

LIST BUILDING PROFITS

**HOW TO BUILD UP YOUR
EMAIL LIST FOR PROFIT**

The Legal Stuff

Earnings Disclaimer

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You Need to Take Action

For any or all, of the teachings to be helpful, you need to work hard and take the required action. If you don't fully implement the system, it will not work for you, as it has for me. You, and only you can make this happen for YOU!

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INTRODUCTION

I have said many times that the most important thing you can do when you start an online business, is to begin building your own email list, as soon as you can. Many people (including myself) have left this way too long, and just keep putting it off.

The hardest part of building your list, especially when you are starting out, is getting enough people to your capture pages to optin. List Building and traffic generation go hand in hand.

However, it isn't enough to just build a list, you actually need your list to be 'like-minded' people, who are interested specifically in what you are offering. You also need to have several lists, segregated to your sub-niches and also segregated between freebie seekers and buyers.

Once you have lists of highly targeted responsive buyers, you are truly on your way to having a successful online business.

In this eBook, I will go over some of the older tactics that are not often mentioned these days, but also talk about some of the more current tactics. I'm going to talk about ones that work RIGHT NOW and how I'm using them TODAY.

What I'm going to share with you is not just the tactics themselves, but with some I'm going to point out to you, tactics have built me the most subscribers, for example, and which ones are working the best for me now.

It doesn't matter if it's on audio.

It doesn't matter if it's on video.

It doesn't matter if it's in a PDF.

It doesn't matter if someone is teaching it to you one-on-one over the phone or one-on-one through a webinar or through group coaching; it's all information, and this is the most powerful information, some of which I've not come across, anywhere recently online.

List building has been the key to my success over the years, although like too many would be marketers, it took me far too long to get started, and my income was badly affected by this. Finally, I did get started, and have never looked back, I have

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a lot of people to thank for that, but I mostly have to thank myself because I've gone out of my way to explore all of these realms of list building.

The first thing you need to know is that business and making sales depends on a continuous flow of fresh leads. You can't just set up an auto-responder, capture page, and drive a bit of traffic to it, you need to have an on-going and ever-increasing list building system.

What I mean is you want constant new leads coming in.

If I were you, I would start aiming to generate something like 250 subscribers per day. Once you have established this, move up to 500 per day. Whatever you are doing, make list building and professional email marketing your main focus, and set aside time every day for this.

You might be thinking, that's a lot of subscribers, or it's going to be too expensive.

Well, there are great paid lead sources; there are also very good free ones that you can use to build up your list to generate 250 or more subscribers per day.

Once you hit that first 250 subscribers per day, then it's all a matter of focusing on converting them into buyers, and then just doing the list building stuff you're doing over and over and over and getting the same results all the time.

Converting them is another thing and this report isn't going to be anything at all about converting leads into sales, it's all about generating on-going lead flow.

As I was telling you, I can't stress this enough that the bulk of your money that you make is going to come from the people who are the newest on your list. THE FRESHEST.

The older a lead gets, the less responsive they become, generally, especially if you are an affiliate marketer.

Now if you're a product creator and you do training classes and such, you may find that some of your older subscribers are the most profitable subscribers you have because they're your own customers who enroll in all of your classes. There truly isn't one rule that fits all.

See when you're a product creator, it seems to be easier to keep the retention of your list, I don't know the reason for this, but it does happen that way.

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I've found this to be true and that's one of the reasons why I'm starting to create more and more products now, although over the years I've been mainly just an affiliate.

However, product creation is not for everyone, and if you're not one, that is absolutely fine!

If you are only planning to be an affiliate marketer, again, your normal focus should be fresh leads and keeping your leads coming in on a daily basis, and it is probably more important for you.

If you are a product creator, you may not need as high of a lead flow, but why not do both? I strongly believe in the old "not all your eggs in one basket" saying.

Why not be a creator that keeps retouching the list and also generate 250 subscribers or more to your list?

Let's go ahead and get into this because I have tons and tons of list building methods and strategies to cover for you, in the following pages.



Method 1 – Your Own Blog

One way of list building is to using Content Marketing. The best way this is done these days is to have your own blog in your niche topic. Your blog should be set up as your home central, for the particular niche.

You should use this to get yourself known as someone who knows your subject, so you can build your Authority. Once you have positioned yourself as the person to go to, you will have people returning often for more of your information.

Set up the blog so it is clearly aimed at people interested in your niche. Post good quality content, frequently. Make sure you have an optin form visible and above the fold.

Make sure that you turn 'comments' on, so people can engage with you and your posts. Then be sure to respond to these comments in a timely manner, particularly when they include questions.

A good starting point is to have at least 10 quality posts, before you start promoting the blog.

Ensure that each post includes well-chosen keywords to help with your search engine ranking, and so people interested in your niche can find you. Keep your posts attractive to the eye, by including relevant images as well.

Mix up your content with some video or even audio posts as well. The best videos are ones that show you on camera, as this creates trust and authority very fast. If you are somewhat camera shy, you can just introduce the subject and what the video is about, then continue with slides or over-the-shoulder tutorials.

Other tips for the blog are:

-) Check spelling and grammar before making posts public
-) Post on social media as soon as a new post has been added, if nobody knows about, nobody will see it
-) Have Social Sharing buttons live on all posts, there are easy to use plugins for this and people do use them
-) Set up several categories and add the relevant categories to each post
-) WordPress is the most popular blog platform out there, by far. If you don't want to use WordPress, make sure you check out the platform you choose, for available themes and plugins, to do what you need
-) Have an 'About' page that tells a bit about you personally, your qualifications, and your experiences in that niche
-) Have Legal Pages on your blog, make sure you are covered, in regard to Privacy, Spam, Earnings Disclosures, etc.
-) Select a blog platform that you can install on your own hosting, with your own domain name. This is far more professional and will give you more control

Please note that blogging is a whole topic on it's own. I have covered the basics above, but if this is your first time, you need to learn a lot more before you will have it all correct.

Feel free to have a read through my blog at <http://petebentzen.com/blog> there are some informative posts on the subject, or go a step further and check out some of our tutorials on blogging listed on <http://petebentzen.com/products/>



Method 2 – Add a Nested Capture Page

This tactic will help with generating a lot more leads from your blog.

You take a blog and maybe your blog is generating 100, 200, 300 visitors per day because you're cranking fresh content out on a daily basis, or at least a few times a week.

Even if you don't try to target certain keywords on your site, it's pretty easy to start generating 200 to 300 visitors per day just by cranking out content and ranking it for long tail search terms without even trying to, and actually only doing it.

So, what you do is, you take your Capture page in your niche, and you nest it at the top and center of that blog.

Before they actually see the blog site at the top of the page, they should see your capture page as it is.

You can nest it up there using an image and an opt in box, if you want.

That's if you don't want the test of the Capture page to interfere with any other on page SEO that's happening.

You'll be surprised at the opt-in rate you can get from that.

Let's say your site isn't really an interactive site as much as you want it to be; it's really difficult to get a site with a lot of interactivity.

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Maybe your site just has a lot of traffic coming to it and doesn't really have people interacting, so it doesn't really matter if you put your Capture page up there or not.

One of the best ways to generate leads from a blog is to nest a Capture page front and center.

Another way is by using Robert Plank's WordPress Plug-Ins.

One is called Action Opt-In.

This is where you can put an opt-in bar on your side bar that you point to your optin form.

Once they opt-in to it, the form will disappear and say, "Thanks for subscribing," and keep the people on your blog, so they can keep reading.

One is Action Pop-Up, which is a fade in window that fades into your site and asks for the opt-in there in exchange for a freebie or whatever you're offering.

Another is Action Comments, which is where if someone comments on your blog, they check a check box and it automatically subscribes them to your list.

You can get all three, I believe, in one purchase from Robert Plank if you go to Actionoptin.com or search on Google for Action Opt-In and you'll probably find it.

He's always updating these.

Note: if you wish to use any type of plugins that have been around for a while, make sure they have been updated to be GDPR compliant. (New EU laws that come in during May 2018).



Method 3 – Share Your Posts on Social Media

This is a very simple addition, to generate more leads, almost without any additional work, once it's set up.

You will need to have accounts in several Social Media sites, start with the usual popular sites such as:

-) FaceBook
-) Twitter
-) Instagram
-) Google Plus
-) LinkedIn
-) And Instagram

Set up your accounts so your profiles are the same across the different sites. Include the same bio, the same photo of yourself, the same cover images, you get the idea. It's all about creating recognition and niche authority.

Spend some time on each site, adding content specific to your niche. You have to be social, but also include some valuable info. Then you need to build up your connections and followers and get them to engage with you.

Once you are established on the site, it's as simple as installing a sharing plugin on your blog, so all of your new posts are shared on the social media sites. Then also have a plugin with social buttons, making it easy for your visitors to share on their social media profiles.



Method 4 – Viral PDF Reports

The next tactic I want to talk about is using viral PDF reports.

So, let's say you write a little report that can be 3 to 5 pages long, as long as it's rock solid content; it's going to be for a free report, but you want it to be shared, so make it high quality with good value content. Then you export it as a PDF. Inside the PDF report, you want to say that this is free to distribute.

Also, inside the report, you want to have a link at the end that leads to your Capture page or include an entire ad that leads to your Capture page.

What I've found in the past is that other people started using my reports to build their lists with.

So, they would actually give my reports away to their Capture pages and I would generate those subscribers into my list, the ones who actually read the report and then clicked thru at the end.

The ones who read the reports and click through at the end and discovered you that way, end up being some of the highest quality leads you'll get because they're very highly targeted and you've got them on your list.

If you're not sure how to do this, you can go to OpenOffice online.

You can just type into Google, "OpenOffice" and download OpenOffice Writer.

You're going to open up OpenOffice Writer and write your report with it.

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It's similar to Microsoft Word, but free to download and use.

Once you are happy with your report, you can export as a PDF from inside OpenOffice.

Once you do that, you have the PDF ready to give away, and you have clickable links inside the PDF. Often these can be shared everywhere and become viral.

It's a little different than rebrandable reports.

If you have your own affiliate program, you can give affiliates a way to give cool content to their list and to promote you at the same time by offering a viral brandable rewritable report.

This is a little bit different, a little more simplistic, and if you give enough of these reports away that become viral reports, you may see them circulating all over the place and generating an ongoing stream of fresh leads, from all over the internet.

What could be easier than this?



Method 5 – Exit Pop-ups

Another way to add about 10% opt-in rate to any website you have is by adding an exit pop up script.

You've probably seen these and may even think they are pretty annoying.

You can get one at exitsplash.com.

What it will be is when someone tries to leave the page, a pop up will come up that says, "Here's a quick chance to get this freebie," or whatever ad you want there.

This can add 10% more opt-in rate to your page or to any website you send traffic to.

Actually, depending on how aggressive you want to be, you can have multiple exit pop ups that lead to different Capture pages.

What I've noticed is in the past, doing a very aggressive launch with a marketer and bartering leads, what I've decided to do with him because he wanted to go balls-to-the-wall, I decided that it would probably be most profitable to do a Capture page for one offer that pops up once.

If they don't take that offer, have a Capture page that pops up for another offer.

If they don't take that offer, then another Capture will pop up for another offer.

So it will be three Capture pages popping up in a row for different offers.

You will be surprised at how many leads that added onto the product launchers list.

Just think about this, the first Capture page pops up and they get 10% opt-in rate on that; they've just got 10% of the traffic to sign up on their list.

But if they don't take that, and another one pops up and they get 7% on that, well that's an extra 7% tacked on.

If they don't take that one though, and they see the third Capture page up, then maybe 5% tops into that list and all together you've got what, 22% of the people getting on your sales page or site opting into your list.

That's almost as good as a decent converting Capture page.

I'll take 22% from a lot of different ad sources depending on the source.

But I will tell you this, that I believe exit pop ups are getting less effective over time because they've been used so much.

It's similar to "ad blindness."

What will likely happen is that people will stop using exit pop ups and then wait a little while and then they will start using them again and they will be just as effective as they were before.

That's my prediction and that happens to a lot of things where trends and tactics come and go.

Tactics will be working well, then they stop working as well as they are and everyone stops using them and then someone starts using them again and talking about how profitable it is to use it and then everyone all of a sudden is using it again.



Method 6 – JV Giveaways

There are two main types of JV Giveaways that are great for adding a quick surge of subscribers to your lists:

Public Giveaways and Private Giveaways.

Public Giveaways have been around for a long time and not much has changed over this time. You can simply go to newjvgiveaways.com anytime you want and jump in on your choice of JV giveaways.

The main thing is to have a really good value giveaway and to make sure it is really strongly related to the niche that you are building your list in. Obviously, make sure the actual public giveaway is also related to the niche you are targeting.

The second type surfaced in 2011 and is something called the private giveaways.

There are a lot of little private giveaways taking place that you can be part of all over the internet.

You can go to people who are just as big as you are online, and even bigger, and start a private JV giveaway with them.

What I mean is you can get 5 to 10 or more people in on a private giveaway, where no one else can join and be a contributor.

This means that the people who are on there, who are contributors, are responsible for generating all the traffic to the giveaway and there is a WordPress plug-in that you can use to host your own private giveaways called WP Venture.

So, go do a search on Google for WP Venture and it's being sold on the Warrior Forum for chump change, as a Warrior Special Offer.

A giveaway is where a group of contributors come together and submit their gifts.

People who come and join the giveaway as members are going to opt in to different giveaways and this will add subscribers to your list.

If you've been around for a while, you no doubt know what JV giveaways are, and I'm not going to dwell on what JV giveaways are or how they can build good business for you because you can go to a place like newjvgiveaways.com and find out all you need to know about giveaways freely on the net.

But just the fact that I'm pointing you in that direction is pretty valuable because if you're just starting out and you have no money to spend on ads, getting giveaways is a really good way to start, because you can add that first 10, 50, 100 subscribers on your list fairly quickly.

Some of these giveaways get up to 30,000 subscribers joining; not to your list, but to the actual giveaway.

What happens is the host of the giveaway is going to get the most subscribers.

They're putting the giveaway with all the contributors and setting the dates, and then once the giveaway is live, all the contributors send traffic to the JV giveaway main page, but the host is going to get all the subscribers onto their list.

Then the member who just joined will probably see a one-time offer or some kind of offer before they go and see all the different gifts that that contributors have.

So, when you're a contributor and you promote one of these JV giveaways through your own link, you often make sales right there before they even get to the gifts.

That's one thing about it.

My point is if you're just starting out and you don't have much money to buy traffic, then this may be one that you want to master.

The truth is, if you became just a master of one of these methods, then you'll generate all the ads you'll ever need.

Let me say that again.

If you become the master of just one of these methods I'm going to share with you then you will generate all the leads you'll ever need.

So why not do something like JV giveaways?

You can do public ones, you can do private ones, and you can host ones and make the real money.

I've hosted a couple and that's where I generated the most leads.

You could generate 10,000 leads in one day, 20,000 leads in one day from contributors blasting traffic to your own giveaway.

So just think about that.

If you were to jump headfirst into the world of JV giveaways as a contributor to start off with, then one day you may be able to host your own JV giveaways.



Method 7 – Solo Ads

The next list building tactic I want to talk about is solo ads.

When I'm actively running solo ads, I'm usually able to generate hundreds of leads per day right now, this year.

This may change down the road, but as of right now, this year, solo ads are cheap, they're effective and very easy because you don't have to worry about landing page quality score or paying per click and keeping an eye on your ads ad paying by the click.

What you're getting is an ad that goes out to a subscriber list, so whenever you buy a solo ad; let's say you buy a solo ad for \$300 for 1,000 clicks to your site, you pay 30 cents per click to your site and you know exactly how many clicks are going to come to your site and the guy who sends you a solo ad sends an ad out to his email list, which recommends your freebie or your website.

So they're transferring their authority over to you, in a way, that's what makes it the most effective way of generating traffic right now, in my opinion.

Because the ads are still cheap, it's very effective for anybody who has the money to risk on it.

One place you can find a lot of great solo ad deals is by getting on Skype and talking to different solo ad sellers.

I realize it's not going to be easy just to find a solo ad seller, or any solo ad sellers if you have no clue about the world of solo ads right now, but once you find some solo ad sellers, you want to start connecting with them on Skype and getting into the world of solo ads because you can meet so many different solo ad sellers who will give you great deals on Skype that they don't give outside of Skype.

You can find solo ads at one place called soloaddirectory.com.

That's where I would go if I were going to go and look for solo ads right now.

The key to have profitable solo ads is your sales funnel.

You want to have the Capture page that generates the free leads, this gives away something of value, that relates specifically to your niche.

Then you have an upsell, which will be a one-time offer for something that's normally below the \$17 price point and then you want to have upsells from there, to help pay for your solo ads.

Now you may also want to promote things on the download page for your freebie that you're giving away.

A typical download page might have the free download promised, an unadvertised additional free download and then one or two related products that are low priced, but not free. These paid products can be your own products or affiliate products.

That way you can profit directly from the solo ad, or at least come close to breaking even before you earn from emailing the subscribers you get on your list.

Although many solo ads don't result in profits right up front, you should always make a profit on the backend directly from promoting to the subscribers you get.

That's something you have to think about and plan for.

A lot of businesses are willing to pay a lot of money upfront and even lose money on the front end, because they know they're going to make very good money on the backend, with their follow up marketing, which let's face it, is what email marketing is all about.

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Method 8 – Ad Swaps

So, let's move on to ad swaps.

Ad swaps are where you send out an ad to your list promoting someone else's capture page, or more specifically, promoting their free giveaway, and then someone else does the same for you, to their list.

So, it's similar to solo ads except for no one is buying anything; you're just trading off ads.

There are several sites you can join, where you can easily set these up, but the place where everybody seems to have moved to these days is called safe-swaps.com.

There used to be another site called IMadswaps.com, which was like an ad swap, but forum based.

There are other forums that kind of emerged in the last few years and they've pretty much slowed down because of safe-swaps.com.

You do need to be careful, as there are many people out there who are over-mailing their lists with ad swaps. This will eventually hurt your business, with increased unsubscribes, and much less responsive people left on your lists.

They're doing way more ad swaps so they're getting less responses from the people they rely on for their income.

The key to profiting from ad swaps is to do it less often, and to take the time to write your recommendation in your email. Often, a story about how the readers can benefit from the product you are promoting, works really well.

Don't ever promote an ad swap that you haven't checked out properly. I do this by

deciding on which offer I think will suit my list, go to the page and read it, then sign up, download the freebie, and check that as well. If it's not reasonable quality or a good fit to my list, I don't promote it.

On safe-swap.com there is a really good rating system, with feedback, good and bad, that is not editable. I do believe that you can judge which products to promote, based on this system.

So, if you've got a good capture page, you should start with ad swaps for this, and you can also do it for a good sales funnel.

Also, ad swaps are a great way to test your sales funnel before you start buying paid advertising, like solo ads or Facebook ads for traffic.

You're probably going to get lower quality leads from ad swaps than you will from solo ads, yet it's still a good indication of whether your sales funnel will convert traffic into sales, and that's what is necessary to profit with ad swaps, because you're not promoting anything that's going to be making money directly to your list; you're promoting someone else's squeeze page, so you're relying on the traffic coming from the JV partner's list to your sales funnel.

Think about how simple this method can be.

You put together a sales funnel, and you do ad swaps pointed to it.

You test and tweak your sales funnel every day that you've got ads in play, until you're converting at the maximum amount of visitors who land on your page.

For good conversions, make sure you always promote products that match your audience.



Method 9 – Forum Commenting

Our next method is something very popular for list building, it is an older method, not used as much these days, but it is still very effective. It is actually becoming more effective because less people are doing it.

The idea is to search out online forums that are closely related to your niche. They must be in your niche, or you will be totally wasting your time. They must also be active right now, or again you will waste your time.

All you need to do is search on Google or Bing, for “your niche” forums. Just replace “your niche” above with your actual niche. E.g. ‘dog training forums’ or ‘list building forums’.

Check out the forums, one by one, select say three to go to and see that they are active now. Make sure questions are being answered quickly, and that there are several fresh posts every day.

I would suggest you do it in lots of two or three forums, so you can keep up with being active yourself on all of them. Once you have gained some traction on these, find and join 2 or 3 more.

For each forum... Register to join the forum and confirm your email address.

Once confirmed, you can set up your profile with the basics, do write a short bio, this is important for your Authority on the subject. Choose a User Name, that is related to your niche. Place a link to your blog initially, but you can change this to your capture page a bit later, in the URL section of your profile signature. (Almost all forums will not allow you to post a link in any other way except in your profile signature – but that is fine as your Signature is displayed at the bottom of all your posts).

Once you are set up, you need to post answers to questions, valuable comments,

etc. for a week or two. The more help you can give, the more authority on the subject you can show, the more clicks you will get to your link.

Initially, your blog is the best place to send your clicks, it adds to your authority and will lead to more respect from other members. Obviously... you will have an optin form on your blog's first page, so you can capture some leads from the start. Later when you are fully established on that forum, you can send them straight to a relevant capture page, if you like.

One good forum to start with, if you are in the make money online niche, is the Warrior Forum. This has a huge following and there are quite a number of Newbie questions posted. However, be prepared for some flack. There are a lot of people on there with negative views, or who just like to pick holes in what others say. If you are really thin skinned, I suggest you be very careful about what you post and that you know your subject (which you should anyway).

Free WSO's:

There is another method that has been extremely successful for building many marketer's lists, for several years. Unfortunately, I decided not to include it as a main method, because the Warrior Forum is changing the WSO's to a new format completely and may or may not be viable after these changes. At the time I am writing this, the word is that the changed format will be effective from August 2018.

This is about giving away freebies on the Warrior Forum, which is at WarriorForum.com and WSO stands for Warrior Special Offers.

The way to do this, is to give away products that are of high value and strongly related to your niche, on the [Warrior Special Offers forum](#) set up so people who want your freebie have to give their email address in exchange.

Due to the upcoming changes, I won't go into details at this time.

However, people have added 100's of targeted subscribers to their lists per week, using this method, so I do recommend you do some research, to find out if this is a suitable method, when you read this eBook.



Method 10 – Tell-A-Friend Script

The Tell A Friend script sends an email to you (the owner), to the friend, and to the sender, all targeted to offer something special to the sender as a thank you for passing on the word. You should always give them a bonus download, as a bribe to give up their friend's info. Therefore, it pays to give something that will be seen as higher value than the original give-away.

The script is a PHP solution, so you have a couple files to upload, or install into your website code, depending on which one you choose to use.

You can search for scripts on Google, or take a look at the one I use at:

<http://script-smart.com/resources/tellafriend.html>

This one is a free download, of four files, with instructions to set it up correctly. It has been used for a long time, so we know it works well, and it is completely spam hijacking proof, so no spamming robots will hijack your form.

I think you have to be careful not to let others abuse your Tell-A-Friend script because they can go spamming all over the Internet with it, but I think the best practice for using a Tell-A-Friend script is to have it installed on your download page for your freebie that you just gave away.

You can say something like, "I'll give you this cool extra bonus (or free upgrade to what they just got from you) if you tell 3 friends about this," or "5 friends about this."

So, there will be a little form that they fill out and they'll type in the different email addresses, of their friends and when they hit submit it will send out an email message to all their friends, which will show as being from them. The email tells them to click the link, which you point at your Capture page.

It's really good traffic because they are endorsing you, to people who know them.

They are friends of friends recommending you to other friends to your site, which is better than running an ad on some site where no one knows you, no authority is being transferred to you, or no trust is being transferred to you.

So, you should be able to get really high quality and very targeted leads by using this method.

I have a strong feeling these will be used more and more, in the future.

They are one of the tactics that was used a lot years ago and then you didn't see them as much for a few years, but they are being used again now, they are starting to become popular again.

You can actually use the script anywhere inside your funnel, just don't overdo it, people will get sick of seeing them too many times.



Method 11 – Click Banking

This is a great method, when you have a small list started, but want to grow it fast. It works by partnering with other marketers in a closely related niche, where you each send emails to your own lists recommending the other partner's give-away, with a link to their capture page.

You should use a separate capture page, so you can track it accurately. You can just copy one that is working well and name it something that you will recognize as being for a specific campaign.

To get started, you contact other marketers, hopefully, with a large list that is already larger than your own. You say something like, "I will send you 100 clicks or 1,000 clicks over the course of this month (clicks mean visitors) and what you will do is return those clicks all at once as soon as I've completed my side."

So, the big marketer with the bigger list will give you a tracking link to use on all your emails for this campaign, where you are promoting his/her link to your list.

You'll work hard to build up your traffic to them through that link, and then when you're ready to cash in your clicks you go to them and say, "I'd like to request that you send my clicks, as I have completed sending yours" and then they send you clicks; the deal is pretty well always that they send you as many clicks as you have sent them. It is normal for the person who made the initial approach, to send theirs first.

This is very similar to ad swaps, but it works better for people with a small list, because you can just focus on sending traffic to one big marketer without having to set up all kinds of ad swap deals.

For example, if you have an email follow up series, the first couple of days of your email follow up series could be sending the new people on your list to another marketer who you are click banking with.

Now this is not always the greatest method for people who are product creators.

Just a comment: I don't think that ad swaps or click banking is a great idea for product creators because if you're sending people to a product you created yourself, then you are more likely to be earning well, from your own list by just promoting your own products.

If you're a product creator, you might want to just focus on some paid methods, but mostly concentrating on getting affiliates to promote your products. But that's just my opinion based on my own experiences.

As an affiliate marketer, who doesn't have a ton of products to promote to the list all month, who doesn't crank out many products, it's all about fresh lead flow, like I was saying in the beginning of this report.

Things like click banking and ad swaps can be the mother lode of free, fresh leads to build your list faster, once you have a small list established.



Method 12 – Q&A Sites

Question and Answer sites such as Quora, Yahoo Answers, etc. are a great place to get people to visit your sites and then onto your email list.

For this method, I will use Quora as my example, but it is the same process on any of these question and answer sites.

One of the great things I like about Quora is that the system is set up to make it easy to search for questions posted that are specifically in your niche topic. This helps you to stay niche specific and build your authority and your audience within your chosen target.

The first step is to build your own authority in your niche.

To achieve this, you want to set up your profile and particularly your 'Bio' about the real you, but concentrated on the niche you are targeting.

You should use the link to the home page of your niche blog, in your profile, and in the answers, you provide. This adds to your authority in your niche and also lets them know more about you, and why they should follow your advice.

A great way to move forward from that point, is to frequently post answers to questions that are very niche specific. The answers should be detailed and accurate.

The more answer posts you can give, the faster you will build your authority and more followers. Don't hesitate to go away and do a little research, so you can give a more specific and detailed answer. More value is always the key to more followers, more clicks to your blog and more people on your list.

List Building Profits

When you have established yourself on the particular site, you should start to promote with your answer posts. These posts should be longer, more detailed and include keywords related to the specific subject. You should also link to your blog within the text. Finish off with a strong call to action, asking them to visit your blog and specifically tell them to optin to your list for more information on the topic.

Again, once you are established with good authority on the topic, in a particular site, you will find this method sends a lot of highly targeted traffic, with high subscription rates.



Method 13 – Your Product Launches

Creating and launching your own information products, is one of the absolute best ways to not only build your list, but to build your 'Buyers List'. This is an important advantage, as buyers are who you really need!

Filling a list with email addresses is one thing, but filling a list with proven buyers, is your end goal. These are the people you can promote to over and over and your conversion rates will be much higher.

Many marketers will say that buyers are the only people to have on your lists, that freebie seekers are a waste of your time.

I disagree, my view is that all people who are targeted to your specific niche, should be on your list, and that you should then convert them to buyers. Not all of these people can be turned into buyers, but if you take the time to send emails that build K.L.T. (Know, Like Trust) with them, a large percentage will either become your customers, or at least become valuable followers who engage and actually help with your own authority and promotion.

However, I do absolutely agree that buyer lists should be separate lists and should always be treated with your highest respect. This is easily done by having them 'register' straight after a purchase and setting up your system to automatically unsubscribe them from the original (freebies) list, as soon as they are on the buyers list.

A good way to start out is by writing your own eBooks, include added value items, such as Check-lists, Mindmaps, etc.

List Building Profits

Products do not have to be eBooks, they can be video tutorials, software items, memberships, services, or anything that is selling in your specific niche.

When you have your product finished, launch it on the net. If you are in the make money online niche, you can launch on one of the marketplaces such as Warrior Forum (WSO), JVZoo, or ClickBank. Many other niches can also be launched on ClickBank, but the other two are pretty well just for the MMO niche.

While you are selling and making some income from these launches, always remember that your goal is still your buyers list, not the income. It is easy to lose site of this, when some money rolls in. So, you should be keeping your prices low, make sure your sales pages are top quality and your sales process is clear and easy to follow.

Always, encourage affiliates to promote your product to get much more traffic to your offer, this means offer generous commissions. It is quite common to give 100% commissions to affiliates on the front end.

If you need to make money in this process, do so by having upsell offers with lower commission rates for your affiliates, or simply by leaving this to your follow up emails to the list, which is your reason for building the list, in the first place.

As soon as your launch is done, you can keep sending some traffic to your product webpages, but also get moving on your next product. Most marketers who use this tactic will set up a schedule based on launching 3-4 products each year, on a regular basis. Others will make their products simple eBooks or memberships and launch much more frequently.

However, don't get caught up with product creation and launches, and let your email marketing drop off. You would be amazed at how often this actual happens. Make sure you keep your lists active and keep traffic from your lists flowing to your existing products.

In most cases you will take a while between launches, while you get your product created and all the sales pages, etc. This time should be used to promote other affiliate products. You need to make sales for people who are promoting your products (fair is fair) and you probably need an income between launches anyway. I certainly do!

Another tip... when you pick up affiliates to promote your launch, create a separate email list just for these people, then always send an email out to that list, with advanced notice of your next launch. It's a great idea to offer free review copies of

your product, so they can get a head start on preparations for promoting your launch. This has a huge impact on the effort they will put in for your launch. It's also gives you people you can ask for a testimonial, to put on your sales page, prior to your official launch.



Method 14 – Integrated Cross-Promotions

Another method I want to talk about for generating leads is using integrated cross-promotions.

I believe it was Mark Joyner who coined the term “integrated marketing”.

Well integrated cross-promotions are different kinds of cross promos that you have with your joint venture partners other than ad swaps, click banking, or anything like JV giveaways.

These are different because they are integrated into your marketing on autopilot, so you think about the different parts of your existing marketing systems that you can integrate some kind of joint venture link to.

For example, on your download page, you might have a banner or ad image that leads to one of your JV partner's Capture pages and they have the same for you on their download page.

That would be an example of an integrated cross-promotion.

So instead of monetizing that part of your download page with an offer, what you'll do is to have an integrated cross-promotion with one of your joint venture partners, such that there is nothing more to do, once set-up, but you both have on-going benefits from it.

Another way is to cross promote your joint venture partner, is in your scheduled follow up series emails.

So, in your email follow up series, maybe your fifth email in the follow up series will promote their Capture page and their fifth email in their follow up series will promote your Capture page.

Another way is through P.S.'s of your emails that you send out.

So, when you're sending out emails to your list anyway, you can help one of your joint venture partners by promoting their Capture page and they have to do the same for you, in the P.S. of their emails.

That gives you a couple examples of how to easily you can setup Integrated Cross-promotions. Think about the power of integrated cross-promotions, in other parts of your existing systems.

You're generating subscribers on autopilot by doing this.

You can actually add hundreds of subscribers per day and all on autopilot, by doing this with a number of joint venture partners rather than with just one, but just think about it; let's say you have 10 joint venture partners and you're going to do integrated joint venture cross-promotions with your follow up series of emails.

Say all 10 of you in all 10 of your first follow up series emails, you all promote each other, well visitors would be flying all over the place and going onto your list if you do that.

You do have to schedule these correctly, you can't over-promote to your lists and you also need your own promotions going out in your emails. So, make sure you plan before making too many commitments to your fellow marketers.



Method 15 – Affiliate List Cross-promotions

The last method that I want to tell you about, in list building tactics, is using affiliate list cross-promotions.

This one is very simple.

Let's say you have done a few launches of your own products and you've built an affiliate list, which is just a list of affiliates who promote your products as we mentioned above.

Well, what you do is you go to other product owners in related niches, who also have affiliate lists and you say, "I will tell my list of affiliates about your affiliate program, if you do the same for yours."

Then both of you, email your respective affiliate lists recommending the other. You might pick up some really good affiliates and this could lead to a large increase in traffic and sales on your next launch, and for all your future launches.

They should pick up a few new affiliates as well.

In this case you both gain, and the great thing is you are both getting new people on your buyers lists, and more sales at the same time.

This is one of those tactics that kind of makes you want to slap yourself on the back of the head, saying "why haven't I done this before?"

<< END >>