

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 <u>add</u>
thousands of quality subscribers
to your list <u>without spending a</u>
fortune in the process.

THE MONEYIS
IN THE LIST!





THE MONEYIS
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:

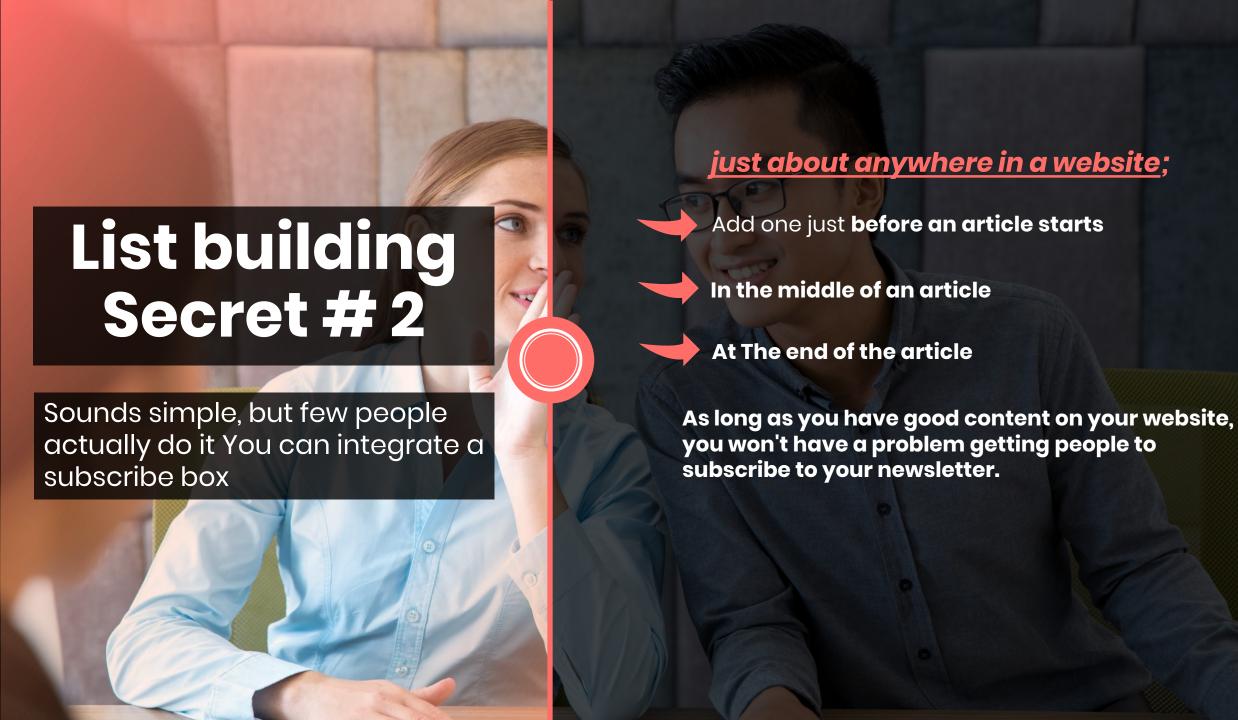
Newsletter and ezine publishers write about subjects **no one in their market is interested in**

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 # 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

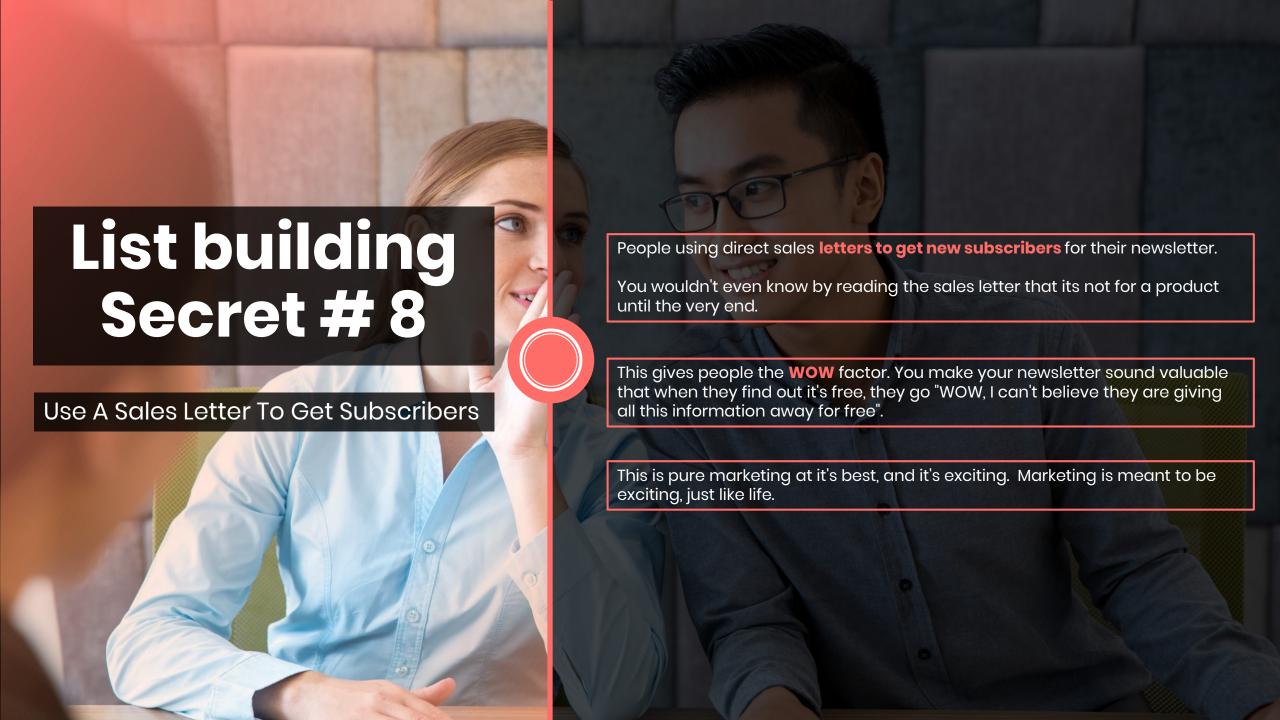


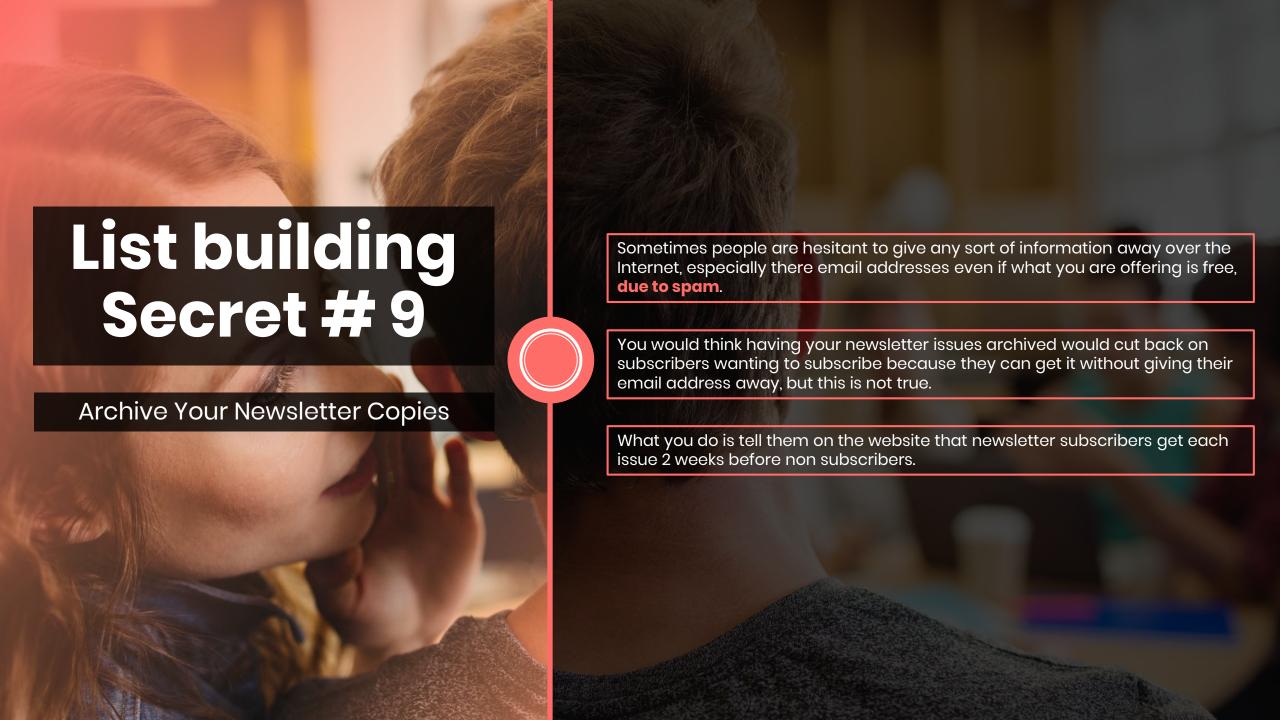
Plug them into my autoresponder

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"









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.



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:

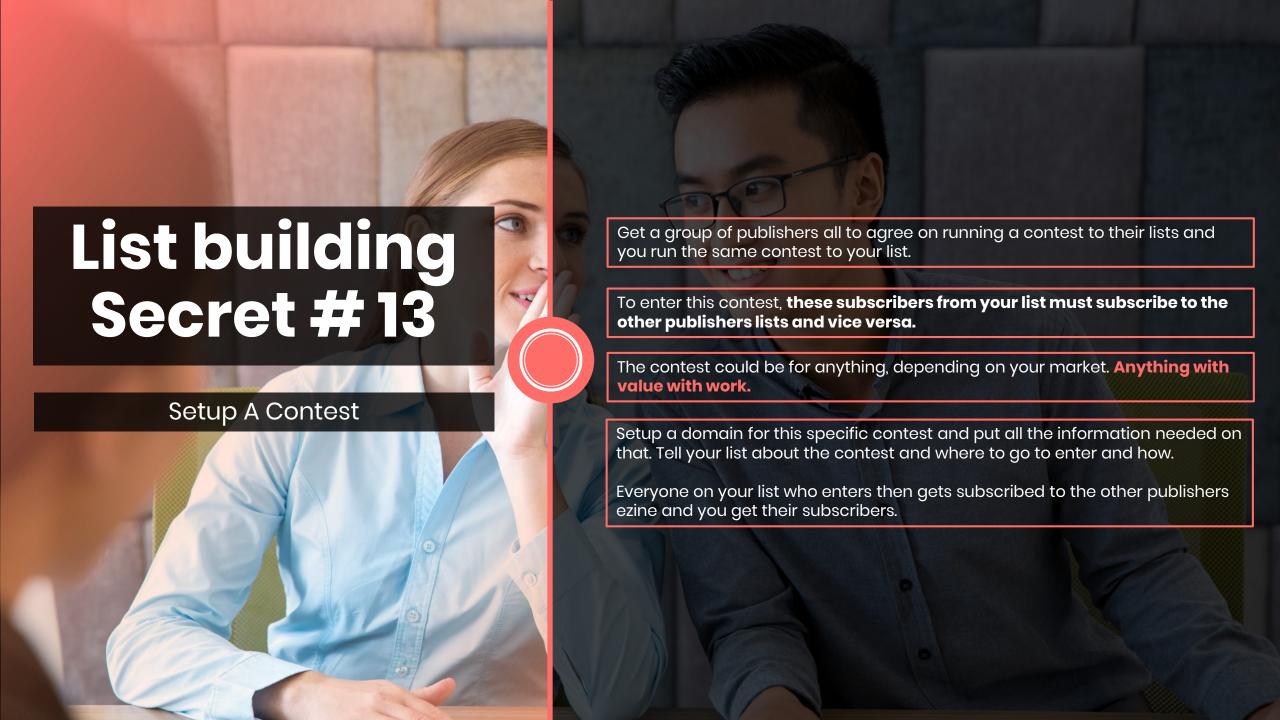
- "Gardening Ezine"
- "Gardening Newsletter"

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.









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.



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.ezinestoday.com/freesubs/

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

http://www.diysearch.com/

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

http://ezineadsource.com/submit.htm

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

http://www.ezinesearch.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/

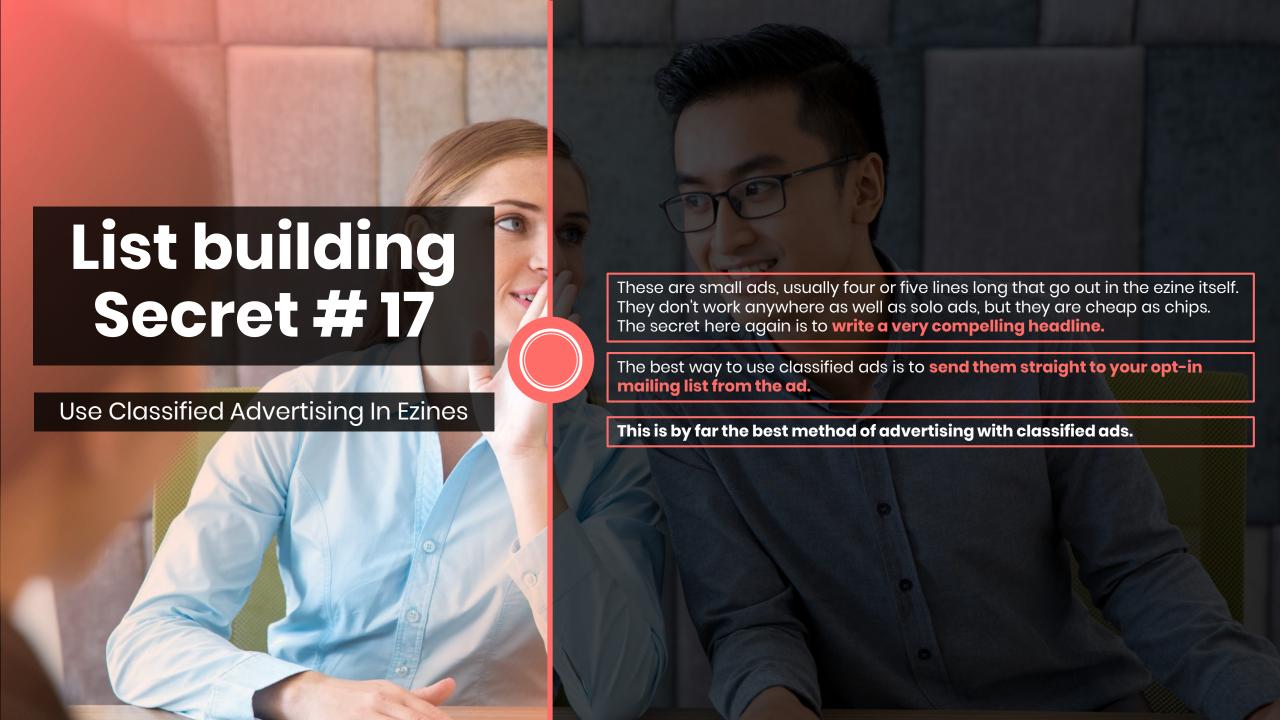
http://www.site-city.com/

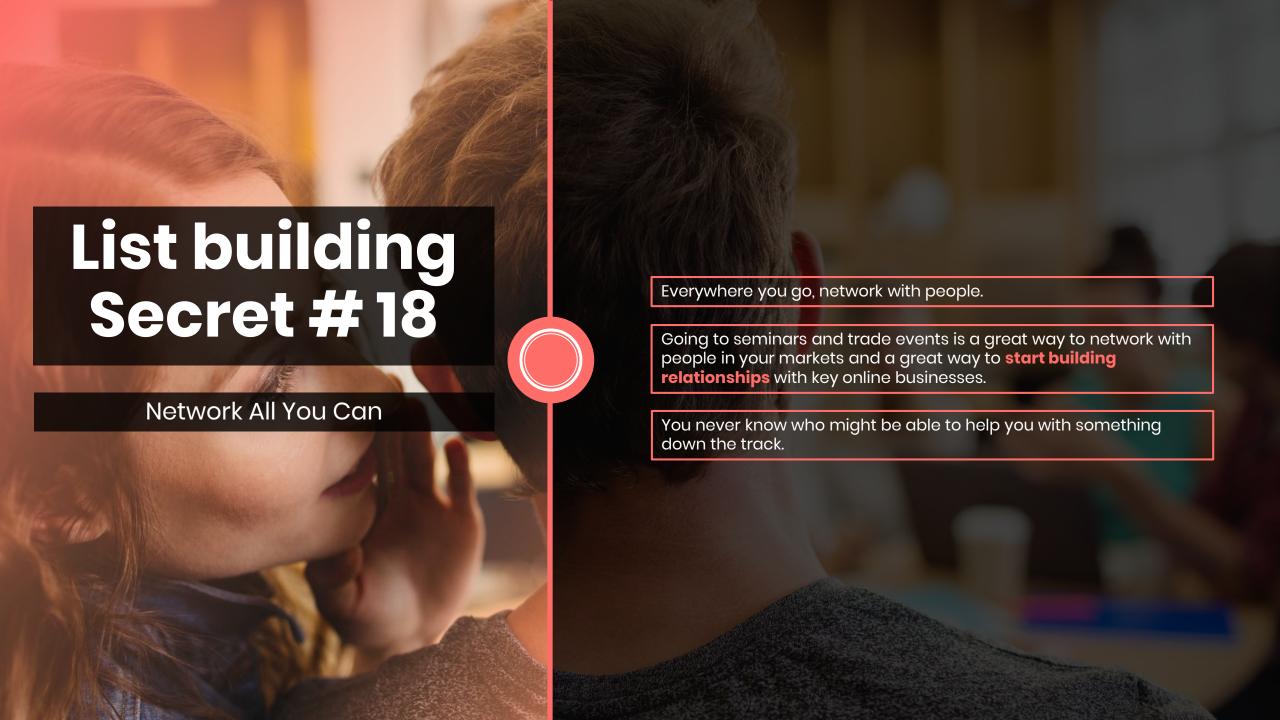
http://www.disobey.com/

http://www.listtool.com

http://inkpot.com/submit/

http://www.newsletteraccess.com/





List building Secret #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



Create And Sell Ebooks With Reprint Rights

- B Webhosting (http://www.hostgator.com)
- Autoresponder (http://www.aweber.com)
- Credit card processor (http://www.clickbank.com)
- E Ebook Software http://www.createpdf.com
- Plug in your free 5 day autoresponder series Remember to emphasize an urgency.
- 4 Advertise!

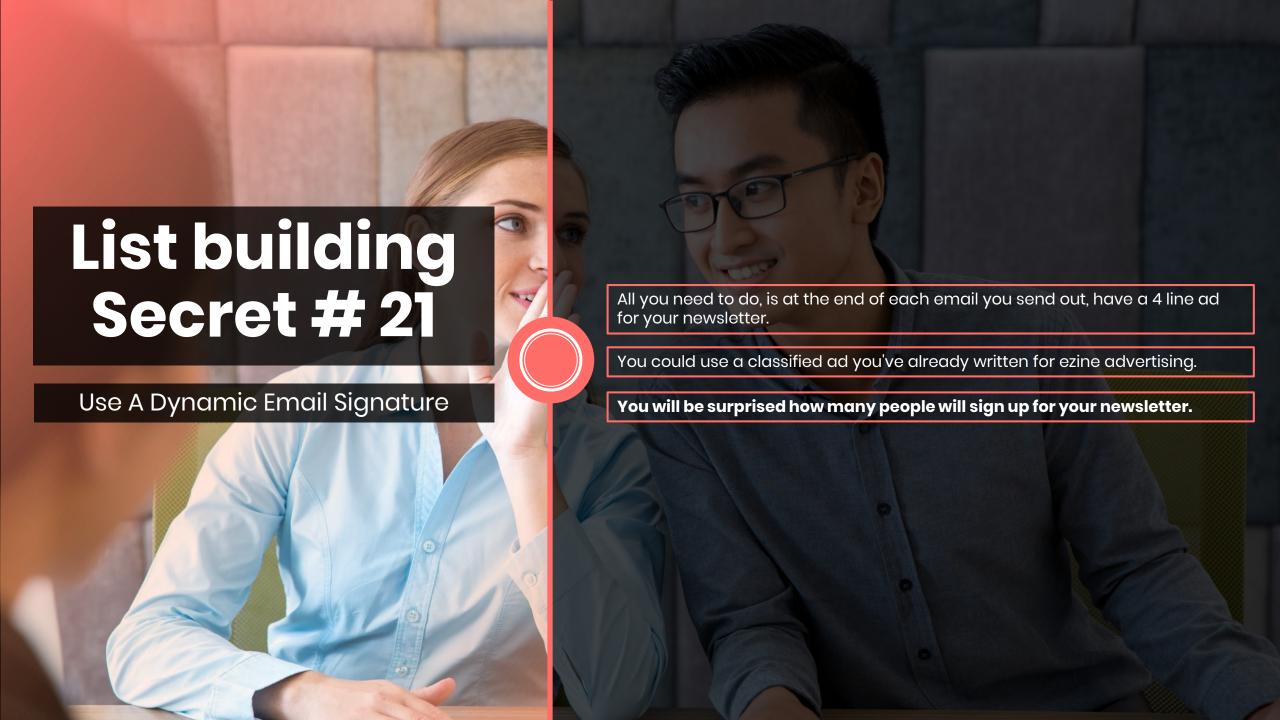
No matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's **the Internet Marketing group.**



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.





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



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.



Give Your Newsletter Personality

What makes you different from any of the other newsletters out there in your market? I thing and I 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!

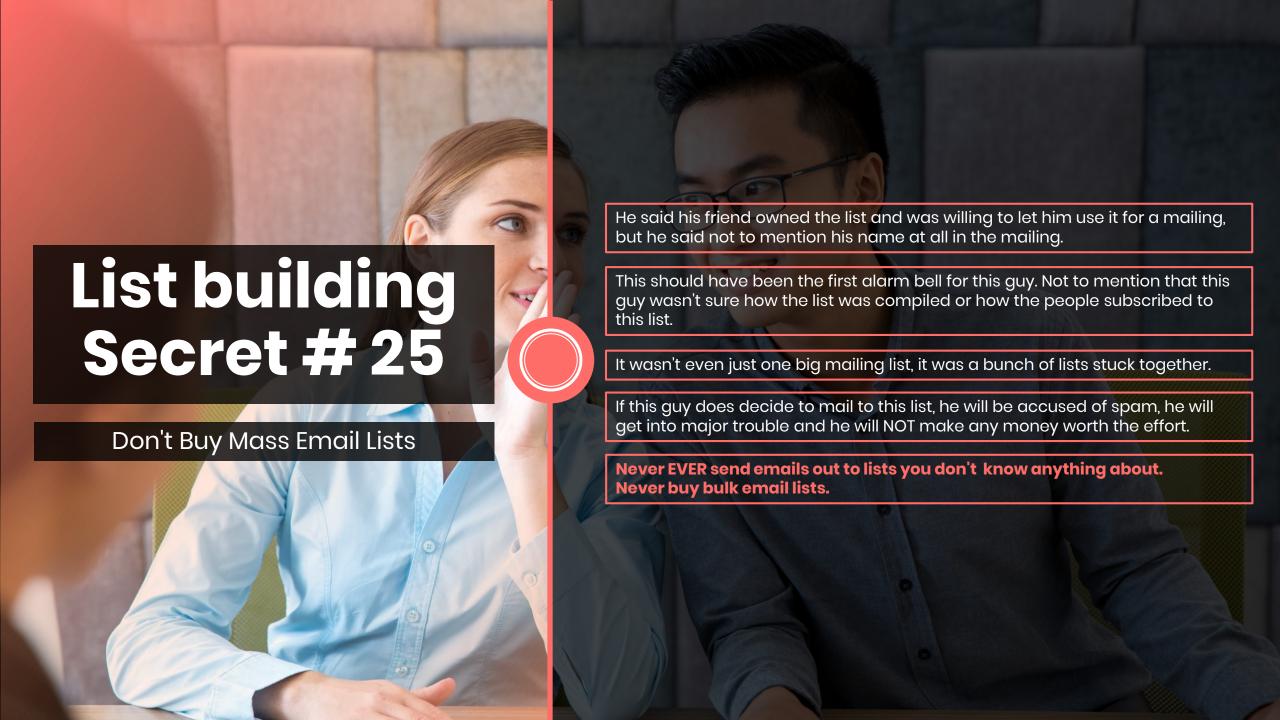
Tell a story. Stories are a great way to get people hooked before they realize you are actually selling them anything at all.



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...





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

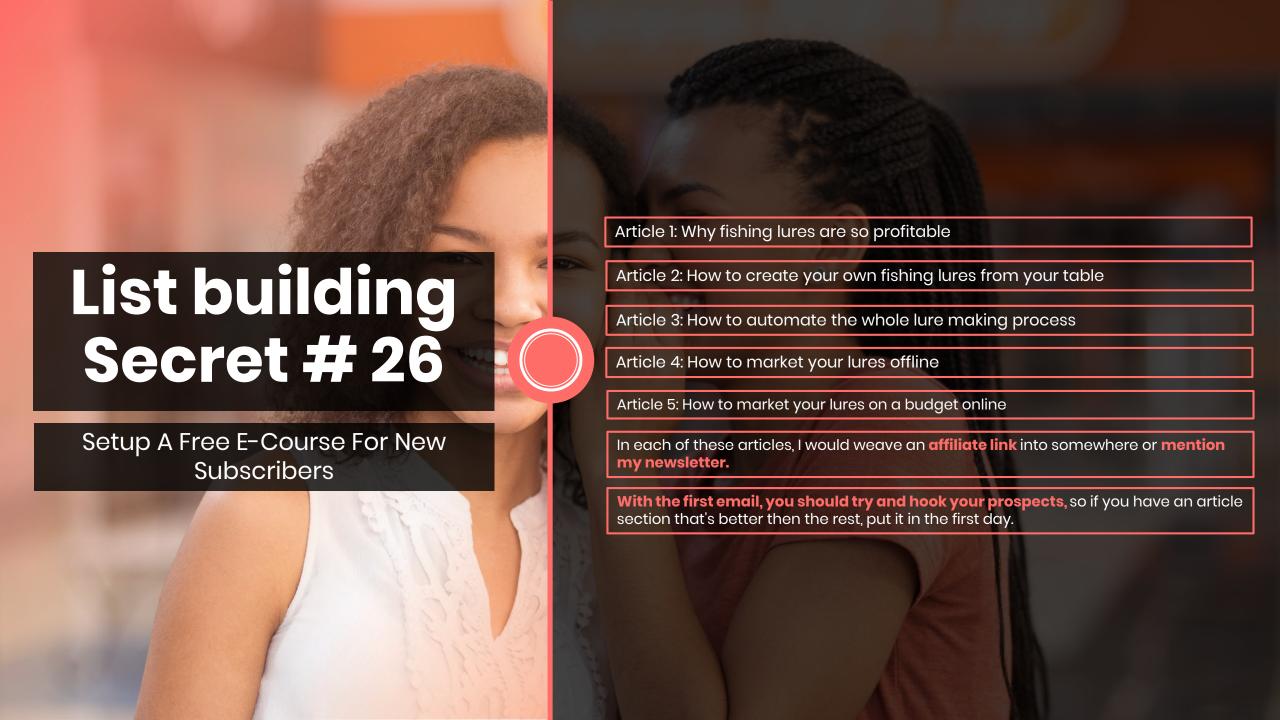
Your Own Products Easily Play Chess Like A Pro

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.





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

