



Hello,

Welcome to BizWareMagic.com. My name is Titus Hoskins and I am a full time online marketer.

What I will be doing in these lessons is showing you a very simple method of building your OWN opt-in list or ezine.

Other lessons will follow over the next couple of days that will contain all the information you need to get started on building YOUR LIST.

First, let's start with some basic questions.

## **What exactly is an opt-in list?**

An opt-in list is simply a list of people (subscribers) who have opted-in to your ezine or contact list. These people have given you permission to contact them thru e-mail.

## **What is a targeted opt-in list?**

A targeted opt-in list is the same as above but you are 'narrowing' or 'targeting' a certain group or subject area with your list. If you have a website on golfing you would want a list of 'golfers or doctors!' and not say 'Tibetan Monks' to market your products to.

## **What do they mean by double opt-in?**

Just that; you opt-in twice. First, on the website when you place your name and e-mail address in the subscribe box. Second, when you click to confirm your subscription in the link that has been sent to the e-mail address you placed in the subscribe box.

Please Note, if you're operating in the USA - it's

recommended that you have a double opt-in list because of the New Spam Laws that came on the books in 2004.

## **What is the difference between an opt-in list and an ezine?**

An ezine is a more formal mailing, containing articles, tips, advice, etc. An e-mail magazine mailed daily, weekly, or monthly. An opt-in list is less formal - still offering tips, and advice but it's usually shorter and more 'time sensitive' i.e. mailed to announce a new product or program launch.

In Reality, most ezines are a hybrid of the two! An ezine owner will sometimes make a short time sensitive mailing to his ezine subscribers when a hot product or program is launched.

## **Why is having an opt-in list so important?**

Many reasons...

Most marketers agree that it takes 5-7 follow-ups to get most customers to buy your product or offer. Therefore; creating an ezine or follow up list is very important to your bottom line.

Most marketers also agree - one of the 'surest' ways to earn an online income is through your own opt-in or email contact list.

How much - depends on the quality of your e-mails and the quality of the relationship you have built up with these leads.

## **You Should Know:**

“69 percent of U.S. e-mail users have made purchases online after receiving permission-based e-mail marketing, 59 percent have purchased in retail stores, 39 percent have purchased through

catalogs, 34 percent through call centers and 20 percent through postal mail."

Plus, "78 percent of those surveyed say they want to receive e-mail from their favorite online merchants." – Source: Doubleclick.com

## **Unless you already have an opt-in list and seen it's power - you will be very skeptical.**

Actually, the contacts you make and keep in your 'list' system will be your business.

Yes, this is a business! The sooner you approach it as such the sooner you will reap the rewards.

Not only is it a business but it is perhaps the most important feature of your website or your online marketing. In other words IF you have a website or online business - you **MUST** have your own Opt-in mailing list or Ezine.

## **"...list building is basically about giving people valuable information by e-mail"**

This information must be of some value and use to your subscribers. It must teach them some valuable information like how to build an opt-in list!

The marketer, that's You! will earn money when you occasionally endorse a new product or business opportunity to your opt-in list.

By using their opt-in e-mail list, Marketers can create a consistent source of high income by **cultivating** their list. What do we mean by cultivating? Using your opt-in e-mail list to establish an ongoing relationship with your subscribers by helping them to succeed.

Credibility is the key to cultivating your list. Unless you can show what you're done, created or built - no one is going to follow you!

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## Show Some Proof ! Add something about yourself!

If you want to find out more about me - **Titus Hoskins**  
- just type my name into Google!

Please don't get the wrong impression!

If you're looking for a 'guru' making zillions of \$\$ - you're in the wrong place.

But I am a full-time online marketer and someone who has found a system for building an opt-in list and passing it on to others who want to build theirs. I also have seven years of list building experience to pass along to you.

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To sum up: you (the marketer) should be sending, by way of e-mail, **valuable** FREE information to your opt-in list. Over time your subscribers on the opt-in e-mail list or Ezine will get to know you and hopefully grow to trust you.

Having built such **trust**, when the time comes for you to endorse a product to your list, you can reasonably expect to produce anywhere from a 2% to 20% response rate.

This might not seem like much but with only a 1% response rate - on a list of 1000 - means you could make 10 sales!

Please note Disclaimer - This does NOT guarantee that you will make money; that will depend upon your own individual marketing efforts and ability. Like anything in life; you only 'get out what you put in!' The success of this system will depend on

how much work you put into it.

## **Obviously, the more times you communicate with your subscribers - the higher your sales will be.**

There are no shortcuts in this business. Once you understand that you will not be successful until you can teach others what they must do to be successful! This is when you will succeed.

However, your first goal is to acquire an opt-in list of 1,000 subscribers. It should be your main objective if you want to make any real money online. A good responsive opt-in list may take months or even years to build.

But **don't** let these numbers fool or mislead you; your main goal is to build a **'responsive'** list. A list of 100 well targeted responsive subscribers is worth far more than a list of 10,000 unresponsive subscribers who won't even open your e-mails.

But once you have an opt-in list of highly responsive subscribers - other options open up - like doing joint ventures (deals) with other large list owners. If you have a list of 1,000 or even 5,000 or 10,000 subscribers --- other marketers will "WANT" to do business with you!

By completing the steps I will outline and implementing some of the e-mail strategies you will be on your way to building your own opt-in list or ezine. Earning extra income or a full-time income online can be well within your reach.

In the following lessons - I will be presenting numerous strategies and programs of building your opt-in list.

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## **Going Viral!**

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At the end of each of these lessons you will find a free 'viral' list building product that you can brand with your own name and info. Then **pass**

these along to your own list or subscribers.

Internet Marketing is a linking game - the more links you have 'out there' - the faster you will build your list!

Future lessons will follow containing information on the different steps you need to take in order to build your list or ezine.

Thanks again for subscribing!

Look for another lesson soon.

**To Your List Building Success!**

**Titus**

Titus Hoskins  
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**'List Blitz' Bonus Gift and List Booster!**

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If there's one thing that I wish I'd learned when I first got started into Internet Marketing, it would be creating killer email promotions. I just found out where you can view 1 FULL HOUR of free video tutorials that teach you how create each aspect of a powerful email, from the subject line all the way to the PS. Click the link below to see how you can get your hands on these videos at no cost! You can also give this valuable gift away to build your own list.

Here's the url: [Email Promos Exposed](#)

**Plus**



-----{Opt-in List Builder}-----

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