**Extra Paragraphs**

Take two or three of these extra paragraphs and combine them

with one opening and one closing paragraph.

Choose a title from the title file, make a few quick edits, and

you'll have your own unique article that you can send your list,

post on your blog or submit to article directories.

Some of these can also be used as quick tips that you can

send out a few times a month.

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Craft Interest-Targeted Email Messages – Use the software to capture the information needed to personalize and craft email messages toward what your subscriber wants to know about. This is an important way to move your subscribers enough to purchase from you. Capturing the right information will enable you to point your subscribers to products and services that they want.

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Create Geocentric Messages – It is likely that your email software allows you to capture location-based information from subscribers. This location-based information can be used for a variety of purposes, from marketing events in their area, to encouraging them to visit your location if you have a local bricks-and-mortar business.

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Let Them Define What Information They Want – Sending a poll or checklist to subscribers that lets them define what information they want to get is a good way to find out exactly what your subscribers need and want to hear from you.

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Acknowledge Purchases Made – Each time a purchase is made it’s important to acknowledge it with a thank you, but to also move them off a list that keeps promoting that item. If they feel like you’re harassing them to buy something they already have, they won’t respond to well when you market something new to them.

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Encourage Social Sharing – Put social share buttons on appropriate email messages so that your subscribers can help you get more people to sign up for your email marketing lists. This is a type of personalization that encourages them to share with their friends, but also encourages them to friend, like and follow you on other social channels.

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Insert Predefined Fields – Most email programs allow you to insert different predefined fields. For example, if you have a website that is devoted to selling art, you could send a questionnaire to your audience asking them what their favorite style is. Then the software will not only trigger the right emails to go out based on that style, but it will also mention the style within the email message. If they don’t fill it out, it will insert some other value that you choose into that predefined field.

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Use Date Insert Fields – It’s important for many of your emails to be pre-crafted, but you can make the email message look as if it was just created by using the date insert field. Then the email message looks timelier. With that function, in conjunction with special sales pages that also show the current date, you can personalize by keeping everything looking current.

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Use Retargeting Technology – When someone visits your website, or buys something, it’s important to use the technology available to you to retarget them for buying something more. When your user receives your email and opens it, a software program can be used to install a cookie that will then allow specialized ads to be delivered to the user when they visit various webpages.

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Ask for Reviews for Products Purchased – Whenever a customer buys a product, send them a thank you message and then a series of follow-up messages. One of these can be a request for a product review, after giving them enough time to try and use your product or service. The form they fill out for the review will also ask for more information about them that you can use for further targeted marketing.

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Building a highly targeted opt in email list will just go to waste if your niche market is not generating any income at all. Try to verify their income-generating potential through the search engines, wherein you will find some paid ads related to the keywords you have searched. This would only mean that if somebody is willing to pay to advertise focusing on the same target market that you have in mind, chances are, you will be able to reap positive results on your target market.

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Welcome Message – Right off the bat, when you send your new subscriber a welcome message to your list, it is a great opportunity to seek more information from them using a web form. Depending on which email marketing program you use will determine which features it has to collect more information.

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Thank You Page – Another great place to get more information from your subscribers. This can be true of an opt-in thank you page, and a product purchase thank you page. Create a form for the page where your subscriber or buyer can click to provide more information about them to help you serve them better.

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Polls and Quizzes – Periodically, it is helpful to send your list subscribers interactive information such as polls and quizzes. This will help engage your list subscribers in a new way and open them up to providing more information about themselves so that you can personalize your interactions with them even more.

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Coupons and Codes – Any time a subscriber takes advantage of a coupon code is a good time to collect more information about them so that you can personalize the information you send them. You may have only collected an email and name when they first opted in but when they redeem the code, ask for just a bit more info.

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Request for Response – Sending out an email to your subscribers requesting a response such as a comment on your blog, or for them to fill out a form, or to ask you a question that you’ll answer on your blog, is a good way to get more information about each subscriber that can be used to create more personalized messages.

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Surprise Gifts – You probably gave your subscriber a freebie when they signed up for your list. You can use the same tactic in your subscriptions to get more information from your subscribers. Offer them a new free gift for some sort of action taken.

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Subscriber Preferences – This is a good way to get more information is to offer your subscribers various preferences they can choose for the type of information they want. If you have more than one type of list, why not give them a chance to get on other lists that you have at this point?

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Behavioral – Moving your subscribers from list to list due to the behavior that they demonstrate is a great way to personalize the information that your subscribers receive. For instance, if they click through to buy something, they should be moved to a new list.

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Creating a website is made simple nowadays. A lot of programs are milling about assisting regular computer users in making and maintaining websites in a real simple way. Some website creator just needs you to cut and paste, like that of a regular paint program. Several web-hosting sites are available too. Some are even free. If you have a

site of your own, you can ask visitors to register with you or sign your guest book as they leave.

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Newsletters also allow you to impress your subscribers. It can show your expertise and knowledge about the topic at hand and the many benefits you can offer them. When you impress people, they will become potential customers and another great thing is that they can recommend you to their friends, colleagues and family. All of them could very well be customers in the future.

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Tips and Tricks – It’s great to include a list of tips and tricks for your readers in your email newsletter. If you send out a daily newsletter, you could make once a week a list of ten tips or tricks to use that involves putting your services or products to their best use.

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You don’t have to send out a special offer every newsletter but if once a month or so you offer your newsletter subscribers an offer that no one else is getting just for being a subscriber, you’ll make them feel special. People love the feeling of membership and exclusivity.

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Give your newsletter subscribers an inside way to meet up with you, either through live meet-ups or online webinars. Having one webinar a quarter or more often is a great way to engage your newsletter subscribers. Google Hangouts is a great way to accomplish this. You can even offer Q&A’s.

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Tell your list subscribers about new products before you announce them to the world. Giving them a few days to purchase at a discounted “early bird” rate is a great thing to include in your email newsletters.

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Using your email newsletter as a way to get feedback on potential new products or services is a great way to encourage engagement. You can do it via questionnaire or poll.

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Including a section for customer testimonials is a great way to recognize your clients as well as to provide social proof to newsletter subscribers who have not purchased from you yet.

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Inviting your newsletter subscribers to share certain newsletters that don’t have exclusive material is a great way to improve your subscription rate, and will also make your current members feel included in your community.

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Opt-Out Information – While this could be covered under legal notifications, it’s important that you include opt-out information that is easy to find in every single newsletter that you send out. Don’t be worried about subscribers unsubbing. It’s better to have a clean list of people who want to be there than a list full of people who resent getting your information.

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Ensure that you include a variety of different things in your email newsletter that are designed to get a response and you won’t be disappointed in the results. In addition to the nine items above, never forget to include a call to action (CTA) in each newsletter that you send out. Without a CTA there is no point to the newsletter. So, be clear about that before you start.

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As mentioned in the first tip, make your homepage very, very impressive. You need to have well written articles and descriptions of your site. Depending on what your site is all about, you need to capture your website visitor’s fancy. Make your site useful and very easy to use. Do not expect everyone to be tech savvy. Invest in having good

programming in your site, make your graphics beautiful but don’t over do it.

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Generate solutions to the problems of your target market by using Internet forum. Creating this type of forum will initiate the underlying solutions that will answer to most of your target market’s problem. Through their posts and threads, you will be able to identify your target market’s problem and will be able to come up with a great solution. In turn, it will be very handy when you make your opt in list.

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Remember that visitors of a certain site are there because they are interested in what the site has to offer. If they sign up for an opt-in email list or for a newsletter, this means that they want to be updated for that certain theme or subject. Be sure that when you publish your newsletter you are providing for the need of the subscriber as well as their interests.

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The concept is basically simple, how can you promote your online business if your niche market is not available in the Internet? Hence, it is extremely important to verify if your target market is available online.

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Be sure that your selected target market is available in the Internet. The mere acquisition of a niche market is not a guarantee that you can already start building your opt in list. Since, the concept of opt in email list is specifically generated to aid in the growth of the Internet market of a particular entrepreneur, it is important to have a niche market that is available through the Internet.

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If you do not have a newsletter or publishing one for your site, then you may have to consider about researching and be well informed on how to publish one. It is not as easy as it seems but if and when you get the right idea and process, it will be smooth sailing from there on. Try to take the time to learn what you need to learn and get that newsletter ready and good to attract subscribers to your newsletter as well as traffic to your site.

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Decide on your niche market or your target market. It is extremely important to know your target market in order to focus on something. It would be confusing and time consuming if you will build an opt in email list with no particular market in mind. Moreover, having a niche market would bring more focus on your marketing campaigns and would derive better results because you have direct you emails to people who would most likely be interested in them.

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As an effective Internet marketing strategy, users are given the option to signup for information or service provided by a particular site. Building opt in email list and affiliate marketing reduces the risk of spamming since the recipient voluntarily chooses to receive emails from a website. Plus, building opt in email list and affiliate marketing provides a direct link to the subscriber that will help shape a formidable customer

relationship that will keep on going.

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No doubt emails are being used to distribute newsletters, promotional mails, and other stuff. How then would you be able to round up email addresses to send those marketing mails you have? Here is where an opt-in email list comes in.

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It is extremely important that you have their permission first before you send them information because unsolicited emails will be regarded as spam, and spamming is an illegal activity in the Net.

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Building opt in email list and affiliate marketing can also be encouraged by offering incentives to potential subscribers. This subtle form of encouragement for building opt in email list and affiliate marketing often helps stir the interest of potential subscribers to sign up for the opt in list. There are a number of methods used in affiliate marketing to egg on potential subscribers to sign up.

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In fact, you may be losing money. You may be hiring writers to help you out, or there are some expenses incurred, even if you have a big list, but only a very small percentage actually buys from you, your still losing profit. You'll realize that after a few months when you see your statistics and sales figures.

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Fact-check your articles. Make sure that you provide true facts and figures so that your reputation as an expert and knowledgeable in that field is not questioned. If you lose the trust of your subscribers these may persuade them to unsubscribe to your newsletter. You will lose many potential sales this way.

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So, for people who are not yet aware of the importance of building a highly targeted opt in email list and would like to know how to build them, here are some tips that could be very useful.

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Although it is the fastest approach to building opt in email list and affiliate marketing, this method does not provide a focused consumer group for building opt in email list and affiliate marketing. In addition, it may cost an affiliate marketer more than what they expect to receive in sales. Fortunately, there are other ways for affiliate marketers to get the most out of building opt in email list and affiliate marketing.

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Ensure that you have well written, information riddled and content rich articles. You articles will be the body of your newsletter and that they should be able to excite your readers as well as provide information. Articles should be well written and checked for errors such as spelling and grammatical errors for it to look professional and believable. The trust of your client to you and newsletter is at stake here.

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By creating an opt in list, you will be able to maintain solid contact with your previous buyers at the same time boost your sales because of the fact that you have a sure target market always ready to purchase items from you.

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Opt in email list is considered to be the most important item in an Internet marketer. In fact, if in case something bad happens like emergencies and catastrophes and they could only save one item, it would be their opt in email list saved on a backup disk.

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So what could have gone wrong? Why have others succeeded where you have failed? The most common mistake is that you dived straight right in. You chose a topic where you think could be quite popular and would earn you money. This just not the case. Just because you wrote people from the email list doesn’t mean they are going to buy instantly.

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Use offline ways too. You can put up a small raffle preferably in a supermarket for a certain item they buy. You can place an email address opt-in part in the raffle entry to add to your list. This way, you'd also know the buying preferences of the participants if you mark the entries systemically.

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Write and write some more. There are some web magazines where in readers can submit their writings for a particular topic. If you had a chance to do so, add a link to your article providing information about what you are trying to promote. Some readers of your article may enjoy your work so much they'd like to contact you, so don’t forget to leave your email address too.

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Enlisting for co-registration services is great for building opt in email list and affiliate marketing. This service usually costs about 10 cents to 30 cents per subscriber but it easily translates into an average of three hundred subscribers daily to an affiliate marketer's opt in list.

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Here I will offer more advice, for those who have started an opt-in list and have failed; you can rejuvenate your failed venture. For those who are starting, here are three quick and easy ways to build a profitable opt-in list.

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Joint ventures are also a valuable strategy in building opt in email list and affiliate marketing. Joint ventures are a hundred percent free and at the same time can add up to hundreds of subscribers to an opt in email list daily.

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Make use of websites. It is an excellent tool for data collation and providing you with relevant info regarding your email offers. Use forms that solicit your visitor's email address and consent.

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There are many sources and articles in the internet available for

everyone to read and follow in building a list. Sometimes they may be

confusing because there are so many and there different ways.

Different groups of people would have different approaches in building

an opt-in list, but no matter how diverse many methods are, there are

always some crucial things to do to build your list. Here are four of

them.

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Check other’s strategy too. It would be better if you can find a partner in

generating an opt-in list. This way, you can split the expenses and both

of you can share the email list generated. It will be best to partner with a

company that has a business similar to your own line. Both of you can

profit more should that be the case.

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Get your customers to trust you and your products first. Just launching

your opt-in email list would not make you an expert and a believable seller.

Put many articles first before you start an opt-in list. Write about the

topic you know and have started and used for your site. Try to put

forums first to gain knowledge about your customers about their wants

and needs and target those wants and needs.

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Experienced opt-in email list users will be able to tell you what to do and what

not to do because they have gone through it. While different situations

occur for different people, the general concept can still be very helpful.

There are many things to avoid and these people will be able to tell you

which ones.

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Join forums from other sites as well. Provide expert advices and

recommendations. When you feel that people trust you already, you will

be able to start your own opt-in list. You can build a base as well with

other forum users. You can ask them to join your list. Friends are always

good customers. Put up a link to your site so that they may be able to

see what you're business is all about.

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Offering products and services in exchange for signing up is commonly

practiced by many affiliate websites. Products may include special e-

books or software that would be of interest to the subscriber. Another

way to get subscribers to sign up is to offer them special services that

are only available for site members.

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In the next few paragraphs, I will provide you with some things to reflect

on when you decide to start your own newsletter for your site. Here are

five things to consider when publishing a newsletter.

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Provide good service and products. A return customer is more likely

to bring in more business. Even then and now, a satisfied customer will

recommend a business always. Word of mouth and recommendations

alone can rake in more business than an expensive ad. As your

clientele roster grows so shall your list. With more members on the list,

the more people will get to know about what you have new to offer.

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Put up a good web form in your site that immediately follows the end

of your content. While some may say this is too soon to subscribe for a

website visitors application, try to remember that your homepage

should provide a quick good impression. If somehow a website visitor

finds something that he or she doesn't like and turns them off, they may

just forget about signing up.

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Maximize your sales force. Customer service associates can help a lot

in making you benefit more from your email correspondence. Sales

people with proper education on how to aid you in this endeavor can

very well contribute to higher ROI. Techniques like offering account

updates and special programs through email can easily land you those

lists of valuable visitors.

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The certain truth is, the money will only come in when the consumers

and subscribers believe and trust in you. They want a product or service

that could be a good exchange for their money. People are not going to

buy something out of your recommendation if they don’t know you.

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Once the target market is established, building opt in email list and affiliate

marketing can be customized to meet their demands. This can be done

using a variety of methods to convince site visitors to sign up for the

site's newsletter or e-zine. After signing up, the customer will begin to

receive a variety of newsletters, e-zines and brochures that the

customer had registered for.

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An opt-in email list is a directory of email address you can send to those

mails to. Though it seems to be easy to find email addresses, if you are

talking thousands in numbers, it is going to be hard. Besides, you have

to determine the recipient of the email. You wouldn't want your readers

mostly male if you are selling lipsticks, right?

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Provide fresh and new articles that can provide new information to your

subscribers. If you publish stale and old news in your newsletter, there

is a tendency that people or your subscribers already have read and

known about them. This will lose their interest in your newsletter and

they wont get to read what is most important, your ads. They may not

open or read any of your succeeding newsletters losing your intention in

writing and publishing newsletters, to get them to visit your site and

make a purchase.

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Set up a promotion or a freebie. Not all the best things in life are free,

as they say. But you can definitely try to give something out for sure.

You can see this done all over the web. Free screen savers, free

games, free download of programs. And what do they need from you?

They just ask for an email address, your name and a little something

more about you. Then you can place a check box on the registration

form for sending of email. For sure, you can think of something to give

out as well.

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So, how can this method in effect build your mailing list? The answer:

the resource box you attach to your articles. In your resource box (also

known as bio box), you include a brief detail about yourself and your

business site together with its URL.

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Having a website is not a guarantee that your online business will

succeed. How will you succeed if people will not realize that your

business exist online? The key to Internet marketing is to get your

business noticed.

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Find a product or service that people want and need. Although it may

not be your forte, if you provide a service and product that you have

researched and learned about well, you can carry it on forward. Invest

your time, effort and money that you could sell as well as the buyers or

subscribers of your opt-in email list can use.

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Never use copyrighted materials such as photos and articles. This is

outright plagiarism, you may get into a lot of trouble for this. You can

lose your business and get sued over copyright infringement. If you do

not have the time to write your own articles, there are many willing and

able professional article writers that can do it for you for a reasonable

fee. All your investment in writing and publishing articles will be well

worth it when you see your email list build up and your traffic increasing.

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A good web form for subscribing to an opt-in email list is not hard to do. Just

write a simple short statement about how they would like to see more

and get updated about the site. Then there should be an area where

they could put in their names and e-mail address. This web form will

automatically save and send you the data’s inputted. As more people

sign in, your email list will be growing.

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While it is true that it is best to sell something that you have interest in,

there are not many people who have the same interest as you if you

decide to sell something that is not entirely popular or profitable. Do

your research well and you would see the profits come in. Also provide

your subscribers with promotional material that they could actually use

and spread around.

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Make use of print ads, brochures, TV, radio and direct mail. These are

the more popular ways of marketing aiming to lead traffic to one's site.

You may want to ask for signups for email services. Make your website

more visible through these media. Offering free electronic newsletters

and or rewards program can do well in making it easy to win the nod of

your audiences, too.

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Keep a clean and private list. Never lose the trust your customers have

entrusted you. If you provide e-mails to others and they get spammed,

many will probably unsubscribe to you. Remember, a good reputation

will drive in more traffic and subscribers as well as strengthen the

loyalty of your customers.

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Basically, an opt in email list is a list of email addresses of people who have

agreed to obtain any kind of information from online businesses like

you. The term “opt in” means that you have their permission to send to

them whatever newsletters, brochures, or promotions that you have in

your online business.

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Make friends with other opt-in email list users. This is basically beneficial

especially if it is someone who has already launched a successful opt-

in list. These are people that have the experience in this venture and

experience is still the best teacher. While there are many articles

available for you in the internet to use, there is nothing like getting a first

hand account from someone you trust.

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After clearing the fog regarding email marketing myths, here's how one

can benefit from employing the power of email marketing campaigns -

building an opt-in list. However, building an opt-in email list is not a piece of

cake particularly for the uninitiated. Here is a round own of tips on how

to succeed in this kind of marketing endeavor.

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Don’t waste your time making the homepage too overly large megabyte

wise. Not all people have dedicated T1 connections, the faster your site

gets loaded, the better. Go for a look that borders between simplicity

and sophisticated knowledge.

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Because of the feasibility of building an opt in email list on Internet marketing,

most of the online entrepreneurs consider it as the most treasured tool

online. They need this email list in order to get the consumer’s attention and

sustain interest.

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With a newsletter, you can inform the public about your company and

products as well as services. You can keep them posted and updated

about what’s going-on with your company as well as many of your

promotions and offerings. With these, you keep on reminding your

subscribers that you are still here and is willing to offer them good deals

and services.

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Know which information from your audiences will help you in lowering

expenses and/or make sales flourish. Devise a tactic to make people

voluntarily provide you with the information necessary to create higher

conversion.

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Good Implementation - Old adage says it all - 'action speaks louder

than words'. This easily translates to the difficulty one has to undergo

during the execution of his or her email marketing efforts. It's a good

thing that various methods, often low-cost, abound to hasten and

facilitate the building up of one's opt-in database.

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There are a number of strategies that affiliate marketers can use for

building opt in email list and affiliate marketing. One way of building opt in list

and affiliate marketing is by purchasing or leasing a subscribers list

from third-parties. This is usually done by affiliate marketers in order to

get easy access to many people who have consented to receiving e-

mails, newsletters and e-zines on various topics.

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The demand for online marketing tips and strategies have drastically

grown and a new form of business has been born, internet marketing

strategies. While there are companies that are all too eager to help

your site and business build a clientele for a fee, there also many ways

that can spread the word about your sites subsistence in a more cost

free way. One of this is Opt-in email marketing, also known as

permission marketing.

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Leveraging your viral marketing efforts on article writing can be

rewarding, if done right. In the real sense, you are actually proving your

worth and demonstrating your expertise about your business through

the articles you write.

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Overload of data is not good. Ask only for opt-in, with their full name

and email addresses. Make sure that the profiles that you gather are

updated to aid in improving the relevance, timeliness and satisfaction

from each deal you make.

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Pose an easy opt-out option. People who like to join your opt-in list

would, along the way may want to opt out of it somehow. People who

are wary of joining may not join at all if they see that it would be near

impossible to remove their email address from the listing. Show them

that it is as easy to opt-out as it is opting in.

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Opt-in marketing requires the permission of a willing customer to

subscribe to your marketing materials, materials that take form in

newsletters, catalogs and promotional mailings via e-mail. The more

opt-in marketing mail is sent, the more chances there is to bag sales

and more sales. To do this, you must build a email list of all those who wants

to subscribe to your opt-in marketing list.

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Different websites have different ways of building opt in email list and affiliate

marketing. However there are some tried and tested formulas to help

new affiliate marketers develop their own opt in listing for their site. The

first and most important factor to determine in building opt in email list and

affiliate marketing is to establish the site's target market.

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Creating an opt-in email list entails a lot of work and funds. You should outline

how much you will spend in creating an opt-in list. People appearing at

opt-in lists are sales prospects. They are those interested in a certain

product that you may be selling. Obtaining an optimal opt-in email list would

boost your sales up so these tools are undoubtedly essential.

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Writing articles is also an effective strategy for building opt in email list and

affiliate marketing. The articles can be published in various newsletters

with specific links to the affiliate marketer's site. This serves as a great

introduction to potential subscribers that would encourage them to sign

up for an opt in list.

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From your list, you will get your targeted customer, this is a good list

since they already have shown interest in what you have to show and

sell since they have willingly signed in for your list. These are the people

who have liked what they have seen in your site and have decided they

want to see more and maybe even purchase what ever product or

service your company and site has to offer.

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An effective way to do this is to build an opt-in list. In fact, most of the

people who are already experts in Internet marketing will tell you that

building a highly targeted opt in email list is the most effective and important

tool in Internet marketing.

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Don't make your point of sale pointless. Forms for signup located at

cash registers and other high-traffic and highly visible spots can be very

excellent venues for your business to collect email addresses.

Notification of upcoming sales through their email addresses and

names can coax them to supply you with the information you need.

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Tracking your email marketing results can pose great hardship, too.

Technology and relevant sources should be employed in making this

aspect of your marketing a lot manageable. Your high traffic groups of

opt-ins with the greatest result should be taken noted of.

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Many people would think that building their lists would take hard work

and a lot of time to build and collect names and addresses. This is not

so, it takes a bit of patience and some strategies but in doing this list,

you open your site and your business to a whole new world of target

market. Take the effort to take your business to a new level, if traffic

increase and good profits are what you want, an opt-in email list will do

wonders for your business venture.

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It is strongly suggested that your resource box URL links to your mailing

list’s landing page where you can get your visitor’s name and email

address, which will in turn help you build your mailing email list at no cost.

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Email marketing is one of the most effective marketing methods

nowadays simply because virtually almost all people use email. Check

on those email fields or blanks required to be filled up on various forms

needed in processing different transactions. A person without an email

address is tantamount to a person without an online home, which is one

big shameful truth for this generation.