

## Building Your List with Give Away Ventures

With the awareness of the importance of list building, comes a recent Internet Marketing trend which was started just a couple of years ago for the mutual benefits of all Internet Marketers and mailing list owners.

This method is more recognized as a "starting a Give Away venture".

In a real sense, a Give Away event is much like a big time version of ad swaps. In a nutshell, a group of mailing list owners partner together and pool in their individual gifts in one limited-time event.

Each participating partner contributes a gift to the event. The gift can be a free product, membership pass or a product he is already selling (if he is kind enough to offer into the event).

The participating partner prepares a Lead Capture Page where he gives the gift in exchange for the subscriber's email address. In other words, in order for a visitor to download the digital gift, he must opt in and subscribe to your mailing list.

When the gifts are pooled together into one event (site), every partner will then endorse the Give Away event to their own mailing lists.

The result: lots of visitors to one event as a collective effort of several participating partners!

With so many visitors downloading gifts from one focused event, it is a true win-win situation. This is because the visitors get to download several free gifts for their own use and every partner gets to build their own mailing list!

You can easily get notified about a Give Away event in the making by communicating with other Internet Marketers often or participating in Internet Marketing discussion and Joint Venture boards.

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