



BBO Institute Presents...

14 Quick Opt-in Tips

Learn Exactly How You Can Successfully
Build or Increase Your Own Opt-In List
with 14 Quick Tips

<http://www.bboinstitute.com>

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has its risks, and that you should be ready to take them if you are to embark in an Internet business.

1 Content - Content - Content

Content is what makes the web-go-round so....

If you haven't done this already then it's time to create a content site. One that is on the same topic as the list that you are building or planning to build.

Include lots of keyword rich articles so that you get traffic from the search engines, then make sure you add an opt in email form on all of your pages, so that people that enjoyed your articles can sign up for your list.

Keep in mind that you don't have to write all for the content yourself. You can hire a ghostwriter to write the articles for you or you can purchase ready made articles and even ready made websites these days. Just do an Internet search for "private label content" and you will find endless possibilities.

2 Gift's - everyone loves a free gift

Offer a free gift as an incentive for people to sign up for your list. This is a tested and proven method to increase the number of people that subscribe to your list.

The gift that you offer doesn't have to be anything expensive, but it should be something that is perceived as useful and valuable to the people that you want to subscribe to your list.

For instance if your website is about dogs, then you could offer a free report on dog grooming. If you sell software you could offer a free trial download. Just make sure your gift is something of great value to your potential subscribers and you will have people eagerly joining your list.

3 Let's talk about creating a viral ebook

Now this may sound like a huge task, but really it doesn't have be that hard. You can easily create your own viral ebook with a text editor like MS Word and turn it into a downloadable PDF file using a free tool like pdf995 or Adobe Online

<http://www.pdf995.com/>

<http://createpdf.adobe.com/>

Creating an ebook specifically to give away filled with good information on your topic, plus links pointing back to website or blog where they are exposed to your opt-in list form is a great way to multiply the number of subscribers that you add to your list. Inside the ebook encourage your readers to share the ebook with their friends and subscribers.

Remember, people love getting things for free, and they like sharing even more.

4 Contests!

Contests are great, because everyone likes to win!

Start a contest on your site. Give away something of real value to the winner of the contest. Of course they have to join the contest by signing up to your list. This will give you the privilege of contacting them in the future.

Make sure that whatever you are giving away is relevant to the topic of your site and that it something that will to encourage people to want to enter and win.

5 How you can quickly grow the number of subscribers on your list

If you already have a list and you are looking to get more subscribers then it's time to work a little trade (joint venture).

Do a search for lists or ezines that are similar to yours, then contact the owner of the list and see if you can arrange to recommend each other to your subscribers.

Let the owner know that you believe your readers would benefit greatly from the information that they have to offer and that their readers will benefit also.

If you keep in mind that most people sign up for more than one list you will see how this can be a great arrangement for both of you. Make your offer as irresistible as possible to the other list owner.

6 Advertising

Buying advertising space in other ezines that are of a similar topic (not competitive) to your own can be a great way to get more subscribers. Although it can be expensive, depending on the amount of subscribers that the list owner has.

Just keep in mind that the bigger the list the more sign ups you are likely to get. Make sure you write your ad carefully; a well-written ad can make a lot of difference to the amount of sign ups you get.

It's a good idea to join the list you are thinking about advertising in so that you can get a feel for the type of content that the publisher provides. This will help you write a more effective ad.

7 Pay per click advertising like Google Adwords and Yahoo Search

Pay per click advertising can be a great way to get new subscribers but first you have to work out whether or not it will pay for itself. You will also need to have some cash to use in your advertising budget to get started. With pay per click you need to be very careful that it does not end up costing you more money than it makes.

The best advice that I can give you on using pay per click advertising to get new subscribers is to make sure that you learn how to effectively use the program. If you take the time to do this you will be able to build your list very quickly.

8 Let's jump right in!

This works great if you sell a product or service. After your customer has paid and been directed to your download or thank you page, ask them if they would like to opt in to your list so that you can keep them informed of any future free upgrades to the product that they have bought.

If you sell a physical product that has to be shipped you can also include a note that asks them to visit your site and join your list. Make sure to give them a good incentive to join and you will get a great response.

Remember they have already purchased from you, so you know they are interested in what you have to offer.

9 Entice people to join your list

Design a sign up or squeeze page on your website and offer a free multi-day course or a series of helpful tips like this one, that can be delivered by auto responder.

Keep the messages relevant to your topic and encourage them to sign up by letting them know that information is very useful and beneficial to them. Point out all of the ways that you can help them if they decide to join your list.

This works great because you will have multiple chances to present your sales message during the course. It is also a great way to increase the traffic to your website.

10 Sell your sign up form!

Don't just pop your sign up form on your website and tell people it's there. Sell it to them. The same way that you would sell them anything else. Make sure they know when they join your list that they will receive helpful and useful information that will benefit them greatly. Pull out all of the punches. Point out every thing that you will do for them.

Make it irresistible for them and they will join. You can even add testimonials from other subscribers as you would with a sales page.

11 Articles

If you write helpful and informative articles on the topic of your product or service and submit them to article directories such as Ezine Articles they can be seen by hundreds if not thousands of people interested in what you have to say.

By doing this you will see a definite increase in the number of subscribers that you receive. Simply because you have given them helpful information in you article.

Just make sure that you include the URL of your sign up page in the resource or bio box so that they can click through to sign up to your list.

12 Do you have more than one list?

If you do have more than one list on related topics then it is a great opportunity to cross promote. When people sign up for one list put the links to sign up pages for your other lists on the thank you page. Make sure you explain the benefits of joining your other lists too.

Let them know that the information that you provide on your other list is valuable to them and that it is not the same content that you provide in the list that they just joined.

13 List building programs

There are specific programs just for list building. Some are pay-per subscriber programs and others are down line programs.

A pay-per subscriber program allows you to purchase a certain amount of subscribers at a set cost per subscriber. You are usually required to purchase a set amount of subscribers when you sign up.

Then there are down line programs that allow you to build a of subscribers by recommending the program to others. In exchange the option to join your list will be presented to other members.

There are many variations of both types of these programs and they can be very effective if used properly.

The best advise that I can give you is to make sure you examine any program that you are interested in trying carefully.

If it is free to join then it may not need close scrutiny, but if you are paying for subscribers then you will want to know exactly where they are coming from before you add them to your list to avoid and problems in the future.

14 Let's talk video!

These days video is all over the web and you can use it to get more subscribers. There's no doubt that publicizing free content like articles and ebooks can drive traffic to your website and increase your subscribers.

But have you ever thought about using video to do the same thing?

All you have to do is create a short video introducing yourself and your business. You can provide tips or a short tutorial. Try to provide some helpful information and point out all of the ways that you can help them if they visit your website and join your list.

Don't worry of you aren't ready to be a film star. You can create videos from slide show presentations or from screen capture software like Camtasia. You can get a free trial at:

<http://www.techsmith.com/camtasia.asp>

In your video make sure you point your viewers to a specific landing page (a squeeze page) with your sign up form on it. People will be eager to join your list because you've provided them with great information in a wildly popular format.

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