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# **The Important Facts You Must Know About Video Marketing**

## [Video Marketing](#)

Bigger profit made possible through [video marketing](#)

Many people just don't seem to see how essential it is to have a list of people to email. You can read it on just about every Internet marketing web site on the Internet "The Money Is In The List". I have been asked over and over if people can merely use safelists and other list building programs or if they should build their own lists. In the following paragraphs I will tackle this question and explain to you just how and why you should be utilizing safelists and your own lists.

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Let's start off with safelists. This is a membership website made up of hundreds or even thousands of people who are into Internet marketing. Normally, you have the option to join free of charge but 99% of these sites have extra features for those who prefer to pay for them. Everyone who signs up for these sites automatically agree to allow other members to send them their emails. Most safelists will feature a link in the email that you have to click for you to earn credits. These credits can then be used to send your offers to other list members. Remember that the other safelist members are the same as you -- they want to email people and receive traffic but they don't want to purchase something that another member is telling them about. Don't take me the wrong way, it is possible to earn money with these programs but it will be rare, not enough to make all your time clicking links worth it. Nevertheless, safelists have a spot in Internet marketing. Now, if you would like to have your own email list, safelists can help you develop it. Basically, all you have to do is to bribe people with something of value that you give to them free of charge and they give you their email address. This is the most painless way to start developing your own email list. Now, there is one thing you truly must realize if you're serious about becoming and remaining an Internet marketer and that is You Need Your Own Mailing List. Just about any thriving Internet marketer will tell you that each individual on your own email list is worth about \$1 a month. While that may not seem like a lot, what happens if you have your own email list of 5,000 or 10,000 people? This is an average since everyone on your email list is not going to just purchase a \$1 product from you every month. The way it works out is, when you have people on your email list they are more likely to purchase from you as long as you offer quality, and you should be able to sell 1 product every month to every 1 person out of 50 who are on your email list. Hence, if you have 50 people on your email list and you sell just 1 item worth \$50 to a person on your email list in a month's time, that is how you get your average, and when you think about it, it's not that difficult to do. The best thing is when it is your email list you can send your emails whenever you wish. And unlike safelists that limit your mailings and the number of people you can mail to, you can build your email list as big as you want and email them whenever you like. In addition, you are not limited on how you develop your email list, feel free to employ any method you want. Safelists are only one way to help you get started. One strategy which is extremely popular is just by placing a form on your website or blog so people can sign up for your free newsletter. It doesn't stop there however, you can employ any strategy or program you wish that can help you grow your email list. The point is it is endless. So which one must you use -- safelists or your own email list? Once again, safelists are great for helping you start your own email list, but building your own list has to be your priority.

Before you gain lots of views and start earning profit from your videos, you must know first [what is video marketing](#)

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