



List Building Is Your Affiliate Marketing Bread And Butter!

The term 'Bread and Butter' is used to denote the main substance of a business. "That trick is his 'Bread and Butter' trick." This means that it is the backbone of his act and that he depends on it and relies on it regularly to sustain his business.

This term also applies to list building and Internet Marketing. You just can't have one without the other. You can't separate the two because they belong together and, likewise; they are the sustaining part of an Internet marketers business.

List building is the first, most important and most constant of all the tasks that Internet marketers engage in. Their lists are their bread and butter and their lists and their businesses belong together. Neither can exist without the other.

You won't have to wander around the Internet very long before you will find people saying that list building just isn't important... and that it isn't even necessary. Don't you believe one word of that hooey... and that is precisely what it is... hooey!

So remember... You HAVE to have a list...

So, let's discuss ways in which you can go about building that bread and butter opt-in list. There are several ways that have been proven to be very effective list building techniques.

One way to build your bread and butter opt-in list is to write articles and submit them to article banks.

If you weren't blessed with any writing ability at all or if you simply do not have the time to devote to writing articles, you can have articles written for you by ghostwriters or you can join a PLR site and download articles that will just need some rewriting to prevent them from being identified as duplicate content by search engine spiders. These articles need to be no longer than 300 to 400 words and they need to be keyword rich. Your resource box needs to include your name and a link to your website where people can join your list.

Another proven list building technique is to join and post to blogs and forums that are dedicated to a topic that relates to the products and services that you sell.

You must be careful not to post blatant advertisements on these sites. That's a big no-no. You will need to post 3 to 5 times each and every week to these sites and your signature on your posts needs to be your name and a link to your website where people can join your list.

Then there is paid advertising to consider for the purpose of list building.

A PPC (Pay Per Click) campaign is not free, of course, but if your list is greatly increased because of it then it will be money that has been well spent. PPC campaigns are very effective tools for list building... and more especially so if you can give something away for free. People do love 'free'. Free reports... free utilities... free E-Books... if it's free, it adds to your bread and butter opt-in list.

A very effective, and maybe even the most effective, way to use paid advertising to build your list is to advertise in E-zines that relate to the topic of your website and to the products and services that you sell.



E-zine advertising is very targeted advertising that has proven to be effective as well as cost effective. The people who will see your advertisement are the very people who are most likely to buy the products or services that you sell. You can usually get an advertisement in an E-zine for \$30 or less.

The well established and savvy Internet marketers all know just how important list building is. List building is at the top of their 'to-do' list every single day. List building is never considered a side effect... it is the object of their attraction to every enterprise that they consider undertaking. They know that their lists really are their bread and butter. They fully understand that without their lists that they are without a business and you should believe that with all your heart because it is true.

Start today and every day off with tactics that will build your list for you, and in no time you'll be a huge super affiliate that can create money on demand by utilizing their list!

If you'd like to learn more about having a list and using it as your "bread and butter" for your business, then I highly recommend that you check out the [**My 7 Day Income Workshop**](#)

In this workshop, you'll learn how to get your own list building website setup, how to promote affiliate products to the list you'll build, and how to get traffic to your site to build that list. Literally everything is covered from A-Z. You'll also get access to one of the best Internet marketing coaches around who will be their daily to help you out.

I can't recommend this course enough. Head over to [My 7 Day Income Workshop](http://www.linkbrander.com/lb/3332) right now and grab your spot now, so you can start making money online right away... <http://www.linkbrander.com/lb/3332>

Best to us all,

Kevin

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