

22 Unique Ways to Grow Your List WITHOUT Relying On the Search Engines!

by Rob Howard

Google is a MONSTER...

A monster that loves to eat people, good people like you and I!

You see, you can grow a business, from scratch, SO easily online it isn't funny! But here is the problem; the fight that quickly follows after starting out is huge:

You have to...

1. Win Google over with seo love from your site or articles. This is a slow, time consuming, continual process. It can be really valuable for long term success, but for those that need income now, it's too long a wait.
2. The top ten spots for keywords are like a wrestling match...with no rules. Everyone is in it for themselves, so all bets are off!
3. After you've beat number 1 and 2, you've made it well! But then there is this HUGE risk: What happens if Google redoes its algorithm (which happens often)...you get to start all over back at 1!

You don't think this could happen to you?

Recently Google decided to slap – hard – squidoo for too many “spam blogs”.

This caused a ripple effect, squidoo, looking out for itself, starting banning a lot of legitimate lenses (and a lot of real spammy ones to). Its knee-jerk response caused a HUGE panic for a lot of marketers...

But while they panicked, I continued to do very well for myself! Because I have an email list...

This is why it is SO vital to have an email list. Because if any search engine decides to screw you over, you have a valuable resource to still provide you with income!

And what is even more incredible, you have a resource you can leverage into a larger resource...over and over and over again!

Some of these are well known, others are very unique, some are traffic getting techniques that you can use without a list ...others REQUIRE a list! Some are quick and easy, others take a lot of time to work.

But they all have in common one thing – NO GOOGLE OR SEO LOVE IS REQUIRED!

So without further ado, let's get started!

Ad Swaps

Once you have a list size of about 200, you can start to grow your list through ad swaps with other marketers.

I would recommend no more than 2 swaps a month. You don't want to burn out your list!

If you are new in a niche, starting off, I recommend you hit 20 to 30 different affiliates in your niche – like you – who have lists. Offer them a straight up swap.

You'll get a few bites. Tell them you would like to swap lists at these times and coordinate your efforts.

Once you get a few people to do this, you'll list will grow RAPIDLY.

Then, as you get bigger, you'll be able to attract more and more people in your niche to do a swap with you!

Article Marketing

Marketing through ezinearticles is a great, quick way to get FREE traffic, obviously. So this is a good method starting off!

It is beyond the scope of this course to cover all the aspects on article marketing

Amazon Video Reviews

Did you know that you can do video reviews at Amazon? This is a POWERFUL way to drive a ton of interested people to your site. (Regardless of whether you have a list or not...but this is FAR more powerful with a list!)

Go to Amazon and look for books that relate to your list. Buy that book at your local bookstore or order it from Amazon.

Then, skim through it and record a video of you talking about the book.

Overlay on the video your web address.

Then, at the end of the video, tell them for more info about the niche you are in, they are welcome to visit your site at...

Also, when you create an account, you can list your web address. Make sure you do so, because some people will click on your reviewer name and it will show your profile.

They will see your web address and go there!

These are most likely BUYERS – which are important to have – because they are browsing for a certain product at Amazon...

Plus, this if this is in a high traffic niche, you can get just a server busting load of traffic!

Barter Networks

Join a large online barter and trade network. These networks are huge and cater to thousands of offline businesses.

A lot of these networks allow you to post ad's.

There are tons of these networks – a good google search will show you lots!

Ezine Newsletter Ads

A lot of email list owners will accept advertising on their email list. These people regularly email their list with jokes, information, news, and niche related items.

Most of these types of lists are absolutely huge – and if you can find one related to your niche, you’ve hit gold.

Now you do have to pay for these, but if you have a good free offer, it can convert really well.

I recommend, if you can afford it, to get a top placement ad that is above the fold. You’ll get an enormous amount of clicks that way.

I’ve included in this package a list of ezine newsletter directories. These directories contain tons and tons of ezine’s in every niche imaginable.

Fair Method

Set up a tent at your local county fair or state fair. (You may have pay for this...)

Offer a gift, something cool, that relates to your niche. Include your website address to your squeeze page.

If you go to a popular fair, you can get hundreds of local subscribers really quick.

Flyer Marketing

This is dead easy. Make up a quick flyer about your free squeeze page giveaway. Write it much like a sales page.

Then, print up hundreds of copies.

Post an ad on craigslist for a flyer poster. Tell the taker you want the guy to post the flyer at every imaginable public place possible. Grocery stores, malls, shops, utility poles, bars, public corkboards, tape onto trees in parks, everywhere.

Tell him you will pay him per post and he has to provide proof. What you decide to pay is up to you, but if you want to get a serious guy, I would charge between 25 cents and 50 cents per post.

For 500 flyers, that's only 250 bucks.

But you'll see a HUGE spike in traffic and opt-ins.

Forum Marketing

Obviously, for the internet marketing niche, the Warrior Forum, Digital Point, and Wealthy Affiliate are the "big three" of the internet marketing forums. There are tons of others.

Marketing in these are straight forward, because they all understand and allow marketing to each other.

But this is not the case with niche forums. You have to be crafty.

Go find 10 niche forums related to your website and sign up to them.

Then, start posting. Don't act as yourself though, act as a third party.

Find all the common problems relating to the forum and post articles and youtube video's that relate and solve the problems those people are facing.

Also, post new threads about these methods – and the articles you get them from.

This will immediately build up your authority in the site...and will get them used to you posting links.

Do this for 2 weeks and post solid straight content with personal interaction and lots of links to free articles and video's.

Then, after 2 weeks, post an article YOU wrote. Make sure it's the best CTR article you have.

Don't claim it as yours, just say you found it.

Do this with all 10 or 20 forums and you'll have a massive wave of traffic.

JV Swap

This requires you to have a very COOL gift – a high valued product in some way. You don't have to be selling it even, but it needs to be valuable enough to BE sold!

For example, get an interview with someone big in your niche. Turn it into an audio download.

Then approach merchants in your niche that sell related products. Tell them you would like for them to add this product as a “surprise” bonus.

All they need to do to get the bonus is to sign up to your email list.

So, all the product owner needs to do is post a link to your squeeze page or provide him with a graphic ecover of the free gift.

To increase the chances of these guys saying yes, get their mailing address and send them a handwritten letter.

Brag about how great their product is and send them something, like a gift card. This will grab their attention!

Put your email address in the letter and tell them to get in contact with you they like. I can guarantee you they will!

When they do, pitch this idea to them. You have a good chance they'll say yes!

Do this with 10, 20 or more and you'll have a HUGE amount of traffic of buyers to your site!

Second JV Swap

Related to the above, find a low gravity product at clickbank that is doing ok, but not amazing. (This works well for 10 to 30 gravity product owners)

Offer to send out a free email to your list, without an affiliate link. The only thing they have to do is put your bonus product link inside their thank you page.

To top it off, tell them you will get them a high gravity by offering them this product here:

<http://cbcentrifuge.com/>

Tell them to create 20 or so “affiliate” accounts at clickbank and to drop those affiliate codes into the software above. (the software rotates affiliates automatically)

This will skyrocket their gravity and soon they will have affiliates promoting them organically.

When this happens, they’ll make it big. You will then have to things:

1. Someone that loves you forever and will easily be a future JV partner for anything you do!
2. A ton of new sign ups because of the sudden rise in popularity!

This works extremely well if you have a large list – because it benefits them so well and they get a huge gravity. Suddenly everything goes viral and you start getting a TON of traffic to your list!

Media Buys

These are another form of PPC advertising, but they are not dependent on the search engine. They are contextual based, meaning that the ads show up on websites.

They are typically less stringent about advertising, as long as you follow the basic rules.

Target sites related to your niche..and if you can, buy bulk and pay up front, you'll get much cheaper clicks. (100k Clicks for 10 grand up front = 10 cents a click instead of 100k for 50k, 50 cents a click, etc.)'

There are a ton of different advertising networks to choose from, but how to do it is beyond the scope of this guide.

Newspaper and Local Ads

A lot of local papers and Swap sheets will allow you to post ads. Sometimes, if the offer is for free, they'll allow you to post it free of charge!

You can also use craigslist and others like it as well.

Offline/Online Business Swap

Find a niche ecommerce site that is connected to a local business that relates to your niche list.

Approach the business owners and tell them you have a large list of customers that you would like to send to their ecommerce site.

In exchange, all you ask is to put a banner ad for XX amount of days on their website.

Or another idea is to offer offline businesses that don't have an "online business package" in which you will set up their own ecommerce system online for them.

They don't even have to pay you!

Instead, all they have to do is give away a pdf guide that contains your links or put banners on their site that leads people to your squeeze page.

Offline Shows and Presentations

If you are an expert in your niche, give a free, local presentation in a larger city.

Post flyers around town and put ads in the newspapers and use other offline methods and online as well.

Then, at the event, tell everyone that to fully make use of the information you are giving them, they must get this guide at this website.

Tell them the guide is free, they just have to register for it. (Using the word register will get greater opt-in's) Tell them you do this for the sake of keeping track of downloads.

Also, if you have the credentials, offer to be a free speaker for colleges and universities.

They are always looking for great, real life examples of the stuff they teach. You can get a good bit of opt-ins from college students.

Product

Obviously owning a product will also build up your list. Especially if you couple it with clickbank and have a ton of affiliates promote you.

The easiest way to do this is to make a high quality product, get a clickbank account, then install this software:

<http://cbcentrifuge.com/>

Create 10 to 20 affiliate accounts and drop those into the software. (the software rotates affiliate accounts and you get a skyrocketed gravity – which in turn automatically attracts affiliates to promote you.)

Use these traffic techniques and quickly raise your gravity. It will snowball until you are on both an automated income AND you have a ton of subscribers to your list

PLR and Resell Reports

This is similar to the viral reports above, except you don't include any affiliate links. You instead sell these reports at the Warrior Special Offer section or as part of another product (Much like this report).

You give away resell and giveaway rights to these reports – the only thing that must stay the same is the link at the top of the page.

You can sell tons of these for cheap – 5 bucks for a pack of 10 reports for a niche.

You'll get a lot of buyers who are constantly looking for new material for their lists and more sign ups this way.

So you get the double wammy, free exposure and money from selling the rights.

Plus, you build up a list of WSO buyers, which in turn you can use JV list swaps with and sell other items too!

Powerful combo right there.

Radio Show Publicity

Head over to www.blogtalkradio.com and get sign up to get a free radio show. You can easily host a radio show with just a telephone.

Then, take your list of subscribers and tell them about the show. Next, go to all your local businesses and tell them that you are doing an online radio show about growing your business online.

Tell them it's free and you would like for them to come. The only thing they need to do is allow to post this flyer and business cards about your website/show.

By doing so, tell them you will give them free advertising during the show. This works well if you have a large list already.

This can cause a massive wave of signups.

There are all kinds of ways you can use blogtalkradio to get subscribers. This is just one.

There are various ways you can attract niche subscribers too.

One would be to offer 2 shows. One geared towards local business owners, another for your niche.

Tell them that you would like to advertise the niche show in their business and in exchange you'll give them free access to the business show. Plus you'll advertise their business on the niche show too. (this works well if they are in a similar niche)

Real Radio Shows

Besides the above, you can do real radio shows too.

College radio shows are always looking for guest speakers. If you know something about your niche, and have a good story, see if you can't get hooked up!

This can include TV as well!

One and Three Way Deals – (Chicken For Goats)

A good way to get a list starting out is to exchange a service for a broadcast message to a small to medium sized list owner.

Contact a few of these people and offer to do article writing or other seo service for them.

In exchange, all they have to do is send out a few broadcast messages to their list about your product or service.

Come up with some terms that serves them well and you'll have a good taker!

If they don't, do a "Three Way Deal" – this is where you find out what they want or need for their business and you get it.

For example, say they need graphic design work. Go find a graphic designer with a website and offer him free traffic in exchange for a logo or whatever else your first guy needs.

After you set up that deal, return to your original guy and give him his graphic. In exchange, he sends you a few broadcasts and you send the graphic guy a bunch of free article marketing traffic and other seo.

This can be done in so many different ways it isn't even funny.

Another example is getting people something they need...perhaps free dental or another service. Contact the primary service guy and offer him a free website in exchange for whatever else your list owner who you want to advertise his to his list wants.

Viral PDF's

Go to www.butterflyreports.com and join up. It is a site that offers a way for you to write valuable reports that contain affiliate links that rebrands itself to the person giving out the report.

The idea is simple:

Create a high value, in demand report. At the very top, beneath the title, put your web address.

Then, fill the report with affiliate links that users can rebrand. Offer free giveaway and resell rights.

Submit the report to butterfly reports and other directories.

List owners will pick these up and send these out to their lists. They make money from the affiliate links, the customers get a high quality free product, and you get a ton of free signups to your list.

Win-win-win.

WSO's and the War Room

The warrior special offer forum is a great way to build a list quickly inside the internet marketing niche.

Just make sure you have a great product to give away. Over deliver and you'll build a better business.

You can also use the War Room to get a lot of sign ups. But you must take care for this – as the war room is supposed to be for FREE sharing of info.

So make sure the product you are giving away is VERY VERY valuable!

Workshops

Here is a powerful method for you. This works well inside the internet marketing niche.

Host a cheap workshop. Make it super affordable, but only allow about 20 inside. Advertising inside the WSO section and more (see the forum marketing above)

As part of the success formula, break them into 2 teams of ten and host a competition.

The first team to get the most opt-ins wins something.

Give each group this eguide.

Then, after the workshop is over, start another product based off of the workshop information. Recruit all your new successful students to send you their subscribers. This can amount to hundreds or thousands of new opt-ins almost instantly.

Plus, you get the added benefit of having your own product you can sell to the masses! (Take all the content you made for the workshop and package it up)

I know how well this works, because I myself am hosting a workshop and the leverage is working well!

That's It For Now!