



List Building **Blueprint**

The Ultimate Blueprint To Master List
Building The First Time Around For Beginners



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Introduction

If you have been around for any length of time online, you have probably heard the phrase, “the money is in the list.” This refers to the idea that the key to profitability with email marketing is having your own subscriber list that buys from you. With your own list, you can email to them regularly and have them purchase your offers, whether they are your own products or products you are an affiliate of.

Of course, having success with email marketing involves more than just emailing your list repeatedly with offers- in fact, that’s a good way to get them to unsubscribe from your list and possibly even file complaints with your Internet service provider (ISP), which can lead to greater restrictions on your ability to email your list.

Thus, there are certain rules and guidelines you should follow if you plan on being successful with email marketing. Done properly, email marketing can be a very lucrative marketing vehicle for your business, your brand, and your reputation. This ebook will show you the proper way to begin building your list, forming a relationship with them, and getting them to trust you so that they will be likelier to purchase products and services you recommend to them. It will also show you what you should avoid so that you don’t damage your reputation with them and make them want to leave your list and even complain to your ISP.