



How to Build a List

A Quick Soup-to-Nuts Course on
Building and Growing a List

Walter Nigh

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Gold Versus Good

If you're into online marketing you've probably had it pounded into your head, the "gold is in the list," or "the money is in the list!" Maybe you're blinded by dollar signs, visions of beach-front mansions and days filled with nothing but your toes in the sand. **Ha!!**

Making money from your list building efforts is wonderful – and it *should* be a goal that you have. I'm not here to discount that at all. In fact, it's one of the driving forces behind this journey you're on.

But I have a problem with people who only build lists to milk other people out of their money.

These are the people with their ethics all out of sorts.

There has to be a balance between seeking gold and doing good. Well there doesn't *have* to be – but there *should* be. Without the goal of doing good with your list, then you'll never enjoy the same kind of success that top marketers ***who build longevity with their reputation*** enjoy.

That's key right there. There are tons of fly-by-night marketers who build up a quick list, suck it dry and know people are going to jump ship quickly.

So let's talk about **good versus gold**.

You don't have to pick a favorite – you can have both!

How Can Your List Be Good for Your Subscribers?

Some mentors in the business teach people to come to the table with a "How may I serve" attitude. When you start to think about list building, consider the different ways you can help people. Caring about your prospective subscribers can help you generate better email messages and enjoy a higher conversion rate. You need to present yourself as a trustworthy individual if you want to see sales, and words aren't enough – you have to prove it.

No list should *ever* be built on spammy sales messages alone.

We'll be covering exact ways to email your list but right now I just want you to think of the overall vision you have for how your subscribers will think of you.

You can be:

- The person who delivers news
- The person who reviews products for them
- The person who always has a good tip to share

- The person who always has motivating insight at just the right time
- The person who leads them in new strategies/techniques – a trendsetter

And of course you can be a combination of these traits.

You may be wondering how this works – is it just for Internet Marketing niches? **No!**

Let's take a niche like dog food. It's built on a fairly broad niche, but the addition of "food" to the keyword narrows it down a bit.

I do well with examples. Let's take each bullet point above and expand on it for this niche, and how you can become the go to person your followers want to subscribe to:

- The person who delivers details/news about dog food scares in the news.
- The person who reviews products for them, such as whenever a new brand is being sold or an old brand updates a product's new ingredient.
- The person who always has a good tip to share, like "how to get your dog to try new food."
- The person who always has motivating insight at just the right time, such as "how to nourish your dog with healthy food when sick."
- The person who leads them in new strategies/techniques – a trendsetter – for example, you might release your own natural dog food guide and sell it!

So it doesn't matter if you're in parenting, trading stock, marketing, pets, or weight loss – your connection to this individual might be the only one they have. Maybe they can't talk to family or friends about it, so they reach out to you.

However, don't disappoint them by being a carnival barker pursuing them relentlessly until they hand over the cash for a purchase! You want a long lasting relationship where you can help them and they come to you with trust in your recommendations.

The Different Levels of Good Deeds

On the spectrum of "good deeds," you can fall anywhere from barely helpful to the kind of marketer your list feels they know on a personal basis – like a good friend. I personally prefer the latter, but it's your call.

Here is an example of the things you can give your list subscribers. Choose which works best for you.

- Opt-in freebie only
- Opt in freebie plus email tips
- Opt in freebie, email tips, unannounced gifts

- Opt in freebie, email tips, unannounced gifts, webinars
- Opt in freebie, email tips, unannounced gifts, webinars, one-on-one emails

The “**opt-in freebie only**” list get nothing more than what was promised on the sign-up page. These are usually people who do nothing more than broadcast for sales. It’s the lowest level of “giving” possible.

The “**opt-in freebie plus email tips**” marketer not only gives the freebie they promised, but they run an autopilot stock of email messages for months and years to come.

The marketer who employs an “**opt-in freebie, email tips and unannounced gifts**” is the first level of true giving that I personally recommend. This is the guy who sometimes sends you something for nothing – just as a way to say, “Thank you for letting me stay in touch with you!”

Then there are those who not only do opt-in freebies, email tips, and unannounced gifts, but from time to time they engage with their list members live – **using a webinar** audio or video format! This really helps you make a personal connection.

And last, there’s the ultimate giving marketer – the one who has an opt-in freebie, emails tips regularly, sends unannounced gifts, holds webinars, AND is available to respond to your one-on-one email messages.

Making Money With Your List

We’ve covered the good – now let’s dig into the gold – because it’s **okay** to get excited about making money with your list! Nobody is asking you to work for free or become accessible for nothing.

The greatest thing about being a giver is that the gold part will come naturally. You will enjoy a better income as your subscribers build trust in you. Members will contact you asking for a recommendation when they want to buy something.

What kind of money can you make? Regardless of what niche you’re in, you can make money in a wide variety of ways, such as:

1. Selling your own products

Create an info product or put a PDF on Amazon.com via Createspace and Kindle and use your expertise which you share with your subscribers to sell more in-depth information. The more you churn out products within your niche, the more of an authority figure you become to these subscribers.

2. Promoting other people's products

Affiliate marketers sometimes lose trust by pushing and promoting everything. If you choose to promote other people's products, make sure it's a worthy item.

Don't do favors for other people and abuse your list. Don't promote things that aren't relevant to your list topic. Just protect them like a Mama Bear and you'll reap the financial rewards they have to offer.

If you want to, you can also add services like mentoring or coaching to your list of golden opportunities with a subscriber base. Some will join a group connection, but others will want to pay extra for one-on-one insight and advice.

How do you get people on your list?

So you've decided to get started with list building. As with any project it all starts with having the right tools. You can't build a house with a toothbrush and a bicycle pump! You need hammers, variety of powerful saws, screwdrivers, and a host of other necessary tools.

The same is with list building. You need the right tools. Here is a quick list:

1. **Domain** – this is part of your online identity, the name of your website, blogsite, or where you'll be building and promoting your offers and storing your webpages. I purchase all my domains from NameCheap.com
2. **Hosting** – Your domain needs to be hosted in order to be "live." Your hosting service provider will also have space for you to store your webpages, i.e. landing capture pages, squeeze pages, sales pages, etc. I also have all my websites hosted with NameCheap.com They have great prices and wonderful support.
3. **Landing Capture Pages** – this is where you will send traffic (people) to view your give-aways in exchange for their email address. Also known as squeeze pages since they should be able to "squeeze" a prospective subscriber out of their name and email address.

To build your list you **must have** a landing capture page or squeeze page. *How else would you build your list??* You must learn how to build and design a landing capture page. (You can begin your journey of discover on these items at: <https://www.walternigh.com/landing-capture-pages>)

4. **Freebies, lead magnets, or give-aways** – later in this report we list several types of things to be given away to prospective subscribers. The content should be quality enough to entice them to follow through and submit their name and email address.

5. **Autoresponder Program** –Once someone submits their name and email address, their information goes into a data base (autoresponder) which then allows you to contact them, by email, with future emails with offers, quality content and information. You are able to pre-format emails in a sequential order and have it all operate on auto-pilot.

These emails are separated into “campaigns,” or segmented by subject and context. If they signed up for emails about online safety, they should not be receiving emails about proper teeth care or cat-grooming. Most autoresponder companies allow for multiple campaigns based upon your content or passion.

In the marketplace are several good quality autoresponder providers for you to choose from. I personally love [TrafficWave](#), since it’s only \$17.95 a month with unlimited subscribers. Many others have a graduated pricing system based upon the number of subscribers which can increase the cost of your email marketing substantially.

Each of these items could be a long conversation about how to set it up and engage. In other publications and training courses, I go into each of these in detail. Just check out www.walthernigh.com for more information.

Here it is in a nutshell: You send traffic (people) to your landing capture page which promises to give them a special gift for them giving you their name and email address. If your lead magnet, or free gift, is enticing enough, they enter their details and hit, “Submit.” Their information is sent to your autoresponder company and they are given access to the promised gift. In addition, they are put into a specific group, or “campaign” such as, “Dog Lovers, Churches, Online Marketers, Facebook Contacts, etc. You then are able to send additional emails to them, written and pre-formatted, through the automated sending system of your autoresponder program.

They become part of your “list, your tribe, customers, clients, or subscribers.”

List Size Isn’t Just a Numbers Game

If you were under the impression you needed a large list in order to make money, you are wrong. There are plenty of marketers who have over 100,000 people on their lists and they don’t convert nearly as well as some others who have just 5,000.

The key is in gaining trust and cultivating a list of *loyal* subscribers. Once you have people who trust you - who open every email you send out - then you begin to see conversions beating out high-volume lists with no connection to their audience.

List Numbers Will Rise and Fall

Don’t get hung up on checking your subscriber numbers every day. You might have 3,000 people on your list one day and 2,956 the next day. People come and go for a variety of reasons. Some people just want to opt-in to get the freebie.

Others want to subscribe to see what your list is all about, but simply decide it's not right for them (don't take it personally). Some want to be on your list, but their email bounces several times so the email autoresponder system kicks them off.

If you're constantly glued to the computer screen, you're going to be wasting time that could be spent accruing more valid subscribers.

Some Have Big Numbers That Don't Matter

Do you know why many marketers have big lists? It's because they don't care how they get those subscribers – and so many of the sign-ups are not relevant. They're constantly trying to beef up their numbers – and there's a reason for that.

If I'm a marketer who has a list of 100,000 subscribers, that wields a lot of power in inner marketing circles. I can go out and secure some big Joint Ventures on that single stat.

The reason is those marketers often “pimp their list” out to others. It's a form of subscriber abuse in my opinion, but it's unfortunately very common, too. They promote anything that another marketer asks them to – regardless of whether it's beneficial to their subscribers.

You don't need to engage in back scratching.

Your list may grow slower than these people, but it will convert higher - think 35% instead of 3% - with almost no refunds, compared to their astronomical rate.

Now it *is* a good idea to do a list swap with another marketer under these conditions:

- Their product is relevant to the topic your subscribers signed up for
- It's priced right. Don't promote a \$5,000 course to a list made up of shoestring-budget newbies.
- You get something in return. Your benefit could be: monetary commission, a swap to help build your list, or even personal satisfaction of just recommending something to your followers that you know will help them!

Subscribers talk, believe it or not. There have been many marketers who have fallen out of favor with the public.

Have you heard of at least one marketer who put out a stellar product – something maybe you yourself bought and LOVED – only to be hit by recurring spam promotions on a day-in-day-out basis?

You may have opted out quickly – and that marketer lost his ability to recommend future products as an affiliate, or even his own stellar creations. What a waste!

Joint Ventures and Giveaways to Build Your Subscriber Numbers

It's great to have a growing list. No one's saying you should be content with a small list. It should be an on-going goal to expand your numbers, because it's smart marketing.

So how can you go about ethically and wisely growing your subscriber base using other marketers' existing lists?

First, only JV with people you admire. Chances are if you follow a certain marketer and feel they're worthy of *your* email address, then your list will feel the same.

Don't hesitate to ask your own list who *else* they follow. If you have several people email you back with a name – contact that marketer and tell them that they have a similar target audience and that you'd be interested in doing a list swap.

You need to realize not everyone treats their list as good as you will. So be cautious!

Should You Sell Your List?

As your list and reputation grow, you're going to be approached by other marketers who want to pay you cold, hard cash in order to promote a solo email to your list.

Remember when you had people sign up to your list initially? There was probably that little notice on the opt-in form that let the prospect know that their email was safe with you. They assume this means you won't spam them – and you won't sell their name and email address to anyone else.

And while you may not be handing over the information, accepting money for phony, fraudulent offers isn't much different.

They expect you to protect their best interests. So when a solo mailing offer comes to the table for your review, consider it carefully.

It's not about the money they're willing to pay you – it's about making sure the product or promotion is viable for your list and that the marketer isn't siphoning off names so he can mistreat them later.

Why Should a Visitor Opt In to Your List?

Your list is ready, but it's empty. Your goal is to fill it – but not with just anybody. You want communication with a ton of responsive, interested people in your particular niche market.

They're out there, searching on Google, looking for solutions to their problems – but when they land on your site, you need to understand - they don't know you.

As a marketer, you might not see any big deal in the volume of emails you get each day – spam or not. But the average person can freak out if the email volume gets to 10 per day – and if they receive a spam email, they might grab their pitchfork and head to the FBI's office.

So you have to understand their psyche and see where they're coming from so you can overcome their inherent objection to handing over their name and email address.

If you're not well-known in your niche, then it probably won't be enticing enough for you to just say, "Sign up for updates." You haven't proven yourself yet!

The first time you email them a welcome email – it should have a download link or first freebie of some sort in it. Remember what I said about first impressions?

This is make or break it time – the first instance where your subscriber is going to evaluate their decision to sign up to your list. If your offer is indeed valuable and worthy, it will allow them to exhale and breathe a sigh of relief.

If it's junk, they'll beat themselves up for trusting you – and make sure they unsubscribe and bad mouth you whenever your name is mentioned online again. So take your time and create something you are truly proud of.

Don't rush this process. Your reputation is at stake!

Let's go over a few options you have for creating an opt-in freebie. Just remember there's no right or perfect way to do this. If you can brainstorm something unique then go for it!

Set yourself apart!

Reports

Reports can be any length. You can write up a 3-page report or go all out with a 30 page report. It needs to be something relevant to what you want to teach as an authority figure.

If you're selling an eBook on dieting, for example, then you could do a free report on the dangers of yo-yo dieting, stressing the importance of finding a solution that works permanently.

It should either be a broad report about your niche as a whole, or a very narrow report. For example, let's say your diet eBook was about losing weight by cutting meat out of your diet.

Your free report could then be something very broad such as "Making the Switch to Vegetarianism Is Easy" with short broad tips on changing. Or, you could be very specific like this: "How a Vegetarian Diet Helps Your Body Process Insulin."

What if you're not a good writer?

Then find a report you can use for approximately \$1 per page. Or, find a great ghost writer to create a short report for you. This can be as few as 5 pages, but remember that it's your first impression, so don't skimp on your ghost writer.

Another good short report idea is to take an extract of your main eBook course and give it away as a sneak peek. In the sneak peek, you would link to the full course – maybe with a special discount coupon as a perk for being a subscriber!

As far as list building, your [TrafficWave Autoresponder](#) program can actually automatically move your free sneak-peek subscribers over to a buyers' list once they make a decision to purchase the course – which is GREAT because your messages go from being tailored to convert them into a sale, to messages that help them make the most of their purchase and their subscription to your messages.

eBooks

You don't have to skimp on content. You can give away an entire free eBook course if you want to! Let's take our diet topic as an example again. If you're selling an eBook called "Stick to Your Diet," then a great complement to that topic might be a "Stick to Your Exercise Program" eBook.

Even if the subscriber never buys your main course from you, you have the opportunity, in your free eBook giveaway, to include affiliate links to *other* people's products.

If you want to, you can also include a note in the freebie that your subscriber can feel free to give the eBook to others (as long as it all stays intact). This creates a viral selling tool for you.

eCourse of Free Lessons

A series offer is a big draw for subscribers. They love knowing they'll continue to get good tips and insight on a topic on an on-going basis. The great thing about this is, you can start it before your series is even finished being created.

You could put up an opt-in box promising a 6-week series, but just write the first one today. Then spend each week creating your new one. This takes the pressure off, but in the meantime, you don't have to put your list building efforts on hold.

If you're doing a free eCourse, it's okay to sell inside, but don't make the entire eCourse all about promotion. Have tons of value overflowing from it and a mere mention of sales during this initial series.

Some people will gladly skip the free series and move on to your paid program, so you definitely want to give them the chance to bypass it, but don't force it on them without doing what you promised in the your opt in form.

Interviews

You can create a really nice opt-in freebie without even really having to create much on your own! Who is an expert in your niche? It doesn't have to be someone who is a household name.

Find someone to interview (they'll love it because they get branding and exposure) and interview them one of three ways:

1. Conduct a video Skype interview where your subscribers can see both of you having a conversation.
2. Record a phone call between the two of you and offer it as a downloadable audio file.
3. Write up some questions and email the expert and let them fill in their answers, which you turn into a PDF file the subscriber can download!

You could even do a whole series of interviews for your opt-in freebie where each week they get to hear expert advice from another authority figure in their niche.

Ezines and Newsletters

Whether you call it an ezine or a newsletter, this type of opt-in freebie can gain you many subscribers. This isn't a solo email that goes out – it's a very small magazine of sorts.

You can do this in HTML or plain text, but make sure you have several different articles for the subscribers to read.

How often should you deliver an ezine newsletter? You can do it weekly, twice a month, or monthly. Some people have fewer editions, like once every six months, but that's really not a good way to build a following because they'll forget who you are during that lengthy timespan.

One important thing to remember – if you SAY it's going to be a weekly ezine, *then you need to deliver it weekly*. Don't be the type of marketer who comes up with excuse after excuse as to why your newsletter is late (once again). That's unprofessional.

With an ezine, you might deliver the entire contents right into their email, or simply send them a link to the ezine online. Either way, you can have sponsor ads inside where you charge a flat fee or earn a commission on all of the items sold to your list.

When you're creating a newsletter, it should be packed with information. This isn't a mass promo brochure – it's *news*. Have a nice mix if you plan on promoting.

The great thing about newsletters is that you don't have to create it all yourself. You can go out and find many fellow niche marketers who would love to have a spot in your ezine as an expert with an article presented to your readers.

Just make sure if you enlist the help of others, you have a deadline for them to submit their articles. Make it earlier than you truly need it, and have a backup article ready to fill in their spot if they don't deliver.

Here are some good ideas for newsletter content if you're coming up short:

- A Question and Answer "mailbag" type of section where you gather other people's questions and provide solutions to them. Start out on Yahoo answers or forums and then when people really start submitting questions to you directly, answer those instead.
- An interview of an expert – only in a smaller form than what we previously discussed.
- Your commentary on something related to your niche that was in the news.
- A review of a product in your niche – tangible or digital.
- Your own success story, or a highlighted feature of someone else's success each month.

Video Series

You don't have to do a text lesson series. You can use Camtasia (which I love and use often!) or a Flip or Kodak video camera to create a series of informative lessons. These do wonders for letting you list of subscribers get to know you better.

You can even do a video opt-in squeeze page where you're talking to them about why they should opt in to your list and what they'll get in return. You may want to have text options (like a transcript) for those who prefer to read.

Audio Series

Not everyone likes video or text. Some people prefer to download audio onto their MP3 player and listen to your presentation series while they multi-task. This would be perfect for a niche like spirituality, affirmations, or motivation. But you could technically use it in any niche market.

Tool

A free tool is a great unique freebie opt-in gift. You can have someone create a software tool for you on a site like Elance.com. Maybe it's a personalized calorie counter, or keyword search tool. Just make sure you brand it so they continue recognizing who it was from.

Webinar Recording

If you have a webinar, where you're either solo or with a guest on your show, then you can record it and provide a link to your new opt-ins where they can watch it.

If you don't have fancy webinar skills, go to Ustream.com and use your web video camera to hold and record the webinar. If you conduct a webinar without a list, try to see if another niche marketer wants to send an invite to their list for you (they'll look good providing free perks to their list and you get to record it – complete with audience interaction).

Promises

You want to get the opt-in form up, but you don't have any series or eBooks yet. That's okay! The time to start building is NOW. You can promise to provide free tips in your niche.

Start out with your welcome email and then build on it as you have time. There's no rigid schedule. Just know that the longer you stay out of touch, the more you're out of your readers' minds.

The squeeze page can say something simple, such as: "Sign up to receive free tips on how to save money!" And then you open up the possibilities as to how you want to present that information, using a combination of any or all of the previous items we've discussed.

Don't Let Fear Stop You From List Building

List building can be scary – you may worry your freebie isn't good enough or your emails aren't stunning. Just realize this stuff online isn't set in stone. It's not a permanent tattoo – you can alter it any time you wish. You can delete, add or change whatever you want to.

It's very different from offline marketers who typically use billboards or newspaper ads or even TV commercials to promote their items. Those things can't be changed on the fly, so you have a major perk using a list building system to develop a relationship with your customers.

Follow Up Versus Broadcast

Before we move forward with the technical steps of installing your opt-in box, I want to teach you about the different ways you can contact those subscribers who opt into your list.

There are two methods – **follow up and broadcast**.

A **follow up email** is one that you set up ahead of time. You may hear marketers refer to it as "dripping" information to your list.

Broadcast emails are those where you write up a message and blast it out to your subscribers. Only those on your list at that time would get the message. Others who

came later wouldn't see it, unlike a follow-up email series where everyone goes through the series in order.

You can use either of them, or a combination of both. Again, this is something that will have to suit your personal style. There's no one size fits all. I like to use a combination of follow-up and broadcast personally.

Writing a Series of Follow Up Emails

Follow up emails are handy since it works for you whenever you're busy doing other things. That said, there are some drawbacks to using follow up emails, too.

You can technically set up your email autoresponder system to be a follow up system from here to eternity for you. But it's hard to be timely with follow-ups. You might create an email on a new diet in the news, but 2 years down the road, it's hardly new – and yet your email says it is.

You might send out a follow-up email to someone recommending a product and later have people telling you that your link is broken. Follow-ups can be a pain to manage over a long period of time.

What I recommend is only putting emails in your follow up system that are **evergreen in nature**. This means it's generic enough to pass the test of time. You want there to be something communicating with your prospects when you're working on other things.

Some people have a set schedule for their outgoing emails and others sort of fly by the seat of their pants with it. You might choose every other Monday to offer a free gift, for example - or to only email out on Tuesdays and Fridays.

That's all up to you.

[TrafficWave](#) recommends follow up emails are a great place for you to talk about your products and services. You might create a series of FAQ you could go through in the follow-up emails – some of the most commonly asked questions you know they're wondering about.

Your follow up will always begin with your welcome email to your list. It will go out the same day the subscriber signs up. From that point on, schedule your follow-ups however you want the intervals to work.

Some people space them out evenly over time, and others do a series (such as 7 days in a row) and THEN space out the rest of the emails they provide.

Should you be selling in these emails?

You can – as long as it's evergreen and not a trendy item that you'll have to remember to back and edit out of your email campaign later. But don't be pushy about it. Sell with value built into your lesson.

Watch how you word things, too. Even if you foresee Google Plus as something that will be around for years, don't mention the "new Google +" because in 6 months it won't be so new and your subscribers might think you're behind the times.

Whenever you create a new follow up, click on the Test link after it's been saved and have it email you a copy. This way you can scan it for typos or other glaring errors to ensure it works well.

The Many Uses of Broadcast Emails

If you're in constant contact with your list, then you'll want to rely heavily on broadcast emails. If you have an evergreen idea, put it in follow-ups, but if it's something timely, like a new strategy or product announcement, go ahead and broadcast it out to your audience.

You can also broadcast emails when you have a sale going on, or you want to provide them with a coupon or there's a webinar they can attend that week. Sometimes your subscribers might get two emails in one day – a follow-up and a broadcast. This probably won't cost you many subscribers, as long as you're continuing to give a lot of value.

Where to Find More Ideas

Whether it's your blog or an email autoresponder, it's hard to find ideas when you're not readily full of a million things to share.

Here are some helpful hints;

- Start off with a question that makes them think about THEM.
- Give them some of your personal experiences.
- Bring it back to them by asking them another question.
- Teach them something or open their eyes to something.
- End with something motivational.

Whenever you're creating a follow up email series, you can also resort to the other tactics seen in this course – using keyword tools, spying on forum threads, using news media, searching in the table of content of books, etc.

Traffic and List Building

We always talked earlier about Joint Ventures and Giveaway events. Those are very popular forms of list building by leveraging existing lists already owned by *other* marketers.

What other avenues are there for you to drive targeted traffic to your blog or squeeze page?

First, it's always best to point people to the squeeze page. Because on a squeeze page, the visitor only has two options – sign up, or leave.

On a blog opt-in form, they could:

Sign up, or...

- Click on an photo or Advertisement
- Click on a banner ad for a spot you've sold directly
- Click on a text link you put in a blog post
- Read the blog and leave

You want more than that. You don't want them to just visit you and be tuned in for *one* day. You want to **capture their name and email address** so that you can contact them for weeks and months and years to come. That allows you to sell to them again and again rather than benefit from a one time small action like an ad click.

So here are some best practices where you'll be sending your traffic to your squeeze page, unless otherwise noted.

Word of Mouth

The number one best thing you can do is over-deliver to your list. This seems like a no-brainer, but you wouldn't believe how much people talk. You won't see people usually making their own blog posts about how wonderful you are.

But what will happen is, you'll see comments on other people's blogs from their followers telling who else they subscribe to – and *why*.

You want people bragging about you in blog comments, in forums, and in chat rooms when everyone is gabbing about who's doing what in your niche.

Article Marketing

Article marketing is done primarily for backlinks. But those articles tend to rank fairly high when you strategically craft them for search engine optimization because the sites are viewed as authority content sites (if they're created properly).

When you conduct article marketing campaigns, don't just link to an affiliate product, or even your own sales page!

Instead, link to your squeeze page, and alert the reader that he or she can continue gaining more knowledge by following the link to receive a freebie. Whenever you write your article, consider it a teaser for your freebie.

Give them enough information to be valuable and showcase your expertise, but leave out enough so that you can entice them to download your free gift to get the full details.

It still won't cost them anything, but then you'll have their name and email address so that you can contact them in the future. Start at a site like ezinearticles.com

Frequent Blogging

This is the one tactic where you're not sending people to a squeeze page – and in fact you're not *sending* them anywhere. You're *pulling* them in!

Nothing caters to Google's appetite more than a blog that's frequently updated. Now if you're passionate about your niche, this is easy to do. It's when you go into a niche just because someone said it might be profitable that you begin to struggle with what to write about.

Don't try so hard to utilize keywords to the max. Think about your readership above all else. And if you can squeeze in the keywords naturally here and there, do it.

Blogging will enable you to capture an audience who lands on your blog from a search engine (or a feed or recommendation from somewhere else).

Once there, make sure your opt-in form isn't buried where they can't see it. It should be at the very top of your blog – known as “**above the fold.**” That means they don't have to scroll to find it.

You might also want it to stand out. If your primary theme color is dark blue with a small hint of yellow, then you might make the border around your opt in form yellow, so that it's very noticeable.

Some people even have animated icons to bring attention to their opt-in form, like a waving hand or something fun that draws your eyes to that area. You might use an animated arrow, for example.

Look at this animated opt-in area:



As the series of images shows, first the graphic waves back and forth to get their attention. Then it points down to the opt-in area. And last it gives the visitor a big thumbs up.

Simple, but it effectively works to help the blogger get opt-ins from an otherwise busy area with many action options.

Video Marketing

Video marketing might seem like it makes you lose the ability to get a click through to your squeeze page, but it doesn't. In addition to being able to enter your hyperlink in the description area, there are some places where you can enter it right into the video itself.

Video marketing is powerful because so many people *aren't* doing it. Sure there are videos galore of cuddly kittens and bloopers (not to mention music videos), but many marketers are still sitting there paralyzed because they feel that video marketing has to be perfect.

You can do your video marketing two different ways. First, if you're scared of being on camera, try a tool like Camtasia. With this tool, you can capture the screen of your computer.

Or, invest in a very affordable mini video camera. You can set this up on a small tripod that costs about \$10-15 and record a video of yourself teaching a lesson or chatting to the audience in your niche.

Put your videos up on YouTube and make sure you use keywords in your title. Then embed the video and possibly make a transcription of it for your blog. Make sure your hyperlink is in there for the squeeze page!

The great thing about viral video sites is that others can take your video, embed it on *their* blog and present it to *their* traffic and *you* can get increased traffic and possible sign ups to your list just by being willing to share your lessons!

Web 2.0 Content Pages

There's a difference between web 2.0 content page and social marketing, so let's split those up and discuss the traffic possibilities that help you build your list.

Keep in mind that every web 2.0 site has different rules. Some allow minimal to no links, some let you use unlimited links. Some have topic rules, and some don't. It's your responsibility to check this out yourself *before* you waste your time building content there.

HubPages.com is a place to funnel traffic through to your squeeze page. They allow fewer links than others, but if you're able to set up a page that passes muster, it can help you achieve your list number goals.

Check out reddit.com, pocket.com for other places to post good content and links.

There are dozens upon dozens of web 2.0 sites where you can plant the seeds to grow your list. What's great about them is that they can technically help you dominate and control an entire first page of Google.

Usually, they only show about 2 links from the same domain on the first page, so your squeeze page and blog might be able to grab a #1 and #2 spot. But what about numbers 3-10? It would be nice to own those as well.

Social Marketing

Now this is a bit different from web 2.0 and content driven sites. With social marketing, you're sharing *you*. There are so many marketers doing this the wrong way.

They go on sites and spout of a sales pitch with a link stuck in there and expect it to convert. Doesn't happen for most people – not unless you're someone who has already built a fabulous reputation and can get away with that on occasion.

Here's a list of the best three social marketing sites you can use to drive traffic back to your squeeze page:

Twitter

Twitter is the easy route you have as a marketer trying to build a list. I highly suggest that you don't use that small space just to promote, or your following will never take off.

Instead, provide helpful free tips. Little one liners are easy and should be abundant. And every now and then, depending on how often you Tweet, include a link to your free opt in offer.

Here is an example of a Tweet day for someone who might be in the motivational niche:

1. Good morning, Tweople! Hope your day starts off amazing, because you deserve it!
2. Give your dreams another chance – you won't regret it!
3. You don't have to be the best to be fabulous!
4. My free gift to you – 101 Ways to Motivate Yourself at www.URL.com
5. You matter!
6. The real secret to success is positive thinking, so believe in you!

Out of about 6 Tweets, just one was promotional. And be sure to add some personal Tweets in there too so that your followers can get to know you. Something like this:

“My 4-yr old son just told me I was the most beautiful girl in the world! What an angel!”

That way you're sharing your life with your readers and they'll begin to trust what you have to say and feel as if a friend is making the recommendation, not just a marketer trying to push product.

FaceBook

You might be of the mindset that your **Facebook** is for close friends and family only. And if that's the case, there's nothing wrong with that! You can still use Facebook for your marketing traffic efforts – just create a Fan Page!

But if you have fans, you need to make sure they have something to be fans of, and that won't be marketing spiel after marketing spiel. They want to be fans of *you* and what you teach them, so be sure to share a little of both – lessons and personality.

Among your interaction with your Facebook friends and fans, you can certainly refer them to your squeeze page and sometimes you don't have to blatantly say, “sign up now!”

You can make a post that simply says, “Just released a special discount coupon to my list of subscribers for \$15 off my new product!” That will make other fans want to know where your opt-in box is.

Or talk about discussions you and your list are having, like this:

“Wow my latest blog post sure stirred up some emotions with my list of subscribers! We got some amazing discussions going once I emailed them with a controversial question.”

This piques their curiosity. People love to be members of a community, and if you can make your list appear to be a special tribe of like-minded individuals, it will lure more prospects to sign up.

Google Plus

Now *this* is a neat social marketing tool!

[Google Plus](#), or G+ as it's more commonly known, lets you separate your marketing into groups and it allows for all sorts of wonderful sharing opportunities.

You don't have to friend anyone here – you simply “circle” them. They can circle you, too. You can divide your circles up. So you can tailor your messages to those groups.

You can post videos, animated gifs, pictures, and text on G+. And if someone sees one of your posts that they like, they can simply click the “share” link and it'll share that creation of yours (with credit to you) to their circles they choose.

You should approach this the same as the others – part personality, part marketing. You don't want someone to stick you into their “spammer” circle.

Social Media platforms abound in the marketplace. Each has their place in the online marketing rank. My recommendation is to be very careful when spending money with any social media company unless you are very sure of what you are doing.

However, don't be scared to venture into even the small platforms. They may have very lax link and posting policies, allowing for you to insert your links to offers and landing capture pages. If you would like a list of some of the smaller platforms, just send me an email requesting this information.

For every social media site, whether large or small, **engagement is the key!** Nobody likes a spammy poster/marketer – someone who only posts their advertisements and offers. This gets boring and soon you may be totally ignored. Engaging with people on social media takes a lot of time, but in the end you will build profitable and rewarding relationships.

Dealing With People You DON'T Want on Your List

The Internet often creates what are commonly referred to as trolls. These are trouble makers who have nothing better to do in life than annoy others. Everyone has them – even the angelic marketers who do nothing wrong.

Now here's the deal with subscribers: You're paying for them. There are levels of payments and subscriptions. With **TrafficWave** you get the first month for free, and then it's \$17.95 a month for unlimited subscribers.

Now this troll follows you to every blog post you mentions and harasses you. He hits the reply button to argue with you about your email content. When you announce a new product, he buys instantly, downloads, and then asks for a refund 5 minutes later.

He needs to be unsubscribed and blocked from ever signing up to your list again.

Most autoresponders, like [TrafficWave](#), allows you to go into your back office and unsubscribe them and blacklist their email address so they can never sign up again.

Get them off your list! Because trust me – you'll have people who want to continue being a thorn in your side so they'll sweetly ask why they can't sign up and you'll go in manually adding them because you forgot how wretched they were 3 months ago!

Start Your List Building Journey Now!

Building a list is something that should be done from day 1. You don't wait until you're a success to start building it. People do that, worrying over whether anyone will agree that they have something worthy of sharing.

You start your list building set up before you begin social marketing. You do it before you create your first info product. It's the foundation for a profitable online business.

If you're scared of not having anything to say, then at least get the framework together so that you can be ready to send out messages as soon as your thoughts are gathered.

If money is an obstacle, that's still no excuse. [TrafficWave](#) is very affordable for almost anyone – and one of the most reliable companies in existence. But if bill collectors are at your door with pitchforks, go the free route.

I really love Email Marketing. It still has the highest return-on-investment (ROI) of any online marketing methods and strategies. I hope you'll find this out, as well.

I hope this quick training guide has helped you in some way. If you have any questions, please feel free to contact me: walter@walternigh.com Please check out my other online marketing training courses at: www.walternigh.com



Walter Nigh

Working Online since 2014