



Buyers Base List Building

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Getting Started: The Tools You Need

List building is all about connecting with your target audience by offering them high quality information in exchange for their subscription.

Once a subscriber is a confirmed member of your list, you can begin sending promotional based follow up emails in balance with relevant and useful content based on your overall market.

Email marketers (like you!) collect leads using a combination of squeeze pages and opt-in forms. These forms are generated by your autoresponder provider and are embedded into the HTML code of your squeeze page template.

Each time a visitor to your squeeze page enters in their name and email address, they are added to your mailing list database, and become an active subscriber of your newsletter.

List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them, that will encourage sales as well as repeat sales (which will make up the larger majority of your email marketing income).

In order to begin building a profitable email marketing campaign however, you will need to make sure that you have all of the tools that are required, including:

1) Professional Autoresponder Account

With autoresponder services like www.GetResponse.com and www.Aweber.com, you are able to set up an unlimited number of mailing lists,

each one featuring customized code that serves as your opt-in box. By segmenting your lists, you will be able to tailor your emails so that they directly communicate with targeted groups of subscribers who are interested in specific information or topics.

2) Squeeze Page

A squeeze page houses your opt-in form and provides a place for your contacts to find you, evaluate what you are offering and make the decision to become an active subscriber of your list.

A squeeze page is very similar to a salespage in terms of its primary function is to pull in customers and motivate them to take action, in this case, subscribe to your list.

That call of action is essential in creating high performance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

You need to clearly direct visitors to enter in their name and email address as well as instruct them to confirm their request to join your list (if you are using double opt-in).

One thing to keep in mind when developing your squeeze page is that it should motivate visitors in the same way that a traditional sales page should, however, the actual structure of your squeeze page will be very different.

With sales pages, they are typically designed to offer as much information about a particular product or service as possible, since the main focus is on transforming a visitor into a customer.

With a squeeze page, you aren't asking your visitor to make a decision to purchase or commit to anything other than to subscribe to your mailing list where they are rewarded with a free product.

Keeping this offer or giveaway in mind, when you develop a squeeze page, you need to have a strong focus on your market, and design your offer around an existing problem, need or question.

To come up with the best incentive offer possible, you'll need to thoroughly evaluate your market, as well as competing offers so that you can create a relevant product that is in demand and likely to capture attention from your target audience.

Squeeze pages should be designed to offer a clear navigation system, basic structure and template and a compelling offer.

To summarize, your list building funnel consists of three major parts:

- 1: Squeeze Page With Opt-In Form
- 2: Compelling High Quality Offer or Incentive
- 3: Follow Up Emails And Broadcasts

We will discuss the anatomy of a successful squeeze page in an upcoming chapter, so that you can begin to develop your own.

3) Giveaway (Incentive)

Your giveaway is essentially, the most important element on your squeeze page.

If your offer doesn't motivate visitors into subscribing, all of your marketing efforts will be lost. This means that you need your offer to be of interest to the majority of your target market, rather than to a small group of subscribers. The higher the quality of your giveaway as well as the more relevant your offer is to your market, the easier it will be to recruit new subscribers.

There are many different ways to ensure that the product you are giving away is of a high-perceived value by your subscriber base and likely to be successful in converting new subscribers.

To start, consider the different types of products that are being successfully sold in online marketplaces and create a shorter version of a hot selling product, and offer it for free to anyone who subscribes to your list.

If competitors are successful in selling a similar product and you are giving away a high quality product based on the same topic, imagine just how easy it will be to recruit visitors and subscribers to your site.

And better yet, what better way to begin building a relationship with an active subscriber base than by offering them something of equal value with no strings (or price tag) attached!

You could offer:

- Free Reports
- Free Ebooks (full length of leaked chapters)
- Free Tutorial Guides
- Video Tutorials

- Free or Trial Access To a Membership Program
- Free Booklet with “Top Tips”
- Free Weekly Newsletter Subscription
- Free templates or graphics
- Free Audio Interviews, Lessons, Tutorials

The key to creating a successful giveaway product is in its overall relevancy and existing demand. You want to make sure that your target audience is actively searching for similar information, and that it is being sold successfully in the marketplace. If you do that, you will have little difficulty building a massive list of targeted prospects who will be eager to receive your emails and broadcasts.

If you plan to promote an ebook or e-course of some kind, a very powerful method of building a massive mailing list while generating new business for your product is by offering a leaked chapter of your info product.

By offering this free chapter, you are able to provide new subscribers with a sample of the quality of your work, as well as generate buzz around your upcoming product launch.

If your product is well written, you will find it exceptionally easy to build a subscriber base of people who will likely purchase the full length version when it launches.

This is also a savvy method of creating a viral campaign for your upcoming launch as people pass around the 'leaked chapter' to everyone they know.

If you are interested in outsourcing your project to experienced freelancers, you can easily find a trustworthy professional from the following freelance marketplaces:

<http://www.Guru.com>

<http://www.Elance.com>

<http://www.Scriptlance.com>

Just make sure to provide your freelancer with a clear outline of what your project entails and be sure to follow up by requesting updates and reviewing the content as its created.

You want to be available to your freelancer in the event they have questions about the project or need a bit of guidance. Consider signing up for a free Skype account at <http://www.Skype.com> and adding your freelancer to your contact list.

You could also consider using private label rights material to create your initial giveaway product.

You want to be careful doing this however, as it's important that you begin building a solid relationship with your subscriber base from the very beginning. This means that the product you give away will ultimately represent your quality and overall brand.

If you do decide to use private label content, make sure that you spend time revising the material so that it blends well with your own personal style.

You want people to begin to recognize your brand, and become familiar with your work, so taking a few minutes to tweak and update the content will help to develop a product that is exclusively yours.

Squeeze Page Design Guide

To help you create the most effective squeeze page possible, here is a quick overview of the most important elements that you need to include in your own squeeze page:

Compelling, Attention-Grabbing Headlines

Your squeeze page's headline should be the very first thing that your visitor sees and therefore it needs to attract attention, draw them in and keep them focused long enough for them to become a confirmed subscriber of your mailing list.

Your headlines text size should be larger than the rest of the text on your page, and for increased exposure, consider adding color to your headline (red and blue works well).

You could also consider highlighting your headline and any sub headline that you use. You can use the `<h1>` and `<h2>` tags to enlarge your text, which will not only help with capturing attention from your visitors but will also alert search engine crawlers that the enlarged text is important.

Center your headline within your template and try to work in your opt-in box so that it is close to the headline itself. If you are using a CSS based squeeze page, your opt-in box could be placed in a right column, with a bullet list of benefits featured in the main body of your page.

Content/Body

You should keep your content trimmed down so that it focuses only on the most important information that you have to share.

Avoid wordy squeeze pages that offer endless paragraphs of information. Your squeeze page has **ONLY** one task, to convert visitors into subscribers and so you need to keep it clear, concise and of course, exciting!

You will want to split test your copy (including lengths) to determine what will increase conversion rates, but in the meantime, here is a quick overview of how to better structure your squeeze page content so that it is easy to read, understand and encourages subscriptions:

1) Use Bullet Points To Highlight Benefits

Bullet points emphasize important features and draw attention to the special aspects of becoming a subscriber of your list.

This is a great way to showcase the benefits of becoming a subscriber, and what they will receive, in return, for their subscription.

For example, if you were offering a report on the 'Insider Secrets To Finding A Work At Home Job', your benefit list could include:

- Find out how to land a high paying telecommuting job even if you have absolutely no experience online!
- Avoid devastating work at home job scams that circulate the industry and target people just like you!
- Discover the #1 freelance website where 99.9% of new telecommuters

are able to secure employment in their first week online.

- Create a compelling resume that guarantees you stand out from the crowd and get noticed by top paying companies online!

2) Retain Focus At ALL Times

Eliminate any external links and keep your squeeze page focused. You want to avoid distractions or in directing potential subscribers to external websites (or even internal pages on your site).

Their ONLY option should be to subscribe to your mailing list. You don't want to confuse them or deter them from your one objective; getting that lead.

Avoid navigation menus, widgets, plugins, or links to articles. Your squeeze page should be one-page long, feature your bullet list, headline, opt-in box and private policy. Eliminate clutter and any information or content that is not necessary to securing the subscriber.

3) Strong & Clear Call To Action

If you want your squeeze page to successfully recruit new subscribers, you NEED to clearly direct visitors to fill out your opt-in form and confirm their request.

Do NOT assume that people know what to do. Remember, not everyone is likely to have experience with mailing lists, and so you need to directly instruct them as to how they are able to gain access to your free, high quality offer.

Just the same, you also want to direct them to confirm their request to you're your list once they have entered in their name and email address.

If you are using a double opt-in format, you will NOT be able to communicate with subscribers who have not verified their request, so make absolutely certain that you are following up and instructing everyone to confirm.

(You can do this by automatically directing subscribers to a secondary page on your site that thanks them for subscribing and tells them that the final step is to check their email and confirm their request to join your list by clicking on the verification link sent out by your autoresponder system).

Just like your squeeze page, keep your confirmation page clean and crisp. Avoid ANY external links at this point because you need your subscriber to follow your instructions instantly, eliminating any chance of them forgetting to confirm.

Consider highlighting your call to action, or using bold text to emphasize it, like this:

**“Submit Your Information Immediately To Claim
This FREE Report – Before It’s Gone!”**

This creates a sense of urgency and gets them excited about what you're offering. This is an important element to keep in mind. You also may want to try a more specific scarcity tactic, like,

“Only 25 Copies Available !
Claim Yours Before It’s Gone!”

4) Minimize Graphics and Use Them Wisely

Your squeeze page should load quickly and remain clean and focused. However, it's been proven that using report covers, or ecovers can increase subscriber rates by giving your visitor a visual picture of what they will receive after subscribing to your list.

Make sure that the graphics you use are high quality and original, and that your report cover portrays the product or offer you are giving away accurately.

If you are offering a short report on 'Dog Training Mistakes To Avoid', make sure that your report cover clearly illustrates the topic.

Always make sure that you personally go through the subscription process before launching your campaign to make sure that you receive the initial welcome email sent out by your autoresponder, and that your opt-in box itself works properly.

Squeeze pages can be as detailed and lengthy or as short and precise as you wish, depending on your target market and overall layout.

You NEED to make sure that you emphasize the benefits of joining your list, and that you highlight the opt-in box, drawing attention to it and whenever possible, keeping it visible above the fold.

Always use a headline that explains exactly what they will receive after they

become a subscriber. People don't always give away their email address so easily and it's your job to explain exactly how they will benefit by doing so.

Regardless of how you structure your squeeze page, you need to **thoroughly test what works and how you can improve it.**

In the next chapter, I will show you exactly how to set up a simple split testing system so that you can tweak and improve your squeeze page conversion rates.

Split Testing Squeeze Pages

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts.**

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:

<http://www.google.com/analytics/>

You will need to add a snippet of code to your squeeze page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking

your visitors and traffic.

When split testing, start with **only one element at a time**.

For example, if you change the headline on your squeeze page, leave everything else in its original state until you determine whether tweaking your headline helps with conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the color scheme, opt-in box frame, or summary of your offer.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

If you find it difficult to create a squeeze page, one easy tactic is to study existing squeeze pages in your market, and then create yours so that it is modeled after successful pages.

Don't copy from them, but use it as inspiration and a foundation in which to build your own.

If you aren't familiar with HTML and aren't comfortable editing code or CSS, you could consider using Wordpress to develop squeeze pages, quickly and easily.

With Wordpress, you can set up a static website in just a few minutes, and by simply copy and pasting your autoresponder code into its main page, you can have a fully functional squeeze page set up within minutes.

You can download a copy of Wordpress from www.Wordpress.org and a free copy of Code Banter's Wordpress autoresponder plugin that will instantly feature an opt-in box on your blog, at <http://www.CodeBanter.com>

You can also purchase pre-designed HTML based squeeze pages that allow for you to instantly plug in your autoresponder code from high quality developers including:

<http://www.optindesign.com/page/>

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

Another thing to consider is building video based squeeze pages, where you feature a video alongside your opt-in form that offers your visitors with a slideshow or presentation of what you are offering.

Use a free movie making program like Windows movie maker, if it came with your computer, or download a trial copy of Camtasia (<http://www.TechSmith.com>) and create a short video or slideshow that speaks directly to your target audience and showcases the benefits of your mailing list or newsletter.

Remember to split test your squeeze pages, so that you are consistently tweaking and improving them for best results!

Setting Up An Email Broadcast Schedule

To better organize and manage your email marketing, you should consider creating a schedule of when plan on releasing new broadcasts, as well as your actual autoresponder sequence so that you emails are going out on a regular basis.

Being consistent will help you develop a relationship with your list while conditioning them as to what and when to expect your next broadcast. By doing this, you will find that your open-rates will increase as subscribers begin to look out for your emails.

When creating your first email campaign, I suggest creating 6-10 emails (to start), adding additional emails into your sequence as time goes on.

Remember though that subscribers who are already a part of your email cycle will not receive new emails that you add to the sequence unless you send out an actual broadcast.

You want your first email to send out automatically, after a new subscriber confirms their request to join your list, with additional follow-up emails being sent out every 2-3 days.

Example:

Monday: Free Report

Tuesday: Free Article

Wednesday: Promotional email

Thursday: Free article

Friday: Promotional email

Saturday: Promotional email

Sunday: No email

Always keep notes of any ideas you have for email content, and if you are outsourcing content creation to freelancers, make sure that you always proof the material and add in your own style.

You want your subscribers to become familiar with your brand, and so even if you outsource the majority of the work you need to apply your own personal style to every email you send out.

You also want to focus on balancing the amount of promotional based emails that you are sending out to your list with informational ones, so that your subscribers have a reason to remain on your list.

The more value you offer, the more responsive your list will be. You can add instant value by purchasing private label rights material and revising it so that you can create free reports for your list. You can also compile articles into ebooks or reports as well.

Test Out Your Subject Lines!

Subject lines that invoke curiosity always work very well, but you want to split test your subject lines just as you split test your actual squeeze page to determine what works for your target audience.

By monitoring your email open rates as well as your overall response rates, you will be able to keep a steady pulse on your subscriber base and know with certainty, what types of emails they are far more likely to respond to.

Sometimes even the smallest change can yield incredible results, and your subject line works as a headline on a salespage does, in drawing people in and motivating them to read your email and explore your offers, so it's important that you use strong, targeted subject lines in every broadcast you send out.

With GetResponse, you can track performance stats which features information that includes open rates, and removals as well as how many people clicked on the links featured within your email.

Message Format:

Single or Dual: I personally use Single so that my emails are sent out in regular text rather than HTML. This ensures that everyone is able to read my emails, however you can choose to enable dual and a copy in HTML as well as plain text will be available to all subscribers.

Set up Click Tracking

This is where the magic happens, and where you will be able to determine the

number of subscribers who have clicked on any links contained within your email. When you enable this, your links will instantly change into ones that Get Response can track.

Set Up Open Rate

Enable this feature so that you can accurately measure the number of subscribers who opened your email broadcast.

Creating a winning subject line is critical when competing against other marketers also focusing on email marketing to the same audience base. Without a strong one, the best offer from the most established expert will fail, if it's not opened and read.

While each subject line for your emails should be original and fresh, you want to ensure that your recipients will trust and recognize your emails.

Avoid deceiving email subject lines like "Payment Notification", or other false claims that will confuse and disappoint your readers.

It's been proven from extensive case studies that shorter subject lines yield higher open rates, so keep this in mind when creating your emails, and always avoid potentially problematic phrasing and words that may trigger spam filters.

Your Content

You know the importance of high quality, unique content. Each mailing represents your brand and your credibility. This means that you need to focus on offering exclusive content to your list that they just can't find anywhere else.

And just as you listed benefits on your squeeze page to prompt them into signing up, each time you include a link to an external site within your email broadcasts, you need to clearly outline the benefits of why your reader should visit the website or purchase the products that you recommend.

If you do your job in making sure that your audience clearly understands that the resources, links and websites that you direct them to will personally benefit them in some way, you will increase your CTR tremendously.

Testing Your Email

You need to test your email prior to sending it out to your list.

Never send an email out unless you have first sent a copy to your own email address and verified that the format is readable, grammar is correct and that it flows smoothly.

You should also make sure that images are coded as absolute URL's which means that your link structure is correct and any embedded images will appear properly and not broken (make sure that you directly link to images including `http://` within your links).

You also want to make sure that your email looks correctly in different email programs, including Yahoo, Gmail and Hotmail, since what you see in your email client, might be completely different with some of the popular free email providers.

Determine Your Newsletter's Cycle & Schedule

Apart from the introductory email, you should also have at least one cycle worth of content integrated into your autoresponder sequence.

Depending on the frequency in which you send out emails to your list, if you ran a campaign offering one email each week, you should have at least four emails (one month) of content readily available.

From personal experience, all of my email campaigns run on a bi-weekly basis, where I send out an email every Tuesday and Thursday.

I have found that with Monday's being such a busy time for the majority of my subscribers who are returning to work, that by sending out my emails on Tuesday, I am able to maximize open rates.

On a similar note, by emailing my list on Thursday rather than Friday, I have also experienced a higher open rate, due to people simply being online, whereas on Fridays they are heading home for the weekend and less likely to be online.

There's no guaranteed formula as to when you should email your list or how frequently, and it's critical that you test out different intervals to determine what will work best for you.

Launching Your List Building Campaign

Once you have your squeeze page set up and your autoresponder account created, you need to focus on developing an email sequence that is activated from the moment a website visitor becomes a subscriber.

This is how it works:

Your visitor enters in their information via your squeeze page and confirms their request to be added to your newsletter.

Your autoresponder kicks in and emails your prospect a welcome email that you have written. This is sent out automatically within minutes of their subscription.

Your autoresponder continues to email your subscriber on pre-set dates, according to the system you have set up within your autoresponder account.

You can determine delivery dates and times from your administration panel, and all of the emails you create within your autoresponder account will be sent out to all active subscribers on a regular schedule.

Example: You create 4 emails that are scheduled to be delivered accordingly:

1st Email: instantly sent to your subscriber thanking them for subscribing to your list and provides the download that you initially offered on your squeeze page, usually a direct link to the download location on your website.

2nd Email: Scheduled to sent out on the third day after your subscriber has confirmed their request, and includes an email offering free content, additional articles or another report.

3rd Email: Scheduled to go out on the 7th day of the sequence, promotional based, advertising a related product.

4th Email: Scheduled to go out on the 10th day.. and so on.

The balance that you use, when mixing up free content with promotional based material is entirely up to you, however the more value you give to your list, the easier and faster it will be to develop a relationship with your subscribers.

Taking an aggressive approach to email marketing works for some, however for the majority, it's always best to tread carefully, initially focusing on building a relationship with your list, and then doubling that up with promotional offers, or recommendations to affiliate based products.

Essentially, you want to 'condition' your list so that they grow accustomed to receiving promotional based emails from you on a regular basis.

It's up to you to keep a pulse on your subscriber base, and determine what works best, how frequently you contact them, and whether they respond well to the products you are promoting.

Just don't be afraid to experiment and test out new ideas and innovative ways to consistently grow and maintain your subscriber base.

Here are a few ways to build the highest performing mailing lists, quickly and easily:

Create Multiple Squeeze Pages

Rather than just constructing one squeeze page, consider creating a network of opt-in pages that cover various markets as well as the SAME market, but offering a different giveaway product.

By doing this, you are able to cater to all sorts of people who might not be interested in one giveaway but would gladly sign up to receive another. Plus, you can easily split test different layouts and templates by running various squeeze page offers at once.

Keep in mind that the more squeeze pages you have in circulation, the more exposure you'll receive.

Note: You can use the same autoresponder sequences for all of your squeeze pages within the same niche markets, as long as you customize the introductory email so that it features each unique giveaway/offer.

Implement Your Squeeze Page Into Social Profiles

If you have a Squidoo lens, you can now add opt-in pages right into your existing page. It's available as a module, and it's a great way to generate instant traffic to a remotely hosted opt-in page.

You can set up an unlimited number of Squidoo lens pages, incorporating your squeeze page into each one. Just make sure to make sufficient content into your lens so that you are offering something of value to visitors.

Note: Squidoo is considered an authority website and carries exceptional weight within the search engines, not only will you be able to generate fresh leads from your opt-in page itself, but you could also add links to your Squidoo lens pages that lead visitors to your other squeeze pages as well.

Hub Pages is also another great method of drawing in new traffic and subscribers. HubPages works similarly to Squidoo in terms of being able to create instant single websites even if you are unfamiliar with HTML.

<http://www.Squidoo.com>

<http://www.HubPages.com>

You should also add your squeeze page into your www.twitter.com profile, as well as every other social community you are a part of including Facebook, YouTube and MySpace.

Article Marketing

Article marketing is a very effective (and free!) marketing strategy and for many of us, end up being our primary force behind generating consistent traffic to our squeeze pages.

With article marketing, it's all about offering high quality, relevant content that targets your market and propels them into investigating your resource box and visiting your website to find out more about you.

Article marketing is extremely easy to set up, and even if you aren't a proficient writer, you can easily outsource article creation to affordable, high quality writers.

Even if your budget is very small, there is no reason why you can't compile a small package of articles, spanning from 300-500 words in length that are highly targeted and relevant to your squeeze page's topic.

Start out by submitting 3-5 articles every week, and before you know it, your article campaign will generate consistent traffic to your squeeze pages. As you continue to expand on the number of articles in circulation, you will be able to generate more traffic on a regular basis.

Just make sure that the articles you do submit into article directories are

exceptionally well written and targeted.

After all, these articles represent you and your brand, and you want your readers to be impressed with the quality as they are likely going to base your other products on the information found within your article content.

Pay attention when constructing your author's resource box (which is attached to each article that you submit.)

This resource box is the only place in which you are allowed to include external links and you want to include a call to action that motivates your reader into clicking on your link and visiting your squeeze page.

You also want to use anchor text whenever possible, so that not only are you able to generate traffic from article directories, but you can also rank for specific keywords within the search engines.

Example:

"Click on the link for more free [article marketing tips](#) and techniques".

Then in another article, I could use a different resource box that featured a slightly different keyword anchor such as:

'Click on the link below for a free guide to [article marketing for newbies!](#)'

Just the same, be sure to include your primary and long tail keywords within your article's content itself, so that your article content appears within search results for both the main search engines like Google.com, as well as via the internal search utility on the article directory websites.

Here are a few article directories to get started:

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticleDashboard.com>

<http://www.SearchWarp.com>

<http://www.ArticlesBase.com>

Participate In Giveaways

I've personally used giveaways as a way to build generic lists, and then by sending out targeted offers to my contacts, I am able to weed out the freebie seekers from active customers, and manage my lists more effectively, but using GetResponse's built in filtering system to unsubscribe a user from one list when they subscribe to another.

What this means, is that you can grow a large email list from giveaways and then offer specific downloads for different niches.

For example, if I was targeting the dog training niche, and weight loss niche, I would grow a quick list by participating in giveaways and then create two separate squeeze pages, one for each of my main niche markets.

Then, I would email my entire (generic) list and offer them specific free downloads.

This filters out your list quickly and easily because as a subscriber joins a new list that is focused on a specific subject (dog training), they are automatically removed from my generic list and placed into a targeted one.

Using this strategy, you can take advantage of the exposure available by joining giveaway offers and special events while still being able to build relevant mailing lists.

When joining giveaway websites, you will be required to offer a free download in the same way that you do on your own squeeze page.

Once you have joined a giveaway as a contributor, you will be able to edit your gift so that it directs potential subscribers to your hosted squeeze page.

Subscribers join your list directly, and are not managed by the giveaway host.

Here are a few resources to keep you up to date on future giveaways that you can join as a contributor:

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

<http://eprofitnews.org/giveaways>

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

Co-Registration Services

Co-registration involves a cooperative marketing effort between those catering to the same (or similar) niche market, where they promote each other's offers to their subscribers.

You can approach competing email marketers and offer them a joint venture opportunity, however until your list is a bit established, it's unlikely that you will be able to find many marketers who would be interested.

A simple solution is to purchase a package from a co-registration service provider that will feature your ezine, and help you grow a list of subscribers.

The problem with this is that your leads might not be all that targeted, depending on the service you sign up with, however it's a cost effective, simple method of jump-starting your list building efforts, with very little effort involved.

Here are a handful of co-registration services worth considering:

<http://worldwidelists.com>

<http://ezinecentral.com>

<http://www.zmedia.com>

<http://www.myfree.com>

<http://www.funezines.com>

<http://www.internetfuel.com>

<http://www.bay9.com>

Ezine Advertising

One of the easiest methods of building your own list of subscribers is by purchasing advertising in established ezines relating to your niche market.

You could consider purchasing a solo ad, or at a lower cost, purchase an ad spot within an existing newsletter.

You need to track how well your ezine advertisements are performing, so that you can ensure that it's worth the money you are paying to feature your advertisement.

If you find that your ezine promotions are generating enough traffic to justify further advertising, consider purchasing a top sponsor ad within select ezines and newsletters for maximum exposure.

Your advertisement should feature your squeeze page, and provide information about what you are offering.

Video Marketing

With video websites like www.YouTube.com, it's never been easier to use the power of viral video to generate fresh traffic to your websites. All you need to do is develop a video or slideshow presentation that highlights your giveaway and directs people to your squeeze page.

Better yet, you could incorporate video tutorials based on your niche market, with a direct link to your squeeze page that appears at the end of the video.

That way, rather than setting up video marketing campaigns that only offer a promotional slideshow, you are adding value to the community by offering useful information that your target audience will appreciate.

Like article content, search engines rank video pages individually, so if you upload a video that receives a good amount of exposure, you will benefit from a higher search engine ranking as well as the direct exposure from the video community itself.

Regardless of the traffic generation strategies that you use, always be sure to properly manage your mailing lists, so that you have an email campaign based around leads and others based about customers.

For instance, your squeeze pages will build lists of leads, however each time

one of your subscribers purchases one of your own products, you could feature a different opt-in form on the products thank you page, where your subscriber can join to receive updates, new editions or special bonuses.

This will enable you to filter your subscriber over into an email list compiled of customers, and will make it easier for you to manage lists containing leads from those you know are active buyers.

Furthermore, it's exceptionally important that you properly manage your lists for other reasons including the fact that the last thing you want to do is advertise a product to a list of subscribers who have already purchased the product from you, especially if you end up offering it at a lower price or on a special offer.

Final Words: Conclusion

Email marketing and list building is truly one of the easiest methods of building automated income online. With a single click of the mouse, you can instantly broadcast a promotional based email to a built-in customer base, without having to worry about the cost of customer acquisition or advertising.

In order to monetize your lists effectively however, you need to focus on treating your subscribers well so that they trust you and of course, respond to your offers.

You can stand out from the majority of email marketers in your industry by over-delivering on fresh, quality content.

Remember that people sign up to receive your emails believing that they will benefit in some way. If you deliver quality, relevant and useful information that truly helps them, you will be rewarded with an active and responsive subscriber base.

Focus on building a relationship with your subscribers through constant contact and updates.

Don't let your list run cold by failing to communicate with your subscribers. It's relatively easy to design an email marketing campaign by using high quality private label material, and by hiring content writers to create articles that can be used within your broadcasts.

Tools & Resources: Swipe File

Pre-written autoresponder message (PLR)

<http://www.ListScribe.com>

Autoresponder Services:

Get Response

<http://www.GetResponse.com>

Aweber

<http://www.aweber.com>

iContact

<http://www.iContact.com>

Autoresponder Plus

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

Constant Contact

<http://www.ConstantContact.com>

Private Label Providers:

<http://www.Kays-ebooks.com>

Misc Resources:

Giveaway Secrets:

<http://listprofit.com/tools/free-email-leads/>

List Building Providers:

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

Traffic Exchangers (great for list building!)

<http://ts25.com>

<http://www.ilovehits.com>

<http://www.trafficswarm.com>

<http://www.fastfreeway.com>

<http://www.clicksmatrix.com>

<http://www.trafficroundup.com>

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