

OPERATION:

LIST BUILDING LAUNCHER

HOW TO GAIN AN ARMY OF FOLLOWERS



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Introduction

List Building is the most important tool you will use in building your business's income. List Building is a process of gathering a list of e-mail addresses for the purpose of campaign usage and/or marketing purposes. This is a perfect way of keeping your targeted crowd of people informed on new products, services, and other important notifications that they may be interested and intrigued by.

Many newcomers do not focus on list building enough and this is why they crash and burn. You must have a list if you want to survive. It is not the individual who happens to run into your site and buys your product that makes you succeed, it is the targeted list of potential buyers on your list that do. These specific people are what keep your business prosperous and striving forward each and every day.

There are many different methods that you can use to build a lucrative and targeted list. In this report we will be going over the many different methods that you can use to start building your list right away such as using joint ventures, advertising, give-a-ways, free list building methods, and paid for list building methods.

Each and every one of these methods can be used to grow your list. You will want to try all of these methods to see which method works best for you and your list. It is best to use 2-3 of the methods listed above in this report.

You will find that list building has a snow ball effect. What we mean by this is the more methods you use to build your list the bigger your list will grow. The bigger that your list grows the more potential sales you will see come from your list.

You may want to take notes from the following methods and research them and see which ones best fits your business. Once you choose what methods you will be using you will want to focus on your list and keep active with them to keep your list knowing, liking, and trusting you.

So let's get started!

Joint Ventures and List Building

There are many different ways to incorporate joint ventures in your list building strategies. Joint ventures are potential partners in the same niche as you. Finding joint ventures can be a simple task. Simply search niche related forums or Google your niche and find products within your niche. Once you find products surrounding your niche contact the owners of creators of the product.

When contacting a joint venture, you do not want to in any way promote your product to them. Remember, you want to gain a joint venture not a customer. The idea of using joint ventures is simply contacting the joint venture and offering them a win-win offer that both marketers can profit from.

A few ideas you could use in this strategy is list swapping, free offers to each other's lists, a joint product creation, and creating a joint venture ecourse.

Using the strategy of list swapping with your joint venture is basically an agreement between the marketers to promote each other's products to each other's list. This however can be a fairly tricky

strategy to use because neither one of the marketers truly knows how many subscribers each has on their lists. However if your potential joint venture has a list of 500, that is however more potential eyes that you have on your product and potentially gaining more customers as well as sales.

You can also use free offers to entice each other's list. In this strategy you would contact the joint venture and propose the idea to give each other's list a free offer in hopes of gaining their email address. If you already have a squeeze page created with a free offer in exchange for their email address, this can be a win-win situation for both marketers because you will both be gaining new and "targeted" customers.

Another idea when trying to gain a joint venture is to do a joint product creation together. By doing this you both choose a topic or subject to create a product on. In this idea you could easily use viral marketing also.

For example, both marketers could conduct a video interview for one another and in the video each marketer gives each other a promotional plug. After you have completed the video interviews, both marketers now have a free product created and each also promoting each other's site in the videos. This can be an easy and huge promotional tool to gain potential subscribers from each other's lists.

Another idea for product creation in joint ventures is by creating a package and each marketer taking on a task for the package. For example, if you and your joint venture are creating a package that consists of an ebook, a report, and 15 articles, then one marketer would research and create an ebook and the other marketer would research and create a report and 15 articles. You are basically splitting

the work to create a complete package that now has your name on it as well as your joint ventures name, and a product for you both to profit on 50/50.

Another great idea for you and your joint ventures is to create a mini ecourse. In this idea you would pick 5 potential joint ventures in the same niche that you are in. Each marketer would write an article about their product or website. Now each marketer has a 5 article mini ecourse that is promoting all of your products. Each marketer would send out 1 article per week to their list and at the bottom of every article you would plug in your affiliate link to your joint ventures product page. If the customer purchases the product you would receive commission for the sale of their product as well as your joint venture.

There are just a few examples and ideas you can use when contacting your joint ventures and making a plan between you both were you both can benefit and gain a “targeted” list.

Another tool you can use when promoting joint ventures products is by creating them a link in your thank you page. This would just simply be your affiliate link to their product listed at the bottom of your thank you page. In return your joint venture would do the same for your product. Each marketer is now making a profit from one another’s products and gaining new “targeted” customers for their list also.

Keep in mind, when you contact joint ventures that not all joint ventures will contact you back. That is why it is a good idea to not just contact 5 joint ventures, but around 10-15 potential joint ventures.

You will want to keep a close relationship with your joint ventures. You want your joint ventures to know, like, and trust you.

Using these methods in joint ventures can be very effective for gaining a list faster while at the same time profiting from your joint venture and building a relationship that can be exercised again and again.

Give-A-Ways and List Building

Give-A-Ways are also a great way to generate a fast growing and profitable list. There are a few different ways that you can use give-a-ways to your advantage when trying to build your list.

The first way you can use give-a-ways to build your list is by becoming a contributor to a give-a-way site. Sign up is simple and easy, all you have to do is go to the give-a-way site and follow the link for contributors, follow the directions given in the process for listing your give-a-way and you're done. It really is that simple.

This is an easy way to gain a list because this brings "targeted" traffic to your site and for the visitors that download your free give-a-way offer, you now have interested, "targeted" traffic.

Another give-a-way option to build your list is by using a squeeze page with a free offer when they sign up to join your list. Squeeze pages are one of the number one tools you can use to build a fast growing list.

A lot of people are new to making squeeze pages or many have not created one at all. No Problem! There are many programs out on the market today that show you step by step on how to make a squeeze

page, you will just have to do a little research and find the right program to go through to make your squeeze page.

After you have successfully created a squeeze page and a free offer you are now ready to drive traffic to your squeeze page so that you can gain a prosperous and “targeted” list. You can list your link to your squeeze page in many niche related forums or get other affiliates in the same niche to place a link on their blog or website, and you do the same for them by placing a link to their website or squeeze page on your blog or website.

Make sure your squeeze page stands out above the crowd and always remember that in any give-a-way offer you will want your offer to not be just a bunch of senseless garble, you will want your give-a-way offer to be of high quality, detailed, and informative.

There are several different products you could use as a give-a-way offer such as an ebook, report, or an ecourse. Using great graphics for your squeeze page and product display is a big plus and an eye opener to potential subscribers, so keep that in mind when you are creating your squeeze page.

The best and most popular types of squeeze pages are short and to the point. These types of squeeze pages consist of a brief introduction to you and your business, a list of your free offers and the benefits to signing up to your mailing list, a product display and an opt in form. An opt-in form is your sign up box where your subscriber enters their name and email address to receive their free offer and to join your mailing list.

A lot of marketers will host a give-a-way offer at special times of the year, which has been proven to be very successful also. For example, you could host your own give-a-way offer as a Christmas special. If you think about it most of your businesses now-a-days run Christmas specials and because of the phrase “Christmas Special” you will see that you have more subscribers signing up.

A good idea would be to test all of your give-a-way options and see which one fits your business and gains you the subscriber volumes you are looking for. Whatever method you decide on for a give-a-way offer, you will find that this is a great option to use to gain more subscribers for your list.

Here are just a few key tips on using products as give-a-ways to build your list.

You never want to make the mistake of using a low valued product as a give-a-way. Even though your give-a-way offer is free, keep in mind that people are looking for a good value. Most of your visitors will know and understand that they are subscribing to the product owner’s list. So in turn if your free offer is of low value, then they will be more prone to unsubscribe thinking that all the products you will be sending them in the future will be of low value also. Not a good first impression.

Always remember that using a product with good selling value doesn’t mean that you can’t sell it later. There will always be people that did not participate in the give-a-way, so you will have the chance to actually sell the product in the future. A great valued product usually will range anywhere from \$50-\$100. Look at it this way, you will more

than make up for it in the future with sales that you get from the new subscribers you have picked up from your free offer..

Keep in mind, that the value of your free offer helps establish your credibility, which will be very important in how you and your business will be perceived to your new subscriber. This alone will make a high value product worth giving away because your new subscribers will be more likely to grab up your products you will send them in the future and hopefully gain a sale on.

The give-a-way method can be a great way to gain subscribers and should not be passed up as an option when deciding on methods to use in your list building journey.

Free List Building Methods

Among other list building methods there are free list building methods that you can act on and gain tons of subscribers for your list. Although some free methods may work better than others, you should always try all the methods and see which one's work best for you and that give you the constant flow of subscribers. Keep in mind that although these methods are free to use you can still however gain a lot of potential "targeted" subscribers.

Here we will go over a few free methods that you can use.

Article Marketing

Using article marketing is a great and free way to generate subscribers for your mailing list. In this method you will want to create at least 5-10 keyword rich articles that relate to your niche, product, or website.

You will want to research on what subjects people are looking for in your particular niche that surrounds your product or website that you want to promote and hopefully sell to gain new and interested subscribers.

The best and easiest way to find subjects to write your articles on is by typing in your main keyword that is related to your product or website. The best place to find these keywords and subjects is Google Adwords. Here you can see how many CPC each keyword is receiving. The more popular keywords will be worth more on the CPC. Do not use a keyword that has under a \$1 CPC.

After you have researched and found your keywords, you then research the subjects under Google or Ezine Articles and read and gather all the information you need to create each article for each keyword.

When you are writing your articles you will want to make sure you place your keyword in your article at least 2-3 times. This will make your article keyword rich and easier for viewers looking up those specific keywords to find your articles.

There are many different article submitter companies and most are free submit your articles to. The most popular and most used article submitter company is Ezine Articles. Here you can submit your articles for free and as many as you'd like at a time. Submitting your article and quick and easy.

The key thing to remember when using this free method is placing your website or product site in the author's box at the bottom of your article. This is where you will gain your subscribers that are interested in the product or website you are promoting. Once you have placed

your link and few words that may entice the viewer to click on your link, your article is ready to be submitted and ready to gain subscribers.

This is a great way to gain “targeted” traffic to your website or product site because the keywords are related to your product or website so therefore the viewer is already looking for information or products regarding your niche. So every subscriber you gain through your article marketing venture will be solely “targeted” on your business, making article marketing one of the top methods for marketers to use to gain tons of potential subscribers fast and easy.

Affiliate Programs

Another great way to gain potential subscribers is by using affiliate programs. This is a great and free method to use if you already have a product or service to offer.

This is a quick and easy way to get your product or website out to potential subscribers without you having to do anything.

An affiliate program is a program set up for a product where other affiliates can sell your product and they receive a percentage of the sales from the product.

Once you have a product or website that is up and running and ready to be placed on the market you can then set up an affiliate program. Affiliate programs like I said before are set up where your affiliate can sell your product and receive a percentage of the sale for the product, so when you set up your affiliate program you will want to set at least a 50% commission. Remember that the more commission you offer to the affiliate the more chance you have of an affiliate picking your product up.

When it comes to list building and affiliate programs, sometimes marketers will offer the affiliate a 100% commission in hopes of gaining more subscribers. This would be an option solely up to you and your business needs.

We love using affiliate programs because it's traffic that you're not touching and yet your product and website is still being promoted and being viewed by many potential subscribers.

There are tons of affiliate program companies that you can go through such as ClickBank, PaySpree, and RapBank. ClickBank is the most popular but it does require a small fee. PaySpree and RapBank however are totally free for you to use and to place your products on the marketplace for affiliates to pick up and start promoting immediately.

So if you have a product or website ready to be promoted then an affiliate program is definitely something you will want to look into because it can gain a mega amount of subscribers for your list.

Forums

Forums are another great way to gain tons of potential subscribers for your list and at the same time are quick and easy to use.

You will first want to research and find forums surrounding your product or website. Once you have found the forums you will want to become a member. The key to the method of forums is constant and consistent postings daily. This is where you get noticed and the viewers are more prone to click on your link to your product or website.

In most forums they allow you to have a signature placed at the end of every post that you post in their forum. Note that you will need to

check the specifics of having a signature. A signature has to be your product or website, not an affiliate link. This is a big no-no and will get your username deleted and privileges denied by many forums.

In your signature you will want to place a small advertisement to entice the viewer to click on your link. For example if you were selling a product on list building then you would want to have in your signature something to the effect of, "Having trouble building your list? Look no further! Click here for more details."

Forums are viewed by tons of viewers so this is by far one of the best free methods you can use to gain potential subscribers for you list, just be sure to check the user guidelines and terms of use before posting anything in the forums.

Writing Testimonials

Writing testimonials is another free method you can use to gain a ton of subscribers for your list. In this method you will want to contact other marketers in the same niche as you. Here you can swap products and each review each other's products. After each of you have gone through the products you then write a testimonial for their product and they do the same for you.

In the testimonials you recommend the marketers product and the benefit the consumer would gain by purchasing this product. At the end of your testimonials you will each put your link to your product or website. Generally a testimonial will be placed on a sales page for the product where viewers can view what you have to say about the product and why they should buy it.

A lot of times, viewers will see the testimonials and click on your link also to see the products or services that you have available. If you have a squeeze page this is a great place to place your link and to get subscribers to sign up for your mailing list.

This is a great method because you will gain not only interested subscribers but highly “targeted” subscribers.

Creating Your Own Blog

Creating your own blog for your product or website is another great and free way to gain potential subscribers.

Here you create a blog and place content that surrounds your product or other viewers views on your product. A great way to use this free method is by creating an article regarding your product or service that you are trying to promote. At the end of the article you give the link to your squeeze page where you can tell them that they can get more information on the same content as the article.

You can also place a sign up form on your blog where viewers can sign up from your blog to your mailing list.

Blogs are a great way to also show your personal side as well as your business and by keeping constant, unique, and original content updated on your blog will ensure more potential subscribers to sign up for your mailing list.

Search engines love blogs and the more you ping your blog the more traffic you will receive to your blog. There are a lot of pinging services on the internet today and most of the services will ping your blog for

free. Pinging is basically an alert to everyone letting them know that you now have new content that has been added to your blog.

Search engines will crawl your blog and will generate the keywords that you use on your blog to viewers that are using those specific keywords to look for products or services such as yours.

There are many different blog services that you can research and most are free and will even walk you through step by step on how to set up a successful and attractive blog.

There are just a few free methods that you can use to gain potential subscribers and won't cost you a penny to try. Try each of these methods and see which one works best for you and your business. Only use the methods that work and truly gain you subscribers for your list and you will see that you can easily gain subscribers and the best part is it was free to do. What could be better?

Paid For Methods For List Building

Among free methods of list building there are also tons of paid for list building methods. If you are just starting out your online business this may not be an option for you. Most paid for methods cost less than a few dollars to start up and should be researched thoroughly to make sure that this is the right paid for option of list building for your online business.

Remember the goal of using paid for list building methods is to gain as many potential subscribers to be added to your mailing list, so investing

a few dollars for potential subscribers can in the long run be a big payoff to your bank account.

Here I will be going over a couple different options you can use when trying the paid for list building methods. Always keep in mind, when choosing a list building methods, it is wise to try all of your options and find 2-3 that stick and gain you the subscribers and stay solely with those options. If the method you are trying is not producing subscribers then simply stop doing that particular method.

Pay Per Click Advertising

A great option to try when using a paid for advertising method is Pay Per Click (PPC). PPC ads are the ads that pop up on the right side of the screen on Google as well as tons of other sites that allow PPC ads to be placed on their sites.

Using PPC you simply create an ad for your product or service and then your ad is placed on a site or sites to be advertised. The great thing about PPC is you only pay for your ad when a viewer clicks on your ads. This is a great way to gain “targeted” traffic to your mailing list and promising customers for your future products or services.

Google Adwords is the most popular and most commonly used PPC advertising companies. Here you can limit how much you want to spend on advertising for your advertisement. You can spend as little as \$10 a month on a PPC advertisement.

The key thing to remember when creating a PPC ad is to choose relevant keywords for your advertisement. This will help Google and the other PPC sites to make a proper placement for your product and

service when a viewer types in the particular relevant keyword associated with your ad.

PPC can also be your worst enemy if you do not use this method properly. Make sure you set your spending limits and research all your options when using PPC. With the proper use of relevant keywords as well as setting your spending limits will ensure you don't get in over your head with the amounts of money you are spending on your PPC advertisement.

Using the PPC method is definitely a great choice when deciding on using a paid for method for list building and something you will want to research and look into.

Banner Advertising

Another great option when using paid for advertising for list building is using banner advertising.

Banner ads are the ads placed on sites that have graphics that catches a viewers' eye and into your product or service which urges the viewer to click on the banner to learn more. This is a great way to generate traffic to your site and will gain you subscribers by the tons.

The graphics and text of your banner ad determines a lot on the success of your banner ad being clicked on by a viewer. A lot of marketers use flashy ads that move or have an animation of some sort such as an arrow pointing to click here now.

There are many sites that provide you with the services to place your ad on other sites. Normally a site will charge per set of displays for your banner ad. For example, you could get a set of 10,000 views for

your banner for \$10. This paying method is basically paying for displays.

Another paying method in banner advertising is paying per impression. This can be a very expensive. For example, you would have to pay \$10 per 100 clicks even if your ad is being displayed 100,000 times.

By using the paying option of paying per displays is a better and cheaper option to choose when deciding to try banner advertising for list building.

There are also a lot programs out on the market today that provide you with the services to create your own banner if you can't afford a graphics designer to create you a banner.

When creating your banner ad you will want to make sure it is colorful and stresses the urgency to click on your banner. You want your banner to be eye catching. Make your banner pop out to the viewer as soon as they see your banner on the page.

Using banner advertising as a paid for method of list building is a great and low cost way to generate new subscribers for your list and something you will definitely want to check into.

So there are a couple of options you can try when deciding to use the paid for options of list building. There are many other ways to gain subscribers through paid for methods. Research them all and find the option that best fits your needs and your limits when it comes to what you are dishing out on advertising.

Paid for methods of list building is a great method to use when you want to gain an ample amount of new subscribers to your list.

Conclusion

As you can see there are many different options you can take when it comes to building your list. Whether it be through the help from other marketers or by using your free and paid for methods for list building you are sure to gain the list you are looking for to gain the income you and your business need to succeed and grow.

Always remember that list building is the heart and soul of your business. Without a sufficient amount of subscribers on your list your business will slowly dwindle to nothing but a waste of time and efforts.

Using all the list building methods you can will decrease the chances of this happening to your business because you will have a constant flow of new and “targeted” subscribers for all of your future products and services.

Try all of the methods and tactics you can and keep a close eye on what methods work best for your business. After you have found 3-5 tactics that are working well and creating a constant flow of subscribers per day for your list, use them daily and make each tactic apart of your daily business schedule.

You can't expect for something to start building if you do not dedicate yourself. Make list building one of your top priorities and use it daily. Be persistent. So whether you already have a list or you are just starting your list building ventures you should have gained a lot of informative information when it comes to the techniques and methods to use in your list building journey. So why not get started now! To your success!

