

A person is writing on a notepad with a yellow and black pen. The background shows a laptop and a desk. The image has a warm, orange-toned overlay.

27 LIST BUILDING TIPS IN TRACKS

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27 LIST BUILDING TIPS IN TRACKS

The best advice I can give you is to **watch everything** in this short video series **all at once!**



There will be plenty of website links in these videos



Have a pen and paper handy to jot down notes



Or have your browser open

27 List Building **Tips and tricks**

What Are These Videos
About And Who It's For

The money IS in the list!

I'm going to show you how to add
thousands of quality subscribers
to your list without spending a
fortune in the process.

**THE MONEY IS
IN THE LIST!**



**THE MONEY IS
IN THE LIST!**

List building Secret #1

Making Your Content Relevant
Keeps Your Subscribers Happy
And Boosts The Amount Of
People Who Will Recommend
Your Newsletter To Their Friends

Biggest problems:

- Newsletter and ezine publishers write about subjects **no one in their market is interested in**
- Publishers **don't write the content** in their newsletters **that interests their readers.**

This is easily overcome

- Send out an email **asking your readers what they want to read**
- Sign up for other ezines in your market and **see what they are writing about**

List building Secret # 2

Sounds simple, but few people actually do it You can integrate a subscribe box

just about anywhere in a website;

- Add one just **before an article starts**
- **In the middle of an article**
- **At The end of the article**

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

List building Secret # 3

Offering freebies to get people to subscribe to your newsletter can work well, if done properly. ..

Why the problem? I want subscribers to sign up because they want my newsletter, not because they want the freebie.

➔ **Create one yourself**, not something you have reprint rights to with 500 other people.

➔ **Needs to be unique**, and something that plugs your newsletter heavily.

A good bonus?
Back issues of your newsletter or **other products** of yours!

List Building Secret # 4

Use Free Viral Ebooks To Get New Subscribers

Want thousands of subscribers without spending a cent on advertising ?
Viral marketing is the way to go!

Writing viral books is nothing new, but it's a great way to get your site noticed.

You can create them as a free product, or charge for them and give people the reprint rights.

The goal isn't to make money from the sales of the book, **it's to get subscribers.**

Find a group of publishers in your markets, give them a mailing promotion to use and tell them they can have the book for free...

This is easy money for them and more subscribers for you!

List Building Secret # 5

Use Free Viral Ebooks To Get New Subscribers

Doing **audio interviews with experts** in your field also is a great idea to get more subscribers.

Do you know how I find experts in any field almost instantly?

Most FAQ pages at <http://www.faqs.org/faqs/> have who its written by and an email address for them.

- ➔ **Tell all the publishers you have this great set of mp3's for free for their lists**
- ➔ **Setup a section on your website with the download link to these mp3's and put a subscribe**

Hot Tip: Don't make is so these people have to sign up for your newsletter before they get the mp3s.

List building Secret #5

Use Pop Up Windows

Pop up windows are still effective ways to get subscribers, especially in niche markets.

There are a few different type of popup windows...



The pop up window on exit I prefer the exit popup, but this can get annoying...

You can find these sort of popup scripts at:
<http://www.nowsell.com/pop-ups/exit-popup-scripts.html>

Or if you want a piece of software to do it for you:
<http://www.dynamic-popup-generator.com/gindex.htm>

List Building Secret # 6

Buy Leads With Co-Registration

Quick and easy way to get subscribers, but not the best way.

What is Co-registration? Basically it's building lists by buying subscribers from a 3rd party service.

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions."

Best Co-registration companies:

<http://www.worldwidelists.com> | <http://www.profitinfo.com/leadfactory/>

List Building Secret # 6

Buy Leads With Co-Registration

Every time they supply you with a new lead you pay them a fee. Around 15 cents to \$1 depending on the niche market and if you want double opt-in or single opt-in.

Always go for double opt-in if you can.

Best way to make money from these types of subscribers:

- ☐ *Give something away for free;*
- ☐ *Build trust with your subscribers;*
- ☐ *Sign them up for a free course;*
- ☐ *Give them some bonus products;*
- ☐ *Remove them from your list if they ask*

List building Secret # 7

WRITE FREE ARTICLES

You will put your newsletter subscribe address in your resource box at the end of the article, **but it's not the best way to get people to subscribe.**

The best way is to **write a few free E-courses** that people can subscribe to via an autoresponder and weave the links into your article.

HARDLY ANYONE is doing this!

Here is what I would do

Go to Aweber.com

Buy a monthly subscription

Start writing up 2 or 3 free e-courses

Plug them into my autoresponder

In my article, I would let the readers know there is this great E-course for free they can sign up for. I would then provide them with the autoresponder link and how to sign up.

You can put your newsletter subscribe information in your resource box like this:

To get more information on how to catch more bass on a weekly basis, sign up for our newsletter by sending a blank email to youremail@address-here.com

List building Secret # 8

Use A Sales Letter To Get Subscribers

People using direct sales **letters to get new subscribers** for their newsletter.

You wouldn't even know by reading the sales letter that its not for a product until the very end.

This gives people the **WOW** factor. You make your newsletter sound valuable that when they find out it's free, they go "WOW, I can't believe they are giving all this information away for free".

This is pure marketing at it's best, and it's exciting. Marketing is meant to be exciting, just like life.

List building Secret # 9

Archive Your Newsletter Copies

Sometimes people are hesitant to give any sort of information away over the Internet, especially their email addresses even if what you are offering is free, **due to spam.**

You would think having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get it without giving their email address away, but this is not true.

What you do is tell them on the website that newsletter subscribers get each issue 2 weeks before non subscribers.

The background of the slide is a photograph of two women. On the left, a woman with curly hair is smiling. On the right, another woman with braided hair is kissing her on the cheek. The image is split vertically by a red line, with the left side being brighter and the right side being darker.

List building Secret # 10

Use A Paid For And Well Known
Autoresponder

I can't stress this enough. **Don't use free Autoresponders or mailing** lists!
These services can go down at anytime and are not professional looking at all.

Plus they also get used for spamming and are abused badly.

Use Aweber.com, GetResponse.com, infusionsoft.com, profollow.com or google
“professional autoresponder services” to find the picks of the bunch.

A background image showing two women from the chest up. The woman on the left is wearing a grey sweater and has her hand near her mouth as if she is part of a secret conversation. The woman on the right is wearing a red top and is also looking towards the camera with a slight smile. The background is a soft, out-of-focus light blue and green.

List building Secret # 11

Use Free Forum Posting

This is a great way to get not only more subscribers for your newsletter but recognized **as an expert in your field.**

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

1. **Find forums in your niche**
2. **Read some of the back posts and see who is the boss**
3. **Start posting with informative information and include your little newsletter byline**

Now that work is done for you. Just enter "forums + your target niche" into Google and you will find all the forums you could possibly want on those subjects.



List building Secret # 12

Trade Ads With Other Publishers

You place an ad for other publishers newsletters in your newsletter and they do the same for you in return. A few tips you should know...

Trading ad's for ad's with other publishers **works well when your mailing list is small and growing rapidly.**

To find publishers looking to trade - search for the following: " your market here ezine "

Example:

" Gardening Ezine "

" Gardening Newsletter "

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't spam these people. **Actually sign up for their ezine, look at their website, personalize any contact you make with them** so they know you're not just harvesting email addresses and you will do well.

Some of the time you don't even need to trade ad's with people in your exact market.

Let's say just because you run a gardening ezine, that doesn't mean you can't trade ad's with landscaping ezine.

List building Secret #13

Setup A Contest

Get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list.

To enter this contest, **these subscribers from your list must subscribe to the other publishers lists and vice versa.**

The contest could be for anything, depending on your market. **Anything with value with work.**

Setup a domain for this specific contest and put all the information needed on that. Tell your list about the contest and where to go to enter and how.

Everyone on your list who enters then gets subscribed to the other publishers ezine and you get their subscribers.

List building Secret # 13

Setup A Contest

- 1 Find 4 or 5 publishers in your market
- 2 Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you there signup information and something to offer for the contest
- 3 Setup a domain name and website/sales letter that tells people how to enter and all the information needed
- 4 Write a mailing piece that each of the publishers can use to promote the contest.
- 5 Get a firm date when these publishers will run the contest mailing piece and how often
- 6 Send these publishers the names and email addresses of subscribers
- 7 Add the subscribers to your list, make sure you check for duplicate email addresses so you don't add people already on your list
- 8 Pick a winner!



List building Secret # 14

Thank You For Subscribing Page

Simple enough...

You subscribe to an ezine you see on a website and once you subscribe you are taken **to another page that recommends other peoples newsletters** that you should join.

This is pretty much a localized version of co-registration, but it costs you nothing.

A background image showing two women from the chest up. The woman on the left is wearing a grey sweater and has her back to the camera, leaning in to whisper into the ear of the woman on the right. The woman on the right is wearing a red top and is looking towards the camera with a slight smile, also appearing to be part of the conversation. The image is split vertically by a red line, with the left side having a light background and the right side having a dark background.

List building Secret #15

Buy Ezine Solo Ads

These are ads **that are sent out by themselves**, unlike classified and other ads that go out in the ezine itself.

It needs to be a fairly good length

There are usually word and length limits to these ads so, it might be good to check around at what the normal length of a solo ad is in your industry.

The best bet to make a compelling solo ad is to **work really hard on the headline.**

Write a very compelling headline for your ad, and the rest of the ad should follow.

List building Secret # 16

Submit To Ezine Directories

The best ezine directories are paid for and they are:
Topezineads.com and **Directoryofezines.com**

Here are some free ones

<http://www.liszt.com/submit.html>

<http://catalog.com/vivian/intsubform2.html>

<http://www.go-ezines.com>

<http://paml.net/submissions.html>

<http://www.ezinelisting.com>

<http://www.ezines today.com/freesubs/>

<http://gort.ucsd.edu/newjour/submit.html>

<http://www.diysearch.com/>

<http://www.ezine-dir.com/>

<http://ezineads source.com/submit.htm>

<http://www.list-city.com/>

<http://www.ezine search.com/>

<http://www.e-zinez.com>

<http://www.ezinesplus.com/ezines/>

<http://www.published.com>

<http://www.published.com/add/>

<http://www.homeincome.com>

<http://www.infojump.com/publishers/>

<http://ezine-universe.com/>

<http://www.site-city.com/>

<http://www.disobey.com/>

<http://www.listtool.com>

<http://inkpot.com/submit/>

<http://www.newsletteraccess.com/>

List building Secret #17

Use Classified Advertising In Ezines

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to **write a very compelling headline.**

The best way to use classified ads is to **send them straight to your opt-in mailing list from the ad.**

This is by far the best method of advertising with classified ads.



List building Secret # 18

Network All You Can

Everywhere you go, network with people.

Going to seminars and trade events is a great way to network with people in your markets and a great way to **start building relationships** with key online businesses.

You never know who might be able to help you with something down the track.

List building Secret # 19

Create And Sell Ebooks With Reprint
Rights

What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible.

It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible. Why?

Because the inside of that book is **full of affiliate links** to other peoples products and every time someone gives away your book or sells it, more people will be seeing your affiliate links, and this is costing you what? NOTHING? Exactly!

So how do you go about creating your own viral marketing Ebook?

1. Come up with a product idea based on your affiliate program you've already chosen and are already promoting. : 101 insider secrets to sports betting How to bet with other peoples money

2. Get the tools you need to succeed (A)domain name -<http://www.namecheap.com>

<http://www.sportsbettingaffiliates.com>
<http://www.sportsoddbetting.com>
<http://www.101waystobeattheodds.com>
<http://www.betforfree.com>

A background image showing two women from the chest up. The woman on the left is wearing a grey sweater and has her hand near her mouth as if whispering. The woman on the right is wearing a red top and is also in a similar pose. The image is split vertically by a red line.

List building Secret # 19

Create And Sell Ebooks With Reprint
Rights

B

Webhosting (<http://www.hostgator.com>)

C

Autoresponder (<http://www.aweber.com>)

D

Credit card processor (<http://www.clickbank.com>)

E

Ebook Software <http://www.createpdf.com>

3

Plug in your free 5 day autoresponder series Remember to emphasize an urgency.

4

Advertise!

No matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's **the Internet Marketing group.**



List building Secret # 20

Start An Affiliate Program To
Promote Your Newsletter Or Website

If co-registration doesn't appeal to you, you could **start your own affiliate program solely to promote your newsletter or website.**

Another way, another less risky way is to do the following. Create an ebook, or some sort of digital product, with value, sell it for around \$20 to \$30 and **give affiliates 100% of the sale.**

You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers, but customers.



List building Secret # 21

Use A Dynamic Email Signature

All you need to do, is at the end of each email you send out, have a 4 line ad for your newsletter.

You could use a classified ad you've already written for ezine advertising.

You will be surprised how many people will sign up for your newsletter.

List building Secret # 22

Press Releases: Not Dead, Just
Evolved

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets.

The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web.

Every month, US web-users conduct 27 million searches at Yahoo! News, Google News or other news search engines.

According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

- ❑ 98 percent of journalists go online daily
- ❑ 92 percent do it for article research
- ❑ 76 percent to find new sources and experts
- ❑ 73 percent to find press releases
- ❑ 68 million Americans go online daily
- ❑ 30 percent use a search engine to find information
- ❑ 27 percent go online to get news

List building Secret # 22

Press Releases: Not Dead, Just
Evolved

Once properly written with both readers and search engines in mind, **you need to distribute the release.** PR Web™ and PR Newswire are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

The granddaddy of press release services is PR Newswire, which distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

Let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information.

Technology savvy consumers often visit online media rooms for the same reason journalists do: **they expect to find factual information there.**

Using releases as a strategic weapon to reach key audiences across the digital divide is **smart PR.** Practitioners who believe the news release is dead need to evolve, or they will be the moribund ones.

A background image showing two women from the chest up. The woman on the left is wearing a grey sweater and is whispering into the ear of the woman on the right, who is wearing a red top. A red circle with white concentric circles is positioned between the two women, acting as a visual separator and a design element.

List building Secret # 23

Give Your Newsletter Personality

What makes you different from any of the other newsletters out there in your market? 1 thing and 1 thing only.

YOUR PERSONALITY.

Don't be a lifeless drone, add some spark to your writing, be funny, be witty, be controversial, just don't be boring!

Tell a story. Stories are a great way to get people hooked before they realize you are actually selling them anything at all.

List building Secret # 24

Make Sure To Keep Your Newsletter
Off Spam Lists !

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

Another way, another less risky way is to do the following. Create an ebook, or some sort of digital product, with value, sell it for around \$20 to \$30 and **give affiliates 100% of the sale.**

- **Make Sure Your Email Message is Compliant with the CAN-SPAM Law.**
- **Make sure your list is double opt-in**
- **Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.**
- **Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.**
- **Don't ever purchase bulk email lists or harvest emails from the Internet**
- **If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.**
- **If you have an Affiliate Program, make sure you include an "anti-spam" provision in your agreement.**
- **Avoid using spam trigger words like "spam, free, special, guaranteed" etc...**

List building Secret # 25

Don't Buy Mass Email Lists

He said his friend owned the list and was willing to let him use it for a mailing, but he said not to mention his name at all in the mailing.

This should have been the first alarm bell for this guy. Not to mention that this guy wasn't sure how the list was compiled or how the people subscribed to this list.

It wasn't even just one big mailing list, it was a bunch of lists stuck together.

If this guy does decide to mail to this list, he will be accused of spam, he will get into major trouble and he will NOT make any money worth the effort.

**Never EVER send emails out to lists you don't know anything about.
Never buy bulk email lists.**

List building Secret # 26

Setup A Free E-Course For New
Subscribers

This free course is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, your newsletter or your own product.

You don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them.

First off though, we need a title for your report...
Very poor titles... Make Money Online Migraine Relief Report Create Your Own Products Easily Play Chess Like A Pro

*Here are a few suggestions I have to spruce those titles up...
Make Money Online In 7 Days With Residual Income Affiliate Programs Stop Migraines In 5 Easy Steps Create Sizzling Digital Products Instantly, That Sell Like Crazy Learn Chess Strategy Now And Win Like A Pro!*

So what is the easiest way to create your own free 5 day course?

The best way to create your free course is to write 5 or so articles yourself on the subject your promoting and putting it into a free course.

If you break it down into sections, it's a lot easier.

List building Secret # 26

Setup A Free E-Course For New
Subscribers

Article 1: Why fishing lures are so profitable

Article 2: How to create your own fishing lures from your table

Article 3: How to automate the whole lure making process

Article 4: How to market your lures offline

Article 5: How to market your lures on a budget online

In each of these articles, I would weave an **affiliate link** into somewhere or **mention my newsletter**.

With the first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

A background image showing two women. One woman with long brown hair is wearing a grey sweater and is whispering into the ear of another woman with dark curly hair who is wearing a red top. The woman in red is also whispering to someone off-camera. The image is split vertically with a dark grey background on the right and a lighter background on the left.

List building Secret # 27

Send Testimonials To Products
You've Used

Whenever you use a product or service you really like, send them a great, glowing testimonial and they will gladly put it up on their website and put a link to your website with it.

The trick here though is to get as many people who read your testimonial to your website and to subscribe to your newsletter.

The best way to do this is to register a new domain name solely for catching subscribers from testimonials, something catchy, and put a name squeeze page as your main page.

You will slowly get a nice stream of new subscribers everyday for as long as the product or service is selling for.

Sharon **Callix**

Award Winning Social Media Expert
International Speaker

MORE DETAILS

<https://www.sharoncallix.co>

