



PRIVATE LABEL PROFITS

How to Use PLR
Content to Build a
Profitable Mailing List



by Wendy Wood

About the Author



Wendy Wood has been providing high-quality PLR products (www.MomPLReBooks.com) to her customers since 2007. Not only does she provide private label rights content, she also uses it in her business. She sometimes calls herself the “PLR Junkie” and wishes to share with others ways they can use PLR content effectively with their businesses.

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Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them.

-W. Edwards Deming

THE MONEY IS IN THE LIST

How many times have you heard that? Bath and Body Works must have heard it, too, because last year they set out to build the largest customer email list in retail history. The numbers are staggering. Ten million customers signed up, and Bath and Body Works estimates each address to be worth \$18. Just imagine if each of your subscribers was worth that.

You can clearly see that an email list is an important asset to any Internet marketer. Just look at the amount of valuable information marketers give away every day in exchange for an address. As a marketer, if you don't have a list, you have no way get in touch with the reader who passed through your site one day on her way elsewhere. She was interested in what you had to say, read a couple of articles, and vowed to come back when she "had more time." But we all know how that goes. If only you could contact her again! Without an email address, you only have one opportunity to turn a browser into a buyer, and the truth is, very few people will buy from you on their first visit.

That's to be expected, really. Take the woman who was going to come back later. She didn't have time to shop right then, even if what you're offering is exactly what she needed. Additionally, she doesn't know you. She hasn't had the opportunity to get to know and trust you. Perhaps she feels she can't afford to make an impulse buy right now, and needs to do more research. The number one way to resolve these issues is with a follow-up email.

It's widely known that it takes from three to seven exposures before a potential customer is ready to buy. It takes that long to gain trust and become known as a valuable resource. Sending out regular emails or newsletters accomplishes your goal by

- Reminding visitors about your product, rather than relying on them to return on their own
- Building awareness of your brand
- Building a relationship with your list, so they can get to know and trust you

In this report we're going to cover:

- The many benefits of list-building
- Reasons for creating your own list
- Proven list-building strategies, and how to use them successfully
- How to manage your subscription process, including what to do with email addresses you find offline
- What list-building tools you should be using
- How to use a squeeze page to earn more subscribers, and how to make sure Google smiles on yours
- The benefits of co-registration
- How to alleviate your customers' concerns about privacy
- List-management tips
- How to avoid the most common list-building mistakes

THE BENEFITS OF BUILDING AN EMAIL LIST

Email marketing has many advantages over general marketing:

- It's cost effective. Email marketing is inexpensive, yet very effective when compared with other forms of marketing such as banner ads, pay per click advertising, or direct mail. The cost per subscriber can be as low as pennies per month.
- It allows you to connect and be credible. The biggest advantage of email marketing is in building your credibility and establishing a personal relationship with your customers. By providing them with useful information and entertainment, you have an edge over those who simply try to sell them.
- You're not spam! You are marketing to people who have *asked* to receive information from you, or who have already bought from you. When a customer has bought from you once they are more likely to buy again and will be willing to spend a larger amount.

NEVER BUY A LIST. ALWAYS BUILD YOUR OWN

List building takes some work, no doubt about it. So why not just buy a list someone else has already developed? On the surface, this sounds like a great plan, but it has some serious disadvantages.

First, it's a waste of money. The customers - if we can even call them that - are not your target audience. They may not even be interested in your product or service. If you market exclusively to moms, what good is a list made up entirely of empty-nesters? If you buy a list, that might just be what you get, and you have no way of knowing ahead of time.

Second, you have no personal connection with your list. They've never heard of you or your brand, and since we already know that browsers have to trust you before they become buyers, these strangers are not likely to be of any value to you - or you to them!

Lastly, you'll become just another spammer, no better than the Viagra ads that clutter up your own spam filter. People won't hesitate to hit the spam button when they receive email from someone they don't know, and that could damage your reputation elsewhere. It's just not worth it.

Building your own email list allows you to target a very specific market, which gives you a clear advantage over more general marketing tactics. The members of your list already know you, they trust you, and they expect to hear from you, all of which makes them very responsive to your offers. You can't get that with a list you've purchased or rented.

So where do you begin?

LIST BUILDING 101: BUILDING YOUR EMAIL LIST FROM SCRATCH

Just like in all of life's endeavors, there are a number of ways you can accomplish your list-building goal. Some are more difficult than others, some require more money, and some give you better results. One thing is clear: they all take time and effort.

You've probably seen a number of advertisements proclaiming to "build a list of thousands in 48 hours." Steer clear of these and any other too-good-to-be-true claims. Unless you are very lucky, all you'll end up with is an untargeted list and an empty wallet.

The list-building method you choose may depend on the type of business you have. Four of the more common methods are

Free Newsletters

One very simple and popular way of building an email list is by offering a free newsletter. In order to receive your updates, customers must provide you with an email address.

However, just the offer of a newsletter is not likely to entice a first-time visitor to your site to give up their email. You have to prove yourself by showing them the high-quality information your newsletter contains and the benefits of receiving it. Consider publishing your archives or even an example newsletter on your site so readers can see what you're offering.

Another tactic is to give away a free product as an incentive. PLR is a good choice for this (and for the newsletter itself) because you don't have to spend a ton of time on something that's not going to have an immediate monetary benefit. Ebooks and free reports are both excellent choices, and are readily available on just about every topic you can imagine.

Of course, you don't have to offer a newsletter. MarketingSherpa recently challenged that old standby and proved that people are willing to offer their email address for a wide variety of downloadable products, including white papers, demos, brochures, business-related resources, and case studies. Consider your ideal reader; check out what's available as PLR in your niche, and you should be able to come up with a creative incentive that encourages sign-ups.

Join the Conversation

No matter what niche you're in, there is a forum - or three - dedicated to the subject. Find these forums, and you'll find a whole community composed of your ideal customer. All you have to do is reach out to them.

Most forums allow a signature link, which gives you the opportunity to get your site and your opt-in form in front of hundreds or even thousands of interested people every time you post. What's more, all the major search engines index public forums, so if someone is searching for your topic, even if they aren't a forum member, they are probably going to find your posts.

Keep in mind that forum posts should be relevant and meaningful. Simply posting "I agree" 782 times on a forum will not gain you anything. Instead, ask thoughtful questions to encourage discussion, and give helpful answers when others post questions about your topic. If the forum allows you to post short articles, this is a great place to put your PLR to work establishing you as the expert, and helping to draw visitors back to your site for more information.

Forum posting is not a fast list-building technique. It takes time and effort to establish a presence. Forums are communities, and they will resent the guy who barges through the door and lays a big sales pitch on them before darting off to the

next place. If you want quality subscribers, you should stick to a more subtle approach. Save the hard sell for those with whom you already have a relationship, like your subscribers.

Article Marketing

Another proven method of building your expert status is with article marketing. Put simply, article marketing involves posting articles on a number of directories, and offering those articles for syndication across the Internet. Bloggers, online businesses, and other people with mailing lists are constantly in need of new content, and a well-written article can find a home on hundreds of sites - all with a link back to your opt-in page.

Just a word of caution here: Most article directories forbid the use of PLR - even rewritten and substantially modified PLR. The reason is they don't want to run the risk of having hundreds of copies of the same article on their site. But just because you can't post it directly doesn't mean you can't use PLR in your article marketing plan.

You can use PLR as research for an article, pulling a bit from one source and a bit from another source. You can also use PLR in your own newsletter or blog, and save your original works for the article directories.

Write an Ebook

You probably cringed a little when you read that. Most people react that way to the prospect of writing an entire book, even when years of blog posting clearly proves they can write. Publishing an ebook is a powerful tool when it comes to establishing you as someone worth listening too, so don't discount it simply because you find the idea daunting.

Instead, look at ways to publish an ebook quickly, and with a minimum of fuss. For example, you might repackage a series of blog posts into an ebook. This works well if you have an established blog with lots of old posts that your current readers are probably missing. You could also compile a list of tips, like 200 Little-Known List-Building Tactics. Your readers will gladly give you their email address to gain access to all the tips you've collected over the years. But the easiest way to write an ebook is with PLR. You can simply buy an inexpensive ebook on your topic, rework it to reflect your voice and your unique perspective, and you're done!

Once you've written your ebook, there are a few things you can do with it to drive traffic and gain more subscribers.

The most obvious choice is to give the ebook away on your own site. Everyone enjoys getting something free, and your readers are no exception. Offer them your ebook in exchange for their address and you'll find your list growing daily.

You might also offer your ebook to other marketers who can then give it away to their lists. You might not get the instant gratification of getting that sign-up, but if your ebook is well written and full of useful information, readers will seek out your site to see what else you have to say about the topic.

Ten Helpful Tips for List-Building Success

Create a Great Newsletter

This should go without saying, but unfortunately, there are many substandard newsletters out there providing little benefit to readers and resulting in few sales for the marketer.

Always keep your ideal reader in mind when writing your newsletter. What information does she need, and how can you best present it to her? Keep your writing informative and entertaining, and readers will look forward to receiving the next issue. In fact, they'll forward it on to their friends and colleagues, further expanding your audience.

Initiate an Ad Exchange

Seek out other newsletter publishers who sell a complimentary product or service and suggest an advertising swap. A freelance writer and a web designer, for example, could publish links to each other's sites, resulting in more traffic for both.

Make it Easy to Subscribe

No one is going to spend a lot of time hunting up your opt-in page, no matter how good your forum posts or articles are. People - especially on the Internet - are easily distracted. You need to make it obvious how to subscribe, and make the sign-up form eye-catching and easy to use. Make sure you have a form on every page of your site, too, because most visitors will not arrive via the front door.

Ask Only for Vital Information

Resist the urge to ask subscribers for more information than you need. In most cases, a name and an email address are all you have to have in order to begin emailing them. Asking for too much information right from the start will likely cause them to rethink their decision to sign-up, and you may lose a potential customer. If you need more information to target your marketing efforts, you can always ask later, when you've had a chance to establish trust.

Give Me One Good Reason

The headline on your opt-in box should give one succinct, compelling reason to sign up. Keep it short and crystal clear, so there is no room for doubt as to your intent, and the benefit they will receive by becoming a subscriber. This is harder than it looks, so take some time to study the opt-in forms that appealed to you and use

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them for inspiration. And remember, if you're not seeing the opt-in rate you think you should, you can always change it later.

Encourage Forwarding

Word-of-mouth promotion is the best advertising money can't buy. Encourage your subscribers to forward your newsletter to anyone they think might be interested in your topic. Make sure your newsletter contains a link back to your site, or even better, a sign-up form, so new readers can get the next issue delivered right to them.

Give Away Reprint Rights

Chances are good your readers have websites or newsletters of their own. Give them permission to reprint your newsletter content on their own sites as long as they don't change it, and provided they include a link back to your opt-in page. This is similar to article marketing, but for a much more targeted audience, so make sure your newsletter has truly valuable content to encourage reprinting.

Content Swapping

Remember that complimentary business that also publishes a newsletter? Instead of just proposing an ad swap, why not propose a content swap? You get fresh content for your own newsletter, and a valuable link back to your site. This is a good way to re-purpose content your readers have already seen, but a brand new audience might not have. And since it's a contextual link rather than an ad link, you can expect a higher response rate.

Find Free Advertising

Craigslist.org is a massive network of free classified advertisements, and receives many thousands of visitors every day. Get your newsletter in front of this flood of traffic by posting a short, compelling ad with a few details and a link to your opt-in page. The only drawback is you can't post your ad to multiple cities automatically. However, it only takes a few minutes, so you should easily be able to post a new ad to several cities every few days.

Make Your List Interactive

We know that giving away a free downloadable product is a good list-building tactic, but don't stop there. You can also encourage sign-ups by hosting contests and prize drawings periodically. Books (the physical kind) and other small, mailable items related to your topic make great prizes. Be sure to post the prizewinners on your squeeze page or near your opt-in form to get the most benefit.

GETTING THE GOODS

Now that you have some ideas for creating and building your list, let's take a look at some of the fundamental list-building processes, like how and where to place your opt-in form, and why double opt-in is the only way to go.

Making the Process as Easy as Possible

Earlier we talked about how making the sign-up process simple and obvious will improve your chances of a visitor giving you her email address. Here are some ideas for keeping sign-ups fast and easy for your visitors:

- Place your opt-in form on every page of your site. Generally, the upper right or upper left corner of the screen works best.
- Most email management services offer some kind of pop-up form you can use, and for some niches, this tactic works well. Be sure to test it though, because some visitors will find it annoying and hit the back button to get away from it, thus defeating the purpose.
- Keep the form short. Only ask for the information you absolutely need. For most marketers, that's just a name and an email.
- Give your visitor a compelling reason to subscribe to your list. What do you offer that other businesses don't? Use bullet points and bold or italicized text to tell a potential subscriber how she will benefit from subscribing, what she can expect to receive from you, and approximately how often.

Savvy Marketers Opt for Double Opt-In

Double opt-in refers to how your list management system confirms each subscription. With a double opt-in list, each sign up is a two-step process. First, the subscriber enters her name and email address in your form and clicks "submit." In a few minutes, she'll receive an email asking her to confirm her intent to subscribe to the list. Only after she clicks the link in the email is she fully signed up. If she doesn't click the link, she's not on your list. Sometimes this method is known as closed-loop confirmation.

At first glance, double opt-in looks like a hassle – especially after we just talked about how you need to make it as easy as possible to sign-up for your list. But double opt-in has some very important advantages, both for you and your customer. With a double opt-in list

- You are certain you have a valid email address for every customer, reducing bounce rates and time spent cleaning up your list.

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- You know you are only sending information to people who have requested it, so you avoid being labeled as a spammer.
- Your readers – and random people everywhere – will never be subscribed to a list they're not interested in through another person's misguided attempt to share your content.

Double opt-in lists are very common on the Internet, so your readers shouldn't be surprised at the process. However, it's still a good idea to tell them what to expect. Explain briefly how the system works, and that they'll need to click the link in your follow-up email to confirm their subscription. The easiest way to do this is on the Thank You page that follows a successful click on the "submit" button. Some mailing list managers will even do this for you with their own Thank You page.

One other clear advantage of the double opt-in list is the denial of those only looking for the freebie. These are people who are not interested in what you have to say, they are only interested in the free ebook or white paper you've promised them. By making your download available only to confirmed subscribers, you are forcing them to give you a valid email address.

Using Email Addresses from Other Sources

Ideally, you want people to visit your site and be so enamored of your content that they can't wait to give you their email address, and that's what happens most of the time. Occasionally though, you may need to include on your list email addresses you've received in other ways, such as

- People who have emailed you in the past
- Addresses you've collected via a written form at your place of business or during a meeting you attended
- Addresses from business cards or other marketing material you've been given

You can't just assume these people all want to hear from you. You have to ask for their permission before you begin sending out your newsletter or other mailings to them, or risk being labeled a spammer – and rightly so!

All you have to do to gain their permission is to send them the second part of your double opt-in process – the confirmation email. With a few modifications, of course.

- Always include a unique identifier or key code so their click can be traced back to them.
- Don't use the confirmation email to advertise or promote your services. You are just asking them to confirm a subscription. Nothing more.

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- Clearly state the purpose of the email, what the recipient should do to confirm, and what she should do if she does not want to be on your mailing list.

Additionally, you may want to include details of how you obtained the email address. People at a trade show, for example, might hand out hundreds of business cards, so they're not likely to remember you specifically. A short reminder will help them remember they spoke to you. Also, include a statement that makes it clear the recipient can simply ignore your email, and that doing so will ensure they receive no further emails from you.

If you have email addresses you've obtained from many different sources, such as seminars you've taught or addresses of former co-workers, be sure to customize the message for each list.

Remember, too, that the response rate from this kind of list building will not be as positive as the double opt-in method. Even though these people voluntarily gave you their email address, it doesn't mean they want to be on your mailing list. Put simply, this is not a very targeted campaign.

Save Time with Mailing List Management Services

New business owners are faced with many tasks, and all too frequently they are struggling to do everything themselves. List management is one task that will quickly become overwhelming if you try to handle it yourself. Instead, choose a high-quality management service like AWeber - <http://marluckmarketing.com/a/aweber.html> . Their knowledge and proven systems will save you hours of frustration and allow you to spend time building your business instead of figuring out new software.

You can find a variety of services offering mailing list management, at a wide range of prices. Here are some important things to look for in a provider.

- Web form generators. Make sure the service you choose provides an easy way for you to build opt-in forms. You should not have to hire a designer to do this task.
- Templates for emails and newsletters. Plain text is fine, but if you want something a little fancier, make sure your provider has the option.
- Blast and auto-responder capabilities. Your first mailing list may consist of only email blasts that go out to every subscriber at the same time, but it's nice to have the option of setting up an auto-responder for sequential emails as your business - and your marketing skill - grows.
- Good database capabilities. Right now, you may only need a name and an email address, but as your email marketing strategy gets more sophisticated, you might want to collect and store additional information about your subscribers. Your mailing list management system should have the ability to store - and sort by - a number of different data types.
- Good reporting capabilities. As your list grows, statistical analysis will become crucial to improving opt-in and conversion rates.
- Ability to handle undelivered mail. It should be easy to remove bad addresses from your list.
- Unquestioned compliance with the CAN SPAM Act. This is what will keep you out of the spam folder. Make sure your provider is compliant.
- Reliable customer support.

What will it Cost?

Every new business owner is under pressure to save money. There just never seems to be enough. List management is not the place to look for a few extra dollars, though. Instead, choose the service that best meets your needs and that you can reasonably afford.

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Different providers have differing price structures. Some charge per email, some per campaign, and some per list. Sign up with one of these and you may find your bill growing every time you contact your list. You'll end up limiting contact with your list just to keep the cost down, and that's a losing proposition for everyone.

The best providers – and easiest to budget for – charge a flat rate based on the number of subscribers you have. AWeber allows unlimited messages, unlimited lists, and unlimited campaigns, all for a flat monthly fee. You'll never be surprised at the size of your bill, no matter how many times you send emails.

In addition, AWeber has been in business for many years, and is one of the most trusted services available today. They are known for their exceptional delivery rates and ease of use. For a new marketer, few providers can compare with AWeber's service.

Using AWeber has other advantages as well. They have a strong commitment to ethical, permission-based email marketing. Their strict policies ensure spammers do not use their services, which allows them to have a good relationship with ISPs. This relationship means your email will rarely end up in someone's spam folder. When ISPs see an AWeber return address, they know it's from a trustworthy source.

How has AWeber built this reputation for excellence? By enforcing policies that prohibit the use of purchased or rented email lists, and by forbidding users to send emails to recipients who have not specifically requested information. In short, they have no tolerance for spam, and ISPs know it.

Here's my affiliate link to Aweber if you'd like to check out their services 😊

<http://marluckmarketing.com/a/aweber.html>

ALL ABOUT SQUEEZE PAGES

A squeeze page is a very simple web page with one goal: to get the visitor to enter her email address. Everything on the page supports that goal. There are no other distractions on the page, like links off-site, ads, or rss feeds. Done well, it's an extremely effective list-building tool.

The elements of a great squeeze page are an irresistible headline, the main features of your newsletter, compelling benefits for a new subscriber, glowing testimonials, and a sign-up form. That's it. No added fluff. You can even leave the testimonials off if you like. Shorter is usually better for a squeeze page.

Once you've created your squeeze page, you need to get it in front of your target audience. It's to this page that you will be sending people who click links in articles you've submitted to directories, blogs you've guest posted on, and ads you've placed in other newsletters.

Another effective method of driving traffic is pay per click advertising. Google, Yahoo!, Bing, and Facebook are all good candidates for a PPC campaign. Write your ads carefully and test them constantly to make sure you're getting the most relevant traffic you can. A poorly targeted ad will cost you for the click and give you nothing in return, and it makes no sense to pay for uninterested traffic.

Avoiding High PPC Costs

Traditionally, squeeze pages were single page websites with two options: sign up or get out. Recently though, Google has begun to take the quality of the site into consideration when setting rates for PPC advertising. That means that a click to one of these single-page websites could end up costing you big bucks.

Google doesn't necessarily penalize squeeze pages, but their goal is to present searchers with the best content available, and most squeeze pages don't fit that definition. Here's what you can do to make Google like your squeeze page a little more.

- Make your squeeze page a part of your website instead of a stand-alone site.
- Include around 300 words of content. Once you've listed the features and benefits and included a testimonial or two, you should be just about there.
- Include unobtrusive links to your main site. Don't put them in a prominent place, but links in the footer won't serve as much of a distraction to visitors, and Google will see your squeeze page as a part of the overall site structure, not a separate entity.

Follow these simple guidelines, and you shouldn't have a problem with high pay per click fees.

AFTER THE SQUEEZE PAGE

What follows your squeeze page, or where the customer goes after she has signed up for your list, is an important marketing opportunity. Don't throw it away!

Instead, use that page to begin to establish a relationship with the reader, and to develop trust. Remember, a reader is much more likely to buy from you if they know, like, and trust you. Here is where you start to build that relationship.

One way to make a personal connection to the reader is to use the information she entered on the squeeze page. For example, you can pull her name out of the opt-in form and on the following page address her by name when you give her the instructions to confirm her registration. This idea works well in some markets, but in others, it may have a negative effect. As always, it's important to know your audience before using this (or any other) marketing strategy.

Here's a more subtle approach. Say you've included a question about the age of a child in your opt-in form, with a drop-down list of possible answers. You can then tailor the following page to meet the needs of parents of that age child. Parents of toddlers see toddler-related resources. Parents of teenagers see information specifically about teenagers. No matter which answer they chose, your site is speaking directly to them.

POWERFUL PARTNERSHIPS

Co-registration is a cost effective list-building method. If you've ever signed up for an email list and been offered the opportunity to subscribe to several other related lists at the same time, you've seen co-registration in action.

Ideally, you want your offer to appear on a site related to, but not in direct competition with, your business. Lawn maintenance with home remodeling, for example, or copywriting with graphic design. Typically, you'll be allowed to display your logo and a short snippet of text about your business.

Submitting your offer to co-registration companies, who in turn find appropriate sites to partner with, is the easiest way to establish a co-registration campaign. You could also contact relevant websites directly, or even team up with several other business owners to create your own co-registration site.

Co-registration campaigns can have varying degrees of success, so it's important to keep detailed records of where each sign-up originated (AWeber will do this automatically). Equally necessary is to decide in advance how you will determine the success of a campaign. If your goal is only to build a list, then you will be tracking only sign-ups. If your goal is to build a well-targeted list of buyers, you will need to track a different metric.

One simple way to determine the intent of new subscribers is to make them a one time offer, available only to them. You will then be able to easily find out which campaign produces a larger percentage of buyers versus tire kickers.

Co-registration campaigns work on a pay per name basis, so you only pay when someone subscribes. Unlike pay per click, with co-registration you don't pay for advertising that fails to produce results.

PRIVACY POLICIES

Even today, with the Internet in nearly every home, and with most users comfortable with email, people worry about giving you their private information. Just asking for something as innocuous as an email address and first name can be a cause for concern for many people. Addressing these concerns early can make a huge difference in your list-building endeavors.

The most common concerns people have when asked to provide their personal information are spam and privacy. Fortunately, it's a simple thing to address these issues.

Tell your potential customers what you do to protect them from spam. For example, make sure they know that your business complies with the CAN SPAM Act of 2003, and that they are free to unsubscribe at any time. Assure them that you will never rent or sell their name or email to any other list-builder. Make sure they know you have data protection in place to insure their email address is never stolen, and give them a link to any legal notices, terms of service, or privacy policies you have posted on your site.

Being transparent, and giving your visitors as much information up-front as you can will help alleviate many of the concerns people have with providing private information to relative strangers online.

SUCCESSFUL LIST MANAGEMENT

Many people focus on getting as many subscribers as fast as possible, and that's understandable. However, you should also put some effort into managing your list. This will ensure you get the best return on your investment.

Successful list management covers many areas. Here are a few tips to get you started.

- Unsubscribe option. Make sure your readers have the option to unsubscribe from your list, and make it as easy as possible. Place an unsubscribe link in every email, and ensure that the request is effective immediately. You should also provide an alternative, such as an email address they can use. The CAN SPAM Act also requires you to provide a physical address.
- Keep your list clean. Periodically go through your list and clean out any unsubscribes, bouncing addresses, or other invalid emails that remain.
- Always protect the integrity of your list, and never allow it to be used improperly by third parties.
- If the scope of your list changes significantly, make sure you let current subscribers know.
- If you set up a new branch of your business, start another list. Don't try to integrate two unrelated lists. The key to a profitable list is laser focus, and trying to combine unrelated or only marginally related material never works well.

Common List-Building Mistakes (and How to Avoid Them)

If you're having trouble getting the number of sign-ups you expected, you could be committing one of these five common list-building errors.

1. Your subscribers don't know what they've signed up for. It's not enough to offer a newsletter, you have to also tell potential readers what the newsletter will be about, how often they'll receive it, and if it will announce new blog posts or be completely original.
2. Your sign-up process is too complicated. If it takes a reader more than ten seconds to subscribe to your list, it's too complicated. They won't spend the time, no matter how good your offer is.

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3. Your follow-up is slow in arriving. People expect email to be nearly instantaneous. If you make them wait to receive their confirmation email, they'll very likely forget why they signed up in the first place and not bother to confirm.
4. You offer too many options. A mind presented with too many options becomes confused and unable to make a decision, especially on the Internet. Keep things very simple, with one or two options at most.
5. Your customers don't see the benefits of subscribing. What's in it for her? Not what your newsletter offers – those are features – but why she needs those features.

We started this report with the often quoted phrase, "The money is in the list." Hopefully now you understand that saying a little better. A list is the most powerful tool in your marketing tool box. It's the key to future sales, a connection to your customers, and it truly is worth its weight in gold. Nurture it, treat it well, and you will be rewarded.

YOUR TURN

List Building Worksheet:

What list management service(s) do you feel most comfortable with or confident in? Why?

What sign up incentives do you think your target audience would respond most favorably toward?

How will you create the incentive? For example, if you're offering a free ebook in exchange for an email address, what will the book be about? What benefit will it offer? Will you write it yourself, or will you use PLR content? If PLR, who has the best content for your niche?

If you decide to send a newsletter what features will it have? How regularly will you send it? What will the content consist of? Do you need to purchase more PLR content to build your newsletter?

LIST-BUILDING CHECKLIST

Step 1. Decide on the method or methods you will use to build your list.

Step 2. Create an incentive. You might offer a newsletter, an ebook, a free report, or something specific to your niche. For a quick and easy ebook or free report, use PLR content as a starting point.

Step 3. Create a privacy policy and make it available on your website. Visitors need to know that their information is secure with you.

Step 4. Find a trusted list building service and register. I use and recommend AWeber.

Step 5. Create and schedule your list building emails. This includes your confirmation message (for a double opt-in list) and the first follow-up message that tells your subscribers what to expect from you. AWeber will walk you through this process step-by-step, so no need to worry you'll miss something.

Step 6. Follow up with your list regularly! Once you have a growing list, it is important to communicate with them on a regular basis. If you offered a weekly newsletter, make sure you send a weekly newsletter. Remember, the primary job of your list is to build trust and develop a relationship, so it's important to keep the promises you make.