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Australian Language & Literacy Matters ,2004 The Essential Guide To List Building RD king, One of the largest expenses for businesses is drawing in customers and turning them into sales It takes time effort and money to draw in your customers have them purchase an item from you and never come back If the customer comes in but doesn t buy anything then it s a hit to your bottom line Building a list allows you to collect a large number of people with minimal effort so you can sell to the same people repeatedly Building a list establishes relationships so you can reach out to your subscribers again and again until they convert into paying and hopefully returning customers Here are just some of the things you ll find inside this report Learn how to build email lists from choosing an autoresponder provider developing something to give away and building your offer through to generating traffic and subscribers How to do your research and develop an irresistible offer that will really pull those subscribers in How to build the all important squeeze page Choosing an autoresponder provider and how to set up your list step by step Monetizing your list building offer so that you can make money at the same time as generating subscribers Ideas for driving traffic to your offer and much much more

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