

**So, you have finally realized that you need to build a profitable opt-in list for your business.**

Building a profitable opt-in list of eager subscribers is the single most important step you should take to get most out of your website.

OR

- Maybe you already have an optin list and but you are not able to achieve the level of success that you deserve or you can get.
- You may have hired writers to write email sales letters for you
- You are spending money in some other promotional methods for building your list.
- You already have a big list but only a small ratio of people buying from you.

As a result, you are losing profits, you will realize after 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 people make is that they just start writing about a popular topic or on a subject they know about and believe that it would earn them money. This is just not going to happen, just because you wrote people from the list does not mean they are going to buy promptly.

**Today we will talk about**

- Some tips about building a profitable optin list of eager subscribers.
- Advice for those who have an optin list already but failed to get maximum out of it.

**Winning the Trust of Your Audience**

Just launching an opt-in list may not be enough to help you achieving your goals of building a profitable list of loyal subscribers. Rather it will be a great idea if you put some articles and valuable content on your site first. Once your visitors see & read your content they will like to follow you and learn from you. This way you will be able to build your list more effectively.

I am not telling you to wait for 6 months or a year before putting an optin form on your site,

but at least you should have 10-15 quality articles and some pages with good quality content before taking a step of building an optin list.

This way you will be able to win the trust of your readers. They will be able to know how knowledgeable you are about your niche and how valuable your content is for them.

Other ways of prove your authority and knowledge about your topic is to join relevant forums & put your article links there (with signature or through posts). Give recommendations, provide expert advice & build your credibility.

Once you feel that people are starting to trust you, you will be able to start your own opt-in list. Put up a link to your site so that they may be able to see what you're business is all about.

The truth is people become customers when they trust and believe in you & your products or services. By creating a level of trust in your reader's mind, you will be able to build the most profitable email list of hungry buyers who are always ready to believe in your recommendations.

## **Offering A Product or Service That People Need**

Always focus on offering the product or service that people are looking for. This increases your chance of making more sales and income from your email list.

For example, If you have a list of subscribers who are interested in losing weight, you need to know what the biggest hurdle is that makes it difficult for them to achieve their weight loss goals.

### **Are they taking too much Junk Food?**

### **Is exercise missing from their daily life routine?...etc**

You can learn more about your subscribers by taking a survey. A short survey of 5-10 relevant questions that can give you as much required information as possible about them so that you can offer them relevant products or services. This will greatly increase your chances of improving your sales through your email list.

So, Do your research well & know about your email subscribers, you would see the profits come in.

## **Making Other Opt-in list Owners Your Friend**

Another way to learn how to launch a successful opt-in list or making your existing email list a profitable one is by making friends with successful opt-in lists.

Experience is the best teacher and these people will tell you ups & downs of building a successful opt-in list as they have experience in this venture.

They will guide you what to do and what to avoid for building a highly effective email list because they have gone through these steps. Although every person may experience different situations during the process but the general concept can still be helpful & can improve your knowledge and skills to assist you in building your opt-in list effectively.

Building a successful opt-in list is a continuing process. You need to constantly learn, do preparations and take steps that convert your email list from an ordinary one to a profitable one.

While your email list grows, you also need to maintain its quality by keeping it manageable and organized. You may also need to hire some help to make sure your list of subscribers stay satisfied, happy & willing to buy from you.

**P.S:** Checkout my article "[Building a Highly-targeted Optin Email List For Your Business](#)" for more list building tips and some recommended list building tools for building an email list.