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Table Of Contents

Intro

Chapter 1:
List building

Chapter 2:
Spam

Chapter 3:
Squeeze or Landing Pages

Chapter 4:
List Building Techniques

Chapter 5:
Using Your List

Chapter Six:
Be Honest With Your List

Foreword

If you're interested in the matter of List Building, chances are you have a product or service you are trying to sell or you're an associate trying to distribute another person's products. Either way, you have come to the correct place. We're going to show you numerous ways to build up that perfect list.

You are going to be able to ultimately make the sort of income you have always dreamed about. They say that the profit is in the list, and they are right. Now you will be able to make the revenue *you* prefer to make and you will be able to do it again and again because you will have a list of committed customers who will look forward to every communication you send. But before we assume this winning list, it is crucial to go over the reasons for building up a list in the first place. It is Purposeless to build a list when you have no game plan in place once you have completed that list.

List Building Resolution

Powerful resolutions and methods that will help you to achieve a 5 to 6 figure list size this year.

Chapter 1:

Why Build a List

Synopsis

Once you set out to build a list, you're hoping to accumulate the names and email addresses of committed subscribers and prospects. You are 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.

Why Build a List?

Once you set out to construct a list, you are hoping to collect the names and email addresses of committed subscribers and prospects. You're hoping to gain instant access to clients and also to build a following of subscribers for your e-zines and articles, or whatever game plan you have in mind. However, these days it's not easy to get people to give up 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 win over people and convince them that they ought to offer this information to you. The most effective way to do this is by building trust.

You must give them a great reason to give up their personal information. You must make them believe that you will never share their information or use it for the wrong reasons. They must trust that all you want to do is give them the information they seek. To do this, they must consider you as an expert over your special niche. And that's just what we're going to teach you how to do.

When you construct a list, you are creating a dedicated following. If you do everything correctly, they'll early await your next communication in which you can extend to them the following great product or service that they're sure to be interested in. See, to construct a quality list, individuals must be anticipating what you're offering in the first place. They may search for you using Google, or they may click on an advertisement, and that's when they're taken to your site that offers them something in exchange for their data.

That basically means that, for you to build a quality list, they have to seek you out. For that to happen, you must give them and chance to find you. This can be done in a number of manners. You're able to use paid advertising, article marketing, or you're able to use numerous techniques we're about to discuss. And then, once they find you and they give you their data, you'll be able to offer them what they want whenever you prefer to.

If you have a new product you're selling, you're able to directly send emails telling all your customers about it. If you just published an article on an e-zine, you're able to also tell your customers to go read it. It's an effective way to construct a fan base that's always hungry for what you're offering. That makes list building, one of the most effective marketing techniques ever considered.

There are other techniques that are great for marketing, but none target a group quite like list building. When you drive down the main road, you see billboards selling products and services and even ideologies. These billboards are configured to reach everyone who travels by. Some individuals may respond to these billboards, but most individuals won't.

They'll just pass them by and it will become basically just another part of their surroundings. Now, consider if you could design a billboard that could only be seen by the very individuals who'd love to respond to that. That's fundamentally the idea behind list building. You are delivering facts and products to individuals that are looking for these exact things. That means you have a larger chance of making income than if you were to blanket market to individuals who may or may not be interested in what you have to offer.

In the end, the reason you would like to build a list is because individuals often don't buy the first time they're offered something. For example, let's pretend you have a product. You build site, you fill it with quality articles and you optimize it effectively for the search engines.

And so, you do some e-Book marketing and you even create an Adwords campaign to promote that internet site. You may get a few visitors but most people do not 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 data over a longer time period and actually build a trusting relationship with them? I bet you could and that right there's the basic reason why list building is crucial to online marketing.

I do not have to tell you just how much spam there's out there on the internet. Right now, for instance, my spam box has 4,000 messages that my email provider immediately 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 does not pick them up. These spam messages are pretty easy to spot.

I, like many individuals 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.

Chapter 2:

Spam

Synopsis

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.

Spam

Once you ascertain and apply the data in this book and you start to build your own list, be cautious of the communications you send to the individuals on that list.

You must send quality data and you must be yourself. Individuals can smell spam a mile away these days and so you'll want to carefully craft every email you send so that it's not erased outright.

Think what information you would like to find 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 of this before you send a single email instead of you losing those useful customers you worked so hard to gather for your list.

You are able to guarantee that a sufficient number of individuals will respond to your emails once you have built trust. If you can do that, you'll have a constant supply of subscribers just waiting to read the next email you send.

Do not add to the spam already on the net. Provide value and you'll be able to gain a loyal readership which will ultimately generate for you the return you deserve.

Chapter 3:

Squeeze or Landing Pages

Synopsis

Statistics show that only about 15% of New Years goals are maintained. It is no wonder that the amount of resolutions made is dropping. A strategy that fails over four fifths of the time is broken. The question is how do you fix it?

Squeeze or Landing Pages

Once you have your squeeze page up, it is a great idea to integrate an auto responder into the name and address collection process. You are able to build your list by hand if you prefer to, as many individuals were forced to do in the past, but these days an auto responder will do everything for you mechanically. It will manage your contacts, manage unsubscribe requests, allow easy 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 auto responder up for you and there are also companies that completely specialize in auto responders such as www.aweber.com.

Once you have an auto responder 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 is because on Mondays, individuals are trying to readjust from the weekend and they usually do not have the will or the time to read emails calling them to action. Likewise, from Thursday onwards individuals are too busy getting ready for the weekends.

Hence, if you are going to schedule emails, do it right in the middle of the week when individuals are expected to read your emails and buy what you are offering. If you do this, you'll increase the chances that

your subscribers will answer to your emails and you will likely make more sales than you ever did before.

Now that you have got your squeeze page ready, and your product's webpage is up and active, 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.

Chapter 4:

List Building Tips

Synopsis

The following list building techniques have been used by internet marketers over and over to make thousands of dollars on the net. These are all dependable means of list building and they're perfect for Building up not only lists of email address, but caliber lists of email addresses from individual who are actually concerned in what you are 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 efficient ways to build quality lists that get results.

List Building Tips

The following building formulas list has been used by web marketers again and again to make thousands of dollars on the internet. These are all secure means of list building and they are perfect for developing not only lists of email address, but quality lists of email addresses from people who are actually concerned in what you're offering. Some cost money and some are free, but one thing is for certain: they all work.

Among the most popular ways to build lists is to write a regular newsletter. The newsletter will provide quality information about your given niche. Individuals are hungry for information and your newsletter will provide them with the information they seek.

All individuals have to do to subscribe to the newsletter is provide their name and email address into the required box on your website or squeeze page and they will get more of the great information they are looking for.

They get the information and you get their information, and everybody wins. You do not have to write a newsletter each week or even every two weeks. Once a month is perfect and individuals will actually appreciate that you are not blasting them with too many emails in such a short period of time.

You're able to offer a free membership to your visitors that provide them extra benefits for signing on. You are able to offer valuable information free of charge, but only to members who register. Then, you are able to upsell to those members or you're able to even offer several 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.

Web giveaway events are steadily becoming a really popular list establishing technique. This is where you collaborate with other people by giving products away free of charge in exchange for a newsletter sign up. You may give away a free e-book, a report, software.

This formula can generate a list in very short order. When using giveaway events make sure that you have a new quality product, or service. The presentation of the product can determine the number of signups you may incur, so be informative and gain interest in your product. Conjoining as many of these events as possible can SIMPLY increase your list many fold rapidly.

Why not just ask your customers to tell a acquaintance about your newsletter so that you are able to add even more names to your list. You may tell them that they will receive a discount for every three individuals they get to subscribe, or half off. This gives them an incentive to tell everybody they know, it builds up value and it is a great way to triple your list in just a couple of days.

There are plenty of free scripts that can be used to automate the whole formula.

You are able to create a community on your website where individuals must register to join. They'll be given a password and it will essentially be a private club. This is additional tactic that allows exclusivity, which individuals generally respond to. You could do this

by creating a forum where you can not only build a community but you're able to encourage people to get into discussions about the data you offer, the products you sell, or just regarding your niche as a whole.

Chapter 5:

Using Your List

Synopsis

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

Using Your List

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

Viral marketing is one of the most commonly missed and misunderstood techniques available. The process is easy. Take a rebrandable ebook or software application that allows you to replace the links within it to your own affiliate links, and website either by direct URL link to your site or by adding banners and text ads. Once you have a rebranded product, you simply sell or give it away. Once the product reaches the hand of other whom in like continue the selling or giveaway process, you benefit from free marketing that never has an expiration.

Here is an example of viral marketing in the form of free link cloaking software that you are able to download. Once you have the software notice the many advertisements and lucrative options available. Now think of how offering this product to just a few people using something like a giveaway event could explode your marketing. You give it to someone who gives it to someone, and on and on, the whole time spreading your advertising. It's completely VIRAL! While not all rebrandable products are free, some of the best inexpensive advertising you'll ever find is by using this method.

Many marketers overlook this autopilot method which is a main stay in any serious marketer's campaigns. The method here is easy, take a simple program that offer commissions to you, that's a tangible

product, like, SoftwareSimple, ProIMsolutions, or a traffic exchange, auto responder, any site that will pay you one time, or recurring income. Place a single follow up letter into your auto responder's campaign, or every campaign. Now every time somebody gets on your list, they'll automatically see your ad for these silent sellers. Simply sit back and let it work for you. I make money every month from a large group of these onetime entered letters. A simple signature ad on random letters also works well to boost additional sales.

Many internet marketers feel as though they need to be somebody 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.

As an alternative, 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, and make certain you're being yourself. That's who your subscribers answered to in the first place and that's who they will 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.

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 instance, 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. 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 are able to do this, you'll 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.

Chapter 6:

Be Honest With Your List

Synopsis

Whether you're building your list or sending communications always is truthful with your prospects and actual subscribers. It may be tempting to try to trick individuals into providing their email addresses. This is a genuinely bad idea because you will only be hurting yourself in the long- run.

Be Honest With Your List

Whether you're building your list or sending communications, always be truthful with your prospects and actual subscribers. It may be tempting to try to trick individuals into providing their email addresses. This is a genuinely bad idea because you will only be hurting yourself in the long- run.

Not only could this affect your reputation but you will be gaining an email address from an individual that's not likely to buy from you anyway. Hence, make sure you treat your potential and actual subscribers as you would like to be treated.

Also, make certain that every communication you send has an opt-out link. This is where the individual can choose not to obtain any more communications from you. This link must be clearly visible and it should always work. And so, when somebody does click that link, make certain you take that mortals information off your list. It is not just the polite thing to do, it is also the law.

Provided you treat individuals as you would like to be treated, and you play fair, you will insure success with your internet marketing business and you will make more revenue 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.

Wrapping up

Email marketing and list building is truly one of the easiest methods of building automated income online. With a single click of the mouse, you can instantly broadcast a promotional based email to a built-in customer base, without having to worry about the cost of customer acquisition or advertising.

In order to monetize your lists effectively however, you need to focus on treating your subscribers well so that they trust you and of course, respond to your offers. You can stand out from the majority of email marketers in your industry by over-delivering on fresh, quality content.

Remember that people sign up to receive your emails believing that they will benefit in some way. If you deliver quality, relevant and useful information that truly helps them, you will be rewarded with an active and responsive subscriber base. Focus on building a relationship with your subscribers through constant contact and updates