

# Mailing List Magic



Proudly Brought To You By:

<http://www.InternetMarketing-PLR.com>

**No part of this document may be duplicated, transmitted, resold or reproduced in any form or by any means without prior written permission from the author and publisher.**

Unauthorized duplication of this material in any form is strictly prohibited. Violators will be prosecuted to the fullest extent of the law.

### **Disclaimer**

The author assumes no responsibility for the use or misuse of this product, or for any injury, damage and/or financial loss sustained to persons or property as a direct or indirect result of using this report. We cannot guarantee your future results and/or success, as there are some unknown risks in business and on the Internet that we cannot foresee. The use of our information should be based on your own due diligence, and you agree that the author is not liable for any success or failure of your business that is directly or indirectly related to the purchase and use of our information.



## **'The money's in the list!'**

Hardly a minute seems to go by in the internet marketing world without someone making this statement.

But the reality *really is* that if you're serious about internet marketing you simply CAN'T do without one.

A **responsive** mailing list (and the 'responsive' bit is the most important) means a ready-made group of people to sell products to time and time again.

But you might be thinking it's all well and good for people sitting there with a list of 10,000 people.

How many times have you read a report about making money online, only for the author to turn around and say 'now email your list and you'll make \$\$\$'s?'

Well it's frustrating to say the least, because usually the said report doesn't offer you any advice on how to build a list, let alone give you a step-by-step blueprint.

The great news though is that building a mailing list isn't difficult. Keeping it responsive is a little harder but it's not too bad, and I'm going to show you exactly how to do both in this report.

But before we get on to any more detail however there's something important that you must realize...

## ***The size of your list is not that important!***

This might sound like an odd thing to say because most other internet marketers always seem to focus on size as being **the** most important thing.

But the reality is that the actual size of your list isn't that important...

Ok, so size does come into it a little bit because obviously you're going to need a list of more than 10 people, but there is something far far more important than outright size:

### **The relationship you have with your list, and their responsiveness.**

Probably the best way I can demonstrate this is to tell you about a fellow internet marketer whom I know quite well.

At the moment his list is only about 1000 people, and yet he makes MORE money from his list than another marketer I know who has a list of around 7,000 people.

Why is that?

Because the first marketer treats his list well. He gives them regular freebies, and his content is truly top notch.

When one of his emails drops into my inbox I pretty much ALWAYS read it because I know that it'll be packed full of information that will be genuinely useful to me.

Of course he sends sales emails. But I expect that. I'm an internet marketer myself and I understand he's not a charity, but when he does send sales emails I STILL read them and buy from him on a regular basis because he makes me feel like I WANT to. I know that everything he sends is great, and I see him more as a friend than an internet marketer. He gives me tons of great info for free, and friends give you things with no expectation of anything in return.

Because of this his list is very responsive.

And that's the sort of person you want to be to your list too.

I like to think that I fit firmly into this category. I regularly send freebies (and not just any freebies) to my small lists and my subscribers really seem to appreciate it. I get a very healthy sales conversion on my emails, and I regularly get people emailing me to THANK me for the stuff I'm giving away to them.

This makes me happy too. It's wonderful to receive such great feedback, and I genuinely enjoy helping people out. It gives me a great buzz, and (of course)

helps me to make more money too.

Compare that to the second marketer with the list of 7,000 people.

He gives out a freebie to get people onto his list, but after that it's pretty much all sales emails. Pitch after pitch. Sales promotion after sales promotion.

And the fact is that you simply **can't** do that and then expect to have a responsive list.

People buy from people that they like, respect, and trust. People buy from marketers who they know offer genuine value.

If you sell sell sell then you're never going to achieve any of those things.

You simply must have a strong relationship with your list in order for it to be responsive. **It's more important than outright size every single time.**

Of course it can't do any harm to have a big list. Imagine if the first marketer who has the list of 1000 people increased his list to 10,000 people AND maintained the strong relationship he has with his subscribers? Well I can pretty much guarantee that he'd easily be earning six figures!

## **List Building In a Nutshell**

There's nothing complicated about building a mailing list. Of course, there are many different ways to do it, but the principles are roughly the same whichever route you take:

*You need to find a group of people who have a specific interest in something, and it should be a market where the people are proven buyers.*

*You then need to find out exactly what they want, create or source the information, and then offer it to them for free in return for their name and email address.*

Of course, there is more information you need to know about each step (and we're going to go through it in detail), but basically that's what building a mailing list involves.

Once you've started, you should be concentrating on making your list grown every single day, and offering real value to your subscribers to keep them responsive.

## ➤ **Setting Up Your List Building System**

Ok, so let's start from the beginning and assume that you're sitting there now WITHOUT a mailing list of any kind.

Or perhaps you have a mailing list already, but you're looking to start a new one in a new niche.

Either way you want to start a new mailing list from scratch...

### **A Quick Word on Selecting a Niche**

You need to be very clear about what niche you're targeting and what they specifically want.

I'm not going to cover this in too much detail because that's really another book entirely, but needless to say you should be entering a niche with **proven buyers**, and one that is as **specific** as possible.

A big mistake is to build a mailing list in a niche that tries to target the whole niche. If you've got a specific sub-niche then it can work much better.

It is also essential that you have a deep understanding of what your audience wants, and what they are likely to be interested in. This applies to choosing free and paid-for products/information to offer to your list. Give people what they want, and you will be rewarded for it. We'll come back to this...



### **Step 1. Get An Autoresponder**

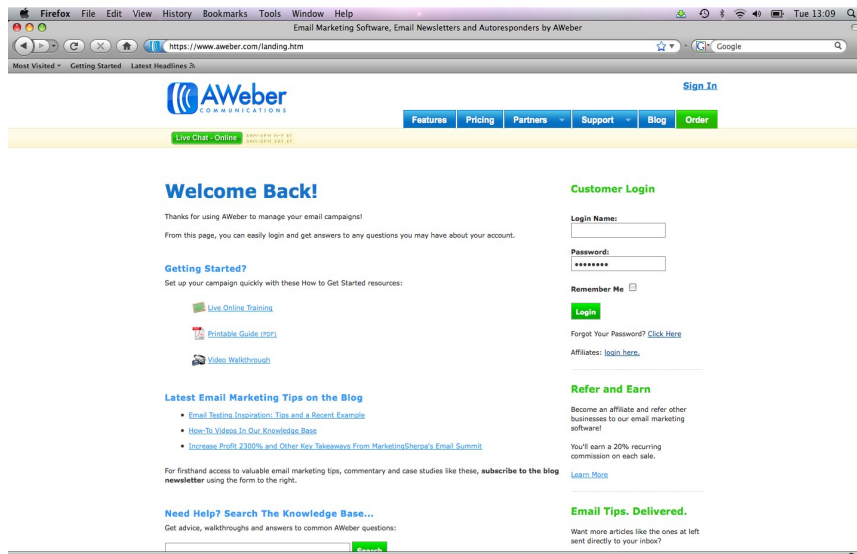
The first thing you'll need is an autoresponder account.

If you've been involved with internet marketing for any length of time then you probably already know a little about this.

Basically an autoresponder is a way of managing your mailing list and your emails.

There are two main autoresponder services that internet marketers seem to use...

Aweber:



and GetResponse:



Both are pretty similar. I personally use Aweber, but I also know many people who use GetResponse.

Which one you go for is pretty much personal preference, and both seem to have their share of fans.

An autoresponder allows you to build a double opt-in mailing list (where new subscribers have to click a confirmation link in order to be able to be added to

your list), manage the list, send automated email messages and broadcasts.

It's absolutely ESSENTIAL that you sign-up for an autoresponder service.

*Without it, you're not going to be able to build a list!*

When I first got into internet marketing I used to manage my mailing list with my normal free Yahoo email account. I thought that this was a smart move until I realized that my account would be quickly shut down and that I was open to being accused of spam. On top of all that, my subscribers weren't even receiving all of my emails because the server would often time-out due to the sheer number of recipients I was trying to email.

There's absolutely no way that you can hope to do it that way.

You MUST get an autoresponder. It's probably one of the best investments that you'll ever make as an internet marketer, and it's pretty inexpensive.

## **Step 2. Create or Source a Freebie**

In order to get people to give you their name and email address you need to entice them into subscribing by offering some sort of freebie in return.

This could be a report / eBook, a mini-course, audio, or even video.

Upon signing up to your list people receive the download link to the freebie. You could either take people to a download page or simply give them the download link in your first autoresponder email.

The most important thing is that you give away something which offers real value and contains genuinely useful information which will benefit your audience.

Just because you're giving something away for free it doesn't mean that you can get away with rubbish.

You need to offer something that you yourself would be happy to swap your email address for!

*What do people in your niche want to know?*

It's very easy to find out by reading forums, blogs, and looking at Clickbank products. Remember that this is very important.



*Identify what people in your niche are desperate for – give it to them for free – and you're going to get a lot of subscribers!*

The product doesn't have to be anything long or fancy. The only thing to remember is that it should be high quality and on a 'hot' topic.

Here are your product creation options:

### **Create a free product yourself:**

A 10-15 page report can be written in less than a day if you sit down and work hard at it.

Or why not create an audio product? They have a higher perceived value, and can be produced in a very short space of time.

If you're unsure on what to write/talk about remember that it's very easy to find information on any topic by searching and reading online. By doing this it's even possible to create a product on a topic you know absolutely nothing about! Spend a day educating yourself on the subject and you should be able to produce a quality product about it.

### **PLR and Resell Rights Material:**

Why not source a quality PLR or resell rights product and give that away to build your list?

If you want to make a unique product from PLR material, simply find 10-15 good quality PLR articles on a particular subject and package them together as a single report.

### **Outsourcing:**

Of course you could also outsource someone else to write you a report. You can have a quality 10-15 page report written for you quite cheaply if you look in the right places.

The Warrior Forum's WSO section (<http://www.warriorforum.com>) is a good place to start, or try a specialist freelance site such as <http://www.getafreelancer.com>

## Interview:

Why not find someone in your niche to interview and then offer it either as an audio or report product to build you list?

Interview products can make great list builders because if you can get a recognised name in your niche to do an interview with you then you'll gain instant credibility, and people are usually VERY interested in what such people have to say. You're gaining access to an instant pool of expert knowledge, and your interviewee is pretty much doing all the work for you!

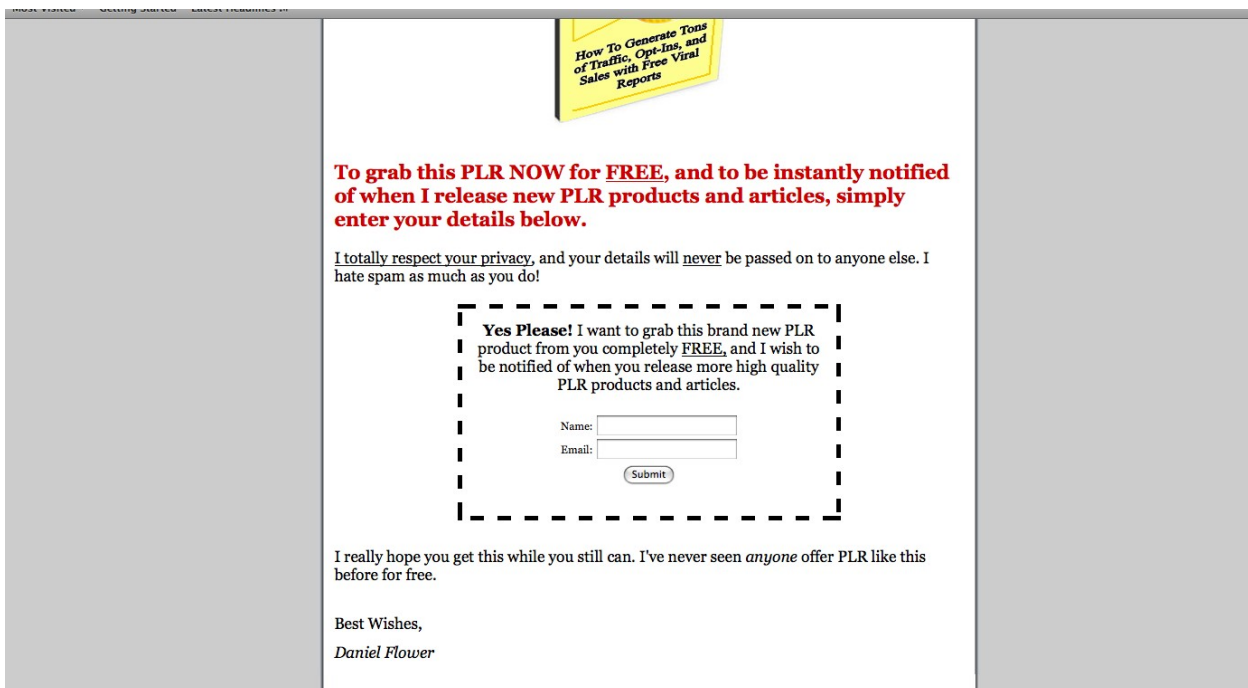
It's quite easy to get people to do an interview because it offers great benefits to them too. They get their name bounded around as an expert, and of course they can promote a few of their own products during the interview. You get a ready made product to give away and build your list!

## Step 3 - Create An Opt-In Page

An opt-in or 'squeeze page' is a simple webpage which contains an opt-in box where people can enter their name and email address in order to subscribe to your list.

It might help to think of it as a sales page, but instead of a payment button there is an opt-in box instead.

Here's a screenshot showing a typical opt-in or squeeze page:



The screenshot shows a webpage with a yellow banner at the top that reads "How To Generate Tons of Traffic, Opt-Ins, and Sales with Free Viral Reports". Below the banner, the text says: "To grab this PLR NOW for FREE, and to be instantly notified of when I release new PLR products and articles, simply enter your details below." A privacy notice follows: "I totally respect your privacy, and your details will never be passed on to anyone else. I hate spam as much as you do!" The main form is enclosed in a dashed border and contains the text: "Yes Please! I want to grab this brand new PLR product from you completely FREE, and I wish to be notified of when you release more high quality PLR products and articles." Below this text are two input fields: "Name:" and "Email:", each followed by a text box. A "Submit" button is centered below the input fields. At the bottom of the page, there is a closing statement: "I really hope you get this while you still can. I've never seen anyone offer PLR like this before for free." followed by "Best Wishes, Daniel Flower".

You've probably seen sites like this many times before.

The key to writing a good opt-in page is to write it as though it's a sales page. Write your copy as if you are selling your product and really drive home why people NEED your freebie. Sell it to them. Forget that you're giving it away for free, and make the product seem valuable (because it is!)

Your opt-in page doesn't have to be the most well designed website in the world. It helps if you have a few graphics (because that increases the perceived value of your product) but the most important thing is the words.

Writing good copy is an essential skill for an internet marketer but it's not always easy. The best way to learn how to do it is to look at other people's sales and opt-in pages and look at how they're written. Find one you've opted in to yourself in the past and ask yourself WHY you opted in. What was it that made you give your email address to the marketer?

Most opt-in pages follow a similar format:

At the top is a catchy headline that's designed to attract attention.

Then there are a few paragraphs which set a scenario and point out the problems that the product will solve.

Then you launch into describing the product, followed by some bullet points of what the reader will learn from the information.


The key thing to remember is that people buy on emotion. Talk about what the product will do for the reader. What will it allow them to achieve? "Have subscribers eating out of your hand and coming back to you time and time again with cash in hand" sounds a lot better than "this report will show you how to build a mailing list and profit from it."

Somewhere on your page needs to be your opt-in form. This is the most important bit as it is what will build our mailing list! This is usually towards the bottom of the page and placed inside a box.

If you're using Aweber it's very easy to create a new opt-in box, and they provide full instructions.


Basically it's simply a case of copying and pasting a small piece of code which is provided by Aweber into your website:

s, pop-upers and standard web forms placed within your webpage. If you create more than one web form you will be best different forms on your site automatically and decide which form is the best to use.



### Javascript Snippet

The Quick and Easy Version



### Raw HTML Version

Advanced Design Customization

**Recommended Version:**

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<script type="text/javascript" src="http://forms.aweber.com/form/79/15457888.js">
</script>
```

I would imagine that other autoresponder services are pretty similar.

Make sure your opt-in form is clearly visible. You don't want it hidden amongst a jumble of text.

## ➤ Getting Subscribers FAST



Ok, so once you've completed all of the above you should now have a simple website where people can come along and sign up to your mailing list.

Now we're going to get on to the 'meat' of this report.

It's all very well having a fantastic opt-in page, and a great freebie, but if you're not getting people TO your opt-in page in the first place then your mailing list is going to remain at ZERO...

The good news though is that's it not hard to attract subscribers and fast (providing your opt-in page and freebie are both up to scratch.)

I've personally built a new list of 400 people in less than two weeks. That might not sound particularly impressive – but carry on like that and you're looking at having 1000 subscribers in no time at all.

You need to be doing something every day to build your list. It's not always about spectacular results, rather it's about getting new subscribers onto your list *consistently* every single day.

Use the methods below and you should be able to build a list pretty quickly. These techniques **WORK** and should generate you plenty of subscribers providing you implement them on a regular basis. Your first few hundred subscribers are just a few steps away....

### **Forums**

In my opinion posting on forums is probably one of the easiest ways of getting subscribers.

An internet forum is a place where people who have an interest in a particular subject all come together to talk about it.

They provide a ready-made collection of people who (hopefully) we can persuade to become our subscribers.

Forums are also a great way of building credibility. If you contribute regularly and make helpful posts other forum members come to see you as an expert in your niche.

Your first job is to find active forums. Most are easily found by doing an internet search for 'your niche + forum.'


Note that the ACTIVE bit is crucial. You're probably not going to generate much traffic if the last post was made 2 years ago. Most niches tend to have two or three very large forums and lots of smaller ones.

The next thing is 'know your market.' Say my list is targeting the gardening niche and my squeeze page is offering a free product about lawn mowing. There's probably not much point me posting to a forum about acne! That's pretty obvious I know, **but** on the other hand I could promote a gardening product that came with resell rights on an internet marketing forum, but the promotion would be a little different. I'd be stressing the fact that the freebie comes with resell rights. Other internet marketers might come along who are operating in the gardening niche and take my free product to resell. See the difference?

Ok, so here's how to generate tons of subscribers with forums...

The first thing you'll need is a signature which links back to your opt-in/squeeze page.

An example of this is below:

<p>Active Warrior</p>  <p>Join Date: Nov 2007 Location: United Kingdom. Posts: 93 Thanks: 0 Thanked 9 Times in 4 Posts</p>	<p>Well done! You did what most people never do - you made your own product. Now just keep going.</p> <p>Dan</p> <hr/> <p><b>FREE WSO - FREE PLR! Brand-New, High Quality, 23 Page Report For the Internet Marketing Niche.</b> You have NEVER seen a free wso like this before!</p>
---	--

It's always worth checking that the forum you're looking at actually allows you to link to your website. Some don't.

Simple signatures work best. Explain exactly what you're offering for free and highlight the benefits. Make your link prominent but don't let it look like it's trying too hard to grab peoples attention. A size 20 font in red probably doesn't give the right impression!

It's also a good idea to write something in your forum profile. Keep it brief – simply explain a little about yourself, upload an avatar (profile picture) and include a link to your squeeze page. Having a profile pic helps greatly because it makes you seem more human and makes you more identifiable to other forum members.

Think carefully about your forum username too. 'Sexypants1984' might not be a very good idea if you're trying to create a professional image...

Setting up your signature and profile page on most internet forums is extremely easy. When you sign in to your forum account it should become pretty obvious how to do it. If you get stuck, there's normally a help page, or simply ask other members of the forum...

Once you've got your signature link and profile set up it's simply a case of making **useful, insightful** posts to the forum.

Unless it's specifically an advertising forum, making 'spammy' posts advertising your free product will only serve to get you banned from the forum and throw your reputation down the drain.

You need to look at forum marketing as though you're posting for pleasure...

Join in the discussions. Answer people's questions. Be helpful. **Don't sell!**

Make quality posts every day and you should find that people click your signature link and opt-in to your mailing list from your squeeze page. People look at the posts you're making, and if they find them useful they'll check out your site for more information. You could also include other links in your signature, such as to your blog, Twitter account, etc.

It's quite easy to get 5-10 new subscribers every day from just a handful of posts.

Remember that the key here is consistency and quality – keep posting and you'll keep generating visitors and subscribers.

## **The WSO Forum**

A special mention must go to the Warrior Special Offers (WSO) section of the Warrior Forum (<http://www.warriorforum.com>)



The Warrior Forum is a leading discussion board for internet marketers. People from all over the world come to discuss the latest trends, techniques and strategies in the IM field, and if you're not already a member then you MUST sign up. It's a great place to learn, meet people, and generate traffic...

The forum has a special section called the WSO Forum which is basically a place where members can advertise special offers to other Warrior members.

There's a small fee of \$20 to post a WSO, but it's well worth it.

A great idea is to post a WSO where you give away your freebie. Simply place your squeeze page copy into your forum post and then put in a link to your opt-in page.

The WSO forum gets tons of traffic and the people viewing it are in the mood to buy. Offering them a freebie therefore can be almost irresistible...

Treat this section like **GOLD**. If you've got a great freebie that other internet marketers want then you should generate plenty of subscribers – I've known an offer in the WSO forum to generate **hundreds or even thousands** of new subscribers in a matter of days. It's a fantastic resource, and many people have used it **ALONE** to start very successful businesses. This could be your launchpad.

## Blogs

Blogs are a great way of generating new subscribers. If you've got an interesting blog and people like what they see then they will come back to it time and time again, and a healthy proportion will sign up to your mailing list.



There are a number of different ways of using your blog to generate new subscribers.

Perhaps the most effective and commonly used technique is to have an opt-in box on your blog homepage.

The following screenshot shows this in action:



The screenshot shows a blog post with a sidebar on the left and a large opt-in box on the right. The sidebar contains a 'BLOG' header, a date '31, 2009', and a title 'I'd get some business ideas'. The main content area has a title 'Want To Know How A Hippy Marketer Generates A Six Figure Income Working Just 3 Days A Week?' and a 3D image of a book titled 'Six Figure Curtain'. Below the image is a form with fields for 'First Name:' and 'Email:', a 'YES - Please Send My Copy Now' button, and a red call-to-action: 'You can start changing your life IMMEDIATELY'.

Now the opt-in box you place on your blog doesn't have to be as big as that, but hopefully you get the idea. It's almost like a mini version of your squeeze page. Make sure it's near the top of your blog so that it's one of the first things a visitor will see.

Another idea would be to insert a signature containing a link to your squeeze page at the bottom of each blog post. This seems to be quite a popular trend at the moment and it can be very effective. If you've got a Wordpress blog then you can download a free plugin which will allow you to do this by [clicking here](#).

## Blog Commenting

The other way to use blogs to generate traffic to your squeeze page is to find other people's blogs in your niche and make comments on their posts.

So if I was in the internet marketing niche I'd look for other internet marketing blogs, find posts which I could add value to, and then comment on them.

Note the 'adding value' bit because that's the most important. Commenting on a blog post with "Great post" probably isn't going to get you many visitors. It's also considered spammy.

Your comments need to offer additional discussion to the original post. Chip in with your own thoughts and opinions on the subject. Here's an example of someone doing this:

The screenshot shows a blog post with several paragraphs of text. A comment by Paula Brett is circled in black. The comment reads: "Yes, I have to admit I'm paranoid about sending my mailings out unless I test them on two different email addies first. My AOL one is usually the best test - they're a nightmare at dictating to you what's spam and what isn't. And I always wonder now, when marketers send a second email saying something like 'apologies for the last email but I gave you the wrong link' etc. etc. as some have been known to use it as a marketing tactic to get a second bite of the promotion cherry! Best wishes Paula Brett". Below the comment is another comment by Peggy Baron: "Hi Dan, I'm like Paula; I test my emails on 2 of my addresses first. Sometimes the formatting comes out screw and I rework it until it looks right. I always test my". The blog post also features a sidebar with sections like "Big Is Coming...", "Recommended Links", "Recent Visitors", "Archives", "Categories", and "Recent Comments".

And imagine if this had been an email launching a new product I'd spent months working on, and my list consisted of 10,000 people, of which 6,000 of those never got to see my email because it ended up in their spam folder too.

Next time I'll be sending my emails to myself first before they go out to subscribers. Just because Aweber tells you the email's fine doesn't always mean it is : -)

Of course that's not the only reason to test it first. I recently sent out an email to a list where the formatting had gone horribly wrong.

*I'm not quite sure what happened but my email l>>ooke d something like this when it reached my inbox.*

I've never done it personally, but I also know of plenty of marketer's who have sent emails to their lists of thousands with broken links in them. Again not good if you're launching a new product that could make you a lot of money.

So always test your messages before you send them to your list!

**Have you had a mailing list disaster? Feel free to share by leaving me a comment.**

[ShareThis](#)

**2 Comments on "Even My Own Emails End Up In My 'Spam' Folder"**

**Paula Brett**  
November 11th, 2008 at 10:36 pm

Yes, I have to admit I'm paranoid about sending my mailings out unless I test them on two different email addies first. My AOL one is usually the best test - they're a nightmare at dictating to you what's spam and what isn't.

And I always wonder now, when marketers send a second email saying something like "apologies for the last email but I gave you the wrong link" etc. etc. as some have been known to use it as a marketing tactic to get a second bite of the promotion cherry!

Best wishes  
Paula Brett

**Peggy Baron**  
November 11th, 2008 at 11:28 pm

Hi Dan,  
I'm like Paula; I test my emails on 2 of my addresses first. Sometimes the formatting comes out screw and I rework it until it looks right. I always test my

Big Is Coming...

- Even My Own Emails End Up In My 'Spam' Folder
- A Great Freebie For You
- I'm an Idiot
- The Little Things Hold You Back The Most
- Are you Coca Cola, or are you Tesco Value Cola?
- Finding Time From Nowhere
- How I Got Leading Experts To Write Products For Me... For Free
- Grab your free copy of An Interview with Randy Smith
- How Much Money Do You Have Just Sitting On Your Hard Drive?

**Archives**

- March 2009
- November 2008
- October 2008
- September 2008
- August 2008
- July 2008
- June 2008

**Categories**

- Dan's Blog

**Recent Comments**

- Peggy Baron on Even My Own Emails End Up In My

HOJO SUBSCRIBE  
Windows Live

**Recommended Links**

- Lee McIntyre's Blog
- Tony Shepherd's Blog
- The Planet Sms Blog
- Paula Brett's Blog
- The One Month Magnate
- Standing Start Profits
- The Warrior Forum

**Recent Visitors**

You! Join Now.

Grab This! MyBlogLog

Simply include a link back to your squeeze page in your comment. You can do this by entering the address into the 'website' box when you make your comment – this will make your name clickable:

**Leave a Reply**

Name (required)

Mail (will not be published) (required)

Website

- ↳ Own 'Spa
- ↳ sami
- ↳ Dani Thin Most
- ↳ Mark Littl The
- ↳ Dani Thin Most
- ↳ Pegg Thin Most
- ↳ Dani

## Articles

A good quality article on a hot subject can generate you plenty of subscribers.

All you need to do is include a link at the end of the article which takes people to your squeeze page. If people found your article useful they are likely to click on your link to get more information and opt-in to your mailing list.

*So how do you write effective articles?*

The key is to make your articles useful but also leave the reader with the desire for more information. So in your article you talk about the points in general and include some tips, and then at the end of your article you say that if they want more information on the info given then they should download your free report (and then you link to your opt-in page where they have to subscribe to download it.)

Focus on one specific area in each article and centre it around one specific keyword.

Let's say I'm building a mailing list in the internet marketing niche, and from my squeeze page I'm offering new subscribers a free report about blogging. I'd create one article on generating visitors to blogs, another on writing good blog posts, another on choosing a good blog theme, etc. Each of these subjects would also be covered in my free report but in more detail.

Your articles should have an interesting title. 'Top tips' always make good articles – e.g '5 Hot Tips For Writing Effective Blog Posts' or '7 Ways of Making Your Website Visitors Buy From You Time and Time Again.' Another way is to ask questions: 'Do You Know How To Build a Successful Mailing List?' I'm sure you can think of better titles in whatever niche you're operating in.

If you can make people intrigued then that can greatly help. Make your article sound exciting, fresh, new, never before seen. Of course articles rarely are, but it's good to give that impression.

What about writing the body of the article?

- Make one point per paragraph, and keep them short, snappy, and straight to the point.
- Ask questions to your reader. It helps to engage them in your article because it gets them thinking.
- If you can, give real life examples of the points you're making. Again it'll help to engage the reader.
- Include sub headings to break up the text.

The most important thing is that your articles are well written and contain good solid information. You're not trying to sell in your article – so don't do it.

Then submit your articles to article directories. These are easily found by searching the internet for 'submit articles', 'article directory', etc. There are general article sites and sites for specific niches. Some services submit your articles to hundreds of sites with a single click.

## **Viral Marketing**

This is one of the cornerstones of my own business. Viral marketing can be a great list builder, although it does involve creating another free report in addition to the one you're offering on your squeeze page.

Write or source a new report (we covered product creation earlier on), and insert a link at the top of every page back to your opt-in page or blog.

Offer your report with resell rights, and then give it away to as many people as you can. Offer it to your blog readers, upload it to free ebook websites, give it away on forums, contact fellow internet marketers and ask if they'd like to give it away to their subscribers – many will take you up on it.

It's amazing how quickly a free report can go viral. If it's a good report it'll find its way around the internet in double quick time, and everyone that reads it will see your links inside.

A good way to create a new report quickly would be to package up the articles you wrote for your article marketing (see previous section) as a short report. Copy and paste your articles into a single document, save it as a PDF file, insert a link to your squeeze page at the top of every page in the report, and you're ready to go.

The beauty of this method is that once you've got your report out it will pretty much take on a life of its own, generating you traffic (and opt-ins) for years without you doing any more work.

Why not offer your free report as a free WSO? That should get the ball rolling (see earlier section.)

## Twitter

Over recent time Twitter has become something of an internet phenomenon.

So what is it?

Basically Twitter is a social networking tool that allows you to send 'Tweets' to your 'followers.'

A 'Tweet' is basically a status update which answers the question 'what are you doing'?



It might help to think of it as a mini blog. Your Tweets keep your followers ('followers' are what other social networking sites call 'friends' or 'contacts') updated with what's going on in your life at the moment.

Twitter has become immensely popular because people are VERY interested in other people's lives.

As an internet marketer it is a very useful tool because you can also advertise your products and websites in your Tweets.

As an example of this I might post a Tweet which says 'Busy writing this month's newsletter, you can sign up to my list at [LINK HERE.](#)'

All your followers, and anyone else who views your profile, will see your Tweet.

It's also a great place to network with other marketers and have fun. You can send both private and public messages to each other too.

Like anything else though it's important that you don't sell sell sell. People follow you because they want to know about your life and online business/interests, not to get bombarded with sales message after sales message. You can post Tweets that are nothing to do with your business, for example 'Going out for a meal tonight.' **It's about making people feel like they know you** – and it can have a very powerful effect on your business.

Tweets can be sent from your Twitter account, or you can set it up to work with your mobile phone (you send your Tweets as a text message via a special number.)

As useful as Twitter is though, be warned that it can be extremely addictive. It's easy to waste hours on the site when you could be using your time to build your business. I've done it – although I've now learnt to be more disciplined!

## **Giveaways**

Giveaways are an increasingly popular way of building a list, and providing you do it right it's easy to generate a large amount of subscribers in very little time.

A giveaway event is basically a website where marketers upload products for other people to download for free. These products can be anything – eBooks, short reports, audio products, video products, etc.

In order to gain access to the products, people first have to sign up to the giveaway event (so the organiser of the giveaway gets to build their list) and then people also have to opt-in again to download any individual product (so the person who puts the product on the site gets to build their own list.)



Contributing a free product to a giveaway event can therefore be very lucrative. People sign-up to giveaway events because they're looking for free products, and if you can provide a product that people want then you should generate plenty of new subscribers.

The most important thing is that you give away a **QUALITY** product. Many people upload products to giveaway events that are outdated, tired, and are generally rubbish.

Remember I said earlier that just because it's free you can't get away with rubbish? Well the same thing applies here. Sure you'll get opt-ins, but if the product is crap then people will very quickly unsubscribe.

The other thing to consider is the quality of the giveaway event. Some giveaways seem to be put together in a great hurry, look very unprofessional, and have lots of rubbish products. Do you really want to be associated with a giveaway like that? Probably not.

It's a good idea to promote the giveaway you're participating in. By generating referrals to the giveaway you will in most cases help your product appear more prominently in the giveaway. On some sites it is a requirement that you generate a certain amount of referrals before you are allowed to contribute a free product.

If you'd like more information on giveaways the following Squidoo lens might be quite helpful - <http://www.squidoo.com/internet-marketing-giveaways>

## ➤ **Managing Your List...**

So you're getting plenty of people onto your list, but obviously there's no point in having a mailing list if you don't do anything with it, or if you market to your list in the wrong way...

In this section we're going to go through methods, tips, and tricks to keep your list responsive and profitable.

There are a couple of things to mention first about the opt-in process:

### **Double Opt-In**

Most mailing lists nowadays are double opt-in.

You've probably seen this in practice yourself. You enter your name and email address into an opt-in form on a website, then you get an email asking you to click a link to confirm that you actually want to subscribe. You click the link and you're added to the mailing list.

In the US double opt-in is a legal requirement, but even if you're outside the US you still need to use double opt-in. It protects you from accusations of spam, and also means that people can't enter a fake email address into your opt-in box simply to gain access to your free product.

Each mailing list you create should be double opt-in. This is the default choice in most autoresponders, and the whole process is managed by them.

Double opt-in however creates a new problem – actually getting people to confirm their subscription!

Many people enter their details into the opt-in box but never get around to confirming it.

And unless they do, you can't send them any emails!

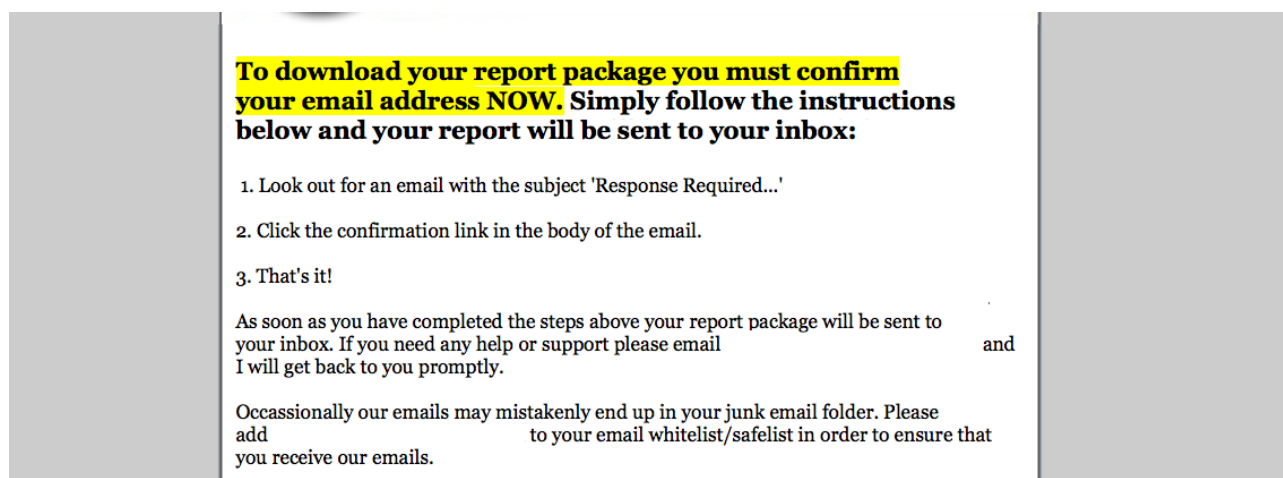
I don't know if this is true or not, but I think that the main reason why people don't confirm their subscription is that they either don't realize they have to or they don't know how to.

The good news though is that you can vastly increase the number of people who will confirm their subscription by creating a simple webpage which

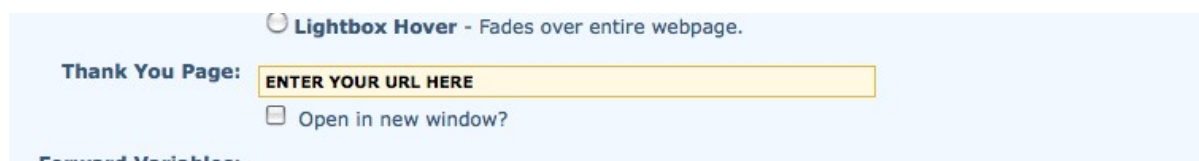


explains the confirmation process (and how simple it is).

Here's an example:



Simply create your webpage (one like above is fine) and then insert the url as your 'thank you page' when you create your opt-in form in your autoresponder:



A new subscriber will be taken to the web address (url) you select after they enter their name and email address into your opt-in form and click submit.

Of course there will always be people who enter their details and then don't confirm, but that's just the way it is and there's probably nothing you can do about it. Just move on and accept it – you've done everything you can.

## One-Time / Special Offers

When people have opted in to your mailing list they're usually in the mood for buying. In my experience people don't give away their name and email address lightly, so if they have done so then it's a great sign!

It's a good idea therefore to present people with a special offer just after they subscribe.

You can do this in a number of ways:

- You could present an offer to them on the 'thank you' page when they opt-in, e.g. “Thank you for subscribing. You must now confirm your email address, but in the meantime please check out the offer below....”
- You could present an offer to them on a webpage which they're taken to after they've clicked the email confirmation link.
- You could present an offer to them in your first or second autoresponder email.

**Make your offer a *genuine* special offer** – a vastly reduced price, special bonuses, etc.

If you make it a 'no brainer' then you should get quite a few people taking you up on it. I like to offer an upsell product that is worth much more than what I'm charging for it. Other people see that too – and therefore buy it :-)

Ideally this product should be something directly related to your freebie, or something which adds value to the freebie.

If you don't have your own product then you could consider offering an affiliate product. Obviously make sure it's something that you've used yourself and can genuinely recommend. Simply point people to the sales page of the product via your affiliate link.

## **Autoresponder Series and Broadcast Emails**

There are two types of emails you can send to your list:

*An autoresponder series* is a series of automated emails which are sent out to your mailing list in the order that you specify...

For example EMAIL 1 will be sent immediately as soon as somebody subscribes... EMAIL 2 will be sent 2 days after email 1, EMAIL 3 will be sent 1 day after email 2, EMAIL 4 will be sent 4 days after email 3... etc.

Anybody who subscribes to your list will receive the same messages in the same order regardless of when they sign up. You can set the intervals between the emails to whatever you wish, and you can add new emails to your autoresponder series whenever you like.

The great thing about this is that it allows you to set up an automated sales

system. This is how people make money in their sleep.

A broadcast email is a one-off email that is sent to your existing subscribers. Say I send a broadcast email to my list, and John subscribes to my list the day after I send the email, John won't get my email unless I send it to my list again.

See the difference?

Broadcast emails are useful for product launches and special offers.

Ok so moving onto specifics:

## **Quality Content is Key To Keeping Your List Responsive**

This is the cornerstone of a responsive mailing list, and I talked about it throughout this report.

I don't want to sound like a broken record, but the simple truth is that if you want a responsive mailing list you have to treat your list very well indeed...

That means giving plenty of stuff away to your list for free - stuff which you could easily charge money for.

Trust me when I say this – you'll make more money in the long run.

Treat your list in the right way and the selling will become EASY.

When you come to offer a paid-for product people will buy it without a second thought simply because it came from you. They'll respect you, trust you, even think of you as a friend.

So how do you do it?

## **More Freebies**

A good idea is to give away a second freebie immediately after people opt-in to your list. And make it a GREAT product - something which will offer real value to your subscribers.

This can have a powerful impact upon your list because by this point they're thinking "wow – the product I opted-in to receive was fantastic and now he/she's giving me another great product and they're not even charging me

anything for that either!”

Think of it as if YOU were the subscriber. Wouldn't you be delighted with this?

I know I would, and that's why unadvertised freebies work so well.

**But don't leave it there.** You need to offer free quality products and content to your list on a regular basis. Of course you don't need to create all of it yourself – if you come across good products that come with resell/giveaway rights then offer those to your list for free too.

## **Content Emails**

The 'top notch quality' theme needs to apply to your content emails.

People want to read useful emails that teach them about the subject they've signed up to your list for. It's one of the main ways you'll build up a strong relationship with your list.

There are two main ways of doing it:

- A monthly/weekly newsletter
- An autoresponder series or mini course

Which way you decide is up to you, and different ideas work best in different markets.

Once again the most important thing is that you give useful information on hot subjects in your niche.

Write about what people want to know. Give info to your subscribers that will help them, info that you could potentially sell. Do it for free and you'll be rewarded handsomely when it's time to sell...

## **Sales Emails**

Before you send out an email promoting a product, the key thing you need to ask yourself is “will this benefit my subscribers?”

If the answer is “no” then don't offer the product to your list. You need to have your subscribers best interests at heart ALWAYS.

It's always good if you can offer a special discount. If you're launching a new product, give your list a special 'subscriber-only price' or a special bonus that the public won't get.

Give people a good deal (again it's all about building a relationship whilst you sell.)

There is no magic formula to writing good emails, whether content or sales emails, however the following tips should help:

## **Personalize Emails**

When you're writing emails to your list it is important to write as though you're speaking to an individual, NOT to the whole group....

A bad way would be to write something like “I think you guys are going to love this. I know my subscribers are looking to make money online, and the offer below will definitely help...”

A good way would be to write “You're going to love this, Daniel. Check out the offer below...”

Always insert subscribers names into your emails. This is very easy to do with most autoresponders. You simply insert a bit of code (it's all point and click) and their name will appear in place of the code in the email. That's why you need a 'name' box on your opt-in page as well as an 'email address' box.

I also like to actively encourage my subscribers to participate and contact me. I love it when people send me an email, or leave a comment on my blog. It's great for relationship building and it's fun too. It's no coincidence that I've had personal contact with nearly all of the internet marketers I look up to.

## **Email Subjects**

Getting people to open your emails can be quite a battle. You can have an amazing content email, but if your subscribers aren't opening it to see the information then it's all wasted.

There's no right or wrong way of writing email subjects. It all depends on what market you're in, the relationship you have with your subscribers, and whether you're sending a sales email or a content email.... BUT:

The key thing is to remember that your subject should create an element of

intrigue or mystery. Give people a reason to open your email. It could be something simple like 'Daniel, The one simple change that made me \$1000. Real Life Case Study', or 'Here's a Proven Plan, Daniel.'

I always like to include the name of the subscriber in the subject. This is very easy to set up with your autoresponder as mentioned previously.

If you can, be descriptive but at the same time create intrigue. Highlight the main benefit the subscriber will get from your email but without revealing exactly what you're talking about.

Here are a couple of examples from one of my favourite internet marketers, Lee McIntyre:

*Scary... (out of my comfort zone)*

*FINALLY!... (watch this now)*

*Saying GOODBYE... (moving out)*

Look at the emails your favourite marketers send. Ask yourself what makes you open them?

This is also a good idea for writing the actual body of your email. Look at how they do it and take ideas that appeal to you.

### **How often should I email my list?**

Again there's no one specific answer. Perhaps a more useful thing to think about is how much content you've got to send to your list. I would say that it's fine to send emails to your list every day if you've got quality content and information to send every day, but NOT if it's all sales and emails...

Think about your ratio of sales emails to content emails.

I personally like to send two content emails for every sales email I send, but every marketer does it differently...

Some marketers like to keep content emails and sales emails completely separate, whilst other marketers like to include links to paid-for products within their content emails. I personally take the former approach because it means that my subscribers know exactly what they're reading. It's easy for a sales link to get lost in a content email, and it can appear as though all your

good content is aimed at selling, which can leave a bad impression on the reader.

Some marketers send emails every day, others once a week, others a handful of times a month.

It's important to remain in regular contact with your list. It's not a good idea for example to go 4 months without emailing your list and then suddenly pitch a product to them.

If you're setting up an autoresponder series make sure you're constantly adding new messages to the email series. You need to give people fresh content and keep your sales funnel going.

## **Unsubscribers**

It doesn't matter what you do, you'll always get people unsubscribing from your lists.

Some will subscribe to get your freebie and then unsubscribe immediately afterwards. Others will unsubscribe as soon as you send your first sales email to your list, and even when you've sent out a content email.

This WILL happen, and there's nothing you can really do about it so don't worry too much – it's normal.

You can send truly top notch content and fantastic freebies, and people will still unsubscribe.

As long as you treat your list well then you shouldn't get too many people unsubscribing. I normally find that for every email I send to my lists (content or sales) I'll get two or three unsubscribing for every 100 hundred people that are on my list.

## ➤ Final Words

Hopefully I've shown you that it's possible to generate a large list of highly-targeted loyal subscribers in a pretty short space of time.

Remember that you need to be doing something every day to build your list.

I've given you lots of ways of generating subscribers. There are other ways too – but the methods I've talked about are all highly effective providing you put them into action and on a regular basis.

Once you've got them there, you should be treating your list like gold because guys that's exactly what it IS.

There are plenty of people making full-time incomes online from small mailing lists of just five hundred subscribers.

A list gives you people you can sell to time and time again.

The key is making your subscribers loyal:

Send fantastic content emails, give away regular quality freebies, and offer people a good deal on the products you sell to them.

None of this is rocket science. Look at it from you subscribers point of view, always have their best interests at heart, and you should find you'll have a highly profitable and loyal list.

Ask yourself 'if I was subscribed to this list myself, what would I want to receive?'

Many people put an over emphasis on selling. My opinion however is that if you give away some of your best stuff for free you won't really need to hard sell to your list. They'll buy from you because they feel valued, and because they want to.

To Your Success,