

Building Your List with Articles

You can build your list simply by writing articles, whether you have thought of it or not.

Quite simply, you write and submit your articles on your topic of expertise or business nature to popular article directories where eZine publishers and readers are looking for the information you provide.

Leveraging your viral marketing efforts on article writing can be rewarding, if done right. In the real sense, you are actually proving your worth and demonstrating your expertise about your business through the articles you write.

So, how can this method in effect build your mailing list? The answer: the resource box you attach to your articles. In your resource box (also known as bio box), you include a brief detail about yourself and your business site together with its URL.

It is strongly suggested that your resource box URL links to your mailing list's landing page where you can get your visitor's name and email address, which will in turn help you build your mailing list at no cost.

If your articles are found worth sharing, eZine publishers will republish your articles together with your resource box for their readers and subscribers. The wonderful result: viral marketing without effort on your part!

You can start by writing and submitting your articles to trusted article submitter sites such as <http://www.articlemarketer.com/> and begin your article marketing journey today.

[Insert Your Resource Box Here]

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