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The Secrets to High Profit Websites

**2012- Updated!**



Edited & Improvised By  
S. Kumar, [Learnhomebusiness.com](http://Learnhomebusiness.com)

# Email List Building Essentials!

**“The Absolutely Essential  
List Building Tools You  
Need For Email Marketing  
Success”**

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**But if you are NOT then join RIGHT AWAY to receive many more free of cost products and tools regularly: [Click here to register](#)**

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# Five List Building Essentials

List building is a very *simple, rewarding and important* process, but you need a **few absolutely essential tools** to get started. Without these tools, your job is going to be much harder, and your list won't be as effective as it could be.

Fortunately, most of these items are very easy and inexpensive to obtain, and are extremely simple to use. You won't need a fortune to get started, nor will you need any specialized experience.

If you're missing *any of these elements*, it will be much harder to build a successful and profitable email list. You might be able to make do, *but your list will never be as effective* as it could be. Without them, you could well be shooting without a target!

Before we proceed on to these 5 essential elements... **here are some important facts you MUST know!**

**The fact is:** Your NAME & EMAIL are the **most important data** that an online marketer needs to have. *His future business depends upon this information.*

**And every online marketer worth his salt knows that *the money is in the list*. Proved over and over again, over the years Even in 2012! Period.**

## Here's The LATEST Proof!

ForeSee.com study reveals that 64% of consumers **PREFER** to receive promotional information from retailers via email instead of social media. Only 8% cited social media as how they prefer to hear from you. What's more, the study showed that email campaigns convert at a **HIGHER RATE** rate than social media campaigns!

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How do you prefer to hear about sales and promotions?	% of Respondents
Promotional emails	64%
This company's website	21%
Postal mail	25%
Don't want communications	10%
Television	11%
Social media websites (Facebook, Twitter, YouTube)	8%
Mobile phone text messages or alerts	5%
Radio	3%
Other	2%



Courtesy - [Foresee.com](http://Foresee.com)

That's very clear! 64% of the consumers **prefer to receive sales offers by email** than *any other media!*

As you look ahead to your marketing promotions for the New Year, **make sure email marketing tops** your list.

It is a **proven, effective and easy marketing tool** that works wonders to your bottom line!

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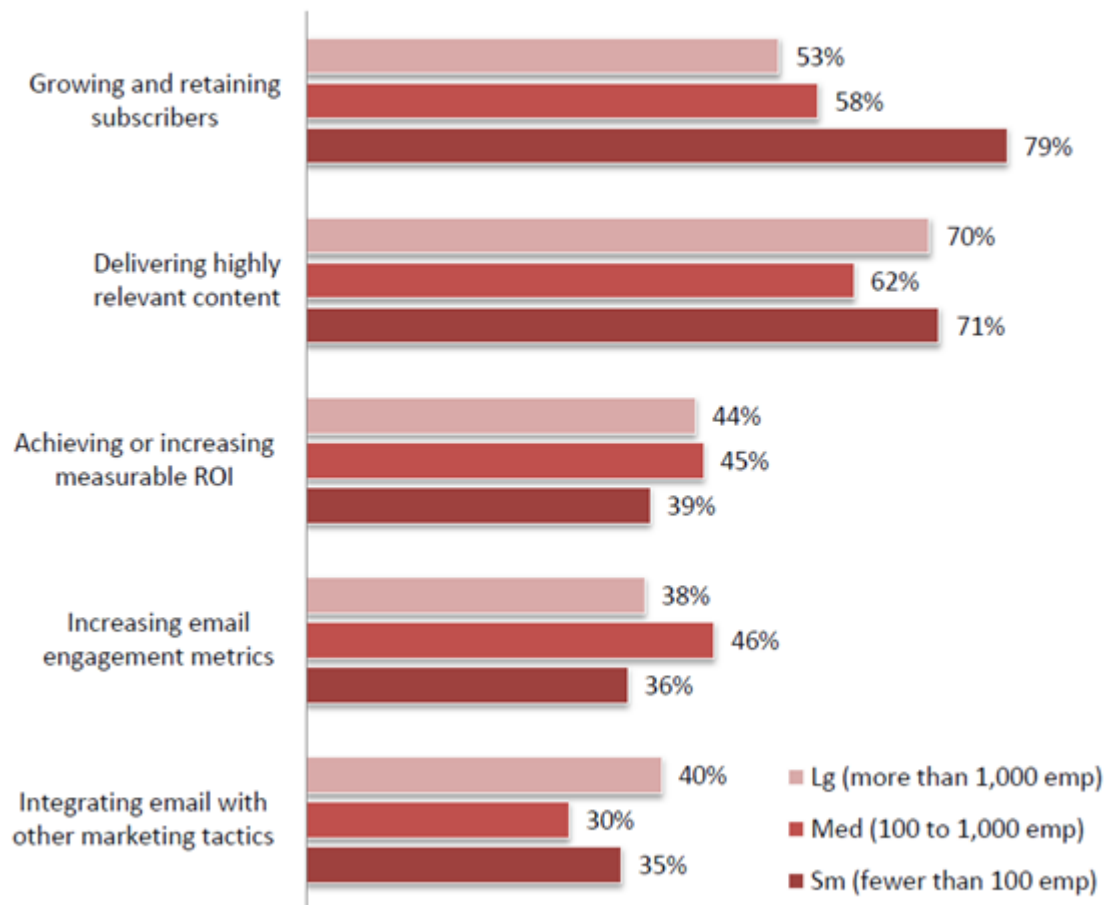
*The facts below prove that most of the top marketers have given priority to email marketing in 2012!*

## **...Further Proof For 2012!**

According to a recent MarketingSherpa survey, more than 2,700 email marketers revealed their top email marketing priorities for 2012, "delivering highly relevant content" ranked first among large and mid-sized companies (70% and 62% respectively), and second among small businesses (71%), surpassed only by "growing and retaining subscribers" - which, of course, also largely depends content.

This is great news, because it suggests email will continue to improve in 2012!

CHART: TOP 5 PRIORITIES FOR ORGANIZATIONS' EMAIL MARKETING PROCESSES, BY ORGANIZATION SIZE  
Q. Which email marketing processes are TOP OBJECTIVES for your organization in the next 12 months?



Source: ©2011 MarketingSherpa Email Marketing Benchmark Survey  
Methodology: Fielded July 2011, N=2,735

It's beyond doubt that the **most important tool** in an online marketer's arsenal is email marketing *through an in-built list!*

Now, let's discuss the **5 essential elements** based on the above facts what tools you must go after for a successful email marketing campaign:

- ✓ **An autoresponder service**
- ✓ **A squeeze page**
- ✓ **A quality giveaway**
- ✓ **A domain name**
- ✓ **Hosting**
- ✓ **Traffic**

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# Autoresponder Service

Obviously, an autoresponder service is **the most vital element**. Without it, you won't be able to collect email addresses or email those you collect. There are *two types* of autoresponder services. **Self-hosted and externally hosted**.

## Self-Hosted

Self-hosted scripts won't typically cost you a monthly fee, but they may cost you an upfront charge for the script itself. However, *you may also run into some issues* that make you wish later you'd gone with a hosted service.

**First**, with your own hosted scripts, you don't have access to the white listed status that many of the hosted services have. This means many of your subscribers won't receive your emails, and *instead your messages will go to their spam boxes* where they will probably never be seen.

**Second**, you will be *on your own* when it comes to dealing with spam complaints. When you are a member of a hosted service, *they handle spam complaints* on your behalf. If you use double-opt in so that people have to confirm their request before they are subscribed, you will have extra protection in the case of spam complaints.

However, ISPs may not trust you when you tell them you have a double-opt in from your own script. It may be difficult to prove, and you may run the risk of having your hosting company *shutting down your website, or your domain confiscated by your registrar*.

If you still want to go ahead with a self-hosted solution, here is [an inexpensive one](#) that you can go for. The main advantage is that you don't have to pay a monthly fee.

## Externally Hosted

Hosted autoresponder services are **much safer** to use. Not only are they *typically white listed with most major ISPs*, but they will work hard to ensure you are protected in the event that you have any spam complaints.

Moreover, they keep **updating the services** to suite the fast changing Internet environment.

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## Popular Externally-Hosted Services

There are many different services you could use, *but each has their pros and cons*. It can be difficult to decide which one to use when you're confronted with dozens of different choices.

Here's a brief rundown of some of the **most widely used** hosted autoresponder services so you can wisely **choose the right one** for your purposes. Remember, if you choose the wrong autoresponder, *you will either lose the subscribers* you've already collected, or you'll have to transfer them to a new service.

Now, transferring leads to a new service can be a **major trouble**. The new service you are planning to shift to *may not accept your leads* at all – unless with a second time double opt-in by your subscribers! Usually, they require you to ask *all of your leads to reconfirm their subscription* to keep away spammers using their services.

This could result in **leads failing to reconfirm** in large numbers, which could result in a huge reduction in the size of your list. Obviously, that would cost you a **lot of hard work building** the original list. Thus, it is essential to choose the right service from the start.

I  [AWeber](http://AWeber.com) [AWeber.com](http://AWeber.com) – Aweber.com is the **most popular and widely accepted** autoresponder service among internet marketers. They have pricing plans that will *only grow with you*, so you can *pay less* when you're just getting started, and you won't have to pay a higher monthly fee until your list grows. They are very easy to use, and are considered extremely reliable. You can try the **full range of service** [for just \\$1](#) to assess the feasibility to you.

[GetResponse.com](http://GetResponse.com) – GetResponse.com is very similar to Aweber.com, and they are Aweber's closest competitors among marketers. They also have plans that will grow with your business. They are also one of the trusted services out there with 5-star support. They also have a free version that you can try out. But the free version will display an Ad in each of your emails at the top which may not look professional to your subscribers.



[iContact.com](http://iContact.com) – iContact.com is another popular autoresponder service with large corporations such as Coleman, Electrolux, and Frigidaire as their clients. Their prices are very competitive, so they are definitely worth considering. You can take a **30-day free trial** to verify the service. They muster INCREDIBLE deliverability, always gives friendly prompt service, and extremely helpful. The user interface is newbie friendly and easy to navigate.

[Imnicamail.com](http://Imnicamail.com) – Looking for an inexpensive autoresponder? Then, ImnicaMail could be your choice. That too **starting from \$3 with a delivery rate of 94%** - that's close to the top two services! All paid plans do not insist on a forced double opt-in. Comes with full-fledged features like Autoresponder, Survey, Email Builder, Email Analytics, Website Integration, Email Templates, Unlimited email sending and more.

They also have a free autoresponder service with a limit of 1000 *but will have their Ad logo, should be double opt-in and with a restricted monthly sending limit.*

[OfficeAutopilot.com](http://OfficeAutopilot.com) - OfficeAutopilot is a real COOL tool **with mind boggling features!** The site is very user friendly and they get high deliverability. Apart from sending emails, you can set up post cards and can make pre-recorded phone calls. You can also process orders through their shopping cart. This awesome service does not come cheap *but you can have a free trial.*

[1shoppingcart.com](http://1shoppingcart.com) - This is an all-in-one marketing solution apart from the autoresponder services they provide. They offer an email marketing platform with okay deliverability has a built-in shopping cart and can set up affiliate promotions. It's a good service to opt for entrepreneurs who wants something simple but need to move fast to cash on new and emerging opportunities. *There is a \$4 trial available to measure the features yourself.*

[Simlycast.com](http://Simlycast.com) –You get up to 1000 subscribers to keep in the free mode. Features include Form Processing for your site, Online Form Builder, AutoResponder, and easy integration into your existing site!

But it *also stands out from the rest* of free autoresponders around. You get additional tools like Twitter Marketing, SMS marketing, Survey Marketing and more apart from being a Free autoresponder. [Sign up for free](#) here.

**Special note:** Here is a full-fledged list of most [free and paid autoresponders](#) that you can browse through.

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# A Squeeze Page

You will need a squeeze page to collect leads. A squeeze page is a type of web page that has a **short sales letter and an opt-in box**. Typically, you use the squeeze page to collect names and email addresses by giving away something like a free report.

There are **four elements** a successful squeeze page should always have:

1. **A Great Headline**
2. **Convincing Bullet Points**
3. **A Clean, Professional Design**
4. **A Great Offer**

As with sales pages, *the headline is perhaps the most important part of a squeeze page*. The headline should grab attention and get people to read the rest of your message.

It's a good idea to **test various headlines** until you find one that increases your opt-in rate.

## Bullet Points

The bullet points on your squeeze page will need to convince people that your free offer is worth giving you their email address. *Try to be somewhat mysterious, because mystery sells.*

## Design

The design of your squeeze page should be **clean and professional**. If it looks too amateurish, people may worry that you're a spammer. If the design is too "busy", it may detract from your message. *Keep your design simple, but attractive.* If you are looking for [some clean squeeze pages as will list building pop up software tools](#), here is an inexpensive one to go for.

In the next section, we'll take a look at your giveaway.

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# Quality Giveaway

*A high-quality offer is critical to enroll subscribers.* If you have a poor quality offer, people aren't likely to subscribe. Moreover, if they do subscribe, they **will lose confidence** in you and your future offers if you don't provide value.

However, if you provide **exceptional quality for free**, people may believe in your paid content. And even better, they may order. They will see you *as an expert in your field*. This will make them more likely to buy any products you create, as well as any you recommend as an affiliate.

Most people give away reports, but you could **also offer videos** or other giveaways. A report is a great idea, where you can also place monetization links within the report itself. This will help you make money from the very first moment people subscribe.

Be sure to save your reports in PDF format so people can't just edit them and steal the content easily. You can also distribute your PDF's through Free PDF Sharing Sites. Here's full [list of Free PDF Sharing Sites](#) to benefit from.

Load a link to the report in your autoresponder so it's delivered automatically after someone subscribes. This will automate the process so you don't have to worry about manually sending reports out to people who opt-in.

If you are looking for some good giveaway products like videos, reports, audios etc then [Unselfish Marketer.com membership site](#) is the one to look into. They won't fail you.

# Domain Name

You'll need a domain name to host your squeeze page. If you already have a domain name, you could host your squeeze page in a subdirectory on that domain.

It's a good idea to get a separate domain for your squeeze page. That way, you can have a domain that is similar to the title of your free giveaway. This isn't necessary, but it is a nice touch that could help boost conversions.

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Most marketers get their domain names from [www.NameCheap.com](http://www.NameCheap.com). If you search for "NameCheap month year coupon" in Google, you should be able to find a coupon that will let you get a .com domain name for less than \$10.

I suggest avoiding GoDaddy.com. They have been known to take someone's domain away permanently for a single spam complaint, and if you're going to be running an email list, that isn't something you want to risk.

It is also said that they will charge you a very large fee (over \$100) to reinstate your domain even if you prove you did nothing wrong!

## Hosting

Obviously, you will need hosting for your domain name.

While your domain name is like your website's street address on the internet, *hosting is like your website's home.*

Hosting for a simple squeeze page can be as little as \$5 per month. If all you'll be hosting is a squeeze page, you don't need a lot of bells and whistles.

But **if you think** you might be hosting blogs or other types of, you might want to consider a slightly more expensive hosting package.

At [Unselfishhosting.com](http://Unselfishhosting.com), you can get a very good hosting package **dedicated for Internet marketers** for about \$8 per month. You are allowed to install any scripts unlike others, helps you with jobs such cron jobs, ...

in short, if you are newbie [this is the service](#) to go for. They also give you 5-star support.

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These are the essentials you need for running a profitable email list. In all, it should cost you very little to get started, and you should find your list will become profitable very quickly.

I hope you enjoyed this simple report.

*Hope you start taking action immediately!*



Courteously – S. Kumar  
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## Recommended Resources – High Value!

### 66+ PopUp Bonanza

Brand New - HOT\* Just Updated!

"66 Different Kinds Of Hot Unblockable PopUp Creators & Squeeze Page Generators That Instantly Boosts Your Opt-In List, Sales And Conversion Rates By Up To 224%!

=> [More Info Here](#)



Click Here To Watch The Video

[66+ PopUp Bonanza](#)

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**Mass Traffic App**  
Brand New - HOT\* Just Released!

*Do you feel like the guys below in your zest to be a success online?*



**Broke:** Most online marketers are going bankrupt trying to pay Google with maxed-out cards.



**Exhausted:** Most "systems out there" require you to overwork, go home and write articles, set-up blog posts, scour ClickBank, write sales letters... and many other chores that just sucks the life out of you.



**Overwhelmed:** Everyone seems to have "the answer". Some say Google is the answer, others Facebook, some say blogs... It's totally confusing!

**But No More! Get Away From Being Broke, Exhausted & Overwhelmed...**

*Be ready for a real surprise!*

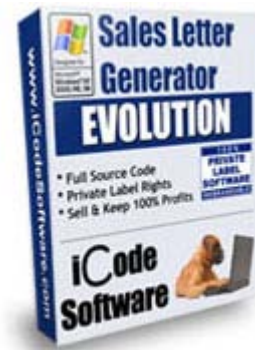
**22 Different Sales Letter Creator Tools**

**\*Brand New - HOT\***

**"Now You Can Build Your Website And Write Your Sales Letter The Easy Way!!"**

... "Sales Letter Creator" Is so fast in fact, that it only took me about **20 minutes to create the sales letters I wanted!** I did have to fill in the blanks but that sure as heck beats the hell out of banging away at my keyboard for hours on end, trying to figure out the HTML to format my page. HTMWHAT, that's what I say, let "Sales Letter Creator" worry about that for you.

**7 Special Triple-Value Bonuses Worth \$587 From us,**



**Verify It Here**  
**[The 22 Sales Letter Creator Tools](#)**

**With Full Resale Rights!**

**---> [More Info?](#)**

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