Profit Harvest

Quick Start Strategies To Building A Profitable Mailing List!

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Introduction

So, you want to make a living as an email marketer? Welcome to the club!

We've been involved in email marketing for years, and we'll be the first to tell you – nothing will maximize your online income like a rock solid, high powered email marketing campaign.

You see, in order to make the most money possible online you need a **fast and easy way to connect with your target audience.** These are people who are hungry for your information and who have proven that they're interested in your niche market, because they signed up to a mailing list for more information. They are **CONFIRMED** subscribers – and if you do your job right, they'll quickly turn into confirmed **CUSTOMERS.**

Email marketing is **THE** most powerful method of driving in new business and maximizing your online income. In fact, there's nothing else that even comes close to the potential of a high preformance mailing list.

Better yet, once you've set the wheels in motion and you're generating new subscribers every single day, you can literally leave it running on complete autopilot! In other words, you build it once – and it has the power to keep on *siphoning in new subscribers and customers* through your complete sales funnel, while you get busy expanding your outreach and growing your business.

The **_"Profit Harvest"_** report was designed for <u>one</u> specific purpose: To help you set up a rock solid list building campaign quickly, so that you can begin to transform those leads into repeat customers.

This report doesn't waste time sketching out _"theories",_ nor is it based on _"possible success"._ Instead, it features the most powerful, heavy-hitting strategies that we personally use to FLOOD our accounts with active subscribers and hungry customers who don't just buy from us once – but continue to purchase our products and releases year after year.

Every strategy featured within this report is proven to work, and best of all, each and every one is absolutely free – so you can put that money into other avenues of business.

Regardless if you've ever been successful in list building or email marketing before, this special report will give you the information you need to finally progress to the next level.

So, without any further delay – let's start building your monstrously profitable mailing list!

Quick Set Up

We don't want to waste a lot of time discussing the 'anatomy' of an email marketing campaign or a list building system because what matters most to you is that you're finally able to start generating qualified leads that will maximize your income online. So, we're going to get right down to the heart of the matter, focusing only on the tools and resources you need to become a successful email marketer.

To begin, if you are just starting out in list building and you aren't quite set up yet, you'll need a handful of tools that will essentially, form the foundation of your complete email marketing system.

The first thing you'll need is a professional autoresponder account.

>> [You can get one by clicking here](#)

Autoresponder services allow anyone to collect leads, while giving them the opportunity to categorize and organize all contacts so that you're able to segment your emails, split test campaigns and communicate with your target audience any time you wish.

In fact, autoresponder systems will give you the option of setting up "pre-loaded" campaigns, which push out a sequence of emails automatically, each time a new subscriber joins your list.

For example, if you create an autoresponder sequence that contains 5 follow up emails, you can assign each one to go out on a specific date, OR after a subscriber has been a list member for a specific period of time.

What this means is that you can literally create a complete autopilot email marketing system, that connects with your subscribers, develops an ongoing relationship with your list and ultimately makes you money even when you are miles away from your computer!

Now, we'll be honest with you – setting up your autoresponder sequences are often the most time consuming part of email marketing. You have to create enough content to sustain your list. After all, if you fail to stay in touch with your subscribers and to connect with them on a regular basis, all of your effort will be for naught – and your list will turn cold.

When your list turns cold, you're forced into re-building those relationships all over again because your subscribers have either forgotten all about you, or they won't feel as though you've offered enough value for them to remain active members. Either way, failing to follow up with your subscribers on a regular basis will cost you money.

But it doesn't have to be so time consuming, or difficult. In fact, there is **one resource available to you right now** that will **instantly solve the problem**, making it easier than ever to develop high preformance email campaigns by delivering *hardcore value* to your subscriber base.

It's called *"Automated List Profits"* and it's ultimately one of the most valuable resources available to email marketers because not only does it eliminate the workload involved in creating profitable email sequences and autoresponder campaigns, but it includes every marketing and research tool you'll **ever** need to dominate some of the most profitable niche markets online!

Take a look for yourself >> http://www.AutomatedListProfits.com

Once you're signed up for Automated List Profits, you'll be able to skip over the time consuming work and simply plug in a full suite of high quality content packages that include pre-designed squeeze pages, high quality reports that will drive in subscribers and you'll even be able to download fully researched keyword files that provide you with all of the high traffic keywords that you can use within your marketing campaigns.

In other words, Automated List Profits does **all of the work** for you, by giving you everything you need from the incentive offer, to high response squeeze pages.

All you'll need to do is drive in high targeted traffic to your squeeze pages and set everything else on complete autopilot!

You can also download a full suite of professional squeeze page templates from http://www.SqueezeNinja.com to save even more time and money.

In the next segment of this special report, we reveal some of the easiest

ways to quickly generate a flood of traffic to your squeeze pages, so you can turn those visitors into loyal – repeat CUSTOMERS.

High Powered Traffic Strategies

Once you've set up your squeeze page, created your [autoresponder account](#) and you have a combination of high quality content as well as an incentive offer available to new subscribers, it's time to start funnelling in traffic to your squeeze pages, so you can begin capturing leads!

To begin, you should recognize that there are 3 traffic "tiers", that include:

- **Partnering Traffic**
- **Customer Traffic**
- **Search Engine Traffic**

With Partnering Traffic, the majority of your traffic will come from networking within your niche market. Now, this doesn't mean that you need to form joint ventures or alliances with anyone in your market, but it does mean that you can **siphon traffic from competing websites, blogs, forums and even social media sites** that focus on your chosen niche.

Customer traffic is where you market **<u>directly</u>** to an existing customer base. If you've already managed to generate customers from other websites, or you've been involved in affiliate marketing or product development, the best way to start building a list is by targeting active buyers.

Search engine traffic consist of leads that come directly from the major search engines. This is organic, free traffic that lands on your squeeze pages because they've either been directed there after typing in relevant keywords, or they've followed incoming links from other websites that lead to your squeeze page.

It's important that you focus on driving traffic to your squeeze pages from as many of these tiers as possible, so that you're able to maximize your opt-in rates.

If you don't have an existing customer base, focus instead on traffic tier 1 and 3, piggybacking off of existing competitor blogs and forums, and in positioning your squeeze page so that it ranks within the search engines.

Here are a few quick and easy ways to do this:

Forum & Community Traffic

If you want to exploit the success of other websites in your market so that you're able to siphon traffic to your own squeeze page, one of the easiest ways to do this is via forum and community marketing.

Think about it. What better way to get in direct contact with your customer base than with active community forums that focus specifically on your niche? It's like fishing in a bathtub!

The first step is to create a resource list of relevant forums in your market,

focusing only on active forums that carry a medium to high level of subscribers. Start-up forums are good for generating backlinks to your squeeze page, but if you want to really drive in subscribers, you'll want to spend your time being visible in high active community sites.

Forum marketing is one of the best ways of quickly jump-starting activity to your squeeze page, but forums are incredibly useful in many other ways as well, including:

- Quick & Easy Market Research
- Valuable FREE Feedback for your products
- Establishing a recognized brand as an authority in your market
- Generating quality backlinks to your squeeze page
- Get your website indexed faster than ever before

When it comes to finding forums in your market, you can browse through Google by entering in relevant keyword strings such as "your-niche+forums" or "community forums+keyword", or you can take a look through forum directory sites like http://www.big-boards.com

The key is to set up a complete profile so that your website URL is located both in your forum signature, AND in your profile.

Search Engine Marketing

Gone are the days where you could throw up a pay per click marketing campaign and instantly funnel in thousands of qualified leads. These days,

it's all about "content marketing". You need to provide exceptional content to your market, and do your job at warming up potential subscribers so that they're motivated into joining your list.

Thankfully, if you do your job at providing real value to potential subscribers, it's actually quite easy to generate insane traffic from search engines like Google.com, Yahoo.com or Bing.

One way of maximizing traffic through the search engines is by exploiting the power of "*authority websites"* like Squidoo, Blogger, Wordpress and HubPages.

All of these websites are considered authority sites in the major search engines and so by having a webpage hosted with these networks, you'll be able to siphon 'link juice' to your squeeze pages, while giving your website an instant boost in the search engines.

You can piggyback off of these authority websites by setting up a simple website with each service.

Here's a quick way to do it:

1: Set up a keyword-based domain with www.Blogger.com and www.Wordpress.com

You want to make sure that your URL contains your most relevant keywords, so that you're able to generate immediate traffic to your site.

2: Set up a Squidoo lens, integrating various modules and content. You'll need 2-3 short articles in order to build a quality lens. Make sure that your content is unique and offers real value. Consider creating a tutorial style Squidoo lens, as they tend to rank even higher.

3: Set up a HubPages account and repeat the same steps that you took to create your Squidoo account. You can use the same content across both networks.

4: Now it's time to add in your opt-in box. With Blogger.com and Wordpress.com, you can copy and paste your squeeze page HTML directly into your new blog page. Test out your opt-in form making sure it works properly, and save your progress. You can also add modules to the sidebar of your Blogger and Wordpress theme that house your opt-in code so that it's visible on every page of your site.

5: Add your opt-in code into your Squidoo lens, HubPages and both profile pages. You want to make sure to copy and paste your squeeze page opt-in box code only – not the entire squeeze page HTML as it won't display correctly. You can do this easily by adding in a "text module" to both your Squidoo lens and your Hubs.

Once you've set up this list building system, just rinse and repeat for every niche market that you are targeting.

Blogger.com, Squidoo.com, HubPages.com and Wordpress.com are all

great ways of developing a presence online, while using their authority to quickly rank in the search engines.

In fact, we've experienced a tremendous influx of subscribers just by creating simple websites with all of these authority sites, and best of all, once you've set them up, you never have to touch them again!

Keep in mind that you want to incorporate relevant keywords into the content you use on authority websites, so that you are able to generate traffic from the major search engines.

Keywords form the connection between your marketing message and your target audience. The problem is, the majority of online marketers either don't know how to find quality keywords, or they go about it all the wrong way.

You want to focus on **BUYER** keywords, because not only will it be easier to build a customer list of loyal buyers, but also it will be incredibly easy to maximize your income, because these people are ready to buy!

The easiest way to choose the perfect keywords is to focus on **specific** keyword phrases. The more targeted the keyword is, the more targeted your traffic, it's as simple as that.

Google's free keyword tool that was released in 2007 takes the guesswork out of researching targeted keywords and instantly reveals the best keywords for virtually any market imaginable.

You can start using Google's Keyword tool at
https://adwords.google.com/select/KeywordToolExternal

Social Media Marketing

Think of the methods that you currently use to target your niche market and communicate with potential customers, and then use those outlets to funnel traffic to your squeeze pages.

For example, if you are active on Facebook, Twitter of Google+, you can easily create content around your market and lead your followers through to your squeeze page

Consider adding your primary website, or squeeze page URL to all of your social media accounts, especially your profile page. You'll be surprised at just how much traffic you're able to generate just by taking advantage of the communication channels that you already use to target your market.

Last Minute Tips

In order to make money in email marketing, you need to work consistently at generating traffic to your squeeze pages. You want to maximize your opt-in rates, and skyrocket your income by funneling in new business each and every day.

Here are a few quick ways to maximize your traffic, and your profits:

Create Multiple Squeeze Pages
You never want to stick to just one squeeze page, but instead, work towards building a complete network of squeeze and landing pages that target various markets. Even if you're only interested in one main niche, you should still create multiple squeeze pages that offer various incentives so that you can split-test your campaigns and determine what works, and what doesn't.

You can do this easily with AutomatedListProfits.com because each month, you'll receive **2 fully loaded list building packages** that provide you with all of the tools you need to instantly dominate some of the hottest niche markets online.

Your goal should be to set up 2 squeeze pages a month, and then work consistently to funnel qualified traffic to each squeeze page, so that you're always adding new subscribers into your sales funnel.

Expand Your Outreach Every Month

Don't be afraid to branch out and expand your list building system. The more squeeze pages you have in circulation, the better. Test out different incentive offers, tweak your sales page copy and continue adding new email sequences into your autoresponder system so that you're in constant contact with your subscriber base.

You also want to make sure that you're offering a series of both free and promotional based campaigns so that you're able to provide true value to your subscriber base, while monetizing your emails. You can do this by offering a free report, or a series of articles while mixing in promotional campaigns, affiliate links or announcements of your own product releases.

Split Test Your Squeeze Pages & Campaigns

Split testing squeeze pages is an important part of email marketing, because there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts and incentive offers.**

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:
http://www.google.com/analytics/

Segment Your Lists

By segmenting your lists, you can create content based on each groups' interests and skill levels as well as develop products and services around each category of subscribers.

This will ultimately maximize your income because you're no longer lumping all of your subscribers together, but instead, you're able to create specific email campaigns around what they have demonstrated interest in!

Stay Active

One of the biggest mistakes that new email marketers make is that they set up their email campaigns and let them run on complete autopilot.

We're all about automating our business and email marketing CAN be automated to some degree, however you need to make sure that your email sequence is set to deliver content regularly. You NEED to stay in communication with each and every subscriber you have.

To do this, try to set up every email campaign so that it contains enough content, spread out across several months.

For example, create 1 campaign that contains 30 articles and rather than sending out a new article each day, send out one article every week so that your content is spread out over time.

Then, add in new content in between delivery cycles as often as possible

so that in the end, your subscribers receive 1-2 new emails a week. These emails should offer value in the form of free content or material.

Next, choose to either integrate monetized content in between your free content delivery, or use the "broadcast" feature from within your Aweber account to send out immediate emails to your subscribers.

Broadcasts are sent out only once, so if you want real automation, you'll want to schedule monetized content once or twice a week, combined with free content that offers access to valuable tools and information.

Do your best to offer an even balance of free and monetized content, so that your subscribers see the true value of remaining on your list.

Setting up your email campaigns so that they push out regular broadcasts and emails does more for you than just making sure your lists don't run cold. When you develop a consistent pattern for communicating with your lists, your subscribers will be conditioned to expect emails on certain days, which will increase your open-rates dramatically!

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