

# List Building Tycoon

The Secret Automated Income Plan for Lazy Marketers

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# Prologue

To begin this “conversation” about list building, rather than just start out with a list of nuts and bolts or jumping into a step-by-step tutorial, I’d like to prepare you to be in the right frame of mind.

I’ve noticed that regardless of the niche, all of the most successful list marketers in the field share a common attitude towards their lists.

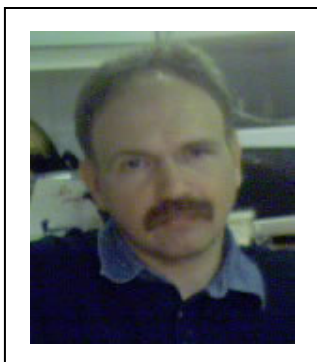
This winning attitude is a one of unwavering servitude to their community.

So first, I will walk you through a case study and then take you on to the nuts and bolts “how-to” of becoming a List Building Tycoon  
YOURSELF!

Don’t worry, there is going to plenty of tips, and shortcuts to satisfy even for the laziest of marketers.

This ebook is sponsored by Anders Eriksson. Hope you’ll enjoy it.  
Feel free to visit my site and get started with your list building efforts...

<http://click-here-for.info/on/bonuses>



# A Case Study: Craig Newark

To best explain the importance of servitude in list building, I'd like to briefly touch on the unusual but real life success story of Craig Newark's and his claim to fame, his world renowned list "Craig's List".

What we can learn from Craig Newmark its founder, about list building, and being successful in business?

Craig Newark is purportedly worth millions and probably over a billion. However, it seems that he really doesn't care about the money!

I know a lot of people say they don't care about money, but I think if they would lie about that, they'll probably lie about a lot of things.

What's different about Craig is that he doesn't say he doesn't care about the money; he ACTS like he doesn't care about the money.

He ACTS as if he cares about people, and I suspect that this is why money keeps coming his way.

It's been said, "If one man could be credited with helping more people find their first apartment, furnishing it with both furniture and a mate it would be Craig".

His website is the largest classified site in the world, valued somewhere in the billions, due to its untapped commercial value.

Some say that he single handedly destroyed the Newspaper industry with his email list and his website - a claim that Craig is quick to refute and points out that it was the news services lack of integrity in reporting which was the main cause. (He has a passion for TRUTH, and this is another character trait that draws people to him.)

He doesn't just throw stones at the newspaper industry or at anyone in general. In fact, he has used his influence to secure seats on the boards of some of the largest philanthropic foundations. He remains a staunch defender of net-neutrality, and is a proponent and financial backer for many responsible independent journalism outlets.

Rather than cash-in like Mark Zuckerberg and many of his contemporaries, he is content to make **millions** rather than billions sticking to his own humble playbook, which are both as unique as it is captivating.

## From Humble Beginnings:

The now giant Craig's List, was started as simple hobby, back in 1995. It began as a small personal email list that announced things going on in and around the San Francisco Bay area.

According to Craig, his only goal was to connect with his friends, so they could hang out and do more things together.

*"I was just e-mailing a few friends about events that were useful or fun and now my friends of 20 or more have become a mailing list of 7,500 people and a virtual community of at least 10,000 people."*

*~ Craig Newark -March 25, 1998 CNN*

By word of mouth the value of Craig's List spread, and, soon a more manageable website was developed. When changes on the site were made, his growing list was used as a way to update the community, and the rest (as they say) is history.

Thru word of mouth Craigslist.org now receives over 20 billion pages views per month, making it one of top 10 sites in America just behind eBay, but still climbing.

With recent new languages added, Craigslist.org has expanded to over 700 cities, in some 70 different countries, and analysts forecast Craigslist.org will eventually surpass eBay to become one of the top 15 websites in the world!



I believe the success of Craig's List is in its "Freemium" business model. Craigslist could charge for most of its services, but it doesn't.

This drives some profit seekers crazy because both Craig and CEO Jim Buckmaster never fully monetized the list. They both seem content to keep the site "free" for most of the visitors, and take only small profits from listings on things like job postings, and apartment rentals. In fact, these charges only started because they felt that these areas needed extra policing due to abuse.

In essence, they only profited through charging the "abusers" for the extra work needed to protect their beloved community. To top it off, these charges only apply in a few of their most established markets, where they have encountered abuse, and in many cities these areas are still free!

### **YET THEY STILL MAKE MONEY!**

Probably the single most amazing thing about craigslist is that unlike some of its rivals, Facebook and Twitter, this online community's successes have been driven solely by word of mouth, without advertising, or massive infusions of cash from huge venture capitalists.

It's true that eBay owns a 25% share in Craigslist, but many see this as a sneaky underhanded attempt by eBay to undo Craig's List, as it has been chipping away at eBay's market share.

Court proceedings are underway between eBay and the rest of the shareholders, to stop eBay's unwelcome attempt to change this already successful business model.

Craig's strategies have made his company the most simplistic billion-dollar business that ever existed. In fact, the whole business operates successfully with fewer than 40 employees!

Time Magazine voted Craig as one of the top most influential people in the world in 2005, yet he still conducts business most day's at a kitchen table, next to his fellow employees, in a three story row-house under his preferred title of "customer service representative".

### **What Does Craig Teach Us?**

For starters, you don't need to monetize everything to make a profit.

Craig now owns a multi-million or billion dollar company, flies all over the world advising Presidents and other CEO's, while also taking time to appear on national talk shows, yet his major focus remains on **customer service** in his niche community.

His devotion to servitude built a strong business through loyal members who have spread the benefits of his list through word of mouth.

He also bucks convention by showing us that only a handful people, is all it takes to build a powerhouse business in no time flat and that complicated websites are not required to become number one!

Many people have tried to build a better Craig's List type website using more impressive graphics, and expensive advertising campaigns but have failed.

Why is it then that Craig's List stays on top?

The answer is that for all of his success, Craig never forgot his role as the servant to his community.

Craig is now rich, and he no longer needs to go into work. His business functions so that he can take off and do interviews with Forbes Magazine, Time, or whatever. In fact, **he could** cash in by selling craigslist and go on vacation the rest of his life!

Craig's List has allowed Craig to do exactly what he wants, his list has delivered to him enviable success, but his willingness to continue serving people makes him and his list, all the more lovable!

If you learn anything from Craig, it's that when you **focus more on what the people of your list want**, and only a little on making a profit, **people will flock to your list**, and profits will have no choice but to follow!

Take a look at eBay's home page compared to Craigslist.org, their **most intimidating rival**. If you are lazy, you will be happy to see you do not need to make an extravagant website to succeed!



*Craigslist.org versus Ebay.com*

# Getting Started: The Tools You Need

Like Craig's List, your own successful list building campaign can begin with very little programming skill, and a fraction of the bells and whistles your completers may employ, while still making you huge profits and creating a business that make a huge impact on your niche.

*Simply by connecting with your target audience* and offering them high quality information in exchange for their subscription your own business has no alternative but to grow!

Once a subscriber is a confirmed member of your list, you can begin sending promotional based follow up emails for profit, as long as they are balanced with relevant and useful free content that helps each individual on your list achieve their own goals!

## The Simple Logistics:

Email marketers (like you!) can start a by using a simple combination of squeeze pages, with standard automatic email capturing opt-in forms.

## Opt-in forms:



The familiar Opt-in form: Examples shown above from Aweber.com, depicts the different styles, which can be automatically generated, by your autoresponder service. Once you create your form at Aweber, they will give you a snippet of code that can be easily embedded into HTML on any squeeze page.

Each time a visitor enters their name and email address in the boxes, they will be added to your mailing list, and become your active subscriber. Your autoresponder will then automatically send them a welcome email!

It can't get any easier than that!

However, being on your "list" does not make someone your customer. Getting them on your list only helps facilitate the process of converting subscribers into active customers.

Once your prospect has been added to your mailing list, you are able to develop a relationship with them, that will encourage them to stay on your list, buy the products you promote, as well make the repeat sales (which will make up the largest majority of your email marketing income!

When it comes to picking an autoresponder account, choose a service capable of providing you with the organizational tools you will want, and with a good track-record of reliability in deliverability of emails.

With autoresponder services like [www.GetResponse.com](http://www.GetResponse.com) or [www.Aweber.com](http://www.Aweber.com), you are able to set up unlimited numbers of mailing lists, each one featuring customized code that serves as each list's opt-in box.

**Squeeze Page Example: (with optin form on right).**

## "FREE Report Reveals The 5 Strategic Steps to Ultimate List Building Profits & Marketing Success"

- ✓ 10 Ways to Motivate Visitors to Happily Give their Email Addresses to You! (Using just one of these methods successfully could add thousands of new subscribers to your list)
- ✓ How to Plan Your List Building for Optimum Profits! (Get the key ingredients needed to creating your own opt-in strategy)
- ✓ Secrets to Creating a High Converting Squeeze Page! (We even reveal some of our best in house pages)
- ✓ 4 Ways to Promote Your Opt-In Offer! (You can create the best opt-in offer in the world but, if you don't take these steps, you're not going to see the results you desire..)
- ✓ The Optimal Follow Up Recipe! (Essential tips to make sure your emails get delivered & read)
- ✓ and much much more!

Includes the full pdf Report, Mindmap & mp3 Audio Version for your on the go creative thinking sessions!

This package could easily be sold for \$97 or more but for a limited time we're giving it away totally **FREE**, we cannot guarantee that this offer will still be here if you come back later.

To Your Success!

*Jeremy Fishaw*

**PS** It doesn't matter what industry or niche you're in... hotels, real estate, restaurants, health & fitness, retail or online marketing - an opt-in list is a primary internet marketing tool you should be using in your business to increase profits.

**PSS** You could be downloading this in seconds, just enter your name & best email address to get this valuable package NOW.



Get 'The 5 Steps to List Building Profits' - a \$97 Value - **FREE!** Just fill in your name & valid email address:

Name:

Email Address:

**Download Your Copy Now**

Your free download link will be **emailed to you immediately**

All information on this page is for in house purposes only and will never be shown to third parties without your permission. [Click Here](#) to review our privacy policy.



..and here's another example that converts very well...

[www.DesktopAdsenseSitebuilder.com/coupon](http://www.DesktopAdsenseSitebuilder.com/coupon)





**THE CALL TO ACTION!**

Get 'The 5 Steps to List Building Profits'- a **FREE!** Just fill in your valid email address:

**The OPT-IN FORM**

Name:

Email Address:

[Download Your Copy Now](#)

A squeeze page houses **your opt-in form** and provides a place for people 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.

However, instead of trying to make a sale you will be simply asking people to subscribe to your list.

That **call of action part of your squeeze page is essential**, everything on this page should focus on ensuring that your visitors 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 any additional instructions needed to confirm their request to join your list and get their incentive!

If you are using double opt-in, the added instructions could be as simple as...  
 “You will receive an email, please open it, and click on the “Confirm” link to

get immediate access to your download!”

The actual structure of your squeeze page will be very different from a traditional salespage.

Sales pages, 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, and customers like to completely understand the product or service they will receive, before they spend hard earned money.

However, with a squeeze page, you are not asking your visitor to make a huge decision or to commit to anything - other than to subscribe to your mailing list and accept a free gift.

In fact, you can go ahead and advertise the fact that they can unsubscribe at any time! It is their right, so why not use it to your advantage.

However, once they see your free offer and the kinds of emails that you send, they will want to stay on your list, forever!

# The Offer

Now that you understand how a squeeze page works, you will want to choose the focus of your list building efforts.

You need to focus on your market's wants and needs, and design your offer around an existing problem, that people in your niche commonly suffer from, or provide something they need, or offer a solution, or answer to a burning question, circulating in your niche's community.

Craig supplied an easy way for his members to sell their old junk!

To come up with your own incentive, 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 the attention of your target audience.

Let us go over the incentive you will want to offer to your would-be list.

## Giveaway (Incentive)

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

In fact, let's not even call it a giveaway anymore (that sounds cheap) and from now on let's only refer to it as your "incentive".

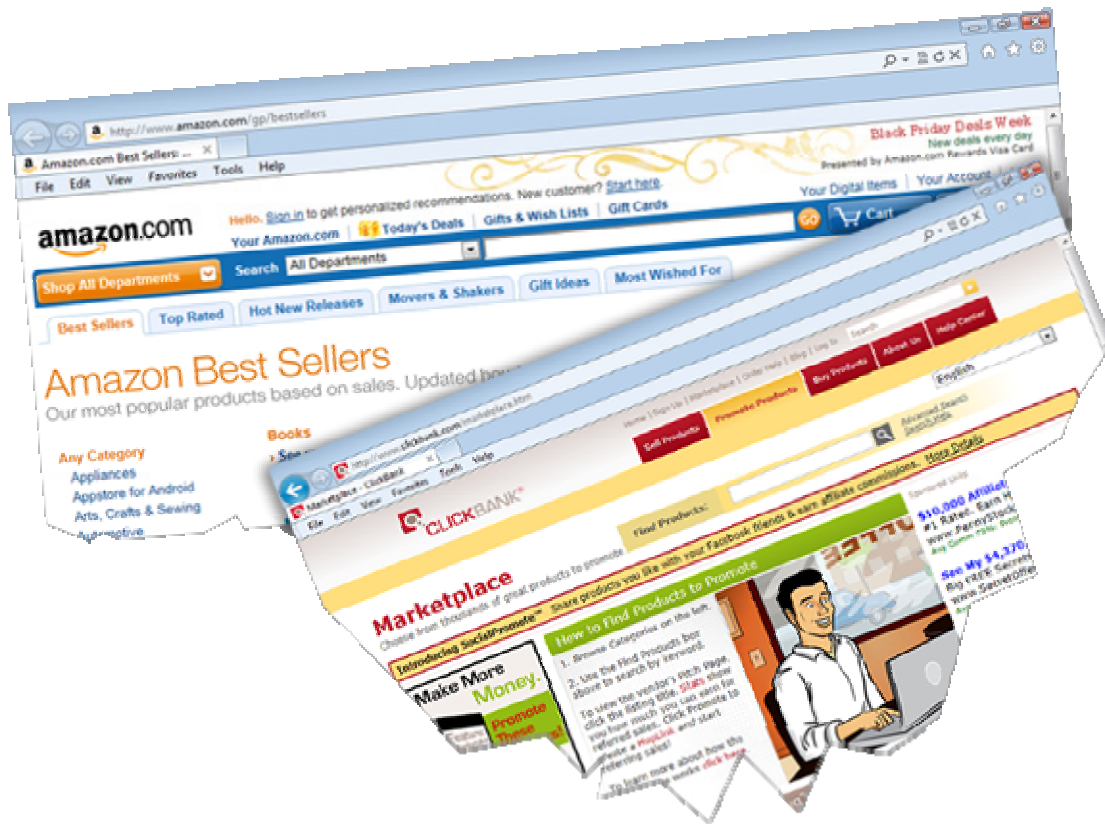
If your "incentive" doesn't motivate visitors into subscribing, all of your other marketing efforts will be lost.

This means that you need your offer to be of interest to the majority of your target market, rather than to only a small group of subscribers. The higher the quality of your ~~giveaway~~ "incentive" and 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 "incentive" product you are giving away is embraced with open arms.

To start, consider the different types of products that are being successfully sold in your niche and create a shorter version of those hottest selling products!

You can look on Amazon.com and in CLICKBANK's Marketplace to get ideas of what's hot! Amazon has a top sellers list, and you can use CLICKBANK'S "search preferences" to isolate top performers there.



<http://www.clickbank.com/marketplace.htm>

<http://www.amazon.com/gp/bestsellers>

If a competitor is already successful at *selling* a product, and you are *giving* away, a high quality product *based on the same topic*, just imagine just how easy it will be to recruit visitors and subscribers to your site!

**You could offer:**

- ✓ Free Reports
- ✓ Free Ebooks  
(*full length or leaked chapters*)
- ✓ Free Tutorial Guides
- ✓ Video Tutorials
- ✓ Free or Trial Access to  
Membership Programs
- ✓ Free Booklet with “Top Tips”
- ✓ Free Weekly Newsletter Subscription
- ✓ Free templates or graphics
- ✓ Free software
- ✓ Free Audio Interviews, Lessons, Tutorials

The key to creating a successful giveaway “incentive” product is in its overall relevancy to the existing demand. You want to research and make sure that your target audience is actively searching for similar information, and that it is being sold successfully in the marketplace.

**Lazy Guy’s Tip:**

Don’t ever plagiarize other peoples work because besides it being illegal and immoral, it also works *against* everything you are trying to do to gain credibility!

So protect yourself and check your documents at [Copyscape.com](http://Copyscape.com)

*This is especially important when you are outsourcing your projects!*

When you take that extra step, you will have little difficulty building a massive list of targeted prospects, which will be eager to receive your emails!

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 “leaked” 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.

(Just make sure there is a link in the “leaked” chapter to your list, so when it is passed around, people know where it came from.)

## Outsourcing

If you are a good writer, and you like to research, then you can make your own project. This goes for making software or video products too.

However, if you are not a writer, don't have the skills to make finished products, or just plain lazy...Then you may be interested in outsourcing your project to an experienced freelancer.

It's easy find trustworthy professionals, capable of doing almost anything!

Check out the following freelance websites where you can get people to do stuff for you really cheap!

<http://www.Guru.com>

<http://www.Elance.com>

<http://www.VWorker.com>

Just make sure to provide your freelancer with a clear outline of your goals for the project and a detailed list of what your specific job entails. Just so, there are no surprises, it's best to do a few follow-ups, by requesting updates and reviewing the content as it's created. (Make sure that provisions for these follow-ups are included in the original agreement!)



You also want to be available to your freelancer in the event they have questions about the project or need a bit of guidance along the way.

**Consider signing up for a free Skype account** at <http://www.Skype.com> and adding your freelancer to your contact list. Keeping open the lines of communication is paramount to getting what you want done, on time and in budget!



**Lazy Guy's Tip:** Skype can be used for more than just a way to talk to your outsourcers. Adding a few hours of free consultation to your incentive offer via Skype may also be a great way to get the jump on your competition! (Being paid to talk on the phone! It don't get any better than this!)

## INCENTIVE CREATION SHORT CUT:

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

You want to be careful doing this however, as the product you give away, will ultimately represent your ability to provide quality.

If you do decide to use private label content, make sure that you revise and update the material so that it is 100% accurate and blends well with your own personal style.

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

**Here are my sources for affordable PLR products - worth considering...**

- [www.ResaleRightsWorld.com](http://www.ResaleRightsWorld.com)
- [www.MakeMoney-1.com](http://www.MakeMoney-1.com)

Now you are well on your way to creating a HOT ~~giveaway~~ “incentive” product that people will gladly give you an email to get.

Moreover, they will be so awesome, your subscribers will long for the next thing you send them! *So let's get your squeeze page set up so people can get it!*

# Squeeze Page Design Guide

To help you create the most effective squeeze page possible, I have put together this quick overview of the most important elements that you need to include.

## **Compelling, Attention-Grabbing Headline**

Your squeeze page's headline should be the very first thing that your visitor sees, and therefore it needs to attract attention!

*You will get about a third of a second to plant a word that connects with your visitor and keeps them on your page.*

If you can't slow them down with a powerful bit of copy, they'll never stay long enough to subscribe to your list.

For quick inspiration, type in a few keywords related to your niche, and see what your competition is using in their "titles" by looking at the Google ads, on the right side of the result page.

Always use a headline that explains exactly what your subscriber will receive. People don't always give away their email address easily, so it's your job to explain exactly how they will benefit by giving you theirs.

Your headline's text-size should always be larger than the rest of the text on your page, and for increased exposure, consider adding color to your headline (red and blue both work well).

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 column on the right side, with a bullet list of benefits or a video explaining why people need your "incentive" on the left, in the main body of your page.

As important as your headline is, you can't make it overly big or overly wordy, because you need to make sure that your opt-in is clearly visible "above the fold". This means that you should never push your opt-in box so far down the page that visitors would need to scroll to see it.

"Above the fold" is an old newspaper phrase that means everything important on the front page, needs to show when the paper is folded and stacked. The same thing applies on the internet. If people find it difficult to unfold a newspaper, don't ever expect them to grab that little scroll bar.

Your job is to cram as much elegance and utility into only what can be seen in a glance, when people land on your page.

You want to save asking your visitor for anything except to fill in your opt-in.

Check out this “awesome” squeeze page...

The image shows a squeeze page for the 'Awesome Slider' WordPress plugin. The page features a large, bold headline 'AWESOME Slider' with 'FREE! WordPress Plugin' written above it. A blue arrow points from the headline to a box labeled 'Attention Grabbing Headline'. Below the headline is the sub-headline 'The Easy Way To Get More Subscribers & Clicks On Your Blog'. Further down is the text 'If You Have A Blog And You're Building A List, Then Get Ready To Go AWESOME!'. A call to action 'Get Your Copy Now' is followed by 'Just Add Your Name And Email For Instant Access Today...'. A large blue arrow points from this call to action to a box labeled 'ALL the Must-Have Information is ABOVE the Fold'. To the right of the call to action are input fields for 'Enter Your Name:' and 'Add Your Email:', and a 'Give Me Instant Access' button. A small box labeled 'Claim Your FREE Copy Of The "Awesome Slider" WordPress Plug-In!' is also present. A small image of the plugin box is shown on the right side of the page.

FREE! WordPress Plugin

# AWESOME Slider

GRAB ATTENTION GET RESULTS!

The Easy Way To Get More Subscribers & Clicks On Your Blog

If You Have A Blog And You're Building A List, Then Get Ready To Go AWESOME!

Claim Your FREE Copy Of The "Awesome Slider" WordPress Plug-In!

Our revolutionary new plugin allows you to create eye-catching, subscriber sucking opt-in banners that stick to the base of your blog and virtually force your blog visitors to join your list!

Get Your Copy Now

Just Add Your Name And Email For Instant Access Today...

(You'll Also Get Free Lifetime Updates, Complete Set Up Instructions and a Comprehensive User Guide - All Free!)

Enter Your Name:

Add Your Email:

Give Me Instant Access

Attention Grabbing Headline

ALL the Must-Have Information is ABOVE the Fold

This is a great example of a squeeze page, and the software featured is totally free! A **must-have**, for anyone using WordPress to sell products!

## Content/Body

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!

Therefore, you need to keep it clear, concise, and **exciting!**

Start by making a list of all of the benefits your “incentive” product provides, then pair the list down by picking only the best top five!

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 best of all encourages subscriptions!

### **1) Use Video or Bullet Points To Highlight Your Benefits**

Short upbeat videos and sharp bullet points emphasize important benefits quickly, by grabbing the attention of your potential subscriber, letting them know in an instant, what your product and list are all about!

You want to move quickly when showcasing the benefits of becoming a subscriber, and when highlighting what they will receive, in return, for their subscription.

If your potential subscriber does not see what they need in a few seconds, they will click away.

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

- ✓ Discover the secret to staying at home while earning real money!
- ✓ **Avoid online scams – Don't pay for false promises!**
- ✓ Discover the #1 freelance sources that get you paid!
- ✓ **Create a compelling resumes that guarantee you stand out from the crowd!**

You could even say all this in a video. Then point to the side of your screen where your opt-in box is, and let them know that the only way they can receive your awesome incentive, is by plugging in their contact info!

Badda-Boom-Badda-Bing – keep it short and sweet and moving toward the opt-in! You'll have plenty of time to wow their socks off, while they are looking over your "incentive"!

## 2) Retain Focus At ALL Times

Eliminate any external links and keep your squeeze page focused. You want to avoid distractions.

Your squeeze page ought to have only two options!

1. Fill out the opt-in and click subscribe to get the incentive
2. Use the browser's back button (Let them figure that one out by themselves).

You don't want to confuse them, or deter them from your one objective; **getting a lead on your list!**

Avoid navigation menus, widgets, plugins, or links to articles. Your squeeze page should be one-page long, feature your bullet list, video headline, opt-in box and privacy policy.

Eliminate any other clutter or information that could detract from your main goal.

## 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. They have never seen your page before, and you don't want them to have to see it twice before they do what you want them to do. So explain to them exactly what they need to do to get your wonderful “incentive”!

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 the following - if it’s true.

**“Only 25 Copies Available !**

**Claim Yours Before It’s Gone!”**

## Minimize Graphics and Use Them Wisely

Your squeeze page should load quickly and remain clean and focused.

However, it's been proven that using 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 cover embodies not only the quality of the product or offer that you are giving away accurately, but also elicits an emotion your subscriber can relate to.

For example, if you are offering a short report on 'Dog Training Mistakes to Avoid', make sure that your report cover clearly illustrates the topic by either depicting a scene of a bad dog causing havoc, or a good dog doing something awesome and a proud trainer beaming with delight!

### **Zippping it up:**

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.

If you are using a double opt-in format, you will NOT be able to communicate with subscribers unless they verify their request. So, make absolutely certain that they know how to confirm their subscription before they go.

*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 inbox and confirm their request, 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 again because at this point you need your subscriber to follow your instructions instantly, to eliminate any chance of them forgetting to confirm.

Run through the whole process of signing up again to make sure it works. And just as an added measure of security, employ a friend to follow the process and give you their input, as well.

The more testing the better, especially when every successful test gains you another subscriber!

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.**

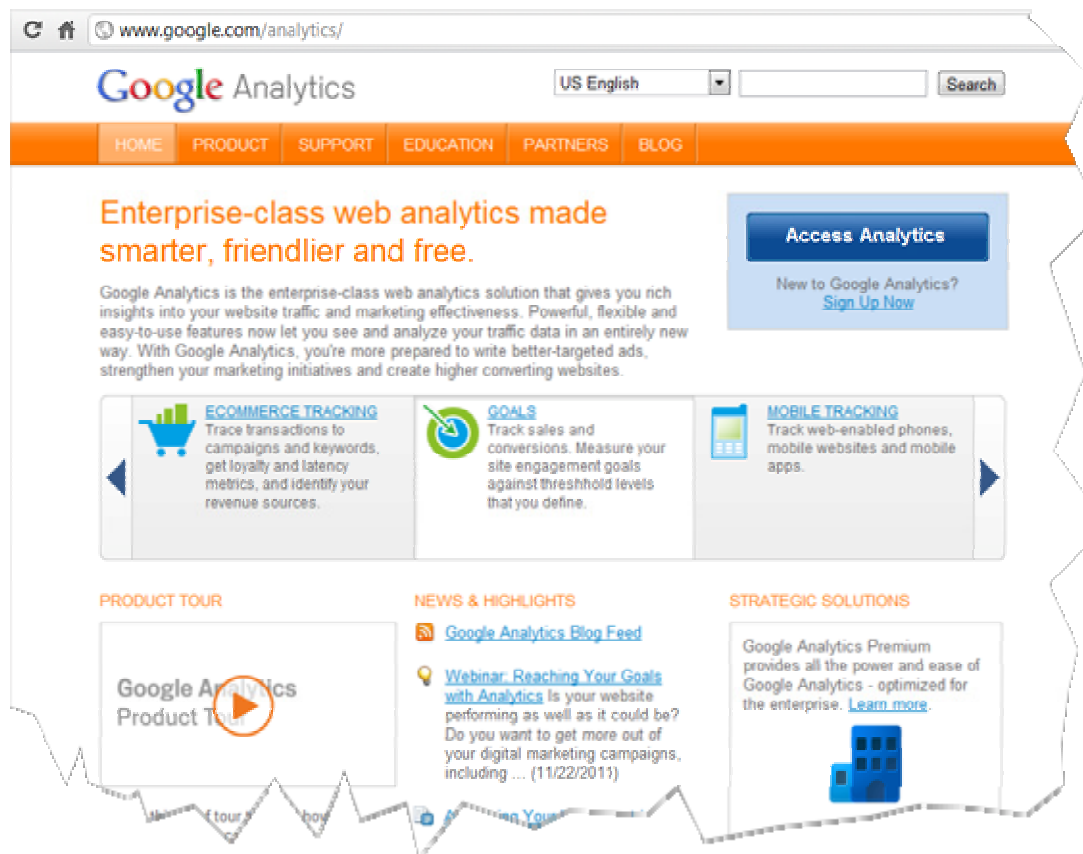
Time and time again companies that have hired the best web designers and copy writers in the world building their websites are shocked at the differences a little tweaking provides to conversion rates.

There is an interesting documented case wherein the Hyundai Corporation increased their conversion rates by 62% and “click-throughs” on the same site by 208%, simply by tweaking an already beautiful, well functioning design! They hired a professional to help them analyze the split testing, but you can do essentially the same thing yourself.

One easy method of split testing your own 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 hidden 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 hidden code is placed on your website, Google Analytics will start tracking your visitors and traffic.

When you split test, 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 format until you determine whether tweaking your headline helped or hindered conversion rates.

Once you have determined which headline works best, change another element of your squeeze page, such as the color scheme, opt-in box frame, or the summary copy for 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 lazy 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 their work 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 a WYSIWYG editor.

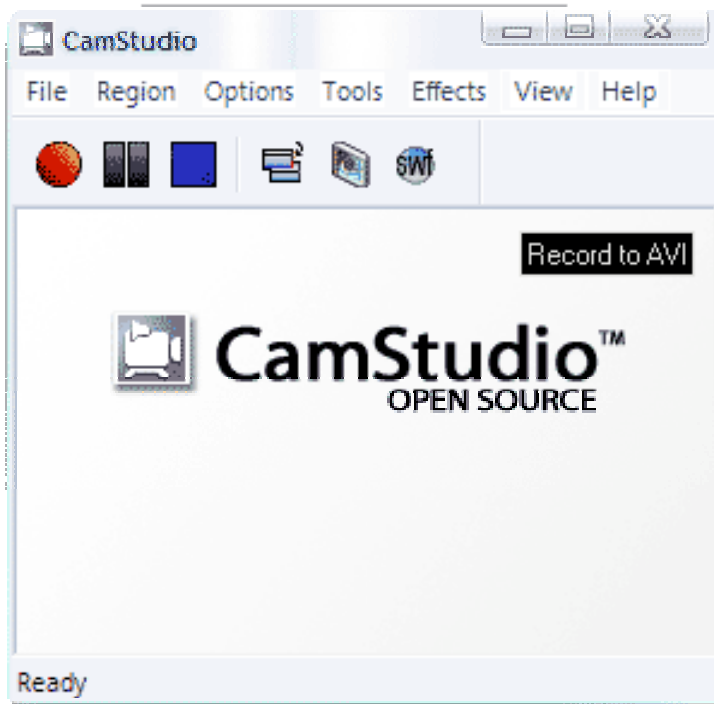
Kompozer at <http://kompozer.net/> is a free and open source editor that allows you to make webpages as easily as making a document in Microsoft Word or OpenOffice.



If you are lazy, you can download free or buy pre-designed HTML based squeeze page templates, which allow you to instantly plug in your autoresponder code. You can use Kompozer to open these templates, and make changes without learning how to code.

## Movies!

You can add movies to your squeeze pages by using program like CamStudio found at <http://camstudio.org/>.



CamStudio is another opensource software that you are free to use to create compelling videos to clinch the deal.

For more fancy videos, you can grab your camera, and download a trial copy of Camtasia at <http://www.TechSmith.com> to create short videos or slideshows that speak directly to your target audience and highlight the benefits of your mailing list.

Remember to split test your squeeze page's video content too, so that you are consistently tweaking and improving 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 you plan on releasing new broadcasts, as well as setting up dates and times for your actual autoresponder sequence, so that your emails are going out on a regular basis.

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



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

Although be aware, 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.

If you have questions, your autoresponder will have videos that will explain how to set everything up!

Regardless of the button you need to click in your autoresponder's control panel, you will want your first email to send out automatically, after a new subscriber confirms their request to join your list. Then you'll want to follow up, with additional emails sent out about every 2-3 days.

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 read** 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 still need to apply your own personal "special sauce" to every email you send out. *"Proof reading with spell check" doesn't mean that you always need to spell everything correctly!"*

## Special Sauce Example Samples

If your brand is “Southern Silk” then, ya’ll should talk like they’re part of yer family!

If your brand is “Queen and Country” then, By Jove you had bloody-well, better speak the part.

If your brand is Tex-Mex then “Ay-yi-yi” lay off the sauce, and lay down some salsa mi-amigo!

If your brand is Boston Born then, you will shuw-ar want to identify with ya fella’s.

However if your brand has strong ties to the Midwest then, it is perfectly fine to just write as if you are speaking normally.

*If have in any-way, just offended you “by butchering your accent” please feel free to blame my freelancer!*

**“finger lickin” good!”**

~ “Colonel” Harland Sanders

The point is, make your emails colorful, and your brand will surely be memorable!

**Striking a Balance:**

Balancing the amount of promotional based emails that you are sending out to your list with informational ones, is crucial to subscriber retention.

No branding gimmick however honest can make up for being overly pushy and self-serving.

No one likes to be sold to, but they will respond to offers to buy.

In addition, the more valuable you offers are, the more responsive your list will be.

If you offer junk, you will be considered junk mail.

So find the best products to promote.

If you have shaky products, you can add instant value by purchasing private label rights material and revising it so that you can create free reports for your list to include as bonuses to sweeten the pot. You can also compile articles into ebooks or reports to give away as well.

However, they have to be good because in essence at this point you're asking for forgiveness for unloading low value products on your list.

*Hey, you don't have to be a relationship expert, to know asking for forgiveness can only get you so far.*

### **Testing Your Subject Lines!**

Subject lines that invoke curiosity always work very well, but you will want to split test your email subject lines just as you split tested your squeeze page headline. You will want to determine what works best, 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 titles and email content they are far more likely to open and respond to.

Again, sometimes even the smallest changes can yield incredible results, as your subject lines function as a headline on a salespage.

Your subject titles will be drawing people in, and motivating them to read, explore and take action! It's important that you use strong, targeted subject lines in every broadcast you send out.

With GetResponse and Aweber, you can track performance stats with easy to read graphs, which include open rates, and opt-outs as well as how many people have clicked on the product offer links, featured within each email!

**Message Format: Plain text versus HTML****Single or Dual- That is the Question?**

I personally use “Single” so that my emails are sent out in just regular old plain text only, rather than text and HTML.

This ensures that everyone is able to read my emails and saves on a lot of HTML formatting, however you can choose to enable dual and send a copy in HTML format, as well as plain text, so both will be available to any subscriber who allows HTML content in their inbox.

Note: Gmail and most other services default to plain text.

**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 the kind that Get Response and Aweber can track. Showing you exactly how well your campaign is working for you!

**Set Up Open Rate**

Enable this feature so that you can accurately measure the number of

subscribers who open your email broadcast.

Sadly, not everyone will open all of your emails but creating a winning subject line will go a long way when you are competing against all the other emails in their inbox.

Without a strong title, the best offer, from the most established expert, will fail.

*"Quality is not an act, it is a habit."  
~Aristotle  
(An Ancient Greek Philosopher)*

While each subject line for your emails should be original and fresh, you also want to ensure that your recipients recognize emails coming from you. Always avoid deceiving email subject lines, like "Payment Notification", or other false claims that will confuse or 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 like "FREE" that may trigger spam filters.

## **Your Content**

You know the importance of high quality, unique content. Each mailing represents your brand and affects your credibility. This means that you need to focus on offering exclusive content to your list, which 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 Broadcast Emails

*Spare yourself some embarrassment!*

You need to test your broadcast emails prior to sending them 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 have directly linked to the images with the complete URL path, including (http://) within your links.

You also want to make sure that your email looks good in different email programs. So test in Yahoo, Gmail, and Hotmail, since what you see in your email client, might be completely different then some of the other popular 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 and ready.

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, wherein I send out an email every Tuesday and Thursday as these seem to be the days I get the highest open rates.

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 emails on Tuesday, I am able to maximize my 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 or heading out on the town, thus less likely to be online.

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

*"But my longevity is due to my  
good timing..."*  
~Tony Curtis

# 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 automatic autoresponder kicks in and emails your prospect a welcome email that you have written. This is sent out automatically within seconds 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 this predetermined 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 link that you initially offered on your squeeze page.

**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 again, the more value you give to your list, the easier and faster it will be to develop a relationship with your subscribers. This will earn their trust so they will accept your products endorsements.

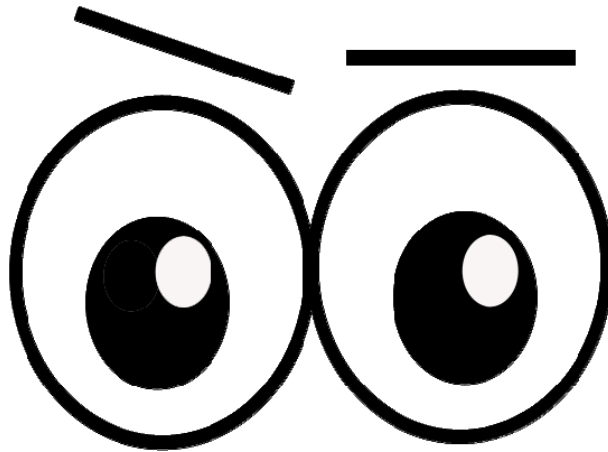
Taking an aggressive approach to email marketing works for some, however for the majority, it's always best to tread carefully, initially focusing on building a relationship with your list, like Craig did to become successful.

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

# Advanced Tactics

**Here are a few ways to build the highest performing mailing lists, quickly and easily:** It's all about getting traffic! You have a great system set up.

*Now, it's time to go out and get eyeballs to look at it!*



## **Create Multiple Squeeze Pages for Multiple Exposure**

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.

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.

But then again if you don't want to re-use the same email content you are free to change them too.

### **Here's an oldie, but a goody...**

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 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.

Using 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](http://www.twitter.com) profile, as well as every other social community you are a part of including Facebook, YouTube and MySpace. Just read the terms of service for each site and adjust your offers accordingly.



## Facebook

Of all the social networking websites online, Facebook is the most popular. As almost everyone knows, Facebook is currently the world's largest social media website, with more than 500 million active users logging on almost every single day!

Many successful list builders use Facebook and Facebook fan pages to generate exposure, build a reputation, survey prospects, evaluate markets, and generate buzz for their mailing lists.

You can get started at <http://www.Facebook.com> once you have an account, you will be able to set up fan pages, too.

Every fan page that you create can be...

- ✓ Linked to your main Facebook account, so your Facebook friends and visitors will find them!
- ✓ Its own individual & unique page giving you multiple targeted ways to interact and engage with people from one Facebook account.

### **Lazy Guy's Tip 1:**

According to Facebook, users are only permitted to have one Facebook account, although YOU can create as many Fan Pages as you like!

**Lazy Guy's Tip 2:**

If you use Wordpress as your online business hub, as many marketers do, then “Fanpage Connect”, the WordPress plugin that allows you to create and administer your Facebook fan pages directly from your WordPress admin, would be great help to you. <http://wordpress.org/extend/plugins/fanpage-connect/>

## Article Marketing

Article marketing is another very effective (and free!) marketing strategy and for many of us, it ends up being the 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 entices 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 your quality, as they are more than likely going to

judge you and your 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. 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 use the link to rank for specific keywords within the search engines.

#### **Example of Anchor Text:**

If you write...“Click on the link for more free <a href=’http://yourdomain.com’>article marketing tips.</a> and techniques” then you will get an anchor link that looks like this...“Click on the link for more free [article marketing tips](http://yourdomain.com) and techniques”!

<a href=’http://yourdomain.com’>THIS IS WHERE YOUR ANCHOR TEXT GOES</a>

In another article, you can 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 niche related keywords within the 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 the internal search utility, of 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.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. You can use your autoresponders' 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 broad giveaways and then offer specific downloads to qualify those people for different lists niches.

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

Then, I would email my entire (generic) list both offers and see which ones they pick.

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 saved into the more 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 the relevant mailing lists that you need.

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.

Note: Make sure subscribers will join your list directly, and the list is not managed by the giveaway host.

## Co-Registration Services

We are all familiar with co-registration as we usually see it whenever we subscribe to a magazine.

It works like this. At some point during the subscription process, you'll be given an option that goes something like this...

“Hey, thanks for subscribing to Redbook” or...

“Hey, thank you for subscribing to Sports Illustrated, by the way, while you’re here, why not check these boxes to receive a free trial subscription to (blank)? Other people, who like what you just got, seem happy with these, too!”

Okay, they may use better sales copy, but... you can see how 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 own 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.

*Teamwork is the ability to work together toward a common vision. The ability to direct individual accomplishment toward organizational objectives. It is the fuel that allows common people to attain uncommon results.*

*~Andrew Carnegie*

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 can be a cost effective, simple method of jump-starting your list building efforts, with very little effort involved.



## 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 who you are and what you are offering.

## Video Marketing

With video websites like [www.YouTube.com](http://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 along the bottom, as the video plays or 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 that is lead based and another that is customer based.

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 just customers, and will make it easier for you to manage lists containing leads from those you know are active buyers.

Furthermore, it is 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 later.

# 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 consistently.

Remember that people sign up to receive your emails believing that they will benefit in some way and won't be sold or spammed!

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 valuable timely 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 correctly, and by hiring content writers to create articles that can be used within your broadcasts.

Greed and a self-serving attitude can kill a list as fast as you built it so always keep in mind, that it is an honor and not a right to receive someone's personal contact information.

Think of the example of Craig's List from my prologue and play it cool.

You'll do just fine!

Now, that you are finished learning the basics of list building..I recommend the "5iphon Extreme List Builder" because it is not your ordinary, run of the mill email marketing system. We both know that now that you know the basics that you will want MORE. Your next step to gaining the full monty is at your fingertips. Click the link below to learn the true secrets to successful email marketing...

>> <http://www.5iphon.com/?ref=6826>

# Tools & Resources:

## **Autoresponder Services:**

Get Response

<http://www.GetResponse.com>

Aweber

<http://www.aweber.com>

iContact

<http://www.iContact.com>

Constant Contact

<http://www.ConstantContact.com>

## **Private Label Providers:**

- [www.ResaleRightsWorld.com](http://www.ResaleRightsWorld.com)
- [www.MakeMoney-1.com](http://www.MakeMoney-1.com)