
List Building Trifecta

List building is the **first, most important and most constant** of all the tasks that Internet marketers engage in. Their lists are their bread and butter and their lists and their businesses belong together. Neither can exist without the other.



The Money Is In The List

The term 'Bread and Butter' is used to denote the main substance of an enterprise. The term also applies to list building and Internet Marketing. You can't separate the two because they belong together and, likewise; they are the sustaining part of an Internet marketers business.

3 Most Powerful List Building Strategies

1. Leveraging On Joint Ventures

New marketers dream of getting that first lucrative Joint Venture deal under their belts (and into their bank accounts). Well-seasoned Internet marketers always have both ears and both eyes wide open searching for their next Joint Venture opportunity.

Everybody wants a Joint Venture for the very simple reason that they are lucrative... and 'lucrative' is an understatement.

The first, most important and most on-going task of every Internet marketer is to build an opt-in list.

There are basically three kinds of lists and all of them are not created equally.

1. There are lists that are bought. these are just about *worthless*.

2. Second there are lists of potential customers.

Potential customer lists are valuable because they are lists of people who have opted in to a mailing list and may well buy something at some point but they haven't as yet.

3. The third kind of list is the 'paid customers list'.

The paid customers list is the one that is very, very valuable. This is a list of people who have actually bought a product or service. They have already proven that they will spend money. Most importantly, the paid customer list is one of the factors that potential Joint Venture partners will base their decision of whether to Joint Venture with you or not.

2. Invest Regularly In Advertising

The one investment that every Internet marketer must invest in regularly in order to achieve success is advertising. The old saying, 'Advertising Pays' is as true today as it was when those words were first uttered by a long forgotten marketer of years gone by. It really does pay to advertise. You stand to gain more by advertising than what the advertising costs. That is always a given.

When we talk about advertising and Internet marketing, we are speaking of advertising by a variety of methods that include both free and paid for advertising. All of the methods that we will discuss here are effective ways to advertise.

1. Paid Advertising

The fact is you are going to have to invest some money in advertising your product, your service, your website or, even, your free membership website if you are to have any success at all on the Internet. The Internet is a huge place. There are millions of websites. You are going to have to tell people where to find you in this enormous world of the Internet.

2. Free Advertising

Free advertising sometimes are possibly more valuable than your paid ones. They will not only advertise your product, service or website but, in addition, they will help to build your visibility and your credibility in your niche market.

3. New Wave: Give Away Events

The idea here is that people are more than one-dimensional. People who are deeply into Internet marketing, for example, also have spouses, kids, dogs, cats, like to ski or buy boats. People who are avid fishermen may also be interested in getting the best interest rate on their savings or learning to play a guitar.

People may belong to one mailing list that reflects their main interest but that doesn't mean that they are not interested in other products or services.

The fact that people are more than one-dimensional was noted by innovating Internet marketers. They devised a plan to take full advantage of the varying interests of people by putting together the now famous Joint Venture give away.

A Joint Venture give away is usually limited to a specific number of partners. Each partner offers a free gift which is almost always digital and downloaded from his website. These free gifts are usually E-Books, special reports or utilities that are valuable in some way.

Once a Joint Venture give away is organized, every participating partner sends the entire list of free gifts to the members of his mailing list. Those who sell Internet marketing E-Books on their websites will send offers for E-Books about ski vacations and guitar lessons to the members of their list. Those who sell ski equipment will, likewise, send free gift offers for Internet marketing E-Books to their lists.

Every partner advertises the free gifts offered by themselves as well as every other member of the Joint Venture so they have the opportunity to build his or her list.