

Email List Building Is Wrong...



By Welly Mulia

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... if you build the wrong list!

Almost every Internet marketer who knows what they're doing is engaging in email list building activities.

As the famous saying goes "The money is in the list" ...

And no doubt about it, having a list to really make BIG money online is a requirement. You can argue that you make money via AdSense and as such you don't need to build a list.

Well let me tell you that if you focus your time and effort instead on building your own list, building TRUSTING and MUTUALLY BENEFICAL relationships with this list, and presenting them offers that they're interested in, you'll earn SO MUCH MORE than just AdSense alone.

But making big money online, or should I say building a real Internet business, is not just about building ANY kind of list.

This is one of the biggest mistakes I see beginner and intermediate marketers alike make when they build their lists. I'm guilty of this mistake too (yes even to this present date I sometimes get sidetracked as well).

The mistake I'm talking about is focusing on building a FREEBIE list.

What do I mean by that?

A Freebie list is a group of people who do NOT buy your products and services. And by FOCUSING your time and efforts on building this kind of list, your profits will be very INSIGNIFICANT.

You should instead FOCUS on building a BUYER list.

I'm not saying that you shouldn't build a freebie list. You should and must, because in order to build a buyer list, you first need to build a freebie list.

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You build a FREEBIE list – you build relationships with this list so that your subscribers know, like, and trust you – you present them with low cost offers to get them to your BUYER list – you offer more value with your higher-priced products and services (backend).

This is where the real money is made – via the buyer list and NOT the freebie list.

Again, my point here is once you have a DECENT lead-generation system in place to pour in leads into your sales funnel on a consistent daily basis, you should think about converting as much of these freebie leads into your buyer list.

Do NOT wait until you have the perfect lead generation system before you convert them. Notice I use the word “DECENT lead-generation system” and not “SUPER lead-generation system” above? By decent, I mean it doesn’t have to be super powerful like generating 50 fresh leads per day. Even 20 or 30 leads per day are good enough (at least for the time being).

If you wait until you have a super powerful lead generation system before you start converting your freebie list into your buyer list, then you’ll be missing out on a lot of profits.

Want me to give you another strong reason why you should convert them as soon as possible?

Well, people’s interest or “hotness towards a particular topic” change around a lot very quickly. For example, today I might be interested in learning how to play golf. Next week, I’m no longer interested in golf but instead interested in fishing.

Do you see where I’m going with this?

Since people’s interest change around a lot quickly, you want to make sure that you convert as much people in your freebie list into your buyer list as soon as you can. Because if you wait around too long, your subscribers may no longer be interested in your subject.

To build your own BUYER list, you need to have your own product. But don’t cringe at the thought of this yet, because creating your own information product can be done in 1 day or less.

How?

You simply interview an expert in your marketplace over Skype and record the interview and you have an audio product ready.

Another tip for you: you can make money from your freebie list even before you have your own product and before you build your buyer list. The way to do this is to promote an affiliate product that is closely related to what your topic is about. For example, if you’re building an

Email List Building Is Wrong...

audience who are golf beginners who want to learn how to play golf well, then offer an affiliate product about learning how to play golf for beginners.

Never, ever wait until you have the perfect, super-duper lead generation system before you convert your freebie list into your buyer list. Because it will never be perfect. No system in the world is perfect.

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