

"How to Skyrocket Your Opt-In Rate in One Easy Internet Marketing Lesson!"

By Keith L. Jones of [Internet Business Toolkit](#)

There's one very easy tactic to skyrocket the opt-in rate for your list.

You'll see every Internet Marketing expert doing it, but it's a tactic that's overlooked by most newbies.

In fact, they probably don't overlook it, they're probably too scared to use it!

Read this article now to discover the number one tactic to skyrocketing your opt-in list ...

In today's article I'm going to share a very powerful Internet Marketing tactic to help you build your **opt-in list**.

This tactic, if used correctly will skyrocket your opt-in subscription rate... but used wrongly, it could damage your image, so be warned!

OK, this is very simple.

You want people to sign up to your list...

You want them to give you their email address...

But, as you well know, people are reluctant to give out their email address these days because of all the problems with spam.

So, how do you get them to sign up to your list?

What can you do to make them feel confident that you're genuine and won't bombard them with useless information 3 or 4 times a day?

The answer's quite simple...

You give them something... for nothing!

Yes, you heard correct!

You give them something for nothing...

absolutely free...

no charge...

no commitment...

nothing!

Now, here's where you have to be careful...

You must give them something of value!

Give them rubbish and you can be sure as day's day and night's night, they won't sign up to your list!

You must give them something relevant!

If your niche's aimed at vegetarians don't give them a product connected to cooking the best roast beef dinner! That may sound obvious, but you'd be surprised how many people get it wrong!

Give people irrelevant information or low-quality information or products and you'll lose all credibility... and you'll lose it very fast!

Look, nobody expects you to be perfect.

Just be yourself...

be genuine...

and try and help people.

Don't look for quick sales and quick profits.

To do well on the Internet with your marketing, you need to build a reputation, you need to build trust.

So, how do you do that?

What do you give people?

Create your own eBook. It doesn't have to be too big. Ten pages or more should do it. Write it on a topic that's in the news within your niche. You can search Google for blogs or forums in your niche to find out what's hot. Make it interesting and useful and add a touch of humour. Above all else, make it unique; make it yours.

If you're short of ideas, do some research. Read some articles, refer to some books. Write down some notes and then create your own article based on those notes adding your own thoughts and conclusions.

When you've done that, find some other quality free products within your niche to add to it and offer those as well. But not too many! Just stick to five or six, ten at most.

Think about creating a free member's area on your website, where you can offer other free information, advice, recommendations etc... just like I have on my site!

Tempt people with free mini-courses.

Offer free life-time support via email.

Now be creative... think of something you can do that nobody else's doing!

OK, get the idea?

God Bless.

A handwritten signature in blue ink that reads "Keith". The signature is stylized with a long horizontal flourish underneath the name.

Keith Jones, author of How To Build An Internet Business, is an Internet Marketing Entrepreneur and Life Improvement Coach.

Look out for more articles coming very soon. If you want more information about building your list and other Internet Marketing tactics, visit <http://www.internet-business-toolkit.com> where you can download tons of free information.

Key Resources

[List and Traffic - Jimmy D Brown](#)

[How To Build and PROFIT From Your Own Lists - Mark Hendricks](#)

Click on the links above for more information.