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# Opt-in Email Lists: Why You Need One

Opt-in Email Lists are fast becoming a vital part of internet marketing and may literally determine whether your business fails or succeeds.

Though many of us may become a bit nervous with the idea of requesting e-mail addresses from possible customers for fear of scaring them away, it's a necessity if you want to get the [increased traffic](#) and major sales that successful websites experience.

You might be questioning why opt-in email lists are so important and why they're referred to as gold mines.

That's a good question. Most people don't understand how effective a tool an opt-in list is. Let me explain.

The first reason Opt-in Email Lists are so important is:

Most people don't buy something during their initial visit to a website.

Research has shown that the average internet customer makes an average of seven visits to the same site before actually buying something. In seven visits it isn't hard to lose a customer to competitors unless you give them a reason to return.

That's where your opt-in email list enters the picture. If you can get visitors to sign up for or 'opt-in' to your mailing list or newsletter, you have a way to lure them back to your site.

It doesn't end with simply getting them to return either.

The second reason opt-in email lists are important is:

Statistics show that 70 percent of e-mail users have made a purchase after receiving an e-mail advertisement. Think about the number of sales you could be losing if you don't have your own opt-in email list.

There is a lot to think about where opt-in email lists are concerned.

Although you might be worried about giving the wrong impression when requesting a customer's e-mail address the figures speak loudly.

Keep in mind; the people on your mailing list have requested e-mails from you, regardless of whether they are newsletters, promotions, special offers or updates. These customers have given you their trust and that, in the end, is where your sales originate.

Now, how do you actually make money from opt-in email lists?

The most obvious way to [make money with your mailing list](#) is to constantly add new subscribers to it.

It is necessary to have a large amount of visitors to your site to do this. If you send out regular mailings to your customers you can encourage them to forward the message by offering specials or freebies for new subscribers.

You also need to make certain that your visitors can quickly and easily find how to subscribe to your opt-in list on your website.

Compelling offers will work wonders for helping you use your opt-in list to make money.

These can include free e-books, newsletters and free articles on relative subjects or a series of [free how-to videos](#) related to your product.

Any of these things can be sent through e-mail, or you can place them on your site to encourage people to go there and download the item. Just make certain they won't be hard to find.

While extending these offers, be sure to tell your readers how much you would like to have them forward the newsletter.

Make certain to include an easy-to-read signature on the mailing that lists your name, your company's name and any other contact information. As long as the message is important and offers value your readers will gladly pass it along to others.

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