

## [Five Quick And Easy Ways To Build A Profitable List Of Hungry Buyers](#)

You finally come to a conclusion: "I need a good opt-in list of hungry buyers".

After days of skimming countless articles and sought expert advices, reading many success stories of people creating a small fortune with opt-in lists you finally decide to have one of your own.

Then it happens, you think you have known all there is to know about opt-in lists and have followed the gurus' advices to the end, but still you were not able to make a profit.

In fact, you may be losing capital right now. You maybe hiring writers to help you out. Or maybe there are some expenses incurred. Or maybe even if you have a big list, only a very small percentage actually buys from you.

You are still losing profit. You realized that after a few months when you see your statistics and sales figures.

So what could have gone wrong? Why have others succeeded where you have failed?

The most common mistake is that you dived straight right in. You chose a topic where you think could be quite popular and would earn you money. Unfortunately, this just not the case.

Here I will offer more advices, for those who have started an opt-in list and have failed, so you can rejuvenate your failed venture.

### Five Quick And Easy Ways

1) Make a clear vision for your list.

Many people start building their opt in list without having any vision for their list. It is obvious that you are the pilot of your list and if you do not have any idea where you want to bring the plane, then people who are in your list will not understand you. The worst part is they will not buy from you ever.

2) Define what kind of people you want to join your opt in list.

Many people failed to do this when they start their own opt in list. They just drive traffic from anywhere to their website and have their visitors to give their first name and email address in exchange for a free ebook about random topic in their market.

And when they try to promote a product, nobody buys because in turns out that their list are full of freebie seekers instead of hungry buyers.

In order to gather a more qualified customers, you should 'select' them from the beginning. State in your opt in page what are the problems and then invite them to opt in in order to get the solutions you are providing.

3) Get your customers to trust you and your products first.

Just launching your opt-in list would not make you an expert and a trust-worthy seller. Put many articles first before you start an opt-in list. Write about the topic you know and used for your site. Try to setup a forum first to gain knowledge about your customers about their wants and needs. And then target those wants and needs.

Join forums from other sites as well. Provide expert advices and recommendations. When you feel that people trust you already, you will be able to start your own opt-in list.

You can build a base as well with other forum users. You can ask them to join your list. Friends are always good customers. Put up a link to your site so that they may be able to see what you're business is all about.

The certain truth is, the money will only come in when the consumers and subscribers believe and trust in you.

They want a product or service that could be a good exchange for their money. People are not going to buy something out of your recommendation if they do not know you.

4) Find a product or service that people want and need.

Invest your time, effort and money to research about a service or a product before you recommend them to your subscribers. Many people don't do this. They just blantly promote stuff to their list. This act will hurt, not just their reputation but also their bottom line.

You can also make friends with service or product providers. Get to know the people who are behind a service or a product. This way you could confidently recommend something from someone you know better will give the best for their customers.

One more thing you need to understand. While it is true that it is best to sell something that you have interest in, there are not many people who have the same interest as you if you decide to sell something that is not entirely popular or profitable.

Do your research well and you would see the profits come in.

5) Make friends with other opt-in list users.

This is basically beneficial especially if it is someone who has already launched a successful opt-in list. These are people that have the experience in this venture and experience is still the best teacher. While there are many articles available for you in the internet to use, there is nothing like getting a first hand account from someone you trust.

Experienced opt-in list users will be able to tell you what to do and what not to do because they have gone through it.

While different situations occur for different people, the general concept can still be very helpful. There are many things to avoid and these people will be able to tell you which ones.

Conclusion

Building a profitable opt-in list do not just happen overnight. There are many preparations and effort to do. Opt-in lists are built from scratch, as your list grows, you should also maintain the quality of your list.

Keep it organized and manageable. Get or hire help if needed, just make sure that your subscribers are happy and satisfied, and they will be willing to buy from you more.

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