

## Email Marketing – Your Hidden Gold Mine

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[www.NitroListBuilder.com](http://www.NitroListBuilder.com)

Many people still don't recognize the "hidden goldmine" that email marketing represents for their internet business. We all hear the phrase "the money is in your list", but many people, especially those new to internet marketing, fail to grasp the power in that statement.

Most people who start a business on the internet are primarily obsessed with getting traffic to their website, and fail to see that all that effort to gain traffic is wasted, unless they have some way to stay in the minds of their site visitors.

Consider this. Even a website with a "high" conversion rate only generates sales from a small percentage of site visitors – maybe 5% if they're really doing well.

That means that the other 95%, or in the case of most websites 99%, of site visitors are **not** buying the product or service that you're selling! You need a way to reach that 99% of your traffic that is "wasted", as well as a way to reach other people who may never have been to your site.

That is why marketing experts continue to stress the importance of building and using an email marketing list. In fact, it is so critical to the success of your business that more than a few experts suggest that the very **first** thing you do, even before building a website or creating a product, is to generate a mailing list.

They tell you to immediately start a newsletter, or at least a mini-course, around the subject matter of your website, and start finding subscribers. But how do you get those subscribers?

For many people, the answer is co-registration leads such as those that I sell at [NitroListBuilder.com](http://NitroListBuilder.com). Later in this report, I'll tell you more about this little known, but highly effective method for generating leads in massive quantities.

If yours is like most web sites, only a tiny fraction of your site visitors turn into customers on the **FIRST** visit. The vast majority will leave and never come back. You may be settling for only a tiny percentage of the profits you could be making from your web site and online business. Email marketing could increase your sales to double, triple, or perhaps even ten times what they are now!

The fact is, research has shown that 80% of all sales, whether from television advertising, print media, or web sites, occur only after 5 to 7 "contacts". Most people simply do not buy a product the first time they hear about it, no matter how useful or important it might be, nor how much they like or need it.

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Your job as a marketer is to find a way to get yourself and your products in the forefront of your prospective customers' minds and attention. You need to "warm them up" to your product, service, or opportunity, and there is no better method than through email.

Most of the people who might be interested in your product or service, or the terrific MLM or affiliate opportunity that you promote, will simply never hear about it, or will quickly forget after an initial exposure.

And even if you do get visitors to your web site, if they leave without giving you a way to contact them, odds are that you will NEVER get a second chance to expose them to the value of your product, service, or opportunity, much less sell it to them.

Most of your marketing effort and advertising expenses go for nothing. Your potential customers vanish, never to be seen again, or they never hear about you in the first place.

On the other hand, when you have a mailing list of prospects, you can contact them as often as you want, forever, unless they "unsubscribe" from your list, or tell you not to email them any more.

You're no longer at the mercy of distracted minds. You're no longer counting on people to remember you. You don't have to wonder whether your site is at the top of the search engine listings, or how much your Pay-Per-Click ads are costing you.

With email marketing, you can:

- Repeatedly remind people of the benefits of your product or service
- Find out what people in your target market want and need
- Use promotions and "special offers" to increase sales
- Win customer loyalty and trust with an e-mail newsletter
- Establish yourself as an expert in the minds of your prospects
- Motivate people to buy NOW with limited time offers

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You cannot afford to overlook the HUGE advantages of direct e-mail marketing:

- It costs little or nothing. You pay \*one time\* or annually for an autoresponder service or software program, and that's it.
- You can generate leads from an "opt-in" form on your web site, or you can buy them inexpensively (I'll show you how and where to get the best deals!)
- Generate Instant Income! Most of your sales come in within 48 hours of sending a promotional e-mail, but you'll also see a few more sales coming in even days later. It is not uncommon for people with large mailing lists to make many thousands of dollars just from sending one or two emails.
- Minimize advertising costs! Building your own opt-in list costs nothing, if you collect names and e-mail addresses from the folks who visit your web site.
- "Jump start" the entire process and buy co-registration leads. For a modest one-time cost, you can have an "instant audience" for your offers, and use email marketing to "warm them up".

You will be amazed by all of the additional money you can make with an ongoing email campaign to your new leads and your existing customers. Email marketing is far from dead — but the rules have changed, and you need to learn them to survive.

Your existing customers are the real "goldmine" for your web site or business. Once they have bought from you and are happy, selling to them again and again (via your email campaigns) becomes easier and easier.

We've all heard that "the money is in the list". Well — it really is! You need to get started building and "warming up" a list today. For most people, the quickest, easiest, and most cost-effective way to do that is through co-registration leads.

### What are Co-Registration Leads?

In spite of the fact that co-registration is a **huge** business, many people have never even heard the term, much less had it explained to them. Few people realize that many major corporations make use of co-registration, and that high traffic websites often "monetize" their site in part by selling permission to large co-registration vendors to collect data from visitors to the site.

So how does this all work? Actually, co-registration works in several different ways. One way that it is done is that when someone subscribes (i.e., "registers") for a newsletter, their name might be sold to other newsletter publishers, with or without their consent. Technically, it is wrong, and a violation of privacy, to do this without informing the subscriber, but the fact remains it is done.

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The more above-board way of doing this is to offer the subscriber the chance to “register” to receive other similar publications or offers. There might be a check box at the bottom of the subscription form that the subscriber must take action on to complete the process.

I say “take action” because this form could be either opt-in or opt-out. When you are asked to opt IN, you have to check the box to agree to receive the other publications. But when you have to opt OUT, it means the box is pre-checked, and you will get the other publications unless you uncheck the box. Many people, myself included, consider opt-OUT to be a tricky way of doing things.

Another similar way this happens is that when you subscribe to a publication, or buy a product, you are then taken to a page that asks if you would like to get more information on related topics. You might simply be asked to respond “yes” or “no”, and depending upon your answer, your information would then be sent on to purchasers of co-registrations.

The more formal way of doing this is to require you to fill out a form specifically requesting the additional information. This is the method that I use to collect the leads that I sell at [NitroListBuilder](http://NitroListBuilder)

I purchase “real estate” on large networks of sites, using “thank you pages”, popunders, and popups to display my “splash page” ads. People see an ad that tempts them with the benefits of having a home or internet business, and they are presented a form they can fill out to get more information. The form includes mention of the fact that they will hear about several different opportunities. The data is collected, “cleaned” to weed out the obviously bogus registrations, and then passed on to you, the customer.

How can co-registration leads benefit you, the email marketing publisher?

In several ways, actually. First, co-reg leads are much less expensive than outright purchasing of subscribers. Although they are less “targeted” registrants than people who actually filled out a form on your website, or who specifically requested your newsletter, they are much easier less expensive, and less time-consuming to obtain.

I can build you a list of 100,000 names in as little as a few days. But to keep the cost down even more, I form “co-ops” of up to 5 people who will share each of my lists. Why would I do that? Well, for one thing, it enables you to buy a very large number of leads for as little as one cent each.

The fact is, many leads vendors will resell the very same leads 10 or even 20 times, and you really have no way of knowing that they did it. I don’t do that. I sell mine to 5 people, and that’s it. When you buy from me, you’re getting a list that is being shared with no more than 4 other people, and the registrations on

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that list were all generated within the few days immediately before the list is delivered to you. Unlike vendors who will resell a list 20 times, letting it get 30, 60, or 90 days old in the process, I sell my lists 5 times, and only at the time the names are actually collected.

### OK – I Have a List. Now What?

A lot of people who buy a large list will immediately fire off a bunch of sales letters to that list, hoping to make a “quick score”. In my opinion, that’s a big and very costly mistake. The reason is simple. An email that appears out of the blue from an unknown sender, and demands that the recipient buy something, is likely to quickly end up in the trash. It’s little more than spam, even if it doesn’t meet the legal definition, and it’s the mark of an amateur.

The people on your list asked for **free** information, and that’s what you should be giving them, to start with. You need to “warm up” your list, and establish some credibility and trust in the minds of the folks reading your emails. When you do that, you are investing in the future of your business.

At [NitroListBuilder](http://NitroListBuilder) I give you a free ebook with every leads purchase that outlines the “Email Profit Formula” that I learned from the “big guns” of email marketing. It teaches you how to “warm up” a list, how to determine the interests of the people on your list, and even how to find out what they will buy.

In short, I teach you how to “mine the gold” that lies within every mailing list. By the way, you can also buy the [Email Profit Formula](#) ebook separately. If you do **any** email marketing, you really should buy and read the [Email Profit Formula!](#)

If you aren’t conducting a regular email marketing campaign, you’re leaving a ton of money on the table. You’re probably overlooking more income than you are generating from your business.

You could be generating affiliate commissions on a regular basis, or promoting your own products and services. You could be doing “upsells” and “cross-sells” to your previous customers. You could be recruiting new members to your own affiliate program, who in turn will generate more sales for you.

You could be taking your business to a whole new level ...

*John Barbour*