

Why Email Marketing Is A Great Home Business Income Opportunity

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By Ben Needles

In a traditional business profitability is viewed from the standpoint of assets and liabilities. When you consider a home business income opportunity many times these two things are forgotten. In this article we want to talk about why email marketing makes a great home business income opportunity from the standpoint of assets and liabilities.

Most home businesses are started with very little out of pocket expenses. Today you certainly need a computer with Internet access, and you might even need a separate room where you set up an office. This would include traditional things such as a desk, chair, office supplies, a printer, and so on.

These would all be considered assets, but for the most part, with the exception of a computer with Internet access, none of the rest of them are required. Therefore you have very liabilities when it comes to starting a home business either.

You may consider taking a home business loan to fund your business at the outset, but that would not have to be very large and could be quickly repaid out of your profits. One asset though that far outweighs anything else you can do in your business is your email marketing opt in list.

From a home business income opportunity standpoint email marketing offers a tremendous upside. The main benefit of having an e-mail list of subscribers is you can access it at any time you want.

This means that once you have a persons name and e-mail address you can e-mail them with permission as many times as you want in the future, or until they unsubscribe from your list. Think about the primary benefit of this from an income opportunity standpoint.

The larger your list the more potential income it can bring to you. Whenever you have a new product that you want to announce you can email it out to your list. Over time you will be able to chart statistics to see what percentage of people actually make a purchase from you.

This gives you an incentive to build an even larger list of opt in subscribers. The larger your list the more potential income it brings to you.

You can see how this becomes an asset to your business. Eventually you would have to do nothing but mail to your subscribers to make money every month. For this reason you can see why email marketing can be such a great home business income opportunity for you to work on.

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