



Email List Building Strategies

Aurore Lamanon

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One of the basic fundamentals of doing business is that you must identify your target niche. That is to say, you must know who you are going to sell your services/products to. This process of identifying your target niche is called “laser-targeting prospects”.

This also works for Facebook users, Youtube users, and bloggers who are seeking to get more subscribers. They must identify their target niche through laser-targeting.

The purpose: businesses will be able to focus their time and energy where it matters most. They will be able to avoid exerting unnecessary efforts which can be costly and expensive on their part.

Let us take a look at an example: Facebook charges you for advertising your brand. You have the option to either reach fewer people or more people with your advertisement. If you choose to reach more people, Facebook will charge you a higher fee.

So if you are selling women’s clothes for example, it will be unnecessary and very costly to include male Facebook users in your demography of advertisement.

This is an example of why laser-targeting is very important. It will help you save thousands of money. And as mentioned earlier, you will be able to focus your time and energy on market niches that matter most.

But “laser-targeting prospects” is not limited to finding potential customers. It can also include the following: making a list of possible suppliers, making a list of possible advertisers (people who will post your links), and many other applications.

However, laser-targeting is not an easy task. It is simple, yes, but very few people really know how to do it properly – even some who have the technical skills necessary to execute laser-targeting lack the technique to do it right.

So how do you become better at laser-targeting? Experience is important. However, this eBook will be a good start for you.

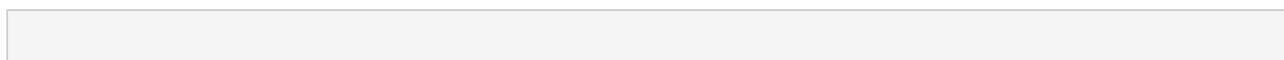
In here, we compiled 30 useful tips that will help you perform laser-targeting in the most effective way possible.

For the first part, we will teach you how to “identify your target niche”.

For the second part, third part, and fourth part, we will teach you how to perform laser-targeting with Facebook, Twitter, and Youtube respectively.

And for the last part, the more technical part, we will teach you how to generate backlinks and increase your website’s page rank. We will also tell you how these techniques go hand-in-hand with laser targeting.

So without further ado, we bring to you the 30 tips to doing effective laser-targeting.



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Joyce Cassady:

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