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# Introduction

If you are interested in the subject of List Building, chances are you have a product or service you're trying to sell or you are an affiliate trying to sell someone else's products. Either way, you've come to the right place. We are going to show you several ways to build that perfect list so that you can finally make the kind of money you've always dreamed about.

They say that the money is in the list, and they're right. Now you'll be able to make the money *you* want to make and you'll be able to do it time and again because you'll have a list of dedicated buyers who will look forward to every communication you send.

But before we get into these winning list-building techniques, it's important to go over the reasons for building lists in the first place. It's pointless to build a list, after all, if you have no game plan in place once you've completed that list.

## Why Build a List?

When you set out to build a list, you are hoping to gather the names and email addresses of dedicated subscribers and prospects. You're hoping to gain instant access to customers and also to build a following of readers for your ezines and articles, or whatever game plan you have in mind.

However, these days it's not easy to get people to part with personal information. There is so much spam out there that people have become

wary of anybody who asks for their names and email addresses. For that reason, you are going to have to convince people they should offer this information to you. The most effective way to do this is by building trust as well as value. You must give them a good reason to part with their personal information.

You must make them believe that you will never share their information or use it for nefarious reasons. They must believe that all you want to do is give them the information they seek. To do this, they must see you as an authority over your particular niche. And that's just what we're going to teach you how to do.

When you build a list, you are creating a dedicated following. These people, if you do everything correctly, will eagerly await your next communication in which you offer them the next great product or service that they're sure to be interested in.

See, to build a quality list, people must be looking for what you're offering in the first place. They may search for you using Google, or they may click on an ad, and that's when they're taken to your website that offers them something in exchange for their information.

That essentially means that, for you to build a quality list, they have to seek you out. For that to happen, you must give them an opportunity to find you. This can be done in a number of ways. You can use paid advertising, article marketing, or you can use several of the techniques we're about to discuss. Then, once they find you and they give you their information, you'll be able to offer them what they want whenever you want to.

If you have a new product you're selling, you can instantly send out an email telling all your subscribers about it. If you just published an article on an ezine, you can also tell your subscribers to go read it. It's an effective way to build a fan base that is always hungry for what you're offering. That makes list building, hands down, one of the most effective marketing techniques ever conceived.

There are other techniques that are great for marketing, but none target a group quite like list building. When you drive down the highway, you see billboards advertising products and services and even ideologies. These billboards are designed to reach everyone who passes by. Some people may respond to these billboards, but most people won't. They'll just pass them by and they'll become essentially just another part of their surroundings.

Now, consider if you could design a billboard that could only be seen by the very people who would love to respond to it. That's essentially the idea behind list building. You are delivering information and products to people that are looking for those exact things. That means you have a higher chance of making money than if you were to blanket market to people who may or may not be interested in what you have to offer.

Finally, the reason you want to build a list is because people often don't buy the first time they're offered something. For example, let's pretend you have a product. You build a website, you fill it with quality content and you optimize it effectively for the search engines. Then, you do some article marketing and you even create an Adwords campaign to

promote that site. You may get a few visitors but most people don't buy and those that do visit never return.

Now, what if you could get the visitors' email addresses so that you could keep in contact with them? Do you think you could convince them to buy if you could offer them more information over a longer period of time and actually build a trusting relationship with them? I bet you could and that right there is the primary reason why list building is essential to online marketing.

## **The Spam Problem**

I don't have to tell you just how much spam there is out there on the internet. Right now, for example, my spam box has 4,000 messages that my email provider instantly filtered and separated into its special folder. Yet, I still get plenty of messages that I have to select as spam because the email filter doesn't pick them up. These spam messages are pretty easy to spot. I, like many people online, have become quite good at eyeing spam messages. Keeping that in mind, a word needs to be said about spam in the context of list-building.

Once you learn and apply the information in this book and you begin to build your own list, be careful of the communications you send to the people on that list. You must send quality information and you must be yourself. People can smell spam a mile away these days and so you will want to carefully craft every email you send out so that it's not deleted outright.

Consider what information you would like to receive in your inbox if you were a prospective customer for the information you're promoting.

What types of communications would cause you to actually open the emails and read them? You must think about this before you send a single email or else you could end up losing those valuable subscribers you worked so hard to gather for your list.

You can guarantee that a sufficient number of people will respond to your emails once you have built trust which, of course, you do by providing them with the quality information they're looking for. If you can do that, you will have a steady supply of customers just waiting to read the next email you send out.

Don't add to the spam already on the internet. Provide value and you will be able to gain a loyal readership which will ultimately generate for you the return you deserve.



## **Squeeze or Landing Pages**

A squeeze or landing page is a page that people have arrived at by clicking on a pay per click ad, a link on a website, a banner ad or even from doing a keyword search. Your goal with a landing page is to get people to take action. You either want them to click on a buy button, sign up for an affiliate program, buy an e-book, sign up for a free e-course or subscribe to a newsletter.

When you have a product or service to sell, you have to have a way to introduce that product to people. This is very effectively done with a landing page. However, you cannot just throw together a page and then expect people to flock to it and buy what you're offering. You must put thought and effort into the website so that you look credible. Your site must be rich in content. If it's not, people are going to become annoyed and your reputation may even become tarnished.

Finally, you must convince them to give you their information. You must tell them exactly what you're offering, what you plan to do with their information (such as send them a newsletter) and you must let them know that their information is being compiled in a list. The more honest you are with your subscribers, the better they'll react when they receive your first communication.

The squeeze or landing page informs the visitor of the benefits of the product or service you're offering and it also forces people to give you their information before they can access the actual webpage that promotes the product or service. It is essentially a bribe. You generally promise to give them access to a free product in exchange for their

information. This is one of the best ways to build a list that you can then use to sell to again and again.

Your landing page must provide valuable information or else it won't get the response you're after. After all, the people who have found your landing page, as long as you were marketing correctly, were searching for what you have to offer. As long as you provide some of the information they want, you'll do well.

If you don't give your visitors solid information, however, they will become annoyed and they will never visit your site again and, possibly, any other site with your name on it. Your reputation may become tarnished and you'll have to start from scratch. For that reason, make sure your landing or squeeze page, and everything else you design with your brand, offers quality information or else you'll have wasted your precious time and you won't get anywhere with your list building efforts.

If you don't know how to create a landing or squeeze page, it might be a good idea to have a professional design it for you so as to maximize your efforts. After all, if you do everything correctly, and people flock to your page, but they don't like what they find, they will leave quickly without providing you with one iota of their information. For that reason, make sure your landing page looks professional and that it's designed by someone who knows what they're doing.

## **Autoresponder**

Once you have your squeeze page up, it's a good idea to integrate an autoresponder into the name and address collection process. You can build your list by hand if you want to, as many people were forced to do in the past, but these days an autoresponder will do everything for you automatically. It will manage your contacts, manage unsubscribe requests, allow simple broadcasts and it will even allow you to schedule messages to go out at certain times.

There are online marketing services that will set an autoresponder up for you and there are also companies that completely specialize in autoresponders such as [www.aweber.com](http://www.aweber.com). Once you have an autoresponder set up on your page, you will free up a lot of your time that you can spend writing communications to your subscribers as well as building an even bigger list.

One more thing before we get to the actual list building techniques. Some experts have found that the best times to send out communications to your subscribers are on Tuesdays and Wednesdays. That's because on Mondays, people are trying to readjust from the weekend and they usually don't have the will or the time to read emails calling them to action. Similarly, from Thursday onwards people are too busy getting ready for the weekends.

Therefore, if you're going to schedule emails, do it right in the middle of the week when people are more likely to read your emails and buy what you're offering. If you do this, you will increase the chances that your subscribers will respond to your emails and you'll likely make more sales than you ever did before.

Now that you've got your squeeze page ready, and your product's webpage is up and running, you now have to build that list so that you can have instant access to a team of ready to buy customers. So, without further delay, let's find out how to build those winning lists so that you can maximize your sales.

# List Building Techniques

The following list building techniques have been used by internet marketers again and again to make thousands of dollars on the internet. These are all honest means of list building and they are perfect for building not only lists of email address, but quality lists of email addresses from people who are actually interested in what you're offering. Some cost money and some are free, but one thing is for sure: they all work. So grab a cup of coffee, relax and keep reading for the most effective ways to build quality lists that get results.

## Newsletters

One of the most popular ways to build lists is to write a regular newsletter. The newsletter will provide quality information about your given niche. People are hungry for information and your newsletter will provide them with the information they seek. All people have to do to subscribe to your newsletter is provide their name and email address into the required box on your website or squeeze page and they'll get more of the great information they're looking for. They get the information and you get their information, and everyone wins.

You don't have to write a newsletter every week or even every two weeks. Once a month is perfect and people will actually appreciate that you're not blasting them with too many emails in such a short period of time.

## **eCourses**

eCourses are another great way to build quality lists. You can teach people to do all sorts of things within your given niche. You don't even have to be an expert. You can research the information online and then write a course teaching certain techniques with the intention that people subscribe to it. Separate your course into several parts that will be delivered to their inboxes steadily over the weeks. To maximize your success, subtly sell your pre-sell your product within the e-course.

## **Articles**

If you're a good writer, you can write articles and then distribute them to article directories and ezines. If you're not a good writer, you can always hire someone to do the writing for you. You must ensure that your articles have eye-catching titles and that the articles themselves provide useful information. Then, in your resource box, include information about signing up for your newsletter. This will allow you to build a loyal readership as well as get addresses from people who are interested in what you're offering.

## **Free Membership**

You can offer a free membership to your visitors that provides them special benefits for signing up. You can offer valuable information for free, but only to members who register. Then, you can upsell to those members or you can even offer various levels of membership where you'll offer more products and more resources. This can build even more value to your brand, your products and services because your prospects

will come to believe that they are part of an exclusive club.

## **eBooks**

Free eBooks are always a hit. You don't have to write a Pulitzer prize-winning book, but you do need to ensure that the information provided is valuable and useful. Again, if you don't consider yourself a good writer you can always get someone to ghostwrite the book for you. Then, within the book's text, you would include links to your own or affiliate products as well as to your newsletter or sign-up page. The book doesn't have to be very long, about ten to twenty pages will do fine, but it should make your readers feel as though they downloaded something valuable.

## **Pop-Up Windows**

When people land on your site, and encounter a unique or particularly striking pop up window, this can be a very effective way to persuade people to sign up for your newsletter. You may think that pop-up windows are annoying and that they'll turn people off, but if they are looking for what you're offering, and you've given them solid information thus far, they will often part with their email address quicker than you think.

See, people don't like to part with their email addresses when they believe they're being scammed or spammed. If you provide them with information they can use, they will come to you again and again because they will see you as an authority on the subject. That's called building reader loyalty.

## **Free Giveaways Events**

Internet giveaways events are steadily becoming a very popular list building technique. This is where you cooperate with others by giving products away for free in exchange for a newsletter sign up. You may give away a free e-book, a report, etc. However, be warned that people who are looking for lots of free things may not be the best people to populate your lists with as they may be less likely to respond to your attempts to sell.

## **Sign Up Bonuses**

This is where you offer people bonuses for signing up for your newsletter. For example, you may offer them 15-20% off one of your products, or you may even give them discounts on several products. This not only makes them feel as though they're part of something exclusive but it also builds value. That's not even mentioning the fact that people love receiving discounts, especially if they know that all of your products offer solid and useful information.

## **Tell a Friend**

Why not just ask your subscribers to tell a friend about your newsletter so that you can add even more names to your list. You may tell them that they'll receive a discount for every three people they get to subscribe, or half off, etc. This gives them an incentive to tell everyone they know, it builds value and it's a great way to double or triple your list in just a few days. There are plenty of free scripts that can be used to automate the whole process. Try Googling: '[free tell a friend script](#)'.



Plus, if your list is already populated by quality prospects, the chances of those prospects referring other quality prospects are very good. After all, what better way to get buyers than by asking buyers to refer likeminded people?

## **Create a Community**

You can create a community on your website where people must register to join. They'll be given a password and it will essentially be a private club. This is another tactic that provides exclusivity, which people generally respond to. You could do this by creating a forum where you can not only build a community but you can encourage people to get into discussions about the information you offer, the products you sell, or just regarding your niche in general.

Again there are many free forum scripts available on the internet including the very popular [phpBB](#) script. This tactic will help you to build loyalty as well as interest in what you're offering, and of course they need to register to sign up for the forum so you'll be able to build your quality list in the process.

## **Joint Ventures**

Another great idea is to join forces with other marketers in an arrangement that allows you to recommend each other's lists to your subscribers. When the recommendation comes from you, who your subscribers trust, your partner's list is sure to grow in size. And your list will grow as well, as long as that partner has been able to brand himself and build trust correctly.

However, you should never just jump into a partnership like this. That's because you want to be certain the partner you're considering is as serious about offering quality content as you are. If you get into a partnership with someone who regularly spams his readers, you may lose some of your subscribers in the process because they will learn not to trust you anymore.

So before you get into any marketing partnerships, make sure you are protecting your subscribers, and your integrity, by thoroughly researching any marketers who seem like they'd be good partners in your list building ventures.

# Traffic Building Methods

As with many money-making methods, you will need to spend a certain amount of money to build your list. You need money to register a domain name, to host a website and to set up your autoresponder of course. Beyond that, getting traffic to your squeeze page can also cost you money if you decide to use pay-per-click (PPC) methods. However, there are many great free methods for generating traffic as well.

If you can utilize these correctly, you can get loads of traffic to your squeeze page, and you'll be able to compound your list without spending one cent.

## Social Media

Did you know that social media sites get more traffic than even Google? That's a staggering thought, but it's true. Social media sites are a perfect way to build solid lists and, if you use them correctly, you won't ever have to rely on expensive advertising techniques like Google Adwords in order to promote your products.

The important thing to remember when using social media for list building is that you have to be careful not to promote your products too heavily. That's because doing so is a good way to get blocked or de-friended. Sites like Twitter, Facebook and Myspace can help you build a brand, build a dedicated following and they'll allow you to promote your products and services absolutely free of charge.

When using social media, it's important not to sound too robotic. Remember, they are social sites, so use your personality and you'll see that people respond much better to you and your offers.

## **Blogging**

You can set up a blog for free using [Blogger](#) or [WordPress](#) where you can then create content that will gain a steady supply of readers. Then, you can include an opt-in section for your newsletter at the bottom of each post. This will not only help you build your brand and build a loyal readership, but it will also allow you to build an even bigger list.

You should also include a list of relevant blogs that you follow on your blog's page. Then, follow those blogs closely until you find a post you wish to comment on. When commenting on other people's blog posts, make sure you comment using pertinent information from the entry. It should be apparent to everyone, including the person who wrote the post, that you read and understood the post thoroughly.

Never leave comments like, "Good post!" or "This sucks!", as those will quickly get deleted by the blogger and your efforts will be in vain. Instead, offer some useful insight. You'll also want to include the URL of your landing page in the post so that the blogger, and all of the blog's readers, will be able to click on it. This can bring targeted visitors to your site where they can then opt in to your newsletter by providing their information.

## **Forums**

The best way to use forums for list building is to find a forum, or posts within a forum, that offer discussions about your particular niche. Really study people's posts and make sure you are familiar with submission guidelines. After all, you would hate to start off on the wrong foot by annoying or the regular forum subscribers. Indeed, this could even get you banned by the forum administrators.

Then, comment in the forums offering valuable and useful information that people will really respond to. Simply include your landing page in your forum signature line. When people begin to see you as an authority on your niche, they will flock to your site and they won't be able to wait to sign up for your newsletter, e-courses, etc.

## **Videos**

Anyone can make a video these days using free software that's readily available. Using such software, along with a little bit of time and skill, you can create professional-looking videos that promote your products or services and then you can upload them onto popular video networks like YouTube. Make sure you include the URL to your landing page a few times so that people don't have to search for it.

Videos are becoming one of the most popular forms of content accessed by internet users, both young and old. For that reason, you should take advantage of this and other mediums to really maximize your success.

## **Podcasts**

Just like the free video-making software, there are also many free audio programs you can use to create a five to ten minute 'talk show' that offers useful information to those looking for it. Again, mention your

URL a few times and make sure that it sounds as professional as possible so that you ensure people will stay tuned until the very end.

## **Using Your List**

Now that you have seen how easy it is to build a quality list, you have to ensure that your subscribers remain loyal to you. You can do this by being yourself, by being careful not to blast them with too many communications and by making sure that you are always providing quality content.

### **Be Yourself**

Many internet marketers feel as though they need to be someone else when they send communications to their subscribers. They take on a persona they believe their subscribers are expecting. This is a big mistake and it's a good way to get your emails thrown in the trash bin.

Instead, just be yourself. Every time you send out an email, or write an article, publish an ezine, offer an e-book for download, or whatever, make sure you are being yourself. That's who your subscribers responded to in the first place and that's who they'll continue to respond to as long as you remain consistent.

When writing your communications, pretend that your subscribers are sitting across the table from you. Think of what they want, what information they seek, and then provide that to them with as little fluff as possible. If you can provide them with rock solid information again and again, they will continue to stay loyal to you for years to come.

### **Frequency of Communication**

When it comes to how often you should email your subscribers, once or twice a week is plenty. In fact, once per week is probably ideal. After all, you don't want to wear out your welcome. You simply want to remain in the back of your subscribers' mind without becoming so annoying that they feel the need to unsubscribe.

Think of your own inbox. How many emails do you get daily? Now consider if a friend of yours kept bombarding you several times per week with emails asking you to buy things. You'd probably start ignoring those emails before long. That's exactly how your subscribers will act if you bombard them with your communications. For that reason, once or twice per week is more than enough and make sure that every email you send out offers information they can use.

For example, you may send out an email one week describing, "Ten Ways to Increase Your Marketing Income!" and then the next week you may send an email stating, "Five Mistakes Most Internet Marketers Make". Assuming that your niche is internet marketing, that's information your subscribers will actually enjoy reading.

On the other hand, if you keep sending messages like, "Buy X Product," or "Hurry, This Product is Almost Out of Stock!" people will probably delete your emails before they even open them. Soon, they'll just block you altogether and you'll never again get a chance to sell to them. Don't risk angering or annoying your target audience and instead have them looking forward to every communication you send out to them because of the quality information you offer.

## **Brand**



What you're essentially doing is creating a brand. Just like Coca Cola is a brand and Toyota is a brand, and we expect certain things from them, your readers will come to expect certain things from you, too. That's why you will want to remain consistent with everything you do. Though it will sometimes be tempting, never just change things around for the sake of it. Remain as consistent as you can be with your email timings, your sending address and even your message titles. If you don't do this, your readers may not recognize that your communications are from you and they may quickly delete them.

So create your brand, be consistent and give your subscribers what they expect. If you can do this, you will make a lot of money from your list-building efforts and you'll be able to sustain that income for a long time to come.

## **Be Honest With Your List**

Whether you are building your list or sending out communications, always be honest with your prospects and actual subscribers. It may be tempting to try to trick people into providing their email addresses. This is a really bad idea because you'll only be hurting yourself in the long-run. Not only could this affect your reputation but you'll be gaining an email address from a person that's not likely to buy from you anyway. Therefore, make sure you treat your potential and actual subscribers as you would like to be treated.

## **Opt-Out**

Also, make sure that every communication you send out has an opt-out link. This is where the person can choose not to receive any more communications from you. This link must be clearly visible and it should always work. Then, when someone does click that link, make sure you take that person's information off your list. It's not just the polite thing to do, it's also the law.

As long as you treat people as you would like to be treated, and you play fairly, you'll ensure success with your internet marketing business and you'll make more money than you ever imagined possible. Now get out there and start building that list now that you have more than a dozen ways to do so. And happy list building!