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# **3 Steps For Acquiring A Large Opt-in List**

The key to a successful online business is a steady stream of targeted traffic in the form of relevant visitors. In order to make constant profits with any online business, then it's important to find ways to drive traffic to your website regularly. However, the key to success is finding the right kind of traffic from the right sources. The point is attracting traffic from the right sources that you know will convert into paying customers. Yes, having a hard hitting ad copy is important, but even it can fail to get you the kind of response you want if your traffic isn't getting you qualified visitors. This is why you focus on building your email list with the right kind of targeted subscribers who are receptive to what you're offering. You should take the time to find out where your visitors are coming from and if they're interested in your products or not. For example, if your site is promoting 'make money online' ebooks, then your subscriber list needs to contain people who are interested in learning how to make money online. So if you want to build a responsive list that pays you for your efforts, your focus should be on target markets that will be able to buy what you sell. This article will discuss some tactics that could help you develop your mailing list with the right types of visitors.

There is one strategy that few marketers are aware can be used for list building: making use of the popular site, Amazon.com It's really true; you can really generate a list by using Amazon. Yes, there's a simple strategy that allows you to do this quite easily. To use this system, you must have an Amazon account; so if you don't already have one, create one, then sign in to your Profile page. It's now time to work on creating a good profile, where you can describe, in as much detail as possible, your business or service. Make sure that a link to your website is included in your profile. What you want to do next is to take advantage of one of Amazon's features that allows you to review books; pick books you are familiar with that you've found especially helpful with your online career and write honest reviews about them. Don't worry about having to buy books in order to review them, which is not necessary; pick books you've already read or know something about and find them on Amazon. This method works well by getting people who enjoy reading your comments to then click on your profile; some of these visitors will then visit your website.

Have you ever had the experience where you were looking for something, yet it was right there in plain sight all along? That's precisely what email signatures are in relation to list building. We all interact through emails and adding a signature to all your outgoing mails can prove to be very strong method to add interested people to your list. This can be as easy as adding your link to the opt-in page right at the bottom of every email you send out. Add a line or two of description about your offer or product so people will have a chance to know if they're interested or not. You have the opportunity to spread the word about your business at the same time as networking. If there's one strategy that will never go out of fashion then it has to be email signatures. You could even increase the number of people who view your signature link by sending out emails that your friends will then forward onto other friends.

It seems very many online marketers have forgotten how to build a good relationship with their lists. They want before giving by sending product offers before giving useful and valuable content. We all know marketing lists are for making money. The desire to make money does not mean only a one way flow of sales pitches without giving something valuable to the list. You can give them something of value on a time table you decide such as once or twice a week. You can send them pdf's, videos, or anything of value. Be sure to put it on your list of things to do - send value to your list.

Overall, in order to build a successful online business, it's important to build an email mailing list. Be patient and persistent and you'll find that it doesn't take much to build a profitable mailing list that really works.

As soon as you have built-up a considerable, responsive email list it's now time to do something with it. If you are promoting [thesis theme](#). Mail out a mailing at this time and start making some money.

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