

60 List Building Tips

By Chris Kent © 2012 Chris Kent www.ezlistbuilding.info

This report must never be sold. But feel free to give it away.

Contents (click to go directly to chapter)

Forum Strategies	4
Video On Your Opt-In Page	4
Alternative To The Free Ebook	4
Split Test Your Headline.....	5
Buyers List.....	5
Ad Swaps.....	6
Opt-In Opportunity Everywhere	7
Split Test A Photograph	7
The Best Niches For List Building	8
Facebook Fan Page.....	8
The Age Old Maxim Still Applies	9
Exciting Subjects And Stay On Topic.....	11
Encourage Reprinting	11
Twitter Search	11
Automated Follow-Ups.....	12
Split Test Your Subjects	13
Use An OTO (One Time Offer).....	13
Narrow Niche	14
Split Test With Or Without The Name.....	14
Forum Posting	15
Youtube	15
Drop Links Regularly.....	16
Collect Customer Emails	16
Pixelpipe	17
Use Click Tracking.....	17
Sidebar Opt-In	18
Write Your Own Freebie	19
Give Your Heart.....	19
Don't Be Afraid To Sell To Your List	21
Quality All The Way	21
Split Test Your Resource Box	22
Facebook Fan Page.....	23
Click Tracking Is Good.....	23

Try Capturing Only The Email.....	24
Youtube	24
Promote Only Relevant Stuff	25
Don't Think You Can Write Quality Emails?	25
Are You Passionate?	26
Break The "Rules" And Test	27
Send Your List A Variety Of Media	27
Don't Always Need To Offer A "Bribe"	28
Twitter	30
Confirmation Sale.....	30
Encourage Reprinting	31
Don't Be Afraid To Sell	31
Try The Sidebar	32
Warm Up Your Traffic The Best That You Can	32
Split Test Email Subjects	33
A Buyer's List.....	34
Traffic Cultivation	34
Narrow Down To A Niche	35
Twitter Search	36
Misleading Subject Lines.....	36
Exact Match Domain	37
Split Test Your Squeeze Page	37
Content Sites	38
Giveaways Are Good But Be Careful	39
Traffic Syndication Service	39
List Of Benefits, Not Features	40
Forums	40

Forum Strategies

If there is a forum related to your niche then get active on it. Choose the best one around that has the nicest crowd and allows signature links. Post often and place your signature link after around 40 posts.

Alternatively, you can find people on some marketing forums who advertise their signature spot for sale. If you don't see anyone in your niche then post a wanted ad and you should get a good response.

Video On Your Opt-In Page

There is no hard and fast rule such as "video is better". The only way to know for sure is to split test.

And when you do test a video out, don't just test one. For all you know, your first video might not hit all the right buttons but you never knew it. Only by comparing it against at least two other videos (and preferably more) will you know for sure. Try creating all your videos in the same afternoon - it will be much easier that way.

Alternative To The Free Ebook

The free ebook "bribe" does not work as well as it once did. People have become used to them and most offer very little value at all.

Instead, try establishing trust in your traffic avenues such as blog posts and articles. Don't just write 250 words - really make a big effort, 500 words is much better. Give away quality information and your prospects will see the real you and will want to trust you.

This way, you don't need to give them a "bribe" to convince them to opt in and hear more from you. If you already gave out really good information then why would they not want to subscribe to your list?

Split Test Your Headline

Your headline is perhaps the most important element of your opt-in page.

If it is enticing and generates curiosity and interest in your visitors then they will want to see what else is on the page and subscribe. If it doesn't interest them at all then they will leave your page before you get a chance to tell them what you are offering.

Split test it. Ditch the loser and keep the winner then bring forward a new challenger (headline). Rinse and repeat (I hate that phrase but it is really true here!).

Buyers List

If you don't have your own product yet then I strongly urge you to consider creating one over the next month or two. It will allow you to collect opt-ins for your buyers. These are people who have already proven that they are willing to whip out the credit card and a buyers list is worth much more than any other type of list, pound for pound.

The ideal way to get your customer to opt in to a customer newsletter is to put a big opt-in box on the top of your download page and encourage them to subscribe in return for free lifetime updates, bonuses and more. With some of my products, I have an 80% opt-in rate using this technique.

Ordinary Guy Reveals The Shockingly Simple Paint-By-Numbers Blueprint He Used To Go From Zero Subscribers & Zero Cash to A Starving Crowd of Over 25,000 Without Spending a Single Dime On Traffic: [click here](#).

Ad Swaps

A lot of people are addicted to ad swaps - it inflates their list size but if done wrong it will not increase conversion at all.

Remember, with an ad swap, you are going to be sending your subscribers to another list that you are suggesting to them. If the other list has quality information then they will trust your word. If it is a terrible, almost spammy list, then they may never trust you again.

Check out the quality of any lists you are going to do an ad swap with. Ideally, it should not be offering exactly the same things as you (though it should still

be in your niche) because the last thing you want is for a direct competitor to steal the focus of your readers and take income away from you.

Opt-In Opportunity Everywhere

As an internet marketer, it is highly likely that you have a content or informational site. I strongly recommend that you insert an opt-in box at the bottom of every page (or in the sidebar).

This is a no-brainer and yet few people do it. Remember, out of all the things that they can click or take action with on the page, your opt-in box is likely to generate the biggest return and more than banners, for example. Therefore, you should have no objection to this strategy as it will only make you more money.

Split Test A Photograph

Many people say that using a photograph gives extra trust. Others say that people have become immune to them and see them as a little cheesy.

So who is right?

The answer is nobody or both. The only way to know for sure is to split test it. Different niches will give different results and much of this is down to the demographic such as the spread of ages and genders.

The Best Niches For List Building

In my opinion, the best niches for list building are those where there is a continual learning process. Look at internet marketing, for example. Even gurus have not learned everything there is to learn. Even they still buy educational products.

Building a list in this niche or a similar long term one allows you to promote many different products that all serve to help each person. Similar niches are forex and investment.

Now contrast this with a disease or medical condition niche. While there is a greater need for a solution to their problem, once you have solved their problem then there are not many more ways to monetize that prospect.

I've had this trouble myself - even with a "buyer's list" that is normally considered to be like gold (a list of customers who have taken their credit card out to get something), if you have already solved their problem then there is little else you can really sell to them except loosely related products which will never convert as well.

Facebook Fan Page

The beauty of Facebook is that it is one of those places where you can syndicate your content to or drop your link and you will automatically get several hits each time you do. In fact, Facebook tells you how many people have checked out your posts.

The best way to do this is to create a Fan Page. You can pay someone at fiverr to get some initial traffic to your page and therefore traction in viral traffic. Do not go to other pages and leave your link as this is considered spamming and will get you banned and even potentially sued by Facebook.

For The First Time... I'll Reveal One Of My Niche Lists... Which Grew to Over 4000 in 30 Days...and Now Bulges Over 25,000...Plain & Simple... All You Have To Do Is Rinse and Repeat ... 100% Guaranteed: [click here](#).

The Age Old Maxim Still Applies

I'm talking about using benefits rather than features. Many people say that a sales page should list benefits rather than features.

Actually, any kind of copy that you write, opt-in pages included, should be like this. When you do it on your own, I recommend sticking to 5 bullet points and making each one brief and concise.

Generally speaking, less is more. If you write too much you only give your prospect a chance to establish doubt in their mind.

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Exciting Subjects And Stay On Topic

Monitor your email open rate. See which subjects worked the best in the past and try to replicate your success. Do not use "RE:" at the beginning of your subject or "Instant Paypal Cash" or similar. Most people hate those tactics.

Also, remember to stay on topic. If you entice your reader in with a good headline then make sure you deliver on it. There is nothing worse than someone who misleads their readers with an exciting topic and then fails to back it up in their actual email. That is the route to instant unsubscribes.

Encourage Reprinting

Encourage your readers to reprint your articles. Tell them (perhaps with a footnote, for example) that they can copy and paste your emails and put them on their web sites or anywhere else so long as they provide a link to your list's opt-in page.

For this to work, you have to write good content. Write naturally and from the heart. Do not have a set "word count" in mind. Do not be lazy and already looking to complete your next article or email and get them all out of the way. Write as naturally as possible and show your true self. If you do this, people will reprint for you out of the goodness of their own heart.

Twitter Search

If you don't already have a Twitter account then you should get one. Most people do not understand the power of it.

Within Twitter, make sure that your web site url points towards your list. Post your regular site updates there.

But the real power is in the search facility. Search for keywords that are related to your niche. Think of Twitter as the gateway to your prospect's mind - on Twitter they will literally type out what they are thinking. You know your niche well so type in keywords that you think they will be looking for and be creative.

Then you just follow them and maybe drop them a comment. Hopefully they will opt in later or even retweet your posts to friends and associates and give your list even more exposure and therefore traffic.

Automated Follow-Ups

Sending one-off broadcast emails can be daunting at first. Queueing up automatic follow-up emails is one way around this and takes away the need to really think and spend time on broadcasts.

The easiest way to do automated follow-ups is to use articles you have the rights to use. Perhaps the best place to get them is direct from the product owners of those products that you wish to promote. They know their own niche and product better than anyone and should have some articles that you can use in their affiliate section. If they don't, just ask. Any good vendor should be willing to help.

Imagine Watching Your Business Grow From Zero Subscribers and Zero Money to 1,000's of Subscribers and Money Whenever You Want it?: [click here](#).

Split Test Your Subjects

Part of any list builder's career is the development in his/her ability to write a captivating subject that will build interest and curiosity and get that opening click.

You will get the hang of this as time goes on. There is no hard and fast rule because it often depends on your niche and even on your particular subscribers which may be different to other subscribers on other lists in the same niche, often due to the way that you have found them.

You should split test subject lines with your broadcasts when you have over 100 subscribers. Most good autoresponder solutions such as [Aweber](#) will allow you to do this.

Use An OTO (One Time Offer)

When someone subscribes to your list for the first time, after confirming they should be redirected to an offer. It's a total no-brainer - you have them in your list now so show them something they might be interested in. There is no risk in this.

Ideally, you should use an OTO script to show them a genuine one time offer that they can only take advantage of at that very moment. If you don't have an OTO script then you can just do a simple redirect as it is better than nothing.

Narrow Niche

Start with a narrow niche to begin with. It will make it much easier to target your emails and products at your readership.

Do not make a general list that covers the entire broad niche. Your efforts to monetize it will be very hit and miss.

What's more, even if you narrow down to start with, later on you will have the opportunity to further segment your list, get even more targeted and make even more money.

Split Test With Or Without The Name

People remain divided over this. Some say that if you ask for the name or first name then you can be more personal in your emails and increase conversions. Others say that this request puts people off and leads to a lower opt-in rate and that it can even damage conversion because many people do not see the personalisation as being genuine.

So what is the right answer?

The only answer is to split test and find out for yourself. Both of the arguments above are valid but you can never tell for a niche, which strategy will make you the most money which, of course, is our only real concern.

Forum Posting

Forum posting is a great way to bring in subscribers. You simply start posting at a related forum and after 20 or 30 posts, drop your link to your opt-in page in your signature if they will allow it (check before you even register).

Alternatively, you can ask on marketing forums if anyone will sell you their sig space on a forum in your niche. Typically, this will only cost around 10 to 30 bucks per month which is less than one sale's investment cost with the potential upside of at least tens of leads and sales.

1,500 confirmed, double opt-in subscribers in a week: [click here](#).

Youtube

Youtube is fast becoming a good choice of platform to find subscribers. The reason is because you get a great opportunity to build trust by looking at your potential subscribers straight in the eye for a good five or ten minutes.

At the end of the video, be sure to tell them what to do i.e. "click the link". You should hopefully also find that these people convert better than those from other sources.

Drop Links Regularly

You have probably heard the advice to give, give, give to your list before you try to "take" by promoting something.

Yes, this is true, but what you should not do is only drop your links when you are promoting stuff. Otherwise, it will set up a kind of subconscious flag in their mind that "link = spending money". You do not want this association to be formed in the heads of your subscribers.

Instead, you should post links in every email and preferably more than one. Most of these will not be affiliate links but just helpful ones. Get your subscribers used to clicking and then they will not develop the unfavourable association.

Collect Customer Emails

If you don't already have your own product then I strongly suggest you create one. If you focus, it need only take a month or two at most.

The reason is that you can collect the email addresses of your customers. You simply put a big opt-in box on your download page (before the downloads) and call it "product registration". Mention free lifetime updates and customer-only bonuses. On one of my products, I get an 80% opt-in rate.

Remember, these are people who have a track record of trusting you enough to get their credit card out and buy from you. So you should treat these subscribers like gold because they are worth a lot to you.

Pixelpipe

One of the best ways to build a list is one of the oldest - get your content out there. Article directories are still among the best places to put your content as their high authority allows you to tap into search engine traffic.

However, you should consider syndication services that will make your life much easier such as Pixelpipe. This is a service that will syndicate your content out to a number of Web 2.0 properties. I suggest paying someone a fee to outsource the account creation too as this initial setup process will otherwise take up a lot of your valuable time.

Use Click Tracking

Many people are put off by click tracking because they think that if their subscribers see strange urls when they hover over your links, that they won't click them.

Some people may fit this pattern of behaviour. However, most will just click if they want to. Also, click tracking data is extremely valuable to you. You can judge exactly how good your email was from the number of clicks that you get.

Test a few different styles and methods of trying to get the click and see what happens. Whatever seems to work (often discovered by accident), you should repeat that tactic in future.

Build Massive Profit-Pulling Mailing Lists Without Spending A Dime: [click here](#).

Sidebar Opt-In

Many people think that it is better to have a single opt-in page with no other distractions instead of putting your opt-in form in the sidebar of a blog or content site.

However, did you know that sometimes you can increase your conversion with a sidebar. It seems that in some niches, your prospects will trust you more if it just appears that you have a complimentary newsletter to your main content site as opposed to doing more of a "hard sell" and trying to funnel them in.

The only way to know for sure is to test. If your sidebar proves to perform better then you might want to redirect all your traffic to your regular content site.

Write Your Own Freebie

If you are giving a bribe to your list by offering a free report then I strongly suggest that you write it yourself.

Many people have seen the same freebies offered everywhere already. Plus, if you write the freebie yourself then you can precisely discover exactly what your ideal subscriber's needs are and then answer (or give partial answers) them in your report.

The closer a fit your freebie is to your subscriber's needs, the more trust they will have in you and the more money you will ultimately make. Seeing as your freebie is delivered to them right at the beginning of their newsletter experience with you, it makes a lot of sense to get things right from day one.

Give Your Heart

You have probably already heard before that list building is all about building trust. This is true, but few people tell you how they do it.

My personal advice to you is to write from the heart. Do not have a word count in mind. Do not try to be like another list builder whose emails you read.

Be yourself and forget about any particular advice. For example, I have often been told to keep my emails short. But as soon as I increased the length of them (as I naturally wanted to do), my profits went up.

This tactic won't work for everyone but it worked for me and I believe it is because I write naturally and from the heart. Try it, it might work for you.

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SEEN ENOUGH?

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Don't Be Afraid To Sell To Your List

One of the mistakes I made (and still do sometimes) is to not sell to my list enough.

Once you have a nice list and a relationship with them, it is easy to feel bad about promoting to them. I mean, I only promote quality but for some reason I don't like to keep telling my subscribers to buy.

The fact is though, you need to remember that your list is a money vehicle. Don't let your personal feelings get in the way. So long as you are ethical and stick to your good morals then there is nothing wrong with selling to your list.

Quality All The Way

Once you have people in your list, you know by now that you have to treat them well.

However, you will make much more money if you have this ethos all the way through. Don't use garbage \$1 outsourced articles that are 200 words to drive traffic to your list. If you use garbage then you will attract garbage.

Be consistent and show your true self in every aspect of your marketing. Trust development does not begin on day one of your list but wherever your traffic-generating content may exist on the internet. If you take this approach then you will make more people happy and make more money too.

Discover The Exact Methods You Used to Go From No Subscribers & No Cash to A Starving Crowd of Over 25,000!: [click here](#).

Split Test Your Resource Box

By now you probably know that the resource box at the bottom of any article that you write or content that you create is critical if you want to get the prospect to not only click on your link but also get to your opt-in page all nicely warmed up.

You need to get to the point quickly in your first sentence and really grab their attention. Then sell them a massive benefit and ideally throw the word "free" in somewhere to get the clicks. Make sure to tell them to click or visit your site - it sounds obvious but if you suggest an action then many people will follow through.

Once you've done this, stick with the same resource box over 20 or so articles. Then try another one and see which ones wins out. Because you've tested at least 20 of each then you can be sure to get an accurate idea.

Facebook Fan Page

A fan page is a great source of traffic. A lot of people talk about putting your opt-in page on Facebook directly but I personally think that is selling too hard. Facebook have a very low tolerance for pure marketing and your account is easily banned and your hard work poured down the drain.

You are better off publishing your articles to Facebook. Over time you will build up a following and each time you publish a new article then you will get instant hits. So long as your content is quality then you will get sustained and ever increasing traffic over time, many of whom will click on your article links and eventually get into your list.

Click Tracking Is Good

The first time people see click tracking, they often turn it off. That's because click tracking produces ugly urls that can be seen in the lower left hand corner of the browser when they are hovered over.

While this may seem bad, your prospects will quickly get used to it if you use it right from the start. It really is not as big a deal as it might first seem. It is definitely worth doing too because click tracking will help you develop your email writing skills over time because you will have learned which strategies work and don't work when it comes to trying to get your readers to click.

Try Capturing Only The Email

If you are in internet marketing circles then the prevailing view seems to be that you should ask for the first name and email address. This allows you to personalize your emails later which is supposed to increase conversions and make you more money.

Then if you look at traditional websites, many of them will capture only the email address. Are these people leaving money on the table because they don't know any better?

The truth is somewhere in the middle. What you should really do is to test both out.

When starting out, I suggest collecting both. Later, when your traffic is set up so that you are getting at least 10 or 20 new subscribers per day, you should split test another squeeze page that is identical but only asks for the email address. Now compare your stats over a long period (I say you should collect at least 100 new subscribers in each) and you should know which is the winning strategy.

Youtube

Did you know that Youtube is a great way to get traffic? Many people think that they are not "good enough" to go on camera. The truth is that Youtube surfers want to see real people on camera, not actors. Just fire up your webcam and start talking.

The major advantage that video has is that you can really connect with the visitor. Look into the camera always and it will have an almost hypnotic effect on them, no joke. Remember to tell them to click your link at the end of the video and then many of them will do it and end up on your squeeze page and hopefully become a new subscriber.

How to convert prospects to subscribers at an incredible industry-busting 70%: [click here](#).

Promote Only Relevant Stuff

Do not get into the habit of promoting irrelevant or even semi-irrelevant stuff to your list. If only a few people are going to be interested in your offer then you are going to annoy the rest of your readers and get a few unsubscribes each time that you do.

Only promote relevant stuff. If you can't find many products to promote then you might want to think about creating a new list that is a little broader. But what you shouldn't do is to have a general list that you throw every kind of offer at - this is the worst situation as far as list building goes. It is far better to be as targeted as you can be but not too targeted so that you can't promote much to them.

Don't Think You Can Write Quality Emails?

Many newbies don't even know where to start with emails. You're supposed to build trust but how do you do that? Do you write short or long emails? How do you soft sell? So many questions and so difficult to know where to start.

Try this instead. Write articles for the article directories. Don't just write some minimum 250 word stuff that nobody will ever finish reading. Write quality stuff that takes you twice as long.

Now post these articles (should be around 400 to 500 words) to the directories and also add them to your follow-up sequence. When you create a lot of articles and use them like this then your list will convert. I suggest queueing up maybe 20 or 30 articles and keep adding them.

Later, you can also send them broadcasts and use this as an opportunity to develop your email writing to see what generates the most money for you. Your subscribers will still be getting a lot of quality content from your follow-ups so they won't mind your broadcasts. On the contrary, it will keep things varied and more interesting for them.

Are You Passionate?

I strongly suggest creating a list in a niche that you are passionate about because it will be much easier to write from the heart. When you write from the heart, you really connect with your subscribers. This means that they will buy more from you. Whichever way you look at it, it's easier money.

Don't go crazy though. Stick to one "passion" list. Don't try to do five at the same time. You can have a second one later when your first one is up and running and making you at least a couple hundred bucks per month.

Other niches you should stick to a more mechanised approach using regular articles, even PLR articles so long as they are of sufficient quality.

Break The "Rules" And Test

It's OK to break the so-called "rules" of list building. For example, many people have told me to "keep your emails short" because most people apparently have a short attention span. However, I broke this rule by writing longer emails. They come more naturally to me. I was able to make more money that way, perhaps because I had a longer opportunity to create trust.

To be honest, I have no idea why. But the key point here is to try something and test it. If it works, stay with that strategy or try to better it. If it doesn't, drop that idea. You have to be disciplined enough though to use your logic and quit doing unprofitable activities. This is one of the hardest things about being an internet marketer that few people talk about.

Send Your List A Variety Of Media

Subscribers become bored if you don't mix it up - to some extent you have to "entertain" them.

An easy way to do this is to send them a variety of media and not just emails. For example, one day you could send them a pdf report of about 3 or 4 pages. This would be just a little longer than a regular email but your readers would see it has having higher perceived value and an act of generosity on your part.

Another good idea is to send them an interesting Youtube video. Rather than send them directly to it, it's better to create a simple web page with an embedded video that will be of interest to them. Above and below the video, make sure to add a compelling one-liner and direct them to click a link which will, of course, be your affiliate link!

The top 5 strategies for driving massive amounts of traffic to my squeeze pages without spending a dime doing so: [click here](#).

Don't Always Need To Offer A "Bribe"

Many people know the free ebook offer or some other incentive to subscribe and call it a bribe. But what few say is that you don't always need such a bribe. In fact, a bribe can be a bad idea in some ways because you will attract a lot of freebie seekers who aren't interested in buying from you. This can be a problem with autoresponder solutions where you must pay more money for having more people on your list.

Instead, try selling to potential subscribers the value of your newsletter. Sometimes it can be a good idea to call it an e-course, for example. If you show that your course has value, particularly educational value, then many people will subscribe because you are not having to bribe them or trick them. You are

instead telling them what to expect and so your subscribers should be genuinely interested people and not just freeloaders.

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Twitter

One great way to use Twitter to list build is to put your directory articles on there i.e. create a new tweet for each new article. Then, use the Twitter search facility to find people who are tweeting about your niche. Follow them and hopefully they will take a look at your profile, check out your articles and eventually opt in.

At first, you'll hardly get any new subscribers from Twitter. But over time you will get more and more regular traffic and even a sizeable following. Organic Twitter growth is slow but it is worth it so I suggest you start by creating an account today.

Confirmation Sale

You should always redirect your new subscriber to an offer that will genuinely interest him or her. The best way to do this is with an "OTO" (one time offer) script that counts down and sets a genuine time limit. Don't bother trying to avoid buying a script by lying and saying that "this offer will self-destruct in 2 minutes" because nobody will believe that.

If you don't have a script and can't afford one yet then just do a simple redirect. It may not seem "pretty" but if the offer you are showing is genuinely going to help your subscriber then you should not worry about this - you'll be doing your subscribers a great favour.

Encourage Reprinting

Just imagine if your readers wanted to take one of your emails and put it on your site. Imagine if many people did this - you would have tons of backlinks and traffic going to your squeeze page. You'd even have your affiliate links plastered all over the internet.

Well, they would do if you told them to. Most subscribers don't think about it, they probably assume that to take your content without your permission is not allowed. So go ahead and regularly encourage them to do so. You can even include a small line of text that says something like "please republish so long as you preserve my links". Put it somewhere where it will not distract them from clicking on your affiliate links.

Don't Be Afraid To Sell

You've probably heard people tell you things such as "be nice to your list" and to try really hard to keep them sweet and be their best friend and develop trust etc.

That is all well and good but you can easily go overboard and treat them too well. Giving too much of yourself and then when you do drop your links, nobody clicks on them or nobody buys. That's because you've turned them into freebie seekers and they expect everything from you to be free. If all your content is great and you hardly ever sell then why should they buy from you if they can still get 99% of your quality knowledge for free?

Instead, you should not be afraid to sell. Put links in most of your emails to get them used to clicking. And when you want them to click a link then don't be afraid to tell them to do so. Don't be afraid to sell - people expect it. Otherwise, they will see you as a charity and treat you like one.

Ordinary Guy Reveals The Shockingly Simple Paint-By-Numbers Blueprint He Used To Go From Zero Subscribers & Zero Cash to A Starving Crowd of Over 25,000 Without Spending a Single Dime On Traffic: [click here](#).

Try The Sidebar

Many people have a dedicated squeeze page and have never tried to collect emails any other way. You should definitely experiment with putting an opt-in form on your sidebar of any Wordpress blogs you have. Many people who do this find that they get a lot of subscribes this way and very few unsubscribes.

Who knows why this is the case? I could guess that perhaps there is more trust when doing it this way and less of a "sell". I could be wrong or right but list building is not about finding the reasons. It is about trying something out and testing it and if it works well then sticking with it and improving it over the long term.

Warm Up Your Traffic The Best That You Can

I am always amazed when I see people writing trash articles. Maybe a few people will click through (usually when the resource box at the bottom is hard

selling something) and then a few of those will actually subscribe when they see the squeeze page.

The thing is, these people have been almost "conned" into subscribing. They were never naturally convinced to make the decision. You could say they were "bribed". This only leads to lots of unsubscribes and a very unresponsive list.

I have a different view. I prefer to show my real self not just in my list but also in my articles. Then people get a real feel of who I am and what I am like and the value that I can give. The more "real" you can be, the more responsive your list will be because they will trust you.

Trust doesn't start in your first five emails. It starts with your articles or anything else that you write on the internet. It is much better to write your articles from the heart than to churn them out or outsource them.

Split Test Email Subjects

Make sure to split test your subjects used in your emails. For example, with the software I use I can do this after I have at least 100 people in my list.

At first, you don't really know how to get people to open your emails. Just write in the subject what you think will generate enough curiosity for the person to open your email. Remember to be accurate - what you do not want to do is to mislead people because if they open your email and see that it does not deliver on the subject then they will instantly unsubscribe or, worse, hit the "Spam" button.

Over time, you will be able to see which subject lines generate the most email opens and this will increase your conversion rate and how much money you make.

A Buyer's List

There is a strong reason to own a digital product if you don't already do so and that is the fact that you can assemble a list of buyers. People who have trusted you enough to buy from you and are willing to whip out their credit card are worth at least 10 times more than those who have never bought from you and 100 times more than freebie seekers who flock to giveaways and the like.

You don't have to have an amazing product. Even a product that sells for five bucks proves a willingness to buy. A list of 5 buck buyers is still highly valuable.

As an example, I own a product where I am not even using my buyers list properly yet. But my competitor uses his to promote my product to his list and this makes us both a ton of money. I love it when I see over 500 bucks in a day (he saw nearly 2,000) because of an email that he sent. If you cultivate your own list then you too can have 2,000 dollar days.

Traffic Cultivation

A list is just a vehicle for making money. It's no different to having a banner on a web site except that it offers many advantages over and above other methods. But like any other sales making vehicle, you still need to throw targeted traffic at it. Your life will be much easier and you will make more money if you only look for people who will be interested in what you have to say instead of finding random people and trying to convince them.

So when you are writing articles (like I am doing now), give them an accurate reflection of who you are, what you know and how they can benefit from you. Don't hold all the goods back - be generous and give quality advice and people will automatically want to learn more - you won't need to "bribe" them with offers of free reports - most of which have a reputation for being worthless anyway.

For The First Time... I'll Reveal One Of My Niche Lists... Which Grew to Over 4000 in 30 Days...and Now Bulges Over 25,000...Plain & Simple... All You Have To Do Is Rinse and Repeat ... 100% Guaranteed: [click here](#).

Narrow Down To A Niche

Do not try to run a broad list like "internet marketing tips". It is much better to zero in on the niche because then you can send out content that you know will appeal to anyone who opens your emails.

Don't go too narrow though - make sure that whatever sub-niche you position your list in that you have at least 5 or so products that you can promote. This will give you better results than a list where you can only promote a single product.

Mind you, if you find a niche with only one product and it is selling well, you should consider making a new product in that niche because there is clearly the demand for it and plenty of room for a new entrant like yourself.

Twitter Search

I strongly recommend that you create a Twitter account specifically for your list, if you haven't done already. Set your home page to be your squeeze page. Each time you publish an article, tweet it to your followers (if you use Ezinearticles then this will happen automatically).

Then use the Twitter Search function to look for people who are tweeting about your niche. Follow them and they might check out your page and one of your articles or even visit your squeeze page directly. The more you do this, the more targeted eyeballs you can get on your squeeze page, into your list and eventually buying from you.

Misleading Subject Lines

Your subject lines should generate curiosity in the person reading them. Another good tip is to follow the "AIDA" principle which is to generate attention, interest, desire and action.

Whatever you do though, do not mislead your readers. Don't tell them something in the subject line that you cannot back up properly in your email. Do not exaggerate on a regular basis. Definitely, do not put the phrase "RE:" in

your subject line to make it look like you are a friend replying to an email sent previously. If you do all these things then you will lose trust, get more subscribes and your autoresponder company may even have a quiet word with you about the spam complaints that are reflecting negatively on their business and could get your account cancelled.

Exact Match Domain

If you can, consider getting an exact match domain. This is a domain with a strong keyword in your niche, usually between three and four words long.

If you do this then Google will send you some free direct traffic from surfers who type that phrase directly into the search box. Quite often, you will be on page one for this search. If not, then create a few relevant site articles and put a link to them at the bottom of your squeeze page where they will not normally be noticed by anyone - this link only exists to get your content indexed and boost your ranking.

Split Test Your Squeeze Page

You don't need to do this from the beginning but as soon as you start to get a regular amount of people subscribing to your list on a daily basis then you should start to split test. This means that you need at least two versions of a squeeze page to send visitors to. I suggest starting out with something very, very simple like changing the headline.

You can use split testing software like the free Google website optimizer. Personally, I prefer to just use the built-in functions of my [Aweber](#) software which allows me to create a new web form for each split test. This way, it shows me my percentage stats on how many unique displays of my form there were and how many people actually subscribed.

Wait for around 100 subscribes to each form and then compare which one got their first and how much earlier. If it was a lot easier then ditch the other page, stick with this one and try a new test.

Imagine Watching Your Business Grow From Zero Subscribers and Zero Money to 1,000's of Subscribers and Money Whenever You Want it?: [click here](#).

Content Sites

Most online marketers who are getting into list building already have a content site. This begs the question, why not stick an opt-in form on every single page?

This is pretty much a no-brainer. You can only lose money if your list is so poorly written that people who would have clicked your site advertisements end up going to your list and never buying. You can reduce the chance of this happening by pre-loading your list with a ton of content. I am talking about using 50 to 100 pre-loaded articles or similar.

I suggest sticking the opt-in form either in the sidebar or at the bottom of every single page. If you want to go even further then I would also suggest adding an unblockable pop-up too.

Giveaways Are Good But Be Careful

Giveaways are a good way to build up your list fast if you are in the internet marketing niche. Unfortunately, you don't really see them in any other niche.

But be careful when you use them. A lot of people rave about how big their list becomes but most people who use giveaways will use a spare email address that they never check on a regular basis. It's no good having numbers if they don't convert.

Still, even if one person buys something you will probably profit because a giveaway does not take much effort to enter. Still, I strongly suggest that you segregate your leads obtained from giveaways. Ideally, you should put them into a separate list so you can track them separately. You can still send them the same newsletter as everyone else and then directly compare their conversion into money with the rest of your list.

Traffic Syndication Service

There are many ways to get traffic to your squeeze page but one of the best is to use articles because you are effectively giving the reader a preview of what they can find in your list.

One way to get your content out to as many eyeballs as possible is to use a service like Pixelpipe. This allows you to post your content to many places

simultaneously. It also allows you to use micro-blogging (like Twitter) to leave a link to your content in many other places too./

The more eyeballs that see this then the more that will eventually opt in to your list and buy from you. It really is that simple, sometimes.

List Of Benefits, Not Features

If you've made sales pages before then you will probably already know this basic copywriting fact - use benefits, not features.

I'm talking here about your squeeze/opt-in page where you want to encourage your visitors to subscribe to your list. If you give them a bunch of features then they won't really be interested. Instead, you need to really connect with them emotionally and tell them in bullet points how it is going to benefit them.

If you do this then you will see much better conversion of visitors into subscribers.

Forums

Forums are a great way to pick up leads for your list but you need to do it in the right way.

If you are in the internet marketing niche then it is very simple. Nobody has any real objection to putting a link in your signature. However, if you are in another niche then it is more difficult - but not impossible. Look for a forum that allows signatures. Post and be really genuine - this is easier if the niche is something you are genuinely passionate about or have a strong interest in. After 30 to 40 posts, put your link in your signature and tone down the "pitch" - you do not want to come across as a hard seller.

A short cut to all this is to buy someone else's signature. You can easily do this at places like Digitalpoint Forum where they have a link sales section especially for this. This is cheap and well worth testing.

Suffering From a Little List? ... Or Worst Yet... No List?...

**"Ordinary Guy Reveals The Shockingly Simple Paint-By-Numbers
Blueprint
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& Zero Cash to A Starving Crowd
of Over 25,000 Without Spending
a Single Dime On Traffic"**

... What Could A List Like This Earn You? ...

Listname	Today	Yesterday	Active Total	Inactive Total	Grand Total
Take a Guess!	123	109	25,759	1,842	27,601

25,759 Active Subscribers

Sorry... Niche Revealed on the Inside Only!

Most Experts Say You Should Earn \$1 - \$2/month per Subscriber

"For The First Time... I'll Reveal One Of My Niche Lists... Which Grew to Over 4000 in 30 Days... and Now Bulges Over 25,000..."

Plain & Simple... All You Have To Do Is Rinse and Repeat ... 100% Guaranteed"

SEEN ENOUGH?

[Click Here To Start Immediately](#)
