

# LIST BUILDING PROFIT KIT

HOW TO BUILD A PROFITABLE  
AND RESPONSIVE EMAIL LIST



CHEATSHEET

# Resource Cheatsheet

## **Keyword Research**

- Google's Keyword Planner Tool
- To get free access to this tool: create a Gmail account, create an Adwords account, login to Adwords, and select tools. Click on Keyword Planner Tool

## **Optional keyword tool**

- Longtail Pro <https://longtailpro.com/>

## **Google Trends**

- To determine seasonality and search trends for niches' keywords  
<https://trends.google.com/trends/>

## **Competitor volume**

- Enter your keywords into <http://www.google.com>

## **Reverse Engineering Tools**

- Find your competitors' keywords and backlinks  
<http://www.ahrefs.com>  
<http://www.majestic.com>

## **Competitor Traffic Estimate**

- Enter your competitors' domains to get an estimate of their monthly search volume
- <https://www.alexa.com/siteinfo>

## **Social media content reverse engineering**

- Find your competitors' social media content and determine popularity
- <http://www.buzzsumo.com>

## List management software

- MailChimp (Doesn't charge by list size) <http://www.mailchimp.com>
- Aweber <http://www.aweber.com>
- Getresponse <http://www.getresponse.com>

## Squeeze Page builders

- LeadPages <http://www.leadpages.net>
- OptimizePress <http://www.optimizepress.com> (needs wordpress)
- Clickfunnels <http://www.clickfunnels.com> (integrated solution)

## Outsourcing Resources

- Graphics / Coding / Email collection forms  
<http://www.freelancer.com>  
<http://www.upwork.com>  
<http://www.fiverr.com>

## Niche ebook or giveaway booklet creation

- <http://www.ozki.org>  
<http://www.upwork.com>

## Social Media Publication Tools

- <http://www.hootsuite.com>  
<http://www.socialoomph.com>