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How To Build An Email List That Listens To You

There's a popular saying among Internet marketers, and that is: "the money is in the list". Why do online entrepreneurs feel the need to give the same advice to everyone? Is having your own email list such a big deal any way? Of course it's important. Building a list of targeted subscribers gives you instant access to a large number of people who you already know are ready to listen to what you want to say. Your online mailing list is an asset for your business that can provide higher conversion rates, more sales and far less advertising costs. Acquiring new customers for your business can be very expensive, especially with the rising costs of advertising. If you were using Adwords to bring in new customers and you were paying 50 cents per click, you'd be paying \$50 for 100 clicks. If you only have a conversion rate of 2%, this means you'll make 2 sales for every 100 visitors you paid for. By contrast, if you get that visitor to join your mailing list, you can potentially raise your conversion rate as high as 40%. This kind of benefit makes it easy to see why list building should be a priority.

This article will look at a few easy ways that can help you get started with building your own list.

Creating an email list can be one of the most profitable investments you can make in your business. Most visitors who leave your site will never return, so you'll never have an opportunity to sell to them. The simple truth is you're walking away from certain profits and growth if you don't have an email list. Simply stated, having a way to follow-up and keep talking to your visitors produces future sales. Professional research has proven that very few people ever buy on the first visit to a website. By not getting any contact information, there's an outstanding chance you'll never make a sale with that person. The bulk of your profits lie in the backend, and that's why successful marketers recommend list building. No matter what kind of business you're running online, if you're not putting in the efforts to build an email list, you're leaving thousands of dollars on the table. Your list can help you by creating and building business reputation and credibility online. If your market and other businesses consider you the expert, then it will become much easier to do business and make more sales. And now, let's look at some methods you can use to best build your list.

Most new marketers online don't begin building a list right away. There really are quite a few online marketers who have been around for a while, but they still don't have a list. So the biggest tip that you need to focus on is to start the right away. All reading and no action wastes time. Get started, today. Avoid trying to learn everything about marketing, you can very easily get overwhelmed and lost. Spending too much time on forums, subscribing and reading to too many newsletters, listening to tons of advice will only get you confused. You can avoid all of that by just getting started on a list building effort. If you do that, then all the other business concerns will fall into their appropriate place.

List building can end up a very difficult process if you don't aim at it the right way. There are plenty of ways to speed up your list building efforts, but the fastest is to learn from the correct source. You should try to find a mentor or a guru who can teach you the simplest list building methods. Creating large, responsive lists is much faster when you have the right knowledge. With a mentor at your side, you won't make the same mistakes others make. In order to keep ahead of your competitors, you need to build that list fast.

Maybe you've been neglecting the online business facts of life if you're a marketer who does not have a list. If you're serious and want a long-term, profitable business, then get going with building a quality list of targeted subscribers.

List building is definitely one of the greatest strategies. I've used this way to successfully promote my [Guitar Tricks vs. Jamplay](#), an online guitar course. Check it out on [Guitartricks](#).

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