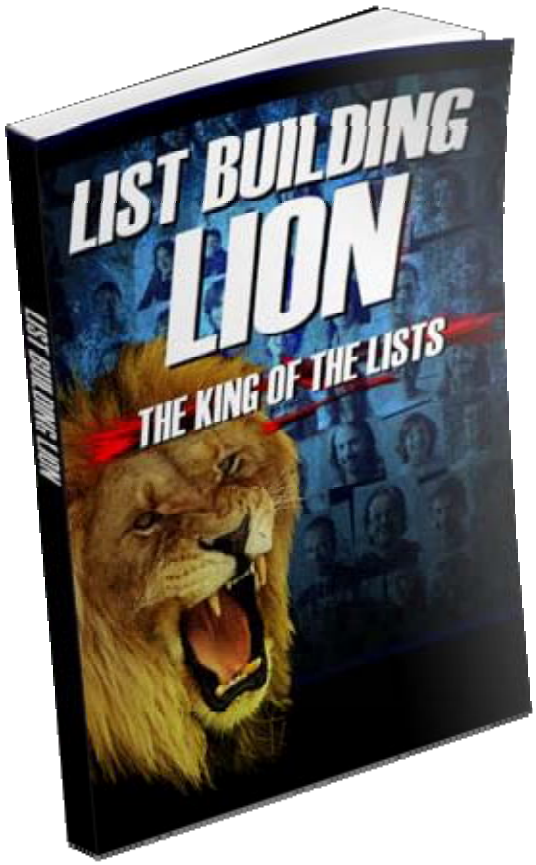
List Building Lion



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Introduction

I'll be the first to say that there are dozens and dozens of list building courses out there.

Some of them are great- and some of them suck. I mean- *really* suck.

But this isn't one of those sucky ones. Instead, this is what thousands of the best internet marketers are doing on a daily basis.

These methods have stood the test of time, will get you thousands of high quality leads, and help you build a solid foundation for your business.

So without further ado, let's get into this bad boy.

What Most List Building Courses Teach

“Get a PLR product in your niche, set up a squeeze page, and give the PLR report away for FREE when people opt in to your site!”

Yeah, right.

That’s what everyone and their mother is telling you to do. And while it does work, every single day it loses a little bit of effectiveness.

Don’t get me wrong- this method still gets marketers a LOT of leads every single day. But there are a few issues with this method.

For one thing- most marketers aren’t giving a good reason for *why* they’re giving this report away for free.

Is it because you’re just trying to be a nice guy/gal?

Are you seeing what people think about the report?

The bottom line is- what’s in it for *you*? I mean, why do you want me email address, anyways?

You see- when people really start to think about what they’re seeing on these squeeze pages- and click away- you just lost a potential lead.

Another reason why this method isn’t the best is that you get TONS of freebie seekers. What’s a freebie seeker? Someone who is a taker. They take, take, and take some more. They like to take everything that they can- but NEVER give back.

Even though these people make your list look fluffy, they never buy anything. And if they don’t buy anything, your business isn’t benefiting from having them on your list.

So far, the traditional methods don't work as well because you get freebie seekers and **probably** fairly low conversion rates on your squeeze pages.

Why else is the old school method the WRONG way to do it?

Because unless you have a one time offer set up to appear right after they sign in, you have to drive ALL of the traffic yourself!

What I mean by that is that you can't get anyone else to send the traffic to you. You will never be able to get affiliates which are a MASSIVE source of traffic.

In fact, lots of 7 figure marketers will tell you that affiliates are their #1 source of traffic.

So if you want affiliates driving traffic to your squeeze page, you better have some kind of offer set up.

Which begins to lead us to what *really* works…

What Works NOW

Even though to some marketers this may sound “too advanced”, in reality anyone can do this.

And not only that, but everyone *should* do this.

What am I talking about?

I’m talking about selling your own product.

Again- don’t freak out. It doesn’t take rocket science to create your own product.

All it really takes is 3 steps:

1) Research
2) Creation
3) Salespage

Still sounds tough? Then consider this- **you can purchase complete PLR packages with ALL of these things for a few dollars.**

Yes- PLR will be the basis of your product.

Now I’m not saying to just go purchase the cheapest PLR you can find, slap a buy button on it and you’re good. Nope- instead you want to edit it and make sure it’s a GOOD quality product.

How do you learn more about the niche? From your research of course! Hit the library. Go to My.Ezinearticles.com. Check out YouTube. Learn the good stuff, put it into the your product, and make something worthy of your good reputation.

Next, you’re going to either edit the ebook cover and minisite yourself or hire someone to make a brand new one for you.

Then, you’re going to edit the salespage writing and make it flow better. To do that, I recommend a free piece of software called Nvu.

After the sales page is finished, upload that bad boy onto your website. Yes- you will have a salespage where traffic will be directed- not just a squeeze page.

Make sure that the buy button works correctly, and you're ready to rock and roll.

When all is said and done- you're going to have a lean, mean, ready-to-sell machine that is going to be the core of your list building.

Oh yeah- and you'll make money *while* you're building a list.

That's because you're going to offer 95% commissions to your affiliates. They make most of the money, but you make a little to help cover your costs and time thus far.

Sweet deal, right? Especially because the list you're building will be a list of **buyers.** These are people who

1) have the ability to buy things online and

2) have a history of buying things in your niche (because they just bought your product!)

And if I had to choose between a list of 500 buyers or 2000 freebie seekers, it's a no-brainer. There are tons of freebie seekers out there who just want to take, take, take. They aren't willing to give anything back- and these are the people you want to stay away from.

Now let's take a look at the different product creation models you have to choose from.

Product Creation Models

There are several different types of products that you can create. Each has its own set of advantages and disadvantages, so keep these in mind when you are trying to decide what model you'll use.

Here are the 3 main types that I'll cover:

- ebook
- Video course
- Software

Most people choose to go with an ebook, so let's look at it first.

Product Type #1: The Ebook

This is the default method to build your own product. It isn't necessarily the best, but it's probably the easiest.

One reason why it's easy is that you can easily improve the writing of a PLR product. All you have to do is fix the grammar, throw in some great tips, take out bad ones, etc. As you find the issues, you can edit it then and there.

Another reason why marketers like ebooks is that you don't need expensive software. Something like Google Docs or Open Office works just fine.

Ebooks are extremely small in size, meaning you can generally email them to people. If you put your ebook on a website to be downloaded or viewed directly, that doesn't take much time either.

If you're camera shy, this ebooks are a very attractive product type. Most people don't feel comfortable talking on a video, so this is a good way to get around that.

Finally- many people prefer ebooks because they can go at their own pace. When you make a video course, you can't "speed watch" the video. Meanwhile, it is possible to speed read an ebook to learn the concept within just minutes.

Note that there are a few disadvantages to ebooks. For one thing, many people see ebooks as lower quality as videos. Because most people learn better through audio or visual aspects, video is often preferred.

Another problem with ebooks is that if you're teaching something technical, it's more difficult to teach with words. Meanwhile, a video can walk someone step by step through a process pretty easily.

Overall- ebooks are the best place to start. But let's look at your other alternative for an information product- a video course.

Product Type #2: The Video Course

Many marketers solely rely on video these days. Once you get comfortable talking on the camera, you can create a quality video product in a few hours.

As I mentioned earlier, video courses are often seen as higher quality than ebooks. Even though the topics covered may be the exact same, some people learn much better through video.

Another advantage with video is that you can easily extract the sound aspect to turn into an MP3. A lot of people love MP3s because they can listen to them while working out, driving to work, etc.

If you are trying to explain how to do something, many times it's easier to do with video. Software tutorials and fitness workouts are 2 things that come to mind.

So what are the disadvantages? For one thing, it takes much longer to go through videos than to read the same material.

Another problem with video is that to get a *really* good quality video, you have to use expensive software like Camtasia. Camstudio or Jing (both free) work okay, but the quality won't be nearly as good as paid software.

Video files are also MUCH larger than ebook files. If your customers are downloading the videos, it will take quite a bit longer. And you can forget about just emailing the videos to them- they're too big.

Overall- videos are a great product model if you want to impress your customers. You should plan on learning how to edit your videos though- I don't want to hear you sneezing, getting up to go to the bathroom, and other random stuff like that.

****NOTE**** It is fairly easy to turn a PLR product into a video. All you have to do is copy the key points onto PowerPoint/OpenOffice slides, use Camtasia to record yourself going through the presentation, and on each slide you explain the bullets in detail.

Now let's talk about the non-information product type- software.

Product Type #3: Software

Software is an EXCELLENT way to create a product that will build your list fast. Affiliates love promoting software, because it tends to convert much higher than a simple information product.

Why? For one thing, software is pretty black and white. It does some kind of task. Unlike an information product that's more of a teaching tool, software is more of an action tool.

Another good thing about software is that if it's built right, both technical experts and dummies can use it. So whether I'm an 80 year old granny or 10 year old kid, I can learn to use the best kinds of software.

That said, there are a few disadvantages to it. For one thing, you either have to be *very* good at programming or pay someone else to do it. This investment can be very expensive, in both the time and money.

Another problem is that because it takes time and money to develop software, recuperating the costs often means setting a high sales price. Many people won't pay that price, so you lose sales.

Finally- software only works well in certain niches. For computer games or the IM niche, software sells great. But for something like gardening, it probably won't work as well.

Overall- Software is great if you're selling to certain niches and you have the money or time to invest. Generally though, I recommend either an ebook or video course to sell to build up your list.

Now let's talk about something that many people worry too much about- the technical stuff.

The Technical Stuff

Selling your own product does involve a few technical things, but it's not brain surgery. You can either choose to do these things yourself (and learn from YouTube, trial and error or buy a course), or you can outsource it.

Here are the basics of what you need:

- Your own domain (from GoDaddy.com for example)
- Hosting (I recommend HostGator)
- A product cover image (ebook, DVD or software box covers)
- A salespage (just upload the edited PLR sales page)
- Tracking software (Tracking 202/Prosper 202 is free)

Again, none of these are too difficult to learn, but setting up graphics, the salespage or tracking software could take a little time.

If you don't want to learn them, I recommend just outsourcing it. Here are a few places to do that:

- Fiverr.com
- Elance.com
- Guru.com
- Freelance.com
- Odesk.com

Buying your domain and setting up hosting is pretty simple. Again, there are tons of videos on YouTube to help, or you can ask your hosting provider.

So at this point you have the product created, the cover is done, your website is ready to rock and roll, and you just need some traffic. This is where the magic really starts to happen.

Getting the Traffic

So now you have a great product, a good sales page, and you're ready to build a list.

Well there are TONS of ways to drive traffic, but let me go ahead and tell you the 3 most powerful.

And no- they don't involve sites like Ezinearticles, YouTube, or printing out thousands of fliers and putting them on cars in the Walmart parking lot.

Traffic Source #1: Affiliates

There is no better traffic source in the WORLD than quality affiliates.

Why?

Because if they know what they're doing, they've already built relationships with the people on *their* lists. That means that these people will trust their judgment when they recommend your quality product.

Besides that- you have a TON of leverage with affiliates promoting your product. For example, Affiliate A might have a list of 3,000 people. Affiliate B may have a list of 5,000, and Affiliate C may have a list of 10K.

Even though there will likely be *some* overlap- this gives you the potential of getting your offer in front of 18,000 people in NO time.

Let's say that just 1% of these people purchase your product, and that you're selling it for $10. That means you make 180 sales, and you get 50 cents a sale. So you make $90 AND build a list of 180 sales.

But realistically, you can make a LOT more sales than that from a pool of 18K. If those affiliates are good, you can end up making 300 or 400 sales (or more).

So how do you find these affiliates?

- Place an ad on the Warrior Forum JV or Affiliate Program section
- Find affiliate program directory sites like http://www.affiliateprograms.com/ (just use Google to find them)
- Or- my personal favorite- use Google and search for keywords within your niche. Find the websites ranking in the top several pages of Google, and see if they're promoting products in your niche. If they are, build a relationship with them and then ask them to promote yours.

A lot of these website owners will be using the worst monetization method ever- Adsense. If they're doing that, they're a GOLDEN opportunity to become a good affiliate for you.

As long as you can prove to them that they'll make more money promoting your product then Adsense, they'll promote your stuff all day long!

You can also start talking to experts in your niche. Whether they wrote a book, own a blog, or whatever else- experts have pull (and sometimes lists) that you can use.

The key to recruiting affiliates is this: build a relationship. Seriously- just like you plan on doing with your list, you want to build up a relationship with your potential affiliates. You scratch their back, and they'll scratch yours.

Traffic Source #2: Paid Traffic

Affiliates are great, but not everyone wants to recruit them. And that's understandable, as it can get frustrating trying to build a relationship with potential affiliates, only to have them not promote your product to their lists.

That's why many product owners choose to go with paid traffic. Even though it requires some funds upfront, it doesn't have to be nearly as much as some people make it out to be.

The key with paid traffic is to START SMALL. You can create a Pay Per Click campaign with just $5 a day! Target extremely qualified keywords in the engine that you're using (personally I recommend MSN Adcenter over Google Adwords).

As you start making sales, you'll get the funds to test more and more traffic. You'll be able to get more traffic from the same keywords, and you can branch out into new keywords.

The key with paid traffic is this: you *have* to track where your sales are coming from. You can do this with software like Prosper 202, or you can try a paid piece of software that is more powerful.

If you don't track where sales come from, you won't know which keywords are making you money. And if you don't know that, you're just shooting in the dark.

Traffic Source #3: Solo Ads

This is one of the most popular ways to build a list right now. It works *extremely* well because you are basically leveraging the relationship that a marketer has with their list.

The difference between this and having affiliates is basically how the payment works. When someone is acting as an affiliate for you, they promote their affiliate link to their list. When someone buys, they receive their affiliate commission.

When you do a solo ad, you (the product owners) pay the affiliate a set amount upfront. This usually is based on how many clicks the list owner says they can send to your product.

So for example, you might purchase a solo ad for $50. You send the payment to the list owner, along with the written email that you'd like them to send. They had promised 100 clicks, so they send out however many emails are required to get those 100 clicks to your offer.

Now, you can either send solo ads to your product sales page *or* you can create a squeeze page. The squeeze page can basically say "I normally sell this product for X, but today you get it for FREE because you're a friend of Joe ListOwner".

You can test both methods- they both work well, but you will likely get a few more leads if you send them to a squeeze page instead of straight to the sales page.

The key with using solo ads is this: purchase solo ads only from highly rated, high quality list owners. There are thousands of marketers with email lists, but many of them don't do a good job at building relationships with those lists.

Also, some lists are spammed to multiple times a day. Any list owner like this will get a bad reputation- and anyone who buys solo ads through them won't get a good reputation either!

Guilty by association, as they say.

So there you have it! Those are the 3 best traffic methods for promoting your product. Now let's talk about how to squeeze more money out of your product.

Using One Time Offers (OTOs)

This is definitely optional, but I do recommend it. If you apply OTOs correctly, you can GREATLY increase your business's profits.

And the cool thing is that even if you go with the traditional "give away something for free on a squeeze page" OTOs give you a chance to make money *while* you build a list.

Here's how this works:

Visitor goes to your squeeze page -> Signs up for the free report -> Sees the sales page for the OTO -> Either buys the OTO or says "no thanks" and gets the free report you promised.

Yes- even though you can choose *not* to put a "No Thanks" button on your OTO sales page- this is a great way to tick off your new subscriber. Not a good idea.

Now, I'll be the first to tell you that many people get frustrated at seeing OTOs- especially fellow IMers. It sounds funny, but it's true.

But here's the deal- one time offers **work.** They give the seller a chance to make a little more money, and they give the buyer a chance to get a great course, tool, service, whatever.

So how do you decide what your OTO will be? Well it depends on what your product is. It should definitely be something that's related to the main product, but isn't the same thing!

For example- if your main product is about SEO, the OTO can be a huge list of the best backlinking websites. Or if your product is about losing weight by running, the OTO can be some videos showing proper running form and technique.

They key is to let the OTO *supplement* the main product- not *replace* it.

The bottom line with OTOs is this- you should almost ALWAYS try to use them when you're building a list! Whether you're giving away freebies or selling a product- OTOs will make your business much more money in the long run.

Summing it Up

Most list building courses are outdated. They tell you to set up a squeeze page and give away some junk report for free.

Then you have to drive ALL of the traffic yourself, which gets expensive in both time and money. Plus- you aren't even sure if these people can buy your stuff!

Instead, the key to build a solid list fast comes down to 3 steps:

1) Create your own quality product (so you have leverage)
2) Have affiliates promote it
3) Use proceeds coming in from affiliates to buy solo ads or PPC/PPV

It will be slow at first, but everything snowballs. As more affiliates learn about your product and start promoting it, you'll make more money. You can then use this money to send *even more* traffic with paid methods, and before you know it you have a HUGE list of buyers.

Remember though that NOTHING snowballs unless you take action. Even 30 minutes a day is 100 times better than doing nothing.