

your personal attention. Pay attention and do what works for you.

Organic Is Better

Organic, or naturally occurring lists, generally are quite a bit more responsive than lists created by buying email addresses from other marketers. The reasons for this are that bought lists can contain a number of bad email addresses or contain people on them who are getting so much email from other marketers, that they ignore everything as spam. One last reason, and the biggest reason, to use organic lists is that you can be liable for sending email to an address that hasn't opted in to having their email published.

When you build your own organic lists, you know that the person has specifically requested to subscribe to

your list and are genuinely interested in either you or your business. Ways To Create Organic Lists

In this age of social networking, you will find that it isn't as hard as it used to be to create an organic list. People are networking more and more online, and all you need to figure out is how to put the power of the Internet at your fingertips. Don't just put an opt-in form on your website and expect that using that simple action will generate a large organic list for you. People will still have to find your site, and if your traffic is low, this can be a major stumbling block. The solution is to not just advertise your opt-in on your site, but to do it elsewhere where traffic that is interested in your niche congregates. That's where social networking comes into play.

Get in the habit of building an online presence on various social networking sites. You will have to post a profile and start networking with people on these sites to hook into potential customers. Once you have them interested in either who you are or some common interests (related to what you market), you can start posting updates or links to things that you want to promote to get traffic from these sites back to your opt-in offers.

Places To Network Online

- www.facebook.com
- Facebook has a very crisp, business-like interface that helps you to maintain a more professional image for your profile. Join groups, network with like-minded people, or even advertise within Facebook. It's a great way to find demographics very quickly.