

## **How and why to build an email list**

Even if you're new to Internet marketing, you've heard the same old saying a thousand times. The money is in the list. Building your own list is one of the last [legitimate home based business opportunities](#). You must learn how to build a list in order to reach your potential.

### **Why it works**

Marketing research reveals that most people don't make a purchase after one exposure to a marketing message. Repeated encounters are a key to generating sales. You have the chance to share your messages repeatedly with those who are a part of your list.

Plus, most people are more likely to make purchases from people they feel they know and can trust. List marketing gives you a chance to develop a relationship with the people on your list. That increases your credibility, producing more sales.

### **How to do it**

Internet marketing is a proven winning [home based business for women](#) or men when you implement a simple squeeze page. A squeeze page exists to do one thing and one thing only. It should encourage readers to become subscribers to your list. Nothing else really matters.

Most of the time, people encourage sign ups by offering a free gift to new subscribers. You can use this proven approach to build yourself a serious.

Having a quality inducement won't automatically make your squeeze page a success, though. It's also critical to put together a squeeze page in the right manner. There are proven ways to build an optimal squeeze page. You should adopt those winning strategies. That means you'll want to follow these three guidelines.

## Squeeze page basics

First, keep your squeeze page free of any links leading to other sites or pages. You don't want to provide your prospective customers with an "escape route" or distractions that may reduce conversions.

Additionally, your squeeze page should have a concise, strong message. You want people to take advantage of your inducement and to become a subscriber, not to complicate the situation. Don't forget that your squeeze page only has one purpose - to build a list. Every line of that squeeze page should exist to serve that objective.

Third, you will want to approach the sign up process as if it were as important as a big sale - close that deal! That means that you will need to make a strong, persuasive call to action as part of your sign up form. Clearly communicate the value of subscribing to those reading the page.

## Summary

If you're following those three pieces of advice and are offering a smart "bribe", you'll have a successful squeeze page! That will give you the opportunity to develop an effective relationship with prospects. You'll also have the chance to expose your subscribers to key marketing messages more than once.

[Online list building](#) is a powerful way to improve your Internet marketing performance. It's not a coincidence that top marketers all rely on their lists. It's true - the money is in the list!