

EXPLOSIVE

LIST BUILDING ESSENTIALS



EXCLUSIVE REPORT

Explosive List Building Essentials

List building is an integral component of any online business. Your list is essentially your contact base. The problem with websites are that visitors come and go. Hence, they will easily forget about your website and all the good content that you provide.

One way to tackle this is to “capture” your reader’s contact information in the form of name and email. This is also known as List building. Your subscribers contact information is collected through an email auto responder. You can get one of these from services such as Aweber.com and GetResponse.com These services allow you to build Opt in forms to collect subscriber information.

You can collect subscriber information by offering readers “bribes” of interest, usually in a form of an e-book or email course. This bribe will ultimately depend on what niche you are in. For example, if you are selling dog training products, a free gift to collect subscribers would be an e-book teaching 7 dog training tips for dog toilet training.

Once you have gotten the code for your opt in box, you’ll have to set up your opt in page. This is also known as landing page or squeeze page. This page typically consists of a headline, subheadline, benefits, image of your free gift and an opt in box.

Once you’ve got all these components set up, the final task would be to draw tons of traffic to your landing page. You could either use free traffic methods such as article submission or advertise on Google or Facebook. Once you’ve started building a huge list, you can provide valuable content of interest and eventually monetize from your list.

The key to getting subscribers fast is drawing tons of traffic and testing and tweaking your landing page.

Also, content is really important if you wish to make profits from your list.

Building Your List For FREE

We all know very well the importance of a list in order to make money online. But understandably, many marketers have the problem of lack of budget. So how does one build a list for free? Here's several great techniques for getting your money making list set up on a shoe string budget (or Free of Charge).

Draw free traffic. The basis of building a free list is to draw traffic without any cost. This can be done by article submission or article directories (SEO) such as Ezinearticles and putting a link in the resource box of your article which leads to your landing page.

Do an ad swap exchange. If you have a list already and have contacts with several marketers in the same niche, you can offer to do an email swap with them, promoting each others landing page to your respective subscribers. That way, you both can benefit from extra leads and grow your list fast.

Join giveaway events. Giveaway events are great places to build your list fast. What you do is sign up for a free account and submit your gift to the website. Then, all the contributors will actively promote the launch and you will benefit from having built a list from free from all the visitors that come to the event.

Make sure you actively promote the event as well because the list can only grow from the collective effort from all marketers.

Finally, consider being an **active contributor in niche forums.** Forums are great places to meet your target market and show that you can provide good value to others.

Once you've established yourself as an expert in your niche, you can provide contact details of your business to anyone who wishes to find out more about your products or even link them to your landing page to build your own list.

List Exploding Strategies

No matter how good your product is or how much you have to offer, it won't be of much use unless you have in front of you a ready group of people who are already interested in your stream of business. Whether you are a novice in the internet business or a pro, one thing you cannot survive without in this industry is a good mailing list.

When I tried my hand at internet business a couple of years ago, my first product was an e-book. I tried everything in my power to make it a good product. The content was comprehensive, the banners were theme-related and everything, from the text to the tables included was done by me with precision.

The next step came of marketing the product. I wrote several articles about my subject and posted them in various article directories, contacted joint-venture partners and searched for affiliate programs. Even then in the end, I did not make as much profit of it as I could have made.

What went wrong? The answer is that time I did not have a mailing list as such with me. I did not have a group of interested people to whom I could introduce my products to and that's where the importance of having a good mailing list comes in.

Let us run through some basic yet key advantages of having a mailing list, which every internet business owner swears by.

Your mailing list is your instant profit ticket, provided you have developed a good relation with them by giving them good targeted information every time.

Whenever you want to launch your new product, you already have potential customers in the form of your list to which you can introduce your product and get instant sales.

Also when you regularly write to your subscribers, you develop a trust in them, which is very important because only when they trust you will they be willing to give you their hard earned money to gain valuable information. And to maintain this trust it is very important for us as internet business owners to provide our list with genuine and useful information.

Ask yourself the question, would you buy this product?

If the answer is yes, then most probably the answer will be yes for your list too.

Now let us look at some good ways of building your targeted list.

There is a concept called ad-swapping. It's very simple.

What you do is find other ezine producers who are promoting a similar product to yours, and approach them. You strike a deal with them where in you put their ezine ad in your newsletter and they put your ezine ad in theirs. That way you both get instant bulk subscribers and that too targeted ones. In case you don't have any subscribers to start with, you can offer your product to an ezine publisher in return for advertising your ezine in his newsletter.

One very easy way of getting targeted traffic is to promote your ezine in ezine directories. Just submit your ezine in one the ezine directories with an impressive description of your ezine.

Another very sure of way of increasing your list is by submitting articles related to your product in article directories. Remember that it is not advertising. You need to put in useful and informative extracts about your subject, form it into a good article and post it in various article directories. Over time many people who are interested in the subject will read your article, and if the information is useful, they will click on your link in the

resource box to know more about it and that's when you can tell them to sign up to your newsletter.

You can also create a blog about your product and place your opt in form on it. You might need to market your blog first so as to drive traffic to it.

One of the ways, which has helped me a lot in gaining a good number of subscribers, as mentioned before, is participating in a Give-Away Event. All it is, is a group of internet marketers participate in this event. They each offer a free gift on a website and in order for people to get the free gift, they need to join their email list. It's a very simple way by which you can gain a huge amount of opt-ins to your list. You have to keep a lookout for these events. Sign up to some good newsletters, and the owner will inform you if there is any give-away event that you can participate in.

These are just a few ways in which you can steadily increase the amount of people in your list and thereby progress in the number of sales you are making.

Final Words (Maximizing Every Visitor)

If a person visits your website and leaves, chances are that he or she will not come back, especially if there are no compelling reasons to do so. After all, we all behave rather impulsively on the Internet, so much so that we can easily forget where we were 10 web pages ago.

But the bottom line is that your visitor may not come back to your website again. If 1,000 visitors visit your website, leave and never come back again, you can imagine the amount of potential revenue lost, simply because they do not come back. You could have converted a fraction of the visitors into your customers.

Some may say that creating unique content can keep some of the visitors coming back, but very often, unique content is not the solution. The real, long-term solution lies in converting your visitors into subscribers of your mailing list.

Before your visitor leaves your website, you want to convert him or her into your subscriber via a simple opt-in to your mailing list. You do this by asking for your visitor's name and email address through your opt-in form.

And if your visitor signs up to be on your mailing list, you can still follow up with him via email. You can get your subscriber to consider your offer, or endorse another offer to him or her.

All in all, you want to convert as many visitors into subscribers as possible and obtain the potential revenue you rightfully deserve – the easy, wise way.