thinking that you can't just get a list like that, think again. You can easily obtain lists like this for about \$20. Some of them only contain names, but those are perfect. They'll give you all the contact info you need and all the emails you need.

Another way to build an email list quickly and cheaply is to purchase a list from a list provider. You can do this for as little as a few dollars a month. It's important that you find a list provider that offers an unlimited number of lists. That way, if you get overwhelmed with subscribers, you can just purchase another one.

Once you have an email list, it's important that you use it. Send out messages to your list once a day, preferably in the morning. This will ensure that you've captured the attention of your subscribers. Don't send out lots of sales and promotions, though.

Always give your subscribers some information in the form of a free report, eBook, or newsletter. This will keep them interested and constantly reminded of you. If you want to monetize your list, you can offer them products in exchange for their e-mail address. Amazon is one of the most popular places to do this.

If you're still having trouble building up your list, consider creating your very own list. Create a squeeze page where you can offer something for free. Create FrescoData where you'll sell your product. It's important to have a business model that makes sense. Once you're able to build a list of people who have given you their e-mail address, list building isn't that hard at all!

When you first start list building, focus on quality over quantity. Create a squeeze page that offers something for free, such as an eBook or report. Once they opt in, you'll need to get them to opt in to your main site. This is the best way to build a huge list. You'll reach more potential customers this way.

FrescoData 'll need to focus on is keeping your subscribers informed about new products and services. You'll want to send out e-mail news blurbs on a regular basis. You can also offer them articles from time to time. Make sure you include a link to your website or sales page in the author's resource box.

There are two ways to recruit subscribers for your list. Either you can pay someone to get them to your list or you can write to your subscribers and try to get them to sign up on your list. Out of these two options, I personally prefer the latter. It's much easier and more efficient to let somebody do all the hard work for you. If you're not that good at writing, you can hire somebody to do it for you!

When you have an opt in e-mail list, you'll need to constantly build upon it. Offer something valuable to your members every so often. You'll also want to send them special deals, discounts and other bonuses on a regular basis. Stay in touch with your lists to keep them informed and satisfied.