

## Introduction To List Building

You've heard it once, you've heard it a million times, the money is in the list. And if you are an online marketer who is looking to establish a foothold in your market, while consistently building your brand and a solid relationship with your market, you'll quickly discover that email marketing is one of the most important aspects to your online marketing.

*So, what exactly is email marketing and list building?*

If you are new to the idea of building massive campaigns and making money with email marketing, here is a quick overview of what it involves and how it can benefit any online business you are involved in:

With list building, you are creating squeeze pages (also referred to as opt-in pages) that offer potential subscribers with the option to join your list or newsletter, in exchange for free information such as an ebook, report, course, etc.

Each time a visitor to your squeeze page enters in their name and email address, they are added to your database, and become an active subscriber of your autoresponder.

List building allows you to **connect with your target audience**, and helps **faciliate the process of an active subscriber becoming a customer**, by giving you the opportunity to direct them to specific products, exploring what your target audience is actively buying, and what kind of products or services they are likely to purchase from you.

With email marketing, you take this database compiled of verified leads who have chosen to confirm their request to join your list, and you send out a balanced campaign that features both free content, useful information and helpful resources, with paid advertisements, affiliate marketing products and promotional emails.

When it comes to setting up an email campaign, you can choose being developing a single opt-in campaign or a double opt-in one.

With single opt-in, the prospect only has to enter in their name and email address to be instantly added to your autoresponder, however with a double opt-in requirement, they must confirm their request prior to being added to your list.

For the most part, professional marketers use double opt-in simply to actively verify subscription requests, and to avoid any possible problems with sending unsolicited email, while following the CANSPAM act, which requires that potential subscribers confirm or verify their request to join a list, by clicking on an activation link sent to their email after initially signing up to an autoresponder.

This email is sent out automatically by your autoresponder service, it is not something that you need to do manually, so rest assured, setting up a double opt-in email campaign is exceptionally easy to do.

Whether you are involved in niche markets or mainstream business, building highly targeted, relevant mailing lists is a critical element in a

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successful campaign.

In fact, there is **absolutely no way** that you will ever be able to cover as much ground, or maximize your exposure as you will if you have the most valuable asset in your marketing arsenal: a targeted list of subscribers.

Imagine what it will be like if you could instantly eliminate any requirement for manual marketing, and think about how much money you will save if you never again have to set up PPC marketing campaigns.

List building is not only a cost effective method of building an online business and maximizing profit potential, but it's also the smartest way to minimize the time you spend marketing your business and instead, focus on growing it.

Within the Wired List Building guide, you will discover the insider techniques of building high converting squeeze pages, landing pages and full blown email campaigns that will skyrocket your profitability, and help you establish an online identity as an authority in your market.

You'll know how to establish relationships with your subscribers, be able to determine what products are worth promoting, and complete all market research in only minutes.

The incredible opportunity that comes from focusing on building relevant mailing lists will literally change the way you do business online, and regardless how little you may know about email marketing, with a copy of the Wired List Building guide, you now have everything you need to join the ranks of the most successful email marketers online.

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*So, without further delay, let's jump right in!*

## Setting Up Your Email Marketing Machine

You're about to become an email marketing superstar, but before you run off to create your first campaign, there are a number of tools and resources that you need in order to build highly effective squeeze pages, and be able to create and manage your mailing lists so that they run like a well oiled machine, all on complete auto pilot.

That's one of the great elements of email marketing, the ability to create automated cash machines that shoot out emails and broadcasts to your subscriber base, on a pre-determined schedule.

You don't have to be at your computer to exploit the power of email marketing, in fact, once you set up your email marketing system, it can run, like clock-work, generating cash every single week from multiple campaigns working simultaneously.

Even if you are brand new to email marketing, building your system is exceptionally easy. Best of all, apart from a domain name, hosting account and autoresponder provider, there are also no other start up costs involved in becoming an email marketer.

Here is a step by step action plan to setting up shop, and getting ready to build laser targeted mailing lists:

### **Step 1) Choose a domain name**

If you aren't sure what niche you are initially planning to target, this can be a difficult step, because one of the most important aspects of choosing a

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domain name is making sure that it fits well with your target market, such as incorporating primary keywords, and being as memorable as possible.

If you plan to target a larger market, such as «Internet Marketing» or «Online Business», you could choose a generic domain name that could house multiple squeeze pages and landing pages on sub domains, which will help you save on costs by not having to register multiple domains for every squeeze page you create.

There are many different domain registrars available to choose from.

Personally, I this is my choice, NameCheap.com

### **Step 2) Set Up Hosting**

When it comes to choosing a hosting provider, you need to make sure that you go with a service that allows for flexibility and fast upgrades. You can start out with a smaller package, and as your marketing expands, you can upgrade your account to a larger package. With your hosting provider, make sure that they offer the ability to use sub domains, so that you can create multiple interior pages for every squeeze page you create.

I highly recommend HostGator.com. You will have a hard time finding a better hosting company with the features offered by Host Gator.

### **Step 3) Autoresponder Provider**

There are a few different autoresponder providers online, with the top two being [www.Aweber.com](http://www.Aweber.com) and [www.GetResponse.com](http://www.GetResponse.com)

With either of these two services, you are able to set up an unlimited number of autoresponder accounts, meaning that you can promote multiple email campaigns within one administration panel, which is easier to manage and of course, cost effective.

While there are many email marketers hosting autoresponder software on their own hosting accounts, from personal experience, I don't recommend doing this for a few reasons.

First, with certain hosting providers you may be limited by the number of emails you can send out in any given day, and secondly, you might find your delivery rates lower than if you host with a professional autoresponder service.

Sites like GetResponse.com or Aweber.com are in the business of email marketing, and their packages come equipped with everything you need to orchestrate a well structured email campaign, not to mention that they are responsible for ensuring top delivery of your broadcasts.

Once you have these three elements, a domain name, hosting account and an autoresponder service, you are ready to plan out your email marketing strategy, and it all begins with creating high converting squeeze pages that showcase your opt-in form and enable your website visitors to become active subscribers of your list.

I'll show you exactly how to set up an effective squeeze page in the next chapter so that you are able to instantly develop high quality, targeted email campaigns that are filled with active buyers.

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*This is where it gets exciting!*

## **Creating A Killer Squeeze Page**

Every email marketer needs a squeeze page. After all, a squeeze page houses your opt-in form and provides a place for your contacts to find you, evaluate what you are offering and make the decision to become an active subscriber of your list.

When it comes to developing fully functional, effective squeeze pages that drive in traffic and flood your autoresponder with fresh, hungry buyers, there are a few elements that absolutely must be implemented into your opt-in page.

For starters, a squeeze page is very similar to a salespage in terms of its primary function is to pull in customers and motivate them to take action, in this case, subscribe to your list.

That call of action is essential in creating high performance squeeze pages, and you must place emphasis on ensuring that your visitors are directed to fill in the opt-in form, otherwise they will not be added to your list.

Apart from its main intention however, a squeeze page and a salespage's actual structure is very different. With sales pages, they are typically designed to offer as much information about a particular product or service as possible, since the main focus is on transforming a visitor into a customer.

With a squeeze page, you aren't asking your visitor to make such a

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decision, in fact, with squeeze pages you essentially offer something for free, as an incentive for that visitor to become an active subscriber, so the approach you take when designing a squeeze page is very different from a traditional sales page.

The power of an exceptionally targeted list is truly incredible, and the more focused your list is, the easier it will be to generate revenue from those subscribers.

Keeping this in mind, when you develop a squeeze page, you need to have a strong focus on your market, and design your offer around an existing problem, need or question.

Generic squeeze pages rarely do well, in fact, when it comes to list building, the more relevant your giveaway is, the better your campaign will do, both in initially building a list and then in being able to cater to it.

For example, if you are focused on the dog training niche, offering a free report on 'Top Ten Proven Strategies To Training Your Dog' would likely generate a lot of interest from your market, however if you tailored a report to focus on a broader topic, such as 'Top Ten Tips for Pet Owners', you will likely struggle to build a targeted list, since even though the target audience may be similar, your squeeze page isn't focused enough.

For many people, developing a squeeze page can be intimidating, especially if they feel that they just can't write solid copy, and with its incredible importance in needing to be designed to convert if your email campaign stands a chance at being successful, you need to make sure

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that its well structured, focused and relevant.

However, when it comes to creating squeeze pages, often times the less text and copy you have on your page, the better it will perform.

You want to keep it trimmed down, providing enough information to get your audience excited about your offer, without overwhelming them with too much information.

Once again, remember that with a squeeze page you must construct it differently than a traditional sales page, and you don't need to presell your visitors, you only need to motivate them to subscribe to your mailing list.

To help you create the most effective squeeze page possible, here is a step by step overview of how to construct a high performing squeeze page in any market or industry you're involved in:

### **Magnetic Headlines**

Just like a sales page, you need to instantly draw their attention and motivate them to explore your page, and essentially take action.

The headline is one of the most important elements of your squeeze page, because it describes your offer and indicates to your reader that the free giveaway you are offering in exchange for their subscription is relevant to what they are interested in learning more about.

### **Content/Body**

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While the copy used on your squeeze page should be minimal, you need to ensure that you highlight the benefits of your newsletter, and provoke curiosity, excitement and keep them interested long enough for your call of action to take over.

Your content should describe what your newsletter is all about, explain what they will receive after joining, and break down the information so that your reader knows exactly what to expect as a subscriber.

### **Use Bullet Points**

Bullet points emphasize important features and draw attention to the special aspects of becoming a subscriber of your list. This is a great way to showcase the benefits of becoming a subscriber, and what they will receive, in return, for their subscription.

### **Keep It Focused**

Eliminate any external links and keep your squeeze page tight and focused.

Remember, the primary objective is to get your visitors to enter in their name and email address and become a member of your list. You don't want to distract them, send them off to internal pages, or confuse them in the process with multiple navigational options.

### **Strong Call To Action**

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This is critical if you want your squeeze page to produce results. You need to clearly direct your reader to your opt-in form, instruct them on how to subscribe and inform them that they must confirm before they are added to your list (if you are using the double opt-in structure).

Consider highlighting your call to action, or using bold text to emphasize it, like this:

**“Submit Your Information Immediately To Claim  
This Report – Before It’s Gone!”**

This creates a sense of urgency and gets them excited about what you’re offering. This is an important element to keep in mind. You also may want to try a more specific scarcity tactic, like,

**“Only 47 Copies Available – Claim Yours Before  
It’s Gone!”**

**Minimize Graphics and Use Them Wisely**

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Your squeeze page should load quickly and remain clean and focused. However, it's been proven that using report covers, or ecovers can increase subscriber rates by giving your visitor a visual picture of what they will receive after subscribing to your list.

Make sure that the graphics you use are high quality and original, and that your report cover portrays the product or offer you are giving away accurately.

If you are offering a short report on 'Dog Training Mistakes To Avoid', make sure that your report cover clearly illustrates the topic.

Always make sure that you personally go through the subscription process before launching your campaign to make sure that you receive the initial welcome email sent out by your autoresponder, and that your opt-in box itself works properly.

When it comes to offering your visitors with an incentive to subscribe to your list, there are a variety of different things that you can provide at including:

- ✓ **Reports**
- ✓ **Ebooks (including PLR, MRR or RR)**
- ✓ **Articles**
- ✓ **ECourses**
- ✓ **Video Guides**

- ✓ **Tutorials**
- ✓ **Interview Transcripts**
- ✓ **Free resources (graphics, templates, etc)**

As long as what you are offering is relevant to your target market, and is as unique and high quality as possible, your squeeze page should do its job of converting visitors into active subscribers.

If you have trouble creating free content to give away on your squeeze page, you could consider outsourcing it to an affordable freelancer on marketplaces such as:

<http://www.Guru.com>

<http://www.Elance.com>

<http://www.Scriptlance.com>

You could also consider using private label rights material to power your initial broadcast. Just make sure that you have a valid licence to distribute the material, and that's it of exceptional quality.

**IMPORTANT:** When it comes to keeping your visitors on your website, one common mistake that email marketers make is in how they structure their squeeze pages to handle subscription requests.

By default, autoresponder services like GetResponse.com or aWeber.com will automatically direct your visitor to their homepage, after they subscribe.

In some cases, they may even offer them other email lists that they can subscribe to.

**You do NOT want to do this!**

Instead, make sure that you redirect your subscriber back to your website, and create a thank you page that thanks them for signing up and reminds them that they must check their email to verify their request.

Keep them on your website, focused on completing the process, otherwise by allowing your autoresponder service to direct them off-site, you are going to lose out on potential subscribers who simply forget to validate their request to be added to your list.

If you find it difficult to create a squeeze page, one easy tactic is to study existing squeeze pages in your market, and then create yours so that it is modeled after successful pages.

Don't copy from them, but use it as inspiration and a foundation in which to build your own.

If you aren't familiar with HTML and aren't comfortable editing code or CSS, you could consider using Wordpress to develop squeeze pages, quickly and easily.

With Wordpress, you can set up a static website in just a few minutes, and by simply copy and pasting your autoresponder code into its main page, you can have a fully functional squeeze page set up within minutes.

You can download a copy of Wordpress from [www.Wordpress.org](http://www.Wordpress.org) and a free copy of Code Banter's Wordpress autoresponder plugin that will instantly feature an opt-in box on your blog, at <http://www.CodeBanter.com>

You can also purchase pre-designed HTML based squeeze pages that allow for you to instantly plug in your autoresponder code from high quality developers including:

Another thin to consider is building video based squeeze pages, where you feature a video alongside your opt-in form that offers your visitors with a slideshow or presentation of what you are offering.

Use a free movie making program like Windows movie maker, if it came with your computer, or download a trial copy of Camtasia (<http://www.TechSmith.com>) and create a short video or slideshow that speaks directly to your target audience and showcases the benefits of your mailing list or newsletter.

Remember to split test your squeeze pages, so that you are consistently

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tweaking and improving them for best results!

## **List Building And Relationship Building**

Going back to your squeeze page 'bribe' (the product or service you are offering in exchange for a visitors subscription), there are a few different ways to boost subscription rates and ensure that your squeeze pages convert like crazy.

If you plan to promote an ebook, an exceptionally powerful method of not only building massive mailing lists, but in ensuring that they are extremely targeted towards your customer base is by offering the first chapter for free, for everyone who subscribes to your list.

By doing this, you are building excitement around your product, while heavily focusing on your prospective customer.

Marketers who have integrated email marketing campaigns that offer a portion of a high end paid product this way have not only been able to generate a flood of prime traffic on launch day, but have also been able to go viral as more and more people pass around this 'leaked' chapter.

Exploiting the scarcity tactic, a common technique used by copy writers in limiting a products availability, or in offering it at a special price for a very limited time also works very well with squeeze pages, provided you follow through on your campaign and actually terminate the offer on its desinated day. Failing to do so will hurt or destroy your credibility, so be careful with this tactic.

Above all else, building a solid reputation with your list is essential if you

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want to create the most profitable email campaigns possible. You need to focus on finding a steady balance between sending out promotional based emails, and informational based emails that offer free, useful and relevant material.

Remember, no one enjoys being sold to. People join your list to receive information, to get help on specific topics or in solving their problems. They don't join with the intention of purchasing from you, that is something that happens once they have developed a business relationship as someone who trusts your judgement, feels that you have their best interests at heart, and is interested in helping them in some way.

There are many people who overlook the importance of relationship building, and those who do are never going to be able to make as much money with their lists as those who understand the importance of building credibility with their subscriber base. Ultimately, the more your subscribers come to trust you, the easier it will be to monetize your lists.

Think about the email marketers that you are subscribed to, and whose emails you always read, from start to finish.

Marketers like John Reese have spent years developing solid relationships with his subscribers and his customers know that his releases will always be of exceptional quality. He also does a fantastic job at balancing free material with promotional broadcasts, which helps him retain subscribers who feel that they directly benefit from being a member of his newsletter.

Consider what you can offer to your subscribers that you, yourself would find useful and valuable. The more you know your market and what they are interested in, the easier it will be to build a list, maintain a list and profit

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from an ever-growing community of customers.

Here are a few ways that you can pack more power into your list and relationship building efforts:

### **1) Provide Exceptional Value**

How many lists have you joined where the ezine owner did nothing more than blast out advertisements to you? How quickly did you un-subscribe from his campaigns?

The one thing that will set you head and shoulders above your competition is in the level of quality and value you deliver to your subscribers. Don't be afraid to give away high quality products for free. Don't hold back on over-delivering to your subscriber base. The more you give away, and the higher value the content is, the easier it will be to convince your subscribers that your paid products will be even better.

Think about it, if you received an email from one of your favorite marketers who was offering you a 72 page ebook on your primary niche that was filled to the brim with hot content, relevant information and super quality, whenever that same marketer later released a paid product on a similar topic, wouldn't you be far more likely to purchase, without hesitation simply because you know that above all else, **they are known for top quality material?**

The one obstacle standing between a subscriber becoming a customer is the **uncertainty that they will benefit from making a purchase.** You've probably heard of 'buyers remorse' where someone purchases a product and because the developer failed to reassure the buyer that it was a wise

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decision, they feel that they made a mistake, and essentially, seek out a refund.

Email marketing works in a similar way. You need to build a relationship with your subscribers, so that you can assure them of your focus on quality, that you are a competent and credible source for information and that what you do release as a paid product, is undoubtably worth the price tag.

That is why relationship building is so essential to your success as an email marketer, and whether or not you are a social person by nature, if you want to succeed in the email marketing arena, you need to make a consistent effort to be personable, trustworthy and reliable to your subscribers who will come to know you, trust you and subsequently, buy from you.

## **2) Survey Your Subscriber Base**

What's the easiest way to conduct market research and determine what your target audience is looking to purchase?

### **Ask them!**

With a mailing list, once you have established a relationship with your list, you can request feedback, suggestions and information on what your target audience is actively looking to purchase, what they are interested in and what you could possibly develop that would be a surefire success.

Think about the power behind being able to instantly conduct market research with a PRIME target audience of potential buyers!

Consider rewarding your subscribers who respond with feedback by offering them another free product (report, etc). This will not only help you build a relationship with your list, but it will motivate more of your subscribers to take the time to respond to your inquiry.

### **3) Don't Be A Copy Cat**

One of the most popular campaign killers is in the 'copy cat' routine.

This happens when a new email marketer (and it's also happened with seasoned marketers), decide to promote a recent product launch and rather than create their own promotional material, or take a more personal approach when addressing their subscriber base, they simply copy and paste existing promotional material offered by the product developer.

If you're involved in the Internet marketing industry, you've probably experienced this first hand.

All of a sudden, on product launch day, you receive 15 emails from 15 different email marketers all containing the exact same content!

There is no easier way to destroy your credibility and put yourself at risk of losing subscribers than by doing this, so whenever you do plan to promote a third party product (of any kind), always write the promotional material yourself, so that it's unique and targeted directly to your list.

## Traffic Generation Strategies

Once you have your squeeze page set up and your autoresponder account created, you need to focus on developing an email sequence that is activated from the moment a website visitor becomes a subscriber.

### **This is how it works:**

Your visitor enters in their information via your squeeze page and confirms their request to be added to your newsletter.

Your autoresponder kicks in and emails your prospect a welcome email that you have written. This is sent out automatically within minutes of their subscription.

Your autoresponder continues to email your subscriber on pre-set dates, according to the system you have set up within your autoresponder account.

You can determine delivery dates and times from your administration panel, and all of the emails you create within your autoresponder account will be sent out to all active subscribers on a regular schedule.

**Example:** You create 5 emails that are scheduled to be delivered

accordingly:

**1st Email:** instantly sent to your subscriber thanking them for subscribing to your list and provides the download that you initially offered on your squeeze page, usually a direct link to the download location on your website.

**2nd Email:** Scheduled to sent out on the third day after your subscriber has confirmed their request, and includes an email offering free content, additional articles or another report.

**3rd Email:** Scheduled to go out on the 7th day of the sequence, promotional based, advertising a related product.

**4th Email:** Scheduled to go out on the 10th day.. and so on.

The balance that you use, when mixing up free content with promotional based material is entirely up to you, however the more value you give to your list, the easier and faster it will be to develop a relationship with your subscribers, so that they trust your recommendations and look forward to receive future broadcasts. It will also help minimize subscribers from opting out of receiving your emails.

Taking an aggressive approach to email marketing works for some, however for the majority, it's always best to tread carefully, initially focusing

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on building a relationship with your list, and then doubling that up with promotional offers, or recommendations to affiliate based products.

It's up to you to keep a pulse on your subscriber base, and determine what works best, how frequently you contact them, and whether they respond well to the products you are promoting.

Just don't be afraid to experiment and test out new ideas and innovative ways to consistently grow and maintain your subscriber base.

Here are a few ways to build the highest performing mailing lists, quickly and easily:

### **Squeeze Page Network**

Rather than just constructing one squeeze page, consider creating a network of opt-in pages spanning multiple markets. Depending on your focus, you should have at least 4 squeeze pages set up that are focused on both your main industry, and sub markets.

The more squeeze pages in circulation, the greater your chances at building massive email lists and maximizing your outreach quickly.

### **Add To Social Pages**

If you have a Squidoo lens, you can now add opt-in pages right into your existing page. It's available as a module, and it's a great way to generate instant traffic to a remotely hosted opt-in page.

Since Squidoo is considered an authority website and carries exceptional weight within the search engines, not only will you be able to generate fresh leads from your opt-in page itself, but you could also add links to your

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Squidoo lens pages that lead visitors to your other squeeze pages as well.

Hub Pages is also another great method of drawing in new traffic and subscribers. HubPages works similarly to Squidoo in terms of being able to create instant single websites even if you are unfamiliar with HTML.

<http://www.Squidoo.com>

<http://www.HubPages.com>

### **Exploit Twitter**

Twitter has taken the Internet by storm, and from celebrities to niche marketers, hundreds of thousands of people are taking advantage of Twitter's simplistic interface and ease of use. With Twitter, you can grow a following of people who are interested in receiving your messages (referred to as 'tweets').

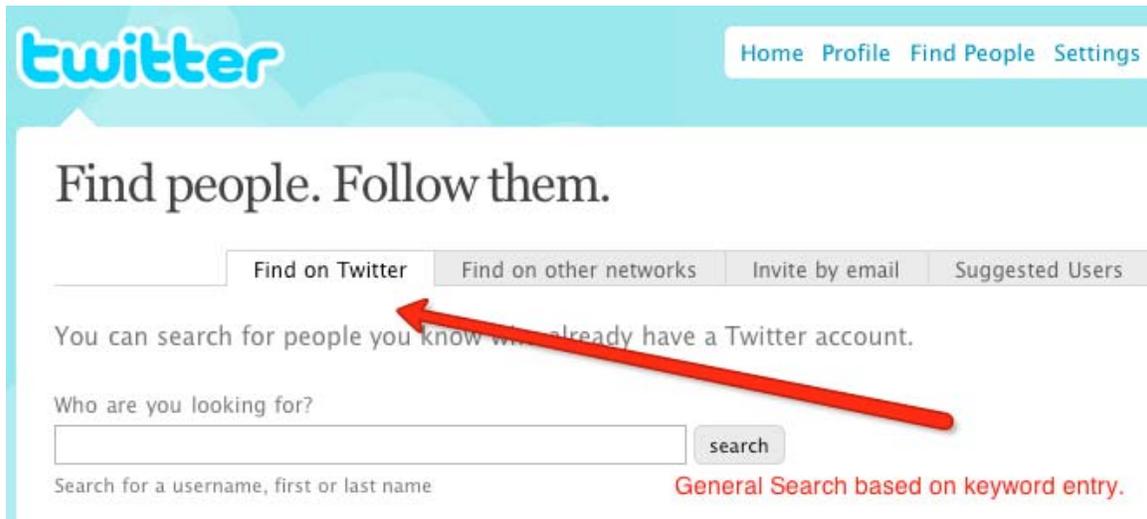
It's relatively easy to build a following on Twitter just by using their built in search utility (enter in your primary keywords to locate relevant contacts) as well as third party directories and community sites that feature Twitter users according to category.

*Here is a quick start overview of how to get started:*

From the main page of your Twitter account, click on "Find People" from the top navigation menu.

Home Profile Find People Settings Help Sign out

If I was involved in the blogging market, I could enter in the keyword “blogger” or “blogging” to locate users who have entered this keyword into their bio description.



After entering in the keyword “blogger”, the following search results appear:

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229 results in **0.000** seconds  
Name results for: **blogger**

Search for a username, first or last name



**Blogger** This is the official Twitter account for the Blogger product team.  
**9,063 followers** · from Mountain View, CA · updated about 11 hours ago



**channel4news** / **C4 Newsroom blogger** Always inside. Occasional insight. Please @ us with an intro when you follow. Thanks.  
**6,777 followers** · from London · updated about 7 hours ago

I can instantly choose to follow those featured within the search results, by clicking on the “Follow” tab.

This is a great way to find people who share the same interests as you, or are likely to be your target audience.

Another way to locate followers is by choosing the second option in your profile area, “Find On Other Networks”.

Another effective method of finding targeted leads and relevant contacts is simply by browsing through the listing of followers from other twitter users online.

You can easily find thousands of potential contacts this way, and can begin following those who are involved in similar activities.

Not only is twitter a fantastic way to build a following but it’s also a great way to develop potential joint ventures and network with other marketers in

your niche.

There is also a free directory available at <http://www.Twellow.com> that categorizes twitter users and allows you to instantly search based on keywords relating to your niche or industry.

I've tested the profitability of Twitter both in terms of direct marketing and in building email lists and I was shocked at the results I've experienced every time I developed a 'made for twitter' campaign.

One method that works extremely well is in using twitter's built in DM (direct message) system, that allows you to send out an instant tweet directly to someone who has chosen to follow you.

By including a link to your squeeze page within this direct message, you will be able to maximize exposure to your email list, and grow a large database of subscribers quickly, and at absolutely no cost.

In order to set this up, you will need to register for a free account on <http://www.TweetLater.com>

Whenever someone begins to follow you on Twitter, you can set your account up so that it instantly sends your new follower a welcome message.

Simply create a short message that thanks them for following you, and directs them to your free report via your squeeze page.

(Note: if you are concerned about the time involved in building a twitter following in which to generate traffic to your squeeze pages, consider using a service such as <http://www.Twuffer.com>, which will allow you to

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schedule tweets so that you are consistently active within the community, even when you aren't present.)

### **Pay Per Click (PPC) Marketing**

When it comes to advertising squeeze pages with PPC, things can get a bit tricky. Since PPC campaigns can be quite costly, if not constructed properly, you could end up spending a lot of money for little results.

Worse, since your squeeze page is focused on generating an email list, rather than directly selling to potential customers, it might take some time before you are able to recoup your advertising costs.

Still, if you are familiar with PPC, it can be a viable option in which to generate instant traffic to a new squeeze page, especially since it's an instant method of driving in targeted traffic to your websites.

If you do decide to use PPC to jumpstart an email campaign, consider using it only as a starting point, and once your campaign is running successfully, and you are consistently building your email list, consider pulling back on your PPC campaigns and focusing on building your subscriber base using free marketing methods instead.

Just make sure that you monitor your results and pay special attention to your costs, versus your overall profitability from your list to ensure that it's feasible to continue with your campaigns.

There are plenty of networks to choose from such as:

<http://www.Google.com/Adwords>

<http://www.Adbrite.com>

### **Article Marketing**

Article marketing is an incredible marketing strategy regardless whether it's for a high end product or in building a mailing list, and if executed correctly, it can be the primary force behind generating consistent traffic to your landing and squeeze pages.

With article marketing, it's all about offering high quality, relevant content that targets your market and propels them into investigating your resource box and visiting your website to find out more about you.

Article marketing is extremely easy to set up, and even if you aren't a proficient writer, you can easily outsource article creation to affordable, high quality writers.

Even if your budget is very small, there is no reason why you can't compile a small package of articles, spanning from 300-500 words in length that are highly targeted and relevant to your squeeze page's topic.

Start out by submitting 3-5 articles every week, and before you know it, your article campaign will generate consistent traffic to your squeeze pages. As you continue to expand on the number of articles in circulation, you will be able to generate more traffic on a regular basis.

Just make sure that the articles you do submit into article directories are exceptionally well written and targeted. After all, these articles represent you and your brand, and you want your readers to be impressed with the

quality as they are likely going to base your other products on the information found within your article content.

**Pay attention when constructing your author's resource box (which is attached to each article that you submit.)**

This resource box is the only place in which you are allowed to include external links and you want to include a call to action that motivates your reader into clicking on your link and visiting your squeeze page.

You also want to use anchor text whenever possible, so that not only are you able to generate traffic from article directories, but you can also rank for specific keywords within the search engines.

**Example:**

“Click on the link for more free [article marketing tips](#) and techniques”.

Then in another article, I could use a different resource box that featured a slightly different keyword anchor such as:

'Click on the link below for a free guide to [article marketing for newbies!](#)'

Just the same, be sure to include your primary and long tail keywords within your article's content itself, so that your article content appears within search results for both the main search engines like Google.com, as well as via the internal search utility on the article directory websites.

*Here are a few article directories to get started:*

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<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticleDashboard.com>

<http://www.SearchWarp.com>

<http://www.ArticlesBase.com>

### **Participate In Giveaways**

While this isn't the best approach to take, especially if you are interested in more relevant, targeted leads, participating in giveaways is an easy way to build massive email lists.

I've personally used giveaways as a way to build generic lists, and then by sending out targeted offers to my contacts, I am able to weed out the freebie seekers from active customers, and manage my lists more effectively, but using GetResponse's built in filtering system to unsubscribe a user from one list when they subscribe to another.

What this means, is that you can grow a large email list from giveaways and then offer specific downloads for different niches.

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

Then, I would email my entire (generic) list and offer them specific free downloads.

This filters out your list quickly and easily because as a subscriber joins a new list that is focused on a specific subject (dog training), they are automatically removed from my generic list and placed into a targeted one.

Using this strategy, you can take advantage of the exposure available by joining giveaway offers and special events while still being able to build relevant mailing lists.

When joining giveaway websites, you will be required to offer a free download in the same way that you do on your own squeeze page.

Once you have joined a giveaway as a contributor, you will be able to edit your gift so that it directs potential subscribers to your hosted squeeze page. Subscribers join your list directly, and are not managed by the giveaway host.

### **Video Marketing**

With video websites like [www.YouTube.com](http://www.YouTube.com), it's never been easier to use the power of viral video to generate fresh traffic to your websites. All you need to do is develop a video or slideshow presentation that highlights your giveaway and directs people to your squeeze page.

Better yet, you could incorporate video tutorials based on your niche market, with a direct link to your squeeze page that appears at the end of the video.

That way, rather than setting up video marketing campaigns that only offer a promotional slideshow, you are adding value to the community by

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offering useful information that your target audience will appreciate.

Like article content, search engines rank video pages individually, so if you upload a video that receives a good amount of exposure, you will benefit from a higher search engine ranking as well as the direct exposure from the video community itself.

Regardless of the traffic generation strategies that you use, always be sure to properly manage your mailing lists, so that you have an email campaign based around leads and others based about customers.

For instance, your squeeze pages will build lists of leads, however each time one of your subscribers purchases one of your own products, you could feature a different opt-in form on the products thank you page, where your subscriber can join to receive updates, new editions or special bonuses.

This will enable you to filter your subscriber over into an email list compiled of customers, and will make it easier for you to manage lists containing leads from those you know are active buyers.

Furthermore, it's exceptionally important that you properly manage your lists for other reasons including the fact that the last thing you want to do is advertise a product to a list of subscribers who have already purchased the product from you, especially if you end up offering it at a lower price or on a special offer.

Always use the filtering options available within your autoresponder account to manage your leads and keep your lists clean and organized.

## **Profitable Email Marketing Techniques**

The entire objective is to build the highest responsive, targeted and active lists of subscribers possible, and in order to do that you need to follow a proven formula for boosting profits, and sustaining the momentum of a new email marketing campaign.

One thing that often happens with new email marketers is that they spend a lot of time on the front end, such as building top notch squeeze pages, and marketing their website so that they are able to generate as much traffic and in turn, as many subscribers as possible.

While it's very important to build high quality squeeze pages that convert, once you have a subscribers base, you need to consistently work towards growing your following and developing relationships with your list.

**And this is where 99% of marketers fail.**

You see, when it comes to running profitable email marketing campaigns, the most important factor in your success (or failure) is in how much time and effort you spend keeping your list up to date, building your online presence, encouraging communication with your list, and subsequently, keeping your list from growing cold.

Believe it or not, a list of hungry buyers will quickly move on if you fail to cater to their needs.

This means, that you need to think beyond the initial step of constructing a

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squeeze page, and plan out a plan of action that will enable you to directly communicate with your list, while maximizing subscriber retention by consistently engaging with your audience and sending out a balance of free content and promotional campaigns.

When it comes to monetizing your lists, one thing to consider is that you don't need to have a massive mailing list in order to make money. In fact, the size of your list isn't the most important factor, the quality of your list is.

Marketers with lists of 300 can make more money than those with non responsive lists of 3,000, it all depends on whether you have spent time building relationships with your lists, warming up your lists, and have focused on building only targeted lists of buyers, rather than generic lists of inactive leads.

Regardless of your niche market, here is a quick start strategy to making money with your lists, using a variety of proven methods:

### **Affiliate Marketing**

This is the most common strategy for monetizing mailing lists and making money with email marketing.

Through affiliate marketing, you can promote third party products to your list, where you will earn a commission each time one of your subscribers purchases the product using your referral link.

This is also one of the easiest ways to monetize your list, because you

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aren't required to create a product of your own, nor must you deal with the customer support aspect of launching a product.

To begin, visit <http://www.clickbank.com> or <http://www.paydotcom.com> and review products relating to your market from within their marketplace.

With these two resources alone, you will have an unlimited number of products available to promote, covering dozens of niche markets.

When promoting affiliate products, always personally evaluate each product itself, as well as the merchant's website. You want to make sure that if you are sending leads to their landing page, that they are doing their job at converting these visitors into buyers.

Check for any leaks (external links), and avoid promoting products where the merchant requires that your subscriber join their list prior to making a purchase.

If you do this, it's likely that the merchant may offer alternative products that you are not directly promoting, eliminating your chances of earning a commission from any sales.

### **Write Reviews Mixed With Affiliate Products**

One great way of making money with your list is to tie in affiliate marketing with offering reviews based on the products you are promoting.

When creating reviews, be sure to be as detailed and as thorough as possible and showcase both the pro's and con's of each product, so that your reviews appear to be more genuine.

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This is a passive approach to affiliate marketing, but works exceptionally well especially if you set up individual review pages showcasing different products and comparing alternative products that your subscribers are interested in.

Instead of including the review within your email itself, send your subscribers a link to an internal page on your website, so that you are able to generate traffic to your site as well as increase the chances that they will purchase the product by allowing them to explore the different categories on your website.

Work towards building an extended network of sub pages focusing on different affiliate products and not only will you be able to make money from your subscribers, but your website will get indexed within the search engines where you can maximize your profits from organic search engine traffic.

Tip: Use link cloaking services with your affiliate links, both in direct email campaigns and on your review pages itself.

<http://www.TinyURL.com> is a great free service that will hide your affiliate links as well as decrease their length.

### **Make Money With AdSense**

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Focusing on your review website, you can also take things one step further by monetizing your entire site with AdSense or similar advertising.

Each time you write a new review, simply email your list directing them to your site where you have implemented AdSense throughout the website pages.

An easy way of setting up a review based website is by using Wordpress. That way, not only will you be able to categorize your reviews, but you will also benefit from how easy it is to optimize your blog for the search engines.

### **Develop Your Own Product**

Whether or not you initially plan on creating your own product, once you have established an active list of subscribers, you can leverage your email marketing campaigns by both promoting third party products and in creating your own line of high quality products.

Use part of your earnings to outsource an ebook to a quality writer, or if you are an experienced writer yourself, create a series of reports, an extensive ebooks, or a video series based around offering training material or tutorials that would be of interest to your prospective audience.

With an established mailing list, you will be able to instantly jumpstart any new product you create, without ever having to pay for costly marketing campaigns!

Furthermore, if you've done your job of surveying your subscriber base,

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you should have a good understanding of what they are interested in purchasing, and what you could develop that would be on target with their interests.

### **Use PLR Content**

If you aren't ready to make the jump into becoming a product developer, you can use ready-made private label content as a way of generating revenue quickly and easily.

Best of all, if you purchase unrestricted rights to solid PLR content, you can brand it as your own keeping 100% of the profits generated from your sales. Just be sure to focus on high quality, limited content where the developer has limited the availability to a select few.

The last thing you want to do is offer saturated content to your subscribers, so be sure to focus on limited, premium content, and do your best to re-package it so that while it may not be entirely unique, it's at least a bit different from its original version.

## **Final Words: Conclusion**

When it comes to building profitable mailing lists and executing an effective email marketing campaign, you need to develop a plan of action and follow through on consistently growing and nurturing your list.

Even if you are brand new to the world of email marketing, the strategies featured within the Wired List Building ebook are adaptable to any niche, and easy to implement.

Remember, not every campaign will be a sure winner, but as long as you consistently work to improve your campaigns, tweak your sales pages, monitor your results and stay active with your list building efforts, you will be able to develop a solid system.

Don't overlook the importance of list building and email marketing. It truly is the lifeblood of your online business, and once you begin to incorporate these strategies into your online marketing, you will quickly discover just how powerful and profitable it really is.

*To your email marketing endeavours!*