

An Introduction To Email Marketing

Email Marketing is, hands down, the best and fastest way to make a fortune online. Many online marketers do many different things, such as: create and sell ebooks, develop and sell software products and/or offer services online. But all the marketers that are successful have an optin email list of subscribers who know and trust him/her. List owners send emails with quality information about their topic as well as offering top notch products to the list members on a regular basis. Quality is the key here. You won't keep subscribers long if you give out old, rehashed information or offer products that offer substandard information and are poorly written. One of the main duties of an email list owner is to give great, usable email content that his readers will like and be able to put into use for themselves. Then, the list owner can find quality products to offer to his subscribers. The continued quality content offered in the emails and the exceptional products offered, helps the readers feel confident and trusting of the list owner. People buy from people they know and trust much faster than they buy products from a stranger. If the marketer knows what he/she is doing they can cultivate that list to where the subscribers are ready and willing to consider any offer that the list owner presents to the list. When this relationship happens the list can generate a very high income and this can prove to be an extremely lucrative business model. One of my mentors made \$650,000 in 2007 by marketing to his list through email! This is not an unusual income for people who have been in this business for 3 to 5 years. When you stay in touch with your subscribers on a regular basis, (called "cultivating a warm list"), you can literally sell products on demand and that means, generating money on demand! This is the main draw for developing a list as well as the fact that you can do this easily and with little experience. Email Marketing, when combined with Affiliate Marketing is the fastest way for you to generate online income. Product owners need affiliate marketers to "get the word out" about their products and, in turn, to generate sales. Becoming an affiliate for a product or products usually is free and easy to do. As a final word on this topic, be sure to subscribe to a good email list with an email marketer who will be honest with you and has your best interest at heart.

About the Author

Jim Furr has been an online email marketer for seven years. He is now offering a Free Report about one of his techniques for generating an optin list. Simply Copy and Paste this into your browser: <http://www.EmailMarketingFocus.com/GoGo3.html> You can join his inner circle membership too, all free.

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