

# ULTIMATE LIST BUILDER'S COMPANION



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# 1. INTRODUCTION: WHO NEEDS A LIST?

One of the great things about building your business online is that you have the potential to reach thousands of people. But what happens when people find your website or blog? They may spend a few minutes there. Some of them may bookmark it and return to it later. However, a lot of people may click out and may never find your page again.

If you want to make money on the internet, this can't happen. You not only want people to stay at your site long enough to be interested in what you have to offer, but you also want them to return. This is exactly why it is a good idea to build a list.

Why do you need a list?

- It encourages people to visit your website.
- You can make more money.
- Increase customer loyalty.
- Encourages customers to make multiple purchases.

These are just some of the benefits of having a list. In short, if you want to make money on the internet, the list is essential if you want to maximize your profits.

## **What is a List?**

In internet terms, a list is a collection of names. Basically it is a list of people who at one time had been interested in you, your niche, or the content on your website or blog.

When they sign up, it provides you with the validation you need that people are genuinely interested in the information you have to offer. This tells you that there is a good chance they will be willing to purchase a product from you in order to get more information.

People sign up by giving you their name and email address. You in turn send out a newsletter at regular intervals. You can send the newsletter once a quarter, once a month, once a week, or several times a week. Keep in mind that in order to make your list as effective as possible, you need to send something often so that people will remember you.

## **What kinds of lists are there?**

There are several different kinds of lists you can build. The most common people use is called a "double opt-in". What this means is that the individual will first give you their name and email address. This is the first opt-in phase. They are then sent an email that will tell them to click the link in the email if they really want to be part of the list. This is the second opt-in phase.

This is really the preferred method as opposed to a single opt-in. The second phase is really for security. Otherwise, there is really nothing to stop someone from signing you up for the list without your permission.

The extra level of security can go a long way to convince someone that they should sign up with you. If some people are hesitant, they will be happy to know that your system makes it virtually impossible for someone to use their identity to get information.

## **Who Needs a List?**

If you have a business you want to promote, either online or off, you need a list. It is more than just a name and an address. These are your customers and potential customers.

You convince potential customers to turn into customers by providing them with great content and a sales pitch or two. This is also a way to drive more traffic to your site and to get repeat sales from your existing customers.

If you don't have an ample list built up, it will be harder to get people to buy your products online. There is a lot of competition. If they are going to choose to buy from you, you need to give them some incentive. The newsletter or emails that you send them will provide this.

Here is a list of people who need a list:

- People who want to maximize their profits online.
- Business owners who are concerned with turning leads into customers.
- Anyone who has a website or a blog and wants to maximize their traffic.
- Perfect for people who are doing business both online and off.

If you don't take the time to build a high quality list, you could be selling yourself short.

## **Multiple Streams of Subscribers**

We've all heard that in order to have a sustainable business you should have multiple streams of income – this meaning that if any of your sources should dry up, you still have the other income sources to fall back on. The same goes for list building. If you want to build a huge opt-in list in as short a time as possible you need to have your subscribers arriving from multiple sources continuously. Take my advice, and don't just pick out two or three techniques from this book to implement. Instead, implement as many as you can and that way your database of subscribers will increase dramatically in a very short space of time.

Having said that though, I must stress don't get overwhelmed! By this, I mean don't try and implement everything you learn on day 1. Instead, take one strategy and implement it fully before moving on to the next one. Continue to do this, one by one, until you have gone through the entire ebook.

## **What this Ebook Will Cover**

When a business owner sets out to build a list, they use different tactics. Sometimes, all they do is put a signup box on their website and leave it alone. While some people will sign up this way, this isn't necessarily the best tactic because it can take a long time.

Here are some of the topics it will cover:

- Tips to help you get started if you're new to list building.
- Basic techniques such as using a free ebook or ecourse to get people to subscribe.
- How to use web 2.0 tactics to get people to subscribe.
- Advanced techniques such as using joint ventures.
- Various white hat and black hat tactics.
- Software programs that can make your job easier.

However, if you use the strategies in this book, you'll be able to build your list quickly. It will cover both basic and advanced strategies as well as talk about different software programs you can use.

And, if you are completely new to list building, there is a small section at the beginning that will help you get started. These are the essential tools you'll need to help you set your list up and build it from scratch.

## 2. WHAT YOU NEED TO KNOW BEFORE YOU GET STARTED

Before you get started getting people to sign up for your list there are some things you need to know and some things you need to do that will help you get the most out of your list.

### The Basic Process

The idea behind building a list can be summed up in the following way:

- Invite people to sign up for your list.
- They sign up using a double opt-in process for best results.
- You provide them with great content and eventually introduce them to your products or service.
- A certain percentage will buy from you.

You can expect to make \$.50 - \$1.00 per name each month if you follow the simple formula continuously. So, if you know you want to make at least \$5000 a month from your list, you'll need as much as 10,000 people on your list.

However, despite the fact that this may seem easy, there are a lot of different methods out there for getting subscribers. Some of them will work really well for you, some may not. Your best bet is to try a variety of things. Some examples are:

- Using classified ads.
- Putting a sign up box on your site.
- Launching a pay per click campaign.

Those are just a few examples. This ebook will cover a wide variety of methods in greater detail.

One thing that beginning internet marketers notice is that the sheer volume of information out there can be overwhelming. Most people recommend that a beginner at building a list choose one or two methods and focus on those exclusively.

If one method isn't producing results, scrap it. Keep trying the different techniques outlined in this book until you find the ones that work best for you. Some methods may work better for certain niches than others. However, that is not the only factor that can affect what works and what doesn't. Since it is a highly complex process, there are many things that can affect it.

This includes:

- The personality of the list publisher.
- Amount of traffic generated. The more people who see it, the more signups you'll get.
- The niche your list is published in.
- Your content. If you have a reputation of putting out high quality content, word will spread and more people will sign up.

## **Autoresponders**

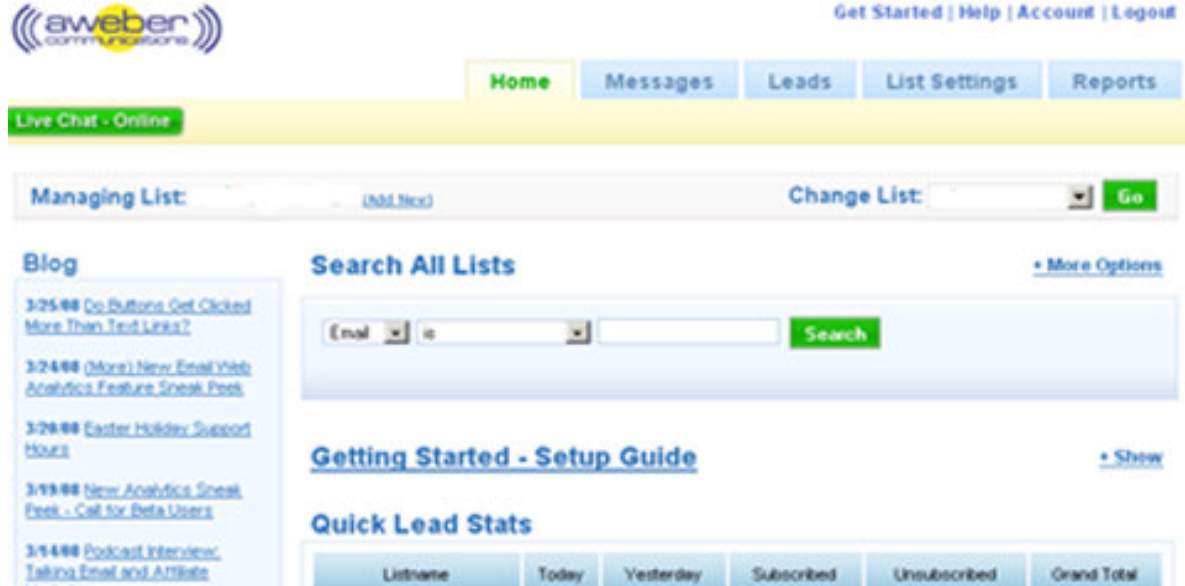
In order to keep track of all the names and email addresses of the people who belong to your list, you'll need some kind of database functionality. Some website hosting services offer this capability. However, if you have thousands of names or are planning to have this many, you should consider using an autoresponder service such as Aweber.com.

There are a lot of these companies. You'll just need to do some research to see which one best fits your needs. Here's a short list of some of the best:

- **Aweber** - [www.aweber.com](http://www.aweber.com)
- **Get Response** - <http://www.getresponse.com/>
- **Ebizac** - [www.ebizac.com](http://www.ebizac.com)
- **EmailAces** - <http://www.emailaces.com/>
- **1ShoppingCart** - <http://www.1shoppingcart.com/>
- **MailLoop** - <http://www.marketingtips.com/maillloop/>
- **IntelliContact** - <http://www.icontact.com/>

You'll have to research to see which one is best for you. They are all very similar in nature but they vary in terms of price and the kinds of packages that are offered. The right service will make your email marketing efforts a lot more effective.

Here is an example of the interface of Aweber, one of the Autoresponders on the list.



## What Will the Newsletter Be About?

In order to make your newsletter, emails, or ezine successful you need to figure out what the niche will be. For example, if you have a health website and you want to sell health related products to those on your list, your newsletter will be about health topics that directly relate to the products.

The idea is that you want people to be interested in what you are selling. The people who will be the most interested are the ones that are specifically signed up for your newsletter because that tells you that they already care about the topic. This could translate into sales.

## What Can You Send?

There are a few different kinds of things you can send to your list members. Some people send shorter emails a few times a week. The emails could have short articles or just simply a friendly letter style with a lesson or a tip.

You could also send a newsletter out or a full-fledged ezine. An ezine is typically the longest of these with multiple articles. And, you can send sales letters in between all that to advertise the things that you are promoting.

## **An Initial Word about Content**

The number one lesson you can learn when it comes to doing marketing is that content is king. This means that it needs to be:

- Well Written
- Relevant

So what does this really mean?

Good content is basically defined as something that someone found enjoyable or helpful. If your message served to inspire, educate, or was just simply entertaining, it did its job.

If the content is relevant, that means that you adhered to your niche.

If you are running a pet newsletter in order to sell an ebook you wrote about training your pets, you don't want to publish an article on losing weight with the newest supplement. You'll lose subscribers and potential sales this way.

### ***What if you can't write?***

Don't worry. There are ways to get content in this case.

- Hire a good writer to do it.
- Buy content with private label rights and rewrite it.

If you want to find a writer you can post the job on Craigslist or any of the freelance bid sites. Here are some to try:

- **Rentacoder** – [www.rentacoder.com](http://www.rentacoder.com)
- **Eance** – [www.elance.com](http://www.elance.com)
- **Get A Freelancer** – [www.getafreelancer.com](http://www.getafreelancer.com)
- **Script Lance** – [www.scriptlance.com](http://www.scriptlance.com)
- **Ifreelance** – [www.ifreelance.com](http://www.ifreelance.com)
- **Guru** – [www.guru.com](http://www.guru.com)

Make sure you screen the writers well so you can find one who is a good fit for your project.

For more advice on writing good content, see the section entitled "The three most important things about Content" which you will find towards the end of this ebook.

## **SPAM Filters**

When putting together your newsletter, it is very important that you avoid using words that will cause the email program's spam filters to pick it up.

This means that your customers and potential customers may never see the email. Words like "free" and "spam" are those that you definitely should avoid. You can find more details online concerning this. You can search for the latest information using your favorite search engine.

Here's a list of things you can do to avoid the SPAM filters:

- Avoid using words like "free" and "offer" in the message.
- Don't write in all caps.
- Never include an attachment.
- Watch your subject link – don't use words and phrases like: free, offer, if only, instant.
- Also, don't include dollar signs in the subject.

There are a lot of other things to watch out for, but this is a good start and they are relatively easy suggestions to implement.

## **Mass Email Lists**

You may have heard that you can buy names from companies who promise that you will be able to get a good amount of people on these lists to subscribe to your newsletter.

Services such as Pipeline Profits are in the lead when it comes providing mass email lists to their customers.

But do they work? Maybe, maybe not.

It is hard to predict what will work for you. What works for one person may not work for another.

Well, buying names is one of those things that may or may not work. Some internet marketers swear by this concept, others have not had much luck.

A lot of people think that you will build a higher quality list if you just take the time to invite them to sign up.

Unfortunately, there is no way to know how effective the list you purchased is. If you are curious, you can try this method out and see for yourself.

Some services to try include:

- **Pipeline Profits** - <http://www.pipelineprofits.com/open/>
- **Nitro List Builder** - <http://nitrolistbuilder.com/>
- **Get Response** - [http://www.getresponse.com/leads\\_offer.html](http://www.getresponse.com/leads_offer.html)

This is a good place to start but you may want to ask around and see if you can find people who have used them and how it worked for them before you try it.

## **Security Considerations**

One thing that may make people hesitate to sign up for your newsletter, emails, or ezine is that they may be afraid they will get the emails forever.

These are the things your list members need to know to put their mind at ease:

- They can cancel at any time.
- You will not share their information with anyone.
- You will not sell their information to anyone.
- That you won't SPAM them.

Once you have their information, it is only so they can receive your mailings. No one wants their name sold or given away so they can receive more SPAM mail.

# 3. LIST BUILDING BASICS

Once you have the details squared away, your next step is to start promoting your list so that you can maximize your signups.

Promoting your list is about more than driving traffic to your website, although more traffic does help. Sometimes, you need to go that extra step to win people over and turn them into customers.

On the internet, going the extra step means providing them with free content above and beyond the free newsletter. There are a lot of newsletters out there – you will need a way to make yourself stand apart from the rest.

This chapter will outline the basics you'll need to get started promoting your list and increasing your signups.

## The Signup Box

The very first thing you should do is place a signup box on every page on your website or blog.

Many people only place the signup box on the first page. By placing the box on every page, you automatically have an edge over the people who don't.

At its most basic, the signup box asks for the person's first name and email address.

Here is an example of what a basic signup box looks like:

Name:

Email:

Your autoresponder will generate the code for this. It will also allow you to add text at the top. Most people use that space to talk about what they will be giving away for free.

The name and email is the maximum you should ask for. This is because long signup forms often make people nervous. They don't want to give away their

information. Some people also may not have the patience to fill everything out. You also may want to include a few words at the top of the box telling them to signup and detailing what they'll get for free for doing so.

## The Squeeze Page

The page where you place your signup box is called a squeeze page. Since you may have multiple signup boxes located on different websites, you should designate a main one where you will direct traffic to when you do other forms of marketing.

Here's an example squeeze page at

<http://www.chrisfreville.com/trafficsecret.php>

**“Here's The #1 Traffic Secret...  
That Only The Big Boys Use...”**

This method is what makes most internet marketers **99% of their money** and it's a jealously guarded secret that they will NOT share with you.

This method takes products from **\$0 in sales to \$1,000,000+ launch days** and you are about to learn all the secrets...

This method is not...

- ◆ NOT SEO
- ◆ NOT Web 2.0
- ◆ NOT eBay
- ◆ NOT Forums
- ◆ NOT Pay Per Click
- ◆ NOT Blogging

To find out what it is...

Just enter your first name and valid email then click the “Free Instant Access!” button to enter.

First Name:

Primary Email Address:

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Your privacy is assured - We won't share your information with anyone.

A squeeze page is a web page with no links to any other pages. A potential subscriber comes to your page (let's call them a suspect for now) and all they can see is your offer followed by an opt-in box where they can enter their name and email address and a subscribe button. The idea is to squeeze your suspect into becoming a prospect. The way you do this is to provide just enough (but no more) information about your product/service/e-zine to make them want more. In order for them to receive what they want they have to enter their name and email into your opt-in box.

Once they press the submit button you have a choice of either immediately re-directing them to your sales letter page, or you can ask them to confirm their opt-in by checking their email. More about this second technique later, but for now the best thing is to simply re-direct them to your sales page.

You may think that by implementing a squeeze page you're going to lose out on a whole bunch of visitors not seeing your main sales page because they don't want to opt-in. The truth is why you should worry about losing these low quality suspects? Squeeze pages really do work and you'll come across them all the time in many different niche markets.

Think of it this way, its better to have a warm lead than no lead at all. If you read any kind of marketing material you've probably come across the saying that it takes an average of 7 times for a prospect to see a sales message before actually deciding they want to buy. If you don't get subscribers opted in to your database then you're going to need 7 times more traffic in order to make that sale. Get them opted in.

Some people like to set up a one page mini-website devoted to the newsletter alone. This is a good idea because it can help organize your list building efforts when you implement other forms of marketing.

There are several things you need to do in order to make sure that this page is optimized so that you will get the maximum amount of signups. Here's a list:

- Tell people that you will never SPAM and will always keep their information private.
- Use the URL of your squeeze page when promoting your work throughout the internet (such as in forum signatures and email signatures).
- Make sure the signup box is highly visible and the first thing that you see when the page loads.
- If you're giving something away for free, include a photo or image of the cover (or generate one yourself if it is an original product).

It is worth your while to implement all of these techniques so that you can capture as many signups as you can.

## **Give Something for Free**

This is one of the most important things you can do. Not only will it encourage people to signup for your list, but it will also help build what is known as "list loyalty". If the members of your list are loyal, they will be more likely to buy products from you in the future.

Some examples of things to give away include:

- Free scripts and software programs.
- Helpful audio files and videos
- Free ebooks and special reports
- Ecourses covering essential topics in your niche

You can give away anything you want, as long as it pertains to your niche. All of the above techniques are a great way to entice your visitors to opt-in using what's called an ethical bribe. Your bribing them with your report or video or whatever it is – just make sure its interesting, content rich and on-topic.

The most common things to give away are special reports, ebooks, and email courses. Make sure you choose something that will interest your future subscribers.

If you think laterally, you'll come up with hundreds of ideas for your give-aways. Make it appealing to your visitor by using phrases such as

Seven Closely Guarded Secrets on \_\_\_\_\_

Or

The Three Biggest Mistakes on \_\_\_\_\_ and How To Avoid Them.

Or

Twelve things you never knew about \_\_\_\_\_

Make the content either into a video, audio or PDF and add links back to your main sales page.

## Classified Ads

Ads are another powerful way to generate signups. There are several places you can post your ads include other newsletters, classified ad sites like Craigslist and Usfreeads, and even other websites. However, note that things like banner advertising are not typically effective.

Some free sites where you can advertise include:

- **Craigslist** – [www.craigslist.com](http://www.craigslist.com)
- **USFreeAds** – [www.usfreeads.com](http://www.usfreeads.com)
- **ClassifiedAds** - <http://www.classifiedads.com/>
- **Free Classified Ads** - <http://www.freeclassifiedads.com/>
- **Domestic Sale** - <http://www.domesticsale.com/>

When advertising in other newsletters you have the choice between a solo ad which is a separate mailing devoted completely to your newsletter, a top ad which goes at the very top of the newsletter, or an ad within the content.

Here's what you need to do to advertise in newsletters:

1. Find a newsletter in a niche that is the same or similar to yours.
2. Subscribe to that newsletter and read a few issues.
3. Contact the publisher to see what the ad rates are.
4. Make your decision about the type of ad you want to run and for how long.
5. If the ad campaign is successful, consider renewing it.

You can also do an ad swap with other publishers. For example, you can arrange with a publisher that you will run a top ad for their newsletter as long as they run one for you.

## Ad Swaps

One of my favorite ways to really boost the size of your list quickly is to do an Ad Swap with another marketer.

You need to have at least some kind of list before you can attempt this, but even with just a few hundred subscribers you can still get a foot-hold into this highly successful tactic.

So, what is an Ad Swap?

Simply put, you find a marketing partner where you offer to send your subscribers to their squeeze page, and in return they'll send a similar number of subscribers to your squeeze page.

You don't need to have the same size lists, but you do need to agree on a number to swap. For example, you may have 5000 subscribers and your partner may have 10,000 subscribers. In this case you would agree to swap 5000 subscribers and the partner with the larger list would only send the email Ad to a portion of their list.

Of course, you'll need to find someone in the same niche as you - relevancy is key here. You can find fellow marketers in all manner of places.

If dealing with someone you're not 100% sure about, ask to see some kind of proof of their list size, such as screen shot.

When approaching potential partners, be short and punchy. Most marketers are extremely busy so they're not going to want to read a long email. Just ask are they willing to do an Ad Swap.

Once you've agreed to do a swap, you'll need to set up your squeeze page.

Here's a great tip - make the squeeze page specific to the marketer you're swapping with. You'll far more likely get a positive response (and it's more personal). Here's one I set up for Dylan Loh's subscribers:

<http://www.web20stampede.com/dylan.htm>

You can also set up a One Time Offer page, which your new subscribers will see immediately after opting in. This is completely optional, and to be honest I'd recommend you don't do it because you should be looking after your new subscribers for the long term and not pitch them with offers just 2 minutes after they've first met you.

A second tip, is to prepare in advance the email text your partner is going to use to broadcast to their list. Firstly, you can tailor it exactly to how you want it to read and test out different subject lines etc. Secondly, many marketers are lazy, and if you can give something they just need to cut and paste then it's a win-win situation. Your partner may have some sample text for you to use too. If not, just ask - it's in their interests too!

Having put everything in place, the final step is to agree on a date for the Ad Swap. I recommend you both doing it on the same date.

Then just sit back and watch the subscribers flood in. Depending on your swap size you could easily achieve 500+ new subscribers in a single day.

Some marketers with larger lists may not send their best customers could send just subscribers, but that's something you'll have to accept. Unless you agree up front - do something for the other marketer.

## Article Marketing

This is a great method that can drive traffic to your squeeze page and to help build your reputation which will also increase signups.

How article marketing works is that you write an article with helpful information within your niche. At the end of the article, you include a resource box with a link to your squeeze page.

You then submit the article to various article directory websites such as ezinearticles.com, searchwarp.com, and goarticles.com.

If someone uses that article in their newsletter, they are required to include the resource box. When someone reads the article and likes it, they'll often click to your website for more information.

Here is a list of some of the most common sites that you can use for your article marketing.

- **Ezinearticles** – [www.ezinearticles.com](http://www.ezinearticles.com)
- **Go Articles** – [www.goarticles.com](http://www.goarticles.com)
- **Search Warp** – [www.searchwarp.com](http://www.searchwarp.com)
- **Article Dashboard** – [www.articledashboard.com](http://www.articledashboard.com)

There are hundreds, if not thousands, of article directory sites. Some focus on a particular niche, others have a variety of categories.

Remember to adhere to the rules or else you may get your account banned. Some of them don't let you put links, especially affiliate links, in the article. You also need to be careful not to put affiliate links in the resource box. Some allow it, others don't.

It also pays off to perfect the art of writing your source box. The idea behind the source box is to entice the reader to click the link. In this case, your link will be the squeeze page.

One of the most common of those is Ezinearticles.com. Here's what the site looks like as you log in:

<b>EzineArticles For Authors</b> <ul style="list-style-type: none"><li>• <a href="#">Submit Articles</a></li><li>• <a href="#">Members Login</a></li><li>• <a href="#">Benefits</a></li><li>• <a href="#">Recent Articles</a></li><li>• <a href="#">Expert Authors</a></li><li>• <a href="#">Experts By Location</a></li><li>• <a href="#">Read Endorsements</a></li><li>• <a href="#">Editorial Guidelines</a></li><li>• <a href="#">Author TOS</a></li></ul>	<b>Article Categories</b> <ul style="list-style-type: none"><li>• <a href="#">Business</a></li><li>• <a href="#">Internet and Businesses Online</a></li><li>• <a href="#">Finance</a></li><li>• <a href="#">Investing</a></li><li>• <a href="#">Insurance</a></li><li>• <a href="#">Legal</a></li><li>• <a href="#">Real Estate</a></li><li>• <a href="#">Home Based Business</a></li><li>• <a href="#">Writing and Speaking</a></li><li>• <a href="#">Computers and Technology</a></li><li>• <a href="#">Gaming</a></li><li>• <a href="#">Communications</a></li><li>• <a href="#">News and Society</a></li><li>• <a href="#">Relationships</a></li><li>• <a href="#">Reference and Education</a></li><li>• <a href="#">Health and Fitness</a></li><li>• <a href="#">Self Improvement</a></li><li>• <a href="#">Recreation and Sports</a></li><li>• <a href="#">Travel and Leisure</a></li><li>• <a href="#">Home Improvement</a></li><li>• <a href="#">Home and Family</a></li><li>• <a href="#">Pets</a></li><li>• <a href="#">Automotive</a></li><li>• <a href="#">Cancer</a></li><li>• <a href="#">Food and Drink</a></li><li>• <a href="#">Eids and Teens</a></li><li>• <a href="#">Women's Interests</a></li><li>• <a href="#">Arts and Entertainment</a></li><li>• <a href="#">Shopping and Product Reviews</a></li></ul>	<a href="#">expand all</a> / <a href="#">shrink all</a>
<b>For Publishers</b> <ul style="list-style-type: none"><li>• <a href="#">Terms of Service</a></li><li>• <a href="#">Ezines / Email Alerts</a></li><li>• <a href="#">Manage Subscriptions</a></li><li>• <a href="#">EzineArticles RSS</a></li></ul>	<b>Recently Approved Articles</b> <p>From: Today, Saturday March 29, 2008</p>	
<b>For Everyone</b> <ul style="list-style-type: none"><li>• <a href="#">Blog</a></li><li>• <a href="#">Forums</a></li></ul>		

In order to get started using the site, and other sites like these, you may need to set up an account. Ezinearticles do require that you set up an account. Some of the others may not.

If you publish even just a few short articles, you'll quickly get recognition in your chosen niche. Other website owners are always on the look out for good content they can use, and you're providing them with a perfect gift. It's a win-win situation.

You don't have to write the articles yourself if you don't want to. If you go to places like Elance.com, Rentacoder.com or Guru.com you can hire freelance writers for as little as \$5 per article. Another alternative is to use Private Label Rights (PLR) articles where you have the rights to publish the articles as your own. A quick bit of advice though, I'd recommend changing at least 25% of the article to make it unique enough so that you won't get penalized in the search engines for duplicate content.

If you do want to write the articles yourself then do so, but in a conversational style. Pretend you're simply talking to a friend rather than writing an essay for an English exam. You may have heard about optimizing your articles with a set number of keywords per article. My advice is not to bother, but instead just write it with the human reader in mind. Whatever your topic may be, you're bound to include some pertinent keywords naturally, and you'll save yourself a heap of time too.

## Forum Marketing

Forums present another great opportunity for you to get your name out there and develop a reputation as someone who is helpful and has great advice. The first thing you need to do is a join a forum in your niche and start posting in different threads that seem interesting.

Once you've been a member for about a week and have made at least twenty posts or so, you can set up your signature file to include a link to your squeeze page and also begin starting threads of your own.

When people decide they like your answers, or if they are simply curious, they'll click on the link and get directed to your squeeze page.

A good forum to be a part of is called "The Warrior Forum". This is a place filled with other internet marketers.



Even if your list does not involve this niche, it is a good place to start so you can network with other people who are building their lists.

## Viral Marketing

This is another powerful tool that can get you more traffic to your squeeze page. The idea is to create a free ebook that has links to your squeeze page in it.

This is how it works:

1. Offer the ebook for free.
2. Invite them to pass it along as long as everything remains intact.
3. If people like what they see, they'll visit your squeeze page.
4. At this point, they will see your sign up box and may sign up for the newsletter.

You create a buzz by getting people to tell their friends about it, who in turn will tell their friends and so on. Think about last time you went to a really good restaurant – what did you do the following day? You told all your friends about it, some of which then visited the restaurant, enjoyed the same experience and then they told all their friends about it too.

The news of your ebook spreads like a virus traveling from one infected person to another. This is precisely how Hotmail and MySpace got started.

If your ebook has worthwhile content, this is a solid way to get people exposed to your information and also the page with your signup box. Your list will grow at an exponential rate full of targeted subscribers that didn't cost you anything to acquire.

The screenshot shows the homepage of MyViralSpiral.com. At the top left is the MVS logo and the text 'Welcome to MyViralSpiral.com'. Below this is a navigation bar with links for Home, FAQ, Testimonials, Blog, Forum, MVS Hosting, Privacy, and Members. The main content area features a large banner for 'My Viral Spiral' with the tagline 'The Surest way To A Huge Online Business'. To the right of the banner is a sign-up box for 'Get The Viral Spiral Secret absolutely FREE!' with fields for Name and Email, and a Submit button. Below the banner, there is a quote: '"At last You Can Have Your Time And Double Your Earnings With The World's First Killer App For Internet Marketers..."' followed by the headline 'MVS3, The World's First 'KILLER APP' For Internet Marketers, is LIVE!'. Below this is the sub-headline 'The Most Efficient, Effective and Explosive Viral Marketing Software for Building a HUGE Business Automatically, and Fast!' and a link '...Or Your Money Back'. A note at the bottom states: 'NOTE: The Wealth-building System Revealed Here is on Limited Offer and Could Sell Out Any Time. Make Sure You Read This Page in Full, and Don't Move On until You Have Given Yourself the Chance to Make a Well Informed Decision. Yes. It really is That Important...'. At the very bottom, a yellow box contains the text 'Demand is High. You May Not Get Another Chance.'

<http://www.MyViralSpiral.com>

I met Tim Brocklehurst, the guy behind My Viral Spiral at an underground Internet Marketing seminar. Tim is a very down to Earth kind of guy and has a lot of time to listen to others needs. I give MVS3 my highest recommendation. You can build a list of prospects and customers in any niche faster than you ever have before. You can accumulate an army of affiliates spiraling your upward growth in any niche. This allows you to make your income online, even if you don't have a product. Best of all automate your Internet Marketing activities so you can do all this on autopilot. If you're new to this whole Internet Marketing thing, then MVS will save you hours of time and thousands in expense.

## **Pass it Along**

Another great tactic is to invite your list members to share the newsletter with their friends and family. You can also let them use the articles in your newsletter on their websites and in their newsletters as long as they provide a link to your squeeze page.

If every member passes your newsletter on to at least one person, that means twice as many people are viewing your information, sales pitches, and links.

## **Build the List in Person**

You can also get new subscribers to your list when you meet people in person.

Are any of these activities in your daily routine?

- Networking events.
- Speaking to customers directly
- Seminars and workshops
- Socializing

If they are, you are doing yourself a disservice by not mentioning the fact that you have a list and asking the people you meet if they would like to sign up.

Here's what you should do:

1. Place a link to your squeeze page on your business cards and hand them out. This is free Ad space, the power of which should not be under-estimated. Include an offer of a free report or something and then ask them to visit your squeeze page in order to claim it.
2. Tell people about your free giveaways and encourage them to sign up.
3. If you are giving a seminar or holding a workshop, pass around a signup sheet filled with people who are interested in your list and the free giveaways.

You can either sign them up on your list for them or encourage them to do it when they get home. If you sign them up, make sure you tell them to check their email so they can click the link to verify their signup.

If you aren't taking advantage of this, you could be missing out on hundreds if not thousands of potential list members.

## **Submit the Newsletter to Directories**

There are a lot of Ezine and newsletter directory websites on the internet. You may not receive a lot of traffic from them, but these are relatively simple to do.

If you have an assistant, you can have him or her do this for you. Just search for "ezine directories" to find ones that seem worthwhile.

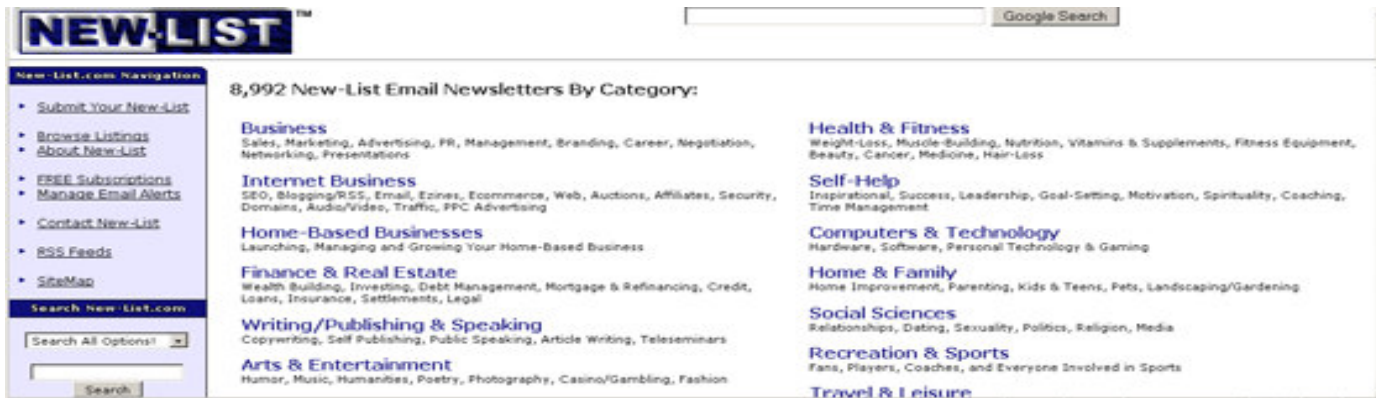
You may notice that some of these directories require that you pay a fee in order to have your newsletter listed. Some publishers report that they have higher success rate with these.

Just do your best to make sure that the directory has a good reputation before you give them your money.

Some directories include:

- <http://www.e-zinez.com/>
- <http://www.ezinestoday.com/>
- <http://www.argusig.com/zine-o-mart/add>
- <http://www.oblivion.net/zineworld/>
- <http://new-list.com/>
- <http://bestezines.com/>
- <http://www.jogena.com/>
- <http://www.ezine-dir.com/>
- <http://www.e-zine-list.com/>

Follow the instructions on each of these sites to submit your newsletter. Here is an example of what one of the directories looks like when you visit the page:



## The Email Signature

Do you send a lot of emails to customers and potential customers? If so, you should set up an email signature that features your squeeze page if you haven't done so already. This is a method that is often overlooked for generating interest in your newsletter.

In the signature, highlight the fact that you are giving away a free ebook and talk briefly about the kind of information you feature in the newsletter.

You may want to change your email signature every now and then so that the people you send emails to all the time won't have to look at the same message all the time. If you keep the content fresh, you'll generate more interest in your newsletter. Make your signature file a call to action. Ask your reader if they've already subscribed to your newsletter yet?

## Just Get Started...

One of the problems a lot of people face when they set out to embark on a new project is failing to take action, or waiting too long. The sooner you implement these methods, the quicker your list will grow.

In the next few chapters, we'll go into more detail on other tactics to help you build your list including advanced methods and information about some software programs.

# 4. WEB 2.0 AND LIST BUILDING

Web 2.0 is an important concept and one that helps dictate the way the internet performs right now. Social networking sites like Myspace, LinkedIn, and Facebook have millions of users and some of these have the potential of becoming interested in what you have to offer.

You just need to find them.

These websites were designed with the idea that people would use the services on the site to bring people with similar interests together. You can use this idea to bring traffic to your squeeze page.

## Social Networking Sites

When you join social networking sites such as Myspace or Facebook, the first thing you'll want to do is create a profile and make sure to include a picture of yourself. Another key element of your profile will be a link to your squeeze page.



After you do that, read other people's profiles in order to find people who seem like they'll be interested in your newsletter. For example, if you have a newsletter for writers, you'll want to find people who write for a living or who list writing as one of their hobbies. Then, you add them as a friend.

Once they are on your friends list, send them a friendly note thanking them for adding you. Don't give them a link to your squeeze page or profile at this point.

In order for social networking to truly work, you need to take the time to develop relationships with them by commenting on their page from time to time and participating in any discussions they try to initiate.

Another important element is to make sure you understand the terms of use. These sites are getting stricter about their anti-spam rules and you wouldn't want to have your profile taken down because you violated a rule.

You may feel tempted to post your signup box on the page. Even if the site doesn't forbid you from doing so, you may want to hold off. Since the main focus is to build relationships, placing anything on your profile that looks like "selling" such as a signup box will potentially turn people off.

Here is a list of some social networking sites you may consider being a part of:

- [www.myspace.com](http://www.myspace.com)
- [www.facebook.com](http://www.facebook.com)
- [www.linkedin.com](http://www.linkedin.com)
- [www.bebo.com](http://www.bebo.com)

New sites are created every day. You can either join all of them, or just choose one or two to focus on. The top sites right now are myspace and Facebook but that may change. Just make sure you understand the rules so you don't get banned.

## **Social Bookmarking**

You may already use sites like StumbleUpon and Del.icio.us. Well, in addition to alerting your friends to sites you enjoy, you can also use it to draw attention to your own websites, blogs, and your squeeze page. These can go a long way to help you generate traffic to these pages.

Here are some of the most popular sites:

- [www.stumbleupon.com](http://www.stumbleupon.com)
- [www.digg.com](http://www.digg.com)
- <http://del.icio.us/>

Be careful not to abuse this tool, however. If you spend the whole time bookmarking your own sites, this may lead to your account being canceled. You need to give a little in order to take. If you bookmark sites you enjoy as well as your own, you'll be contributing to the community in a positive way.

**hotlist** what's hot right now on del.icio.us

HOT NOW see also: [popular](#) | [recent](#)



**XSS Challenges (by yamagata21) - Stage #1** [save this](#) **98** people  
first posted by [fujim0](#) [security](#) [xss](#) [web](#) [programming](#) [learning](#) tags



**TradeReform.org - Squanderville versus Thriftville** [save this](#) **99** people  
first posted by [soumya.ray](#) [economics](#) [finance](#) [buffett](#) [toread](#) [money](#) tags



**Poppy Seed Pancakes Recipe - 101 Cookbooks** [save this](#) **98** people  
first posted by [pattycake.ca](#) [recipes](#) [breakfast](#) [pancakes](#) [recipe](#) [food](#) tags



**18 Foods That Make Your Skin Glow - Beauty Eats on Yahoo! Food** [save this](#) **108** people

## Hubpages and Squidoo

On the surface, these sites both look very similar. However, the basic philosophy is a little different and one that is worth keeping in mind. Hubpages is based strictly on providing great content. So, if you write an article and post it on hubpages, this meets that definition. You can also include links and rss feeds, but this comes second to the content.

Squidoo is also concerned about great content but the overall goal is to use the "lens" to point to other things of interest throughout the web, including rss feeds, blog posts, and even products from places like Amazon and Overture.

But for the purpose of building a list, both sites have their use.

**Hubpages.** As mentioned above, the focus here should be on content. So, if you are already using article marketing to promote your list, all you need to do is post some of them on Hubpages. At the end of the article, you can include a link to your squeeze page.

**Squidoo.** On Squidoo you can use your lenses to help build signups in several ways. The first is to provide good content related to your niche and

include a link to your squeeze page. The second is that you can put an image of your signup box directly on Squidoo.

At one time, Squidoo allowed iframes. This meant that anyone could post a signup box on their lens and let people signup for their lists directly in the lens. They don't allow this anymore.

Instead, you can simply post a screenshot of your signup box. When they click on it, they will be directed to your squeeze page and can enter their information from there. Since this method doesn't use iframes, it is perfectly legal according to Squidoo's rules.

## **Promoting Your Hubs, Lenses, and Profiles**

If you want, you can take that extra step and start promoting your hubs, lenses, and profiles. One of the easiest ways is to make comments on other people's lenses, hubs, and profiles – especially if they seem interested in your niche. Just refrain from putting your link URL directly in the comment. If people are interested, they'll click on your profile.

The same tactics apply here when it comes to promoting anything else. You can do things like article marketing, put the links in your email or forum signatures, or place links for them on your websites.

However, keep in mind that if you have too many links on your website, it will take away from the squeeze page. Ultimately, you want your squeeze page to get all the attention and you don't want to do anything to jeopardize that.

## 5. BEYOND THE BASICS

So far, we've touched on the basics of building a list including using web 2.0 techniques. But, there are several advanced methods that can really explode your list numbers rather quickly, as long as you use the tactics on an ongoing basis.

It is important to have a list building campaign that uses a combination of the beginner methods and the advanced techniques. Basically, if you choose only one or two of these techniques, your list will grow. If you use all of them... well, your list will grow even more, as long as you are able to maximize the technique by giving it your all.

You never want to try to do too much at once. If you are the type of person who needs to focus on one thing at a time, don't feel as if you need to try all of these tactics at once or else you won't be as successful as you can. If you can have several things going at once without making yourself less effective, then by all means do so.

### **Advanced Squeeze Page Tactics**

We've been talking about squeeze pages as being an important way to help capture subscribers. At their most basic, they include a box where someone can enter their name and email address. You can also offer some information about your free giveaway and list the benefits for subscribing.

But if you want to capture even more names, there are two more things you can do. The first is to create a pop-up as someone tries to exit the page. At this moment, a popup will come up that has your signup box and the title of your free ebook or email course.

Another kind of ad you can implement is a pop-under. These are sort of like pop-ups but instead of the ad being obvious, it gets placed underneath the website. So, the person won't see it until they actually minimize or exit the squeeze page. You can also use what are known as fly-ins to help encourage more signups.

Some people are reluctant to use them because they think they are annoying. But, the numbers speak for themselves. The fact is, these can increase the rate of signups you get when people land on your squeeze page.

## Split Testing

If you want to make sure your squeeze page is as effective as it should be, you should split test it. This is a process you go through to track and test how well your page achieves its goal. In this case, the goal is to attract signups.

So, you will create at least two versions of your squeeze page so that you can test which one is more effective. The beauty of this type of testing is that both of the pages will be live at once. At the end of your testing period, you will see which page was more effective and leave that one up.

There are some software programs that can help you perform your split tests. Here are some programs to look into:

- Split Testing Pro <http://www.absplittesting.com/>
- Split Test Accelerator - <http://www.splittestaccelerator.com/>
- 1AutomationWiz - <http://www.1automationwiz.com/split-testing-software.htm>

Each of the software programs will track various pieces of information such as clicks to the websites (total clicks and unique clicks), the number of clicks that resulted in someone signing up for your newsletter, and the conversion rate. The information may vary depending on the software program.

Keep in mind that if you want to create more than one page to test, you should still only test two at a time. For example, if you have three possible pages to test, you'll need to perform three separate tests. The test should be as follows:

- Page 1 against Page 2
- Page 1 against Page 3
- Page 2 against Page 3

Some of them offer a free trial – you may want to sign up for that so you can test it out before you buy it. You should perform a split test anytime you want to make changes to your squeeze page, no matter how small you think they are.

## **Co-Registration**

Co-registration is an under-utilized tactic that can help increase the size of your list rather quickly. Have you ever signed up for a newsletter where you were also given options to sign up for several other lists in a similar niche? Chances are, all that was orchestrated under the process of co-registration.

### ***Double Opt-In List***

And, the best part about it is that the technique still works if you have a double opt-in list. Once the individual checks the box to receive additional newsletters, they receive an email where they are instructed to click the link if they are, in fact, interested in signing up.

### ***Where to Place the Offer***

The choice to sign up for additional newsletters can happen in several pages. One of the most common is on the "thank you" page that the new list member gets for signing up. If you are using an autoresponder service, they send out their default message unless you specify the message on your own. You can also add the choices to the main signup page where people can check off the newsletters they're interested in signing up for.

### ***Setting up a Joint Venture***

The best way to take part in this is to orchestrate it on your own. The idea is to find a publisher that has a similar niche as you and approach them with the possibility of setting up a co-registration joint venture. You can do this with as many publishers as you like. The goal is to find someone with a niche that is similar, but who is likely not a direct competitor. If you try to do this with a direct competitor, it could cut into your profits in the long run.

### ***Co-registration Services***

If you don't want to set up the co-registration yourself, you can use a co-registration service. These services set a price according to the number of leads that get sent your way. Fees can vary from a few cents per lead to a few dollars.

On the surface, this may look like a good way to increase your subscriber list. But, it's not for everyone. What follows is a list of pros and cons that will help you decide as to whether or not using a service is right for you.

## **Pros**

- Potential to get a large number of people to sign up quickly.
- The service does all the work for you because you don't need to organize the details yourself.
- Has the potential to be highly profitable depending on how well your list converts.

## **Cons**

- Services can command pricey fees and then not deliver on their promise to help you generate leads.
- They may not offer double opt-in, only single. This varies depending on the service.
- Some services award the subscribers with incentives if they sign up. This may impact your list in a negative way because it may not generate a quality lead.
- The service may use black hat tactics to generate leads.

Here is a list of some services that you may want to look into:

- Permission Direct - <http://www.permissiondirect.com/>
- ListOpt - <http://www.listopt.com/>
- List Builder Pro - <http://www.listbuilderpro.com/>
- SimplerLeads - <http://www.simplerleads.com/>
- Profit Info - <http://profitinfo.com/>

Take the time to look into what each of the services has to offer to make sure this is the direction you want to take. Also, this is by no means a complete list.

## Giveaway Events

There are basically two kinds of giveaway events – those that one person puts together, and those that involve multiple publishers. Giveaway events and joint giveaway events have increased in popularity and have become a real trend for building a list.

A giveaway event is basically run just like a contest. If someone signs up for your list, they are automatically entered into the drawing. Giveaway events can generate a lot of excitement and buzz, especially if it is a joint event.

Keep in mind that some of these events are run like a contest, especially if the prize is large. Other events give away the whole package to each new subscriber. You can also have different levels of prizes where each person who signs up gets something and then is entered into the main drawing.

Here is the basic process:

- Find a product or multiple products to give away for free. Understand that you may need to give away Private Label Rights or Master Resell Rights if you want your product to be part of the giveaway.
- Choose items that will be of value to your future subscribers – a relevant piece of software, the latest ebook, etc are all choices.
- Set about finding other publishers to be part of the giveaway with you. You can visit joint venture forums to find them or you can approach publishers directly.
- Once the joint venture is set up, you will need to figure out the exact parameters of the joint giveaway event.
- Finally, promote the event heavily on your websites, in forums, by writing a press release, through article marketing, by setting up a website just for the event, etc.

If done correctly, a joint giveaway event can really increase the number of subscribers you have. The idea is that you want to create some buzz around the event before it is even launched. If you get people excited about it, you will potentially get more signups.

And, if the event is worthwhile enough to people, they'll tell people that they know, talk about it on their blogs, etc. This means that if it is executed properly the promotion itself will grow virally.

## Other Joint Ventures

Giveaway events are just one kind of joint venture a publisher can use to increase their signups. There are other types:

- Co-author a product with someone who is well known and is in your niche or a niche that is similar. You can work with a good friend, a mentor, or approach people whom you respect directly. You can take this one step further and promote both of your lists when selling the product.
- Approach other publishers about having them promote your product or service and in return you'll do the same. This will eventually translate to new subscribers because you will be reaching a different customer base. However, keep in mind that this is exactly what affiliate programs are for. If you want to take the idea of the affiliate program one step further, you can offer your potential joint venture partners a higher percentage of the profits.
- You can also do the same thing with your newsletters – you agree to promote each other's newsletters. This is also called "cross promoting" and may work best if you find someone who is in a similar niche but not one that is exactly the same. For example, if your newsletter is in a blogging niche, you can partner with someone who works in a related writing niche. This is effective because the chances of having an overlap in existing signups will be a lot less.

There are a lot of benefits to creating joint ventures. Not only is there a lot of potential for your name to circulate even further, but if you create a partnership with someone who has more experience than you and who has an excellent reputation, it can do a lot to improve your business and the size of your list.

In trying to form partnerships with people, it is best to first start a friendly correspondence with them. If you see them at conferences and seminars, for example, strike up a conversation. Or, you can interact with them on forums or through social networking sites. If you form an acquaintance with someone first, they may be more likely to agree to the joint venture instead of declining or ignoring your request.

## Start an Affiliate Program

If you have your own product, another thing you can do is start your own affiliate program. There are several reasons why starting an affiliate program will benefit your list.

- The new customers you gain will end up on your list and may purchase future products.
- Increase in the number of hits to your squeeze page or other page that has your signup box which will eventually result in more signups.

So, the benefits of starting an affiliate program not only include more exposure for your product, but it could increase the number of signups to your list and the number of leads for potential customers.

Here is a quick guide on starting an affiliate program:

1. **Figure out how to run it.** You have several options here – you can run your affiliate program on a large network like Clickbank or one of the smaller networks. Or you can run it independently by buying or creating your own scripts, using a product like QuickPayPro, or using a web based service.

The goal is to find the method that will work best for your needs.

2. **Implement the method.** The next step is to get the program set up. The process will be different depending on the method you choose. This is also the stage where you may realize that the method you chose is simply not adequate for your needs.
3. **Promote the affiliate program.** Setting it up isn't enough. You'll need to promote the fact that you have an affiliate program. Post an announcement on your website and blog that your affiliate program is up and running and also let the people who are already on your list know about it.

If you need help with any aspect of this process, you could always outsource it to someone who does know what they are doing.

If you want to start an affiliate program, you can use a site like clickbank to help manage it.



## Write Testimonials for Other Products

Do you have products lying around that you use all the time? Or maybe you got wind of a product or an upcoming launch for a product that is getting a lot of press.

If this is the case, it may be worth your while to write a testimonial ... but only if you liked the product or use it all the time.

When people go to purchase a product, these testimonials are very valuable to them. Everyone likes to buy a product that someone recommends. If the author doesn't have testimonials, they could be losing sales.

They'll likely be more than willing to let you write a testimonial for them. After all, they don't need to pay you. In return, they'll want to do something for you. So, you give them a picture and a link to your squeeze page.

When someone clicks the link, they'll be face to face with an invitation to sign up for your newsletter.

It's a win/win situation, and one that you should be taking advantage of.

1. Find a product or service to endorse and write about.
2. Write the testimonial or hire someone to do it for you.
3. Include a picture of yourself and the link to your squeeze page.
4. Sit back and wait for more signups. 😊

This is one of those things that will get your name out there in a positive way. You are not only someone who is out there giving you advice, but you also take it from other people.

And, once you establish yourself as someone who knows what you are doing, people will be more likely to join your list. If you freely offer testimonials, it will serve that purpose.

## **Article Recommendations and Endorsements**

While promoting your list, the more ways you can get your name out there, the better. One way to give the link to your squeeze page more exposure is to write what are known as "article recommendations" or "endorsements".

This is another way to give the link to your squeeze page more exposure. The basic idea behind this is that you offer to write an article endorsing a newsletter in a certain niche. In return, the publisher runs your article which will include a resource box for your squeeze page.

Here are the steps:

1. Find 4-5 different newsletters operating in a similar niche, or the same niche, that you do.
2. Write or outsource an article titled: The 5 Best Internet Marketing Newsletters. In the article, you'll talk about these 4-5 publishers.
3. Get these publishers to agree to put your article in their newsletter.
4. Include a source box at the end of your article with a 1-2 sentence bio and a link to your squeeze page.

Remember, if you don't have the writing skills, you could always hire a writer to do it for you. Or, you could purchase what are known as PLR articles which are articles where you purchase private label rights.

These are articles that are usually sold in sets of ten or fifteen and are meant to be rewritten. You could also outsource this project and writers usually charge less for rewrites than they do for starting from scratch.

If your article runs in a big enough list then this could translate to a lot of subscribers for you.

## **Spice Up Your “Thank You for Subscribing” Page**

When you subscribe to a double opt-in newsletter, you are told to check your email so that you can click on the link in the email and confirm your subscription. Once you do that, a website pops up that says, “Thank you for subscribing.”

A lot of list owners simply use the default thank you page, which really doesn't have anything on it. The smart list owners will put their website or product information and a personalized message on it.

But the really smart ones take that one step further and make the “thank you for subscribing page” continuous. This is the tactic you should consider using if you have multiple lists.

Here's what you should do:

1. If you are using an autoresponder service, customize your thank you for subscribing page to include either the signup box for the next list, or provide a link to the squeeze page. A sign up box will be more effective.
2. Once they get to that page, encourage them to sign up for another list that you have.
3. When they go to the next “thank you for subscribing page” this is the perfect opportunity to invite them to subscribe to another list.
4. The process can repeat for as many lists as you have.

Chances are, if you find someone who enjoys your products, articles, and newsletters in one niche they'll enjoy the same things with your work in other niches.

## **Safelists**

A safelist is basically a group of people who sign up and agree to receive promotion emails from each other. Promotions can include the latest ebooks and digital products or emails to invite them to sign up for your list.

In your case, you'd send a promotion email out encouraging them to sign up for your newsletter. It is important to keep in mind that most of the people on these lists are fellow internet marketers. So your list and other promotions need to appeal to them.

There are several different kinds of safelists. All of them are known as double opt-in which means they will get an email to confirm their subscription.

- **Non web based** – These are also called “listservers”. The problem with this type is that it is popular with spammers.
- **Web based** – Safelists that have you sign up on a website. Some submissions services claim they'll help you sign up for multiple list.
- **Free safelists** – These are safelists that you can be part of free of charge.
- **Paid safelists** – Sometimes you need to pay a fee in order to be part of a safelist. The advantage is that if people go the extra step to be part of it, the list members may be higher quality.

If you decide to go this route, keep in mind that there can be a big difference in terms of the quality of the safelist. You want to make sure that the list you join is filled with people who have opted in. Since some of the list is used by spammers, you definitely don't want to be associated with that.

## Using Press Releases

Another tactic you can use to help you get more subscribers is to write and distribute press releases related to your business. These days, there are a lot of people doing business on the internet and most of them have lists. You need to make yourself stand out from the rest.

A good way to do this is to send out press releases. A good press release is one that highlights a specific newsworthy happening concerning your business or your list.

For example, if you just donated money to a charity then that is newsworthy. If you are launching a new product, that is also a good thing to write about.

If a press release is well written and the story is picked up by a major website, magazine, or newspaper, you have the potential of getting a lot of traffic. This will result in more signups for your newsletter.

Once you write it, you can distribute it online. The most popular service is [www.prweb.com](http://www.prweb.com). They have a free service as well as extra paid features.

## **The Art of “Prequalifying”**

One of the problems with building a list is that you essentially want to attract people who will be willing to pay for what you are selling. If you keep giving away freebies, then people on your list may expect freebies all the time, not purchase products.

A great way to get around this is by using what is known as “prequalifying”. This is where you offer something for a small amount of money, such as a dollar, such as a special report or an audio file. This shows that these people are willing to spend money which means that they may be more receptive when you have something bigger to offer them.

## **Launching a PPC Campaign**

You can also use pay per click to bring traffic to your websites, blogs, and squeeze pages. If you want to build a list quickly, your best bet is to use the PPC campaign to go directly to your squeeze page.

Here are the steps:

1. Sign up for Google Adwords or other pay per click service. (For example, Yahoo runs their own version.)
2. Determine which keywords you’ll want to use for your campaigns. The last section of this ebook will touch on different keyword tools which will help you find the best keywords for your pages.

You can also use some common sense to help you find the keywords by determining how you’d go about searching for information about a particular subject.

3. Encourage people to click on the ad by making it compelling and eye catching. If you’re stuck, you may want to outsource this.
4. You’ll also want to track your progress.

You don't need to limit yourself to just one program. Here are some PPC programs you can try:

- **Adbrite** – [www.adbrite.com](http://www.adbrite.com)
- **Adwords** - <http://adwords.google.com/select/Login>
- **Bidvertiser** - <http://www.bidvertiser.com/>
- **Yahoo** – [searchmarketing.yahoo.com](http://searchmarketing.yahoo.com)

You can either use all of them, or just choose one to focus on at first. If you don't see a noticeable increase in signups you'll want to either rethink your keywords, rewrite your ads, or change to a different network.

## **Tell a Friend Forms**

If you build your list correctly, you'll have a lot of people who are loyal to you and enjoy the tips and articles you give them in your newsletter. When people like something, they have no problem recommended it to their friends and family members.

That is the logic behind "tell a friend" forms. If you do a quick search on the internet for these, you'll be directed to some web sites that share scripts that you can put on your website.

At their most basic, these forms include a field for your name, their name, and both of your email addresses. You can also find scripts that have a field for a comment – a little note about why they like your newsletter. In return, they are presented with a link to your squeeze page so they can sign up.

It is a good idea to offer your current subscribers a free gift such as an ebook or a free report for every person they refer to the list. This not only increases their loyalty to the list, but it also encourages them to find more people to sign up.

## **Use Online Auction Sites**

You can also use auction sites like Ebay to help you build your list. Here's how:

- Create products and sell them on the sites. When people click to purchase, they can also be directed to your squeeze page.

But here's the thing – Ebay may be doing away with their digital products section. But, there are other auction sites you can try such as:

- [www.webbidz.com](http://www.webbidz.com)
- [www.bid-alot.com](http://www.bid-alot.com)
- [www.onlineauctions.com](http://www.onlineauctions.com)
- [www.auction.com](http://www.auction.com)
- [www.ubid.com](http://www.ubid.com)

If the sites don't allow for you to sell digital products, just create a tangible product to sell and then provide your customers with a link when they purchase. When they click on it, they'll be directed to your squeeze page. You may want to provide your customers with a bonus as extra incentive to sign up.

## Using Amazon.com

You can also use Amazon.com to help you get more signups. There are two ways you can do this:

- Sell your products on Amazon
- Write product reviews on Amazon

If you sell your product on the site, you can provide your customers with a link to your squeeze page and give them a bonus for signing up.

Amazon's review feature is also a great way to get traffic to your squeeze page and will result in more signups. All you need to do is provide a meaningful review or a product in a similar niche as yours and provide a link to your squeeze page.

## Beef Up Your Expert Status

One thing that you want to do is establish yourself as an expert in a particular field. Fortunately, it is easy to do this with the internet. There are sites such as AskMe.com and Yahoo Answers that will not only make you look knowledgeable but also give your squeeze page more attention.

Here are some sites you can use:

- Yahoo Answers - <http://answers.yahoo.com/> (just log in and start answering questions)
- Yahoo Experts - <http://experts.yahoo.com/>
- All Experts - <http://www.allexperts.com/>
- Ehow - <http://www.ehow.com>

## The “Pay Per” Phenomenon

There are a lot of sites that offer blog advertising where the blogger chooses the topic and gets paid to blog about it. And now, the popularity of twitter has caused a new phenomenon – Pay Per Tweets.

Here are some sites you can use:

- [www.blogitive.com](http://www.blogitive.com)
- [www.blogsvertise.com](http://www.blogsvertise.com)
- [www.smorty.com](http://www.smorty.com)
- [www.payperpost.com](http://www.payperpost.com)
- [www.sharedreviews.com](http://www.sharedreviews.com)

Stay tuned for PayPerTweets at [www.problogger.com](http://www.problogger.com). This is a brand new concept. Meanwhile, you can contact people on twitter directly and pay them a certain amount to mention your site to their friends. You can do the same thing with bloggers if you want to bypass the third party sites mentioned above.

## Videos and Podcasts

You can also create videos and podcasts in order to generate more traffic to your squeeze pages. The idea is to create a meaningful and interesting video for your niche and make it viral so that it will reach the most people.

Here is a way that you can promote it. Make sure you provide a link to your squeeze page in the description if you can and mention it in your video.

- Use sites like youtube.com to promote it and generate interest
- Share them with your list members
- Post them on your blogs and websites
- Tell people to pass it along and share it with whomever they want
- Provide links for them in your products
- Share them in forums and blog comments where appropriate (don't SPAM!)

Those are just a few examples. Feel free to get creative with how you decide to promote the video. You can do the same thing with podcasts and mp3 downloads.

## Get Interviewed

Never underestimate the power of excellent PR to drive traffic to your squeeze page. As mentioned in a previous section, you can get results by writing a press release. The one problem with this is that you submit the press release with the hope of getting written about or interviewed.

You need to be a little more aggressive in order to definitely get an interview. Don't be afraid to contact websites, newspapers, magazines, etc directly and ask them if they need any experts in your niche.

You can also try to get listed in some of the expert directory sites on the internet. Writers and other people who need to interview often turn to these websites as a source:

- Expert Click – <http://www.expertclick.com>
- Journalism Net - <http://www.journalismnet.com/experts/>
- Experts.com - <http://www.experts.com/>

You can also make it known on your website or blog that you are willing to be interviewed.

## 6. BLACK HAT TACTICS

You may have heard the terms white hat, black hat, even grey hat... Well, these terms refer to the kinds of tactics people use to do things online. Here are the definitions:

- **White hat** – This term comes from the idea of that the person who wears the white hat in movies and in westerns is the good guy. On the internet, white hat tactics are those that are accepted and recommended by the search engines.
- **Black hat** – In a western, the villain usually wears a black hat. On the internet, black hat tactics are those that the search engines do not recommend.
- **Grey hat** – Some people add a third category to this. Grey hat tactics are those that people consider no immediately obvious as white hat or black hat.

When people talk about these terms, they are usually referring to search engine optimization. But since a big part of building a list involves dealing with the search engines, they apply to list building as well.

For anything that you do on the internet for list building, whether it is article writing articles for article marketing, creating a squeeze page, or a building content for a website, you will need to think about keywords and search engine optimization tactics. Without them, people won't be able to find all of your hard work.

Whether or not you use white hat tactics or black hat tactics is completely up to you. Keep in mind that if you want to build a long lasting business on the internet, black hat tactics may not be a good idea because in the long run, they could tarnish your reputation.

Also, you don't even need to do have your business on the internet in order to use black hat tactics. Brick and mortar businesses can also use these techniques.

Some of these tactics are also outdated. Some started out as white hat tactics or they were previously considered highly effective. However, not all of these strategies still work and most lead to stiff penalties that can hurt your business over the long term.

## Pros and Cons

If you are the kind of person who likes to play by the rules, stick with white hat tactics. But even though they look like a bad idea on the surface, it's at least a good idea to examine the pros and cons.

### **Pros:**

- Get results quickly
- Achieve first page status on Google fast
- Get publicity for your business.

### **Cons:**

- Not good for customer loyalty.
- Potential to get banned from the search engines.
- You may get a lot of negative press.
- Lose business.
- Search engine rankings may fall.

## Black Hat and List Building

Even though the term "black hat" typically refers to SEO practices, it absolutely applies to list building. List owners need to promote their lists somehow.

For example, if you have a squeeze page, a blog, or a website, you will need to optimize it for the search engines. If it is optimized well, more people will see your page and sign up for your newsletter.

There also may be the temptation to email people and invite them to sign up for your list. Depending on how you do this, this could be either "white hat" or "black hat".

If you send a mass email to people you don't even know telling them to sign up, this is SPAM and a black hat tactic. However, If you send a personalized email to a someone you hand picked, then this could be considered "white hat".

## Black Hat Tactics Reviewed

With that said, it is up to you to decide if using black hat tactics is something you want to do. This next section will cover various blackhat tactics that people use.

## **SPAM**

Let's face it – it will be hard to find someone who enjoys getting spammed. Spam is loosely defined as something that is “unwanted”. This includes:

- Blog comments
- Emails
- Forum posts
- Wiki SPAM

It is hard for a lot of marketers and list builders to justify using this technique because most people find it so annoying. However, some people try it anyway. That doesn't mean it isn't effective or else so many people wouldn't try it.

## **Keyword Stuffing**

Have you ever seen an article that was packed to the brim with keywords? It really is distracting and doesn't make for a very good read. White hat optimization places the keywords in key spots but doesn't go overboard. This can also happen in the metatags.

This is actually an old, outdated tactic that has turned into a black hat technique. In the past, Google gave excellent rankings to sites that had a lot of keywords. This is no longer the case, but some people still try it.

The fact is, if a site tries it now, they may enjoy a good rank temporarily until Google catches on. Once they do, the site will be penalized.

## **Cloaking**

Cloaking is a black hat tactic that is deceiving. The content that is presented to the search engines is vastly different than the content that the browser actually sees.

The idea is based on identifying the origin of the IP addresses. When a search engine spider visits the site, a script generates certain content. If the IP address belongs to a user, the content delivered will be different.

Why would you want to do this? You can get a lot of traffic this way if you use keywords and content for the spiders that are higher ranking than your

niche. However, this misdirection will cause you to get penalized and also will turn a lot of people off because they aren't getting what they expect.

## **Gateway Pages**

This is another tactic that is designed to deceive the spiders. They are also called portal pages, doorway pages, entry pages, and bridge pages. The idea behind them is to optimize the gateway page for a certain keyword. On the surface, this may not seem like a bad thing.

However, these pages are not relevant to the rest of the content on the site. So, the keyword or keywords chosen for these pages may not have anything to do with the actual content on the site. Black hat experts take this one step further and construct the page with different search engines in mind, such as Google or Yahoo.

## **Site Redirects**

Redirects don't necessarily need to be considered "black hat". Some are innocent. For example, if you reserve two domains that have your name in it, you can redirect from one to the other. For example, you may have all your content at yourname.com and want to redirect your-name.com to that. No problem.

But, there are "sneaky redirects" that are designed to trick the search engine spiders. To implement this technique, as many as twenty redirect pages are set up that are tuned to certain keywords, all of which are similar. There are two problems with this:

1. The content on the pages may not be considered relevant or even readable.
2. Redirect pages all link to pages that are related to the keywords and to each other. So, it gives the impression that there are a lot of links coming in to certain pages when that isn't really the case.

From an SEO perspective, the search engines may be fooled temporarily. However, the search engines will catch on eventually.

## **Invisible Text**

This is a black hat tactic that you can use on your squeeze page or website that used to be extremely popular because it worked for a while until search engines started to catch on. In this tactic, the webpage will have two kinds of text – the first is the text that you actually see. The second is the hidden text which is usually stuffed with keywords that only the search engine sees.

The hidden text will feature keywords that get a lot of traffic, even if it doesn't relate to the content itself. Yes, this is a black hat tactic that people often try. However, it has not been effective for the past few years because the search engines have caught on.

Try this at your own risk. The chances of it working are very low. In other words, all you may end up with is a penalty from the search engines.

## **Black Hat PPC**

We talked about Pay Per Click programs as being a good way to advertise your squeeze pages in order to get more sign ups. Well, you have a choice in this case. You can either use white hat or black hat tactics to launch a pay per click campaign that is designed to promote your squeeze page. Proponents of the method endorse that they are very good at getting around the rules to promote your website. What this translates to is that they will use keywords and other tactics to misdirect the user.

For example, if the website is about something that has low performing keywords associated with it, they'd launch a pay per click program with keywords that are highly effective and achieve a good click through rate, even if they are completely unrelated.

This is also punishable in the internet world, even if it does make you some money before this happens it may not be worth it to implement.

## **Use at Your Own Risk**

Although some black hat tactics can be effective and result in sales and more signups, it is important to understand that they do hold some risk. Think about what's at stake (your reputation as a business owner) before you implement some of these tactics.

They are truly risky. Some businesses can easily bounce back from the penalties that may come about for using black hat techniques. However, others are not so lucky.

If you are serious about making these techniques work for you, you can always hire an SEO specialist who focuses on using black hat techniques. They are easy to find or you may want to ask around to find one with a good reputation. This will increase your chances of making the techniques work for you.

# 7. SOFTWARE AND KEYWORD TOOLS

Many people consider building a list the single most important thing for making money selling products online. It stands to reason that there will be people out there developing software and other products to make that a little easier, given how important it is.

There are two kinds of software programs that someone building a list can use. The first category or those that are designed to physically help build the list such as Opt-In Accelerator and Gate-Crasher Opt-In. The other are keyword tools designed to help with optimizing websites, blogs, article marketing, Squidoo lenses, and squeeze pages.

## **Opt-In Accelerator**

This is a program that helps you build your list using viral techniques. Two glowing examples of the success of viral marketing are seen in the websites MySpace and Facebook. The idea behind viral marketing is the concept of “tell-a-friend”. The idea is that you make something worth talking about so that it can grow without you doing much more than the initial work.

This builds on the “tell-a-friend” scripts that we talked about earlier. But, this is much better than that. The flaw with these scripts is that people need to enter the email addresses. Most people only have a handful of email addresses memorized. This means that each person may only tell one or two people about your list. This is the flaw. Of those one or two people, how many of them do you think will sign up? In the end, these scripts may not product the kinds of numbers you want.

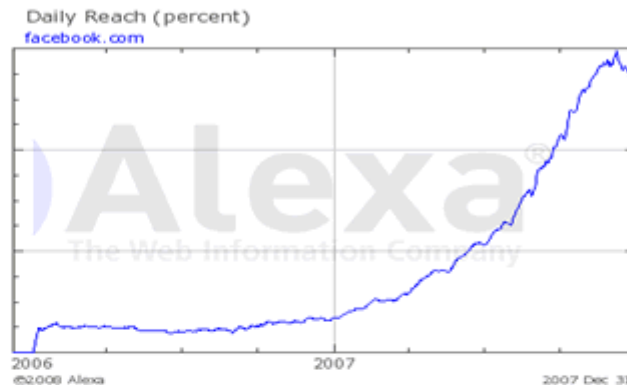
This is where the Opt-In Accelerator comes in. It includes tools that will help you automate the process of building your list virally. This includes capabilities for giving bonuses, implementing co-registration, and lets you send personalized emails to prospects.

An extra bonus is that it will work with your current autoresponder.

To take Opt-in Accelerator for a free test drive, follow this link:

<http://www.chrisfreville.com/test-drive.php>

## "How Did New Technology Cause FaceBook's Traffic To Explode To #6 In The World??"



**"And Help A Complete Newbie Get 580 Double Opt In Subscribers in 5 Days.... by Only Mentioning His New Site To 8 Personal Friends?"**

**Test Drive The Same Viral Technology FaceBook Used To Get Ranked #6 In The World...**

Simply Fill In Your First Name & Email Address Below:

Enter Your First **First Name:**

Enter Your **Primary Email:**

**Let Me Test Drive This Now!**

## Gate Crasher Opt-In

Gate Crasher Opt-In is a script that puts a unique twist on the concept of the sign up page and using viral marketing to build a list. The regular opt-in process is pretty standard. The user adds the required information, checks their email, and clicks on the correct link.

This script does something a little different. When you enter your information into the signup box, the page itself changes. You don't need to check your email in order to access this new part of the website. That means that your sales messages will have more clout.

You can view a demonstration of how it works at this link:

<http://www.automatedlistbuilder.com>

What's even better is that you don't need to use this feature to necessarily make a sales pitch. You can use it to offer your new subscriber multiple downloads which they can access immediately, before they even check their email.

The end result is that it allows for the list to grow even quicker. Sometimes, the regular process seems too cumbersome. One of the big reasons why people sign up for your list is to access the free downloads. If they know they will get it right away, they may be more likely to sign up.

Here are some things Gate Crasher Opt-In Can Do:

- Once they enter their name and email and are redirected to the next screen, the page includes the name they provided which can increase the list's effectiveness.
- User gets directed to a page that has instant download links for ebooks, video, audio, etc.
- Now you have two opportunities to offer the list subscriber a gift for signing up. You can offer them something on your opt-in page and also on the second page that shows up after the opt-in form is filled out.

If you decide to use it, keep in mind that it interacts with your existing autoresponder service which makes it versatile and easy to use.

## Using Keyword Tools

The last tools that you can use are keyword generation tools. In order to truly be successful on the internet these days, a good knowledge of keywords is essential. This includes:

- How to find them.
- What they are.
- How they work.

One thing that can really help you in finding keywords is the various keyword tools that are available. Some of them are free and others you need to pay for. The option you choose will really depend on what you want. If you need something with basic features, the free tools will be more than adequate. If you need something that has a little bit extra, purchasing a tool is your best bet.

### Free Tools

There are three tools that are the most common. As a list owner, you will use the keywords to help bring traffic to your squeeze pages and websites. You can also use them for article marketing campaigns, Squidoo lenses, your hubs at Hubpages, etc.

- **Overture** – <http://inventory.overture.com>
- **Wordtracker** - <http://www.wordtracker.com/>
- **Google Analyzer** - <https://adwords.google.com/select/KeywordToolExternal>

They all pretty much work the same. Choose a keyword that relates to your niche. For example, if you want to find keywords related to women's clothing, type "women's clothing" in the box.

### Paid Tools

The other kinds of keyword tool you can use are the ones that you pay for. However, keep in mind that these services probably aren't necessary for the purposes of building a list, unless you are using Pay Per Click advertising.

Most of these programs claim that you can boost your profits and effectiveness by using the paid version. While this may be the case, it is up to you whether or not you think it is worth it.

Some keyword tools to check out include:

- **Wordtracker (Paid Version)** – <http://www.wordtracker.com>
- **Adword Accelerator** - <http://www.adwordaccelerator.com/v3/>
- **Keyword Elite** – <http://www.keywordelite.com>

Some of these programs may allow you a free test run. In the case of Wordtracker, they also have a free version.

## **Don't Overlook the Keywords**

The effectiveness of your keywords can make or break whether or not your list building is successful. Without the proper keywords, the search engines will not be able to find your pages. Every article you write, blog post you make, and even your squeeze pages all rely on keywords.

If you choose keywords that don't suit your niche or that don't get a lot of traffic, this could really hurt you.

Of course, finding the keyword is only part of the equation. You need to know what to do with them in order to make them the most effective. For this, you may need to hire a Search Engine Optimization expert.

# 8. EVEN MORE LIST BUILDING STRATEGIES

## Low Dollar Entry-Points Secrets

You may have come across a few sites selling products as low as \$7 or \$9.95 or \$14.95. The strategy behind these sites is to not only to build yourself a list, but to build a huge list of responsive, active buyers. These subscribers are far more valuable than your average subscribers who may have just signed up to your newsletter or opted in to get a free report.

These subscribers are not just subscribers – they’re paying customers. People who have proven they’re willing to open up their wallet, whip out their credit card and type the long number into an order form. These are the ideal subscribers you want on your list. Believe me, it makes little difference that they may have bought a \$7 or \$9.95 product from you, compared to if they had bought that \$47 or \$97 product. The reason is, one buyer is very much like another buyer. Lets face it, the vast majority of people we market to, do not buy our products or services. In most cases, this figure is over 95% of your visitors. So, the remaining 5% are the really valuable ones. And I mean, really valuable. On average, its seven times harder to sell something to a new lead, than it is to sell an additional product to an existing customer. Go back, and read that last sentence again. This 5% (or whatever the number may be) are like gold dust – and anything you can do to dramatically increase the number of these “gold customers” on your database should be jumped at.

That’s why I highly recommend you add a low dollar entry point product, of say between \$7 and \$15 to your marketing arsenal.



## The Psychology Of The Individual

Understanding the concept behind the psychology of an individual is key to understanding the mind-set of your prospects. Here's a very simple question:

Why would someone choose to sign on to your list?

Why does anyone choose to do anything? In most cases, the answer is that they find a benefit somewhere in doing it. And the two most basic benefits that drive actions and decisions are (1) achieving pleasure; and (2) avoiding pain.

What exactly does this mean?

Pleasure can take different forms to different people. It might mean something that helps them:

- increase their income
- make more friends
- become better at what they're doing
- become stronger, faster, smarter

On the other hand, to appeal to someone who's looking to avoid pain, you might target ways to:

- avoid boring, repetitive, mindless tasks
- reduce their expenses
- overcome procrastination

If you understand these appeals then you have the key to unlock the psyche of most of the visitors to your sites. Your campaign is therefore in tune with most of the visitors. Everyone's favourite radio station is **WIIFM** – meaning "what's in it for me?". Any campaign that answers the WIIFM question effectively will get maximum response. Your prospects will be foaming at the mouth, chomping at the bit, to sign up!

## **The three most important things about Content**

As I'm sure you know, there's a saying in real estate that the three most important things about a property when it comes time to sell are (in order) location, location and location.

If we transpose that to websites which we want create a stampede of traffic towards, the three most important things are without doubt

- 1.** *content,*
- 2.** *content* and
- 3.** *content.*

Now I'm not suggesting that this is the ONLY thing of any importance; that would be stupid. But it is the substance without which little else will matter.

Take a look at ANY of the high-traffic sites on the web (go and check on *alexa.com* if you need some help with that), and you'll find that without exception, they all deliver a product or a service which a large number of people deem to be important. They provide something which makes life (work, gambling, sex or whatever else is a high priority for lots of people) easier, better or more enjoyable in some way. They all deliver value, *in the eyes of the marketplace.*

Some of these sites are attractive-looking, some of them are just okay; others are downright ugly. But few regard their esthetics as being of the utmost importance. It's what's *on there* that matters.

Here's what people are asking: Does this content answer my questions, wants or needs; does it reward my time and attention? Is my time well spent by going there?

Could I safely recommend it to my friends, especially my online community friends, who trust my judgment — at least somewhat?

**So what do you need to do to deliver this vital ingredient, namely high quality content?**

## **A threshold issue**

A quick but important starting off question:

- ☹ Do you gather and write up the information yourself?
- ☺ Do you do some research, write it out in your best grammar and spelling, then hand it to a pro to edit or rewrite?
- ☺ Or do you contact a bunch of pros from the beginning, provide them with a brief on what you want, get some quotes, and have one of them do the job for you from scratch?

And when you're ready, do you do the html/css and then ftp (upload) the material yourself to the site you've bought hosting for, and a template of, OR — have you got a webmaster to do all that for you?

Anyway, back to our threshold issue... what's the best way to create your content? Of course there is no "best way." Whatever works best for you is fine. Just remember — there's absolutely nothing wrong with getting some help in ANY of this. The only thing that matters is coming up with the idea, then seeing that it gets done. (Because, believe me, no one will pay you for an idea and nothing else!)

Just make sure what needs to be done gets done, check the results, make your adjustments, and keep repeating the pattern.

## **The first step to quality content**

When it comes to writing quality content, in my opinion, there's one place to start, and one place only. You've got to go on from there, mind you, got to go on a *l-o-n-g* way. But for a starting point I don't think there's a better one than this:

*Have something to say.*

Before you attempt to produce valuable content, or brief someone else to do it, there's got to be something on your mind. Something that you want to share with other people; something that will be of value to at least *some* of them.

Okay, maybe you're not particularly gifted in relation to expressing your thoughts. That's where getting help comes in.

But if you *don't have anything* valuable or moving or funny to tell the rest of us, something to lighten our load, or make our day better, and **you say it anyway** — if you cynically slap something together simply because you want to make money, the more the merrier, the faster the better, let the buyer beware — then there's going to be a price to pay.

Not a **reward** to reap, not a fast buck; but a **penalty** for short-changing your fellow man and woman; for watering down the Coca Cola.

And do you know what? It's so unnecessary. Everyone reading this page HAS something of value to offer. For a start, **you had something in your mind when you bought this book.**

If it was

**1.** a great idea to help lots of people,

well that's a perfect place to begin. If it was

**2.** so you and your family could stop having to live in genteel poverty

(that's being hard up, when it doesn't *look like* you're hard up — believe me, it's a curse), that's a fine place to start. That's a noble motive.

Just come clean, tell us your story, tell us how you decided to kick that curse! Inspire us with your grit. That's valuable!

Or even if it was

**3.** just so YOU could get rich,

that's a wonderful thing to have in your mind. If you get rich, you create a little thing called economic activity. You employ people, like a maid or a gardener. You buy stuff, and thereby bless the salesperson, the manager and the production worker. Even the shareholders! (Don't laugh at that. When YOU get rich, you're going to become a shareholder.) You can give to charity. (Can't do that without being at least tolerably well off.)

Now you may be thinking, didn't he say that people who just wanted to get rich had to pay some kind of *penalty*?

No, my friend, I did NOT say that. What I said was that people who short-changed others, people who did a shoddy or slipshod job — *they* were going to have to pay a penalty. There's a big difference!

# 9 AUTOMATING YOUR LIST BUILDING

In this section we're going to discuss the main ways of automating your list building efforts. As part of the Automated List Builder package of scripts, videos and PDF's, you will have downloaded three powerful scripts that will increase your opt-in rates and build your lists to the next level.

## **Gate Crasher Opt-In**

See download page for a video which demonstrates Gate Crasher Opt-In in action. There is also another video which walks you through setting it up on your web page step by step.

Script available for download.

## **Page Masker Opt-in**

See download page for a video which demonstrates Page Masker Opt-In in action. There is also another video which walks you through setting it up on your web page step by step.

Script available for download.

## **The Enforcer**

See download page for a video which demonstrates The Enforcer in action and also explains how to set it up on your website step by step.

Script available for download.

# 10 CONCLUSION – BUILDING A LIST FOR PROFIT

Chances are, if you are building a list online, your number one goal is to make a profit. By implementing the strategies outlined in the book, you'll be able to maximize your profits online.

No matter which niche you are working in, a list is essential. Without it, you are missing out on reaching potential customers and therefore making more money.

With a good list, you'll be able to:

- Make money every time you send out a sales email or an article with an affiliate link.
- Sell to the same customers multiple times.
- Turn leads into customers who are willing to pay for your products.

But remember, starting the list is only part of the equation. Most lists make at least \$.50 - \$1 per name per month. If you want your figure to be closer to the \$1 point, you will need to learn how to sell to your list and build loyalty.

It is about more than telling them to buy something. You need to keep them well supplied with tips and information. If you do that, they'll be more likely to purchase products from you.

Best,

Chris Freville

<http://www.automatedlistbuilder.com>