

Published based on [Spam List Can Kill Your List Building Efforts](#)

Spam List Can Kill Your List Building Efforts

In this article I am going to share a mistake that I see more Internet Marketers making everyday. This mistake is costing them hundreds if not thousands of dollars. I'm not sure if they are making the mistake because of a lack of knowledge or if they are just trying to save a few bucks.

Not only am I going to explain to you what the mistake is, I am also going to show you how to avoid falling into the same pitfall yourself. Since I am in such a great mood who knows I may throw a few other tips in there to help you out too.

If you have been online for any length-of-time knows the value of building a highly targeted responsive list. This is by far the most important task that an internet marketer could and should be doing. Seventy to seventy-five percent of your effort should be focusing on this task when your first starting out.

Without fail my heart is filled with joy every time I stumble across a website and I see that the marketer is building a list. That is an indication that he or she is on the right path. In my efforts of constant and never ending improvement I make it a habit to opt-in to every list I come across, I like to study the various techniques. I highly recommend that you setup a new account and do the same.

Anyway moving on... I was shocked to find out that the majority of my fellow Internet Marketers where using some sort of free script or blog plugin to manage their list. Although they may have good intentions the problem is they are going about it the wrong way. If you are running a script or plugin from your own sever then chances are the majority of your messages aren't going through due to spam list filters.

Nine chances out of ten you are hosting your website on a shared server. That means that there are dozens if not more sites sharing the same I.P. address. When you send out emails through services such as gmail, yahoo, etc... that have teams of individuals who's job it is to create what is called a spam list. Although you may not consider yourself a spammer the spam detection team at those other services may feel differently.

Here's something that I want you to think about... You would never attempt to preform brain surgery on a close loved one yourself just to save a few bucks am I right? So why would you try to manage your list which is one of the most valuable aspects of your business yourself. My advice to you is to do stick to your day to day routine of managing your online business and allow the email professionals to manage your list.

I really hope that you see the value in this article, and you follow my advice by allowing the professionals to do their job. If you take that sound advice I promise you that you will notice an immediate increase in your opt-in conversion ratio. For those of you who are not currently building a list all I can say is shame on you! Stop whatever your doing and start building your list today.

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