

List Building Done Right

Contents

Getting Started: The Tools You Need

Squeeze Page

Free Giveaway

Designing Your Squeeze Page

Writing Compelling Headlines

Calls to Action

Create Multiple Squeeze Pages

Split Testing Squeeze Pages

Using Word Press for Squeeze Pages

Auto Responder Account

List Segmenting

Setting Up an Email Broadcast Schedule

Test Email Subject Lines

Email Message Format

Click Tracking and Open Rates

Your Email Content

Your Newsletter Calendar

Launching Your List Building Campaign

JV Giveaways

Solo Ads

Ad Swaps

Click Banking

Video Marketing

PPV/CPV List building

Bartering For Leads

Your Own Affiliate Program

Exit Popups

Reverse Opt-in Form

Embedded Squeeze Page On Blog

Tell-A-Friend Script

Integrated Cross-Promotions

Viral PDF Reports

Article Marketing

Making Money with Email Campaigns

Conclusion

Getting Started: The Tools You Need

List building helps you connect with your audience. When you offer high-quality information on your website people will happily give you their contact details, and they'll be excited to receive your updates.

By building a list, you're beginning the process of converting prospects to paying customers. Constant communication, even through email, helps to build long-lasting relationships with your potential buyers.

You need the right tools to build a successful email marketing campaign. Here are some tools:

Squeeze Page

A squeeze page is a web page that offers visitors the chance to get valuable information – in exchange for your email address. Your squeeze page needs one goal... to compel the visitor to take action.

Squeeze pages usually give visitors two options. 1.) opt-in or 2.) close the window. (Unlike a landing page where you can continue to the main website.

A few things about squeeze pages:

Your call to action should be clear.

Clear CTA: "Click this button, enter your best email address, and you'll get _____"

Unclear CTA: "Click here to find out more!"

(This CTA doesn't offer a specific benefit and won't convert well.)

The other important element is the **quality of your giveaway.**

Evaluate what your market wants and needs. Create a useful product that solves your target audience's BIG problem.

Once you have your page and your offer ready to be shared you'll put your list(s) through a sales funnel. A sales funnel consists of three parts:

Squeeze page with an opt-in

High-quality offer / incentive

Follow up emails

Free Giveaway

Your squeeze page offer should be a high-quality giveaway. The offer should motivate site visitors to want to give their personal details in exchange for your offer. Make the offer fit the needs of most of your target audience instead of just a small group. This helps grow your list at a faster rate.

One idea for creating an offer is to see what popular books, workshops, or events are selling in your niche and create a smaller version of that. If competitors are successfully selling this topic, then your freebie should yield good results.

Here are some ideas for your FREE giveaways:

Report

EBook – short eBook or a free chapter of a longer version

Guide or Tutorial

Video Training

Free Trial or limited access to a membership program

Newsletter

Templates

Images

Audio interviews

The most successful giveaways are relevant and already in demand. If your goal is to sell an eBook, you could give away the first chapter for free. If you're selling a video course, you can offer the first module for a sneak peak. Samples let your audience get familiar with your point of view. This helps them make an informed choice about doing business with you.

If you're not able to create your own giveaway, find a freelancer. There are thousands of willing and able writers worldwide. Here are some sites where you can find a freelancer:

<http://www.UpWork.com>

<http://www.vWorker.com>

<http://www.freelancer.com>

<http://www.fiverr.com>

<http://www.Guru.com>

<http://www.Scriptlance.com>

Before hiring a freelancer, create a clear job description. List out all phases of the job, including deadlines and how many rounds of revisions you expect. Test a new freelancer with a small job. If you like their work, and they're a fit for your working style, then move forward with more projects.

Private Label Rights (PLR) products

A second option is to use **Private Label Rights (PLR) products**. If you use PLR, don't just copy and paste. Make sure you customize the material. Find ways to "make it your own." This way your audience can get familiar with your writing "voice."

Many companies sell PLR.

PLRBandit.com is one. You can find more PLR sites by searching Google for "PLR content."

No matter how you create your giveaway, it is an important step in building a strong relationship with your audience.

Designing Your Squeeze Page

Squeeze pages should be dynamic and attention grabbing. Visitors need motivation to share their personal information.

Writing Compelling Headlines

The squeeze page's headline is the first thing visitors will see. The headline should be written and designed in a way that keeps viewers attention and compels them to stay on your page. The headline font size should be considerably larger than the other text on the page. The **headline font color** should stand out. Red or blue work best for Internet copy.

Center your headline.

The message body should provide a **bulleted list of features and benefits**. The content should be concise. Your bullets should answer the question "What are the key takeaways I'll have from reading this report, (or watching this video)?"

If your squeeze page can't answer this key question, it won't convert.

The headline and the copy should work together to give only one way to access your freebie. Avoid adding other options like navigation, plugins, links to blog posts or articles.

Remember, the Squeeze Page is the first part of your sales funnel. Never give people a reason to leave your page.

Calls to Action

Clearly state the “ask” or call to action. Don’t assume people “know” what you want from them. The call to action should ask for an email address. To avoid any misunderstanding include specific instructions.

Be sure your “Button Copy” (the words on the click-thru button,) repeats the benefit of subscribing. “Yes, I want my free report now!” for example.

Send your visitors to a “thank you” page, and remind them to check their email and confirm the subscription. The confirmation page, like your squeeze page, should be clear, concise, and attractive.

Use graphics sparingly. You can find thousands of inexpensive or royalty-free photos and images online. Be sure not to use “stale” or overused graphics. Choose high-resolution graphics that don’t take away from the quality of your copy and offer.

Before launching

Before launching, enter your email to test your squeeze page. Make sure the confirmation and auto responder messages work. The user experience should be seamless.

If you get “stuck” on your squeeze page, find a successful squeeze page in your niche and “hack” it. Use the best elements and find a way to make it your own.

Create Multiple Squeeze Pages

Many marketers use multiple squeeze pages. This is a great way to increase your opt-in rates.

If you choose this option be sure to customize the first email in the sequence to match the new giveaway.

Split Testing Squeeze Pages

There is no way to accurately predict how visitors will respond to your giveaway. You’ll need to perform a split test. Use split tests for your squeeze page’s layout and design, the headline, and the giveaway. A great way to test your giveaways is to use the same layout with two different offers and send each to a different list segment.

You can also use Google’s Website Optimizer (<http://www.google.com/analytics/>), a free tool to run a split test on any website. To run the test, you’ll need a portion of the squeeze page's code. Enter this into your profile once you create a Google Analytics account. Google Analytics can track data about your website traffic.

Using WordPress for Squeeze Pages

WordPress (www.wordpress.org) is a great alternative to creating or editing HTML or CSS code. Using WordPress, you can set up a squeeze page and confirmation pages quickly. Visit WordPress' Plugin Directory to download an auto responder plugin.

You can find **easy to use Squeeze Page templates** on these sites:

www.aweber.com

www.leadpages.net

www.getresponse.com

www.unbounce.com

www.DexResponder.com

Some templates have space for video. Your video should have the same goal as your copy --- to get people to opt-in. Focus on the benefits and advantages of your offer.

Auto Responder Account

An auto responder account lets you create, customize and schedule unlimited emails. Popular services include Get Response, AWeber, MailChimp, Constant Contact and many others. Auto responder services give you the tools to target **interested customers with specific messages**. You can also customize your email's look and feel to match your personal brand.

List Segmenting

Segment by demographics, industry, who opens and downloads your content, buyer behavior, and even the weather. You can make sure your message reaches the right prospect at the right time by taking full advantage of your auto responder's segmenting features.

Setting Up an Email Broadcast Schedule

Create an email broadcast schedule to manage your marketing. Include a detailed plan for releasing new broadcasts and auto responder follow-up emails. Design a strategy to help you stay organized and consistent. Consistent messaging is key to maintaining buyer trust.

Your first email campaign should be a range of 6-10 emails. You can add additional emails once you get a feel for how your audience responds.

A sample schedule:

After a new subscriber joins your list, the follow-up emails will be released every 2-3 days.

Example:

Monday Free Report

Wednesday Free Article

Friday Promotional email

Monday Free article

Thursday Promotional email

Saturday Promotional email

Sunday No email

This schedule has a balance of promotional and informational emails. You're keeping them interested with valuable content, and occasionally offering a "soft sell." If you "hard-sell" in every email, your buyers could be turned off and opt out. The more value you add to your audience the more likely they are to stay on your list and buy.

Proofread your emails and check for a consistent tone of voice. You want your audience to get familiar with receiving emails from you and to ease into your style of writing. Keep a running list of any ideas you have for email content.

Testing Email Subject Lines

Test your subject lines using the same strategy you use to test squeeze pages. By performing a split test, you'll see which subject lines get a higher open rate. Sometimes a little change makes a huge difference in email opens.

Eventually you'll get a feel for what types of emails are most likely to get opened and convert over others. Avoid headlines that use "click bait" or scare tactics.

Email Message Format

Most email marketing software lets you send your message in HTML, plaintext or both. With plain or regular text, anyone can read your email. If your message uses graphics or video, use both HTML and plain text. This lets the viewer read your message even if their browser or device blocks graphics.

Click Tracking and Open Rates

Your auto responder software lets you see open rates and which links are clicked in your emails. This is a great tool for figuring out what works and doesn't work in your emails. And is great for split testing.

Your Email Content

Remember, each email is a representation of you and your company. Your email should be unique, informative, and compelling. Make sure readers understand the benefits and advantages of purchasing your product. Keep paragraphs short and concise.

Testing Your Email

Your email-marketing program will have an option to "send a test." Send a test email to friends to proofread and make sure all embedded links work.

Your Newsletter Calendar

Creating a newsletter calendar keeps your marketing organized, focused and consistent. You can send an email once per week, every other week or once a month. Think about your target market and their online behavior. How often do they check email?

What times of day? Test sending your emails on different days and times and compare results.

Launching Your List Building Campaign

Your squeeze page, auto responder information and email messages are ready to go out. Now it's time to put all the pieces together so once a site visitor opts-in they'll start receiving messages.

Here's the ideal auto responder sequence:

Visitor enters email address on your squeeze page.

Visitor confirms their subscription request.

Your auto responder sends a welcome email saying "thank you" and includes an attachment or link to your freebie.

Second email goes out three days after subscriber confirmation. Be sure to include more information, free content, or a second report.

Third email sends out seven days after sign up. This email is more promotional and gives your subscribers a reason to buy. This offer should include clear benefits and **compel the reader to pull out their credit card.**

Send the fourth email ten days after subscriber sign up. This email is more free content.

Subscribers need to “Know, Like and Trust” you before they’ll buy. Continuing this pattern is the perfect way to establish trust with your audience. Establish trust by sending free and useful content. The more valuable free information you give your audience the faster they’ll trust you (and buy)!

Some marketers take a more aggressive approach and “hard sell” with every email. This works for some audiences. As with everything in marketing you’ll need to test to see what works for your subscribers.

Use **compelling subject lines** to ensure email opens. The subject line needs to convey the benefit of opening the email. With that said don’t be afraid to test out new ideas and see what resonates with your readers.

JV Giveaways

A JV (joint venture) giveaway is an opportunity to grow your list by sharing another marketer’s free content with your audience. Your joint venture partner will share your freebie with his audience. This is a legal way of adding new subscribers without sending spam. Subscribers will join your list directly via the giveaway host.

New JV Giveaways (<http://www.newjvgiveaways.com>) and JV Giveaway Blog (<http://www.jvgiveawayblog.com>) are two sources to help you get your JV Giveaway program started.

JV partnerships are a cost effective way to build your list when starting out.

Solo Ads

Solo ads are a cheap way to build your list. They work because you don't need to pay per click and you don't need a landing page. A solo ad lets you buy the opportunity to send an offer to another marketer's list. In exchange for an upfront payment, they promote your offer.

You can find solo ad providers with a Google search, but it's best to **get referrals from reputable marketers and online forums**. Only buy solo ads from someone with stellar references.

Ad Swaps

Ad swaps offer another system where you can send another marketer's advertisement to your list, and they do the same for you. The ads, in this case, are each marketer's squeeze page. Ad swaps are similar to solo ads except no one is buying a list. You're only swapping ads.

Safe-Swaps (www.safe-swaps.com) is a resource to help you get started with ad swapping.

Click Banking

Click Banking is another low cost list building option. With Click Banking, you'll partner with a marketer who has a huge list and offer to build up 100 or 1000 clicks in one month. "Clicks" are the number of visitors you'll send. Once you reach a number of clicks promised, they will return the same amount to you. The marketer with the larger list will give you tracking and other data.

Video Marketing

YouTube and Vimeo make it easy to use the power of video to attract more attention and more traffic. With video marketing, you don't have to sit in front of a camera and ramble on about your product (though that is an option).

Create a slide presentation and upload your slides to the video. You can also have a static picture with audio playing over it. There are several ways you can use video to build your lists.

Another "giveaway" is free video training. "Click here for your free video training ... " get great opt-in rates.

Search engines love video! You will get more visitors with video on your site – as long as you are giving away relevant content.

The video should be clear, concise, attractive and well edited. For the most part, **keep your videos under 5 minutes to keep your audience's attention.**

If you have a longer video or tutorial, break the content up into several videos and add PDF guides or transcripts.

PPV/CPV List building

Another way to generate thousands of leads each day is through the Pay Per View or Cost Per View advertising model. An autopilot program can work for you while you're working on other aspects of your business. Sites like www.leadimpact.com are a great resource for pay per view advertising.

PPV advertising is similar to a pop-up ad. The PPV ads pop up on other marketers' websites. You can master the basics on how to get started with both PPV and CPV ads on the Contextual Marketing Community page (www.cpvden.com).

Bartering for Leads

Do you have anything worth bartering? If yes, then you may be able to generate leads in exchange for what you have to offer. Establish relationships with successful marketers in your field, and offer to teach their audience something new. In return they can mention you on their website, interview you on their podcast, and share your offer's link.

While bartering is completely free, **partnership should be win-win for everyone involved.**

Your Own Affiliate Program

You can establish your own affiliate marketing program. Affiliates (other marketers) only have one job, which is to promote your product. They can sell your product via their email lists or websites.

To get your program set up, you want to place a link on your website and on your product pages that say, "Sign up to promote my product." Services like Warrior Forum, JV Zoo, Zaxa, and Clickbank provide easy platforms for setting up your affiliate program.

There is a downside to using ClickBank's Marketplace. ClickBank takes a cut of your sales. You will want to keep this in mind when structuring your affiliate program.

Exit Popups

Have you ever been on a website and just before you're about to hit "exit" a popup opens up and asks a question or makes an offer? While you might think they're annoying, lots of marketers see as much as 10% increase in opt-in rates using exit popups.

There are several plugins for exit popups and sites like Exit Splash (www.exitsplash.com) can help you get started. The pop up doesn't have to make the same offer as the opt-in form when first visiting your site. It can be something completely different.

With pop-ups, you can make as many offers as you like. The goal is to get people to opt-in.

Reverse Opt-in Form

A reverse opt-in page is a page located between the sales page and the order page. When visitors click on "order now" or "add to cart" they're redirected to an opt-in form. Next you'll put something like "Step 1 of 2 of Order Confirmation". To move forward the buyer needs to enter name and email address. This way you have captured their information in case of "shopping cart abandonment."

Embedded Squeeze Page On Blog

Maybe you operate a blog and don't have a full website... you can still build your list. If you're writing consistent content on your blog, you may already see 100 to 300 visitors per day. On this same blog, you place your squeeze page at the top center and place your offer on your blog page. By placing your offer at the top of your blog, page visitors are seeing the opt-in option before getting to the content of the blog.

Tell-A-Friend Script

Sharing is a common practice online, but sometimes people have to be reminded. The "tell-a-friend" script is a great way to remind visitors. Some scripts are spam and junk emails. You want to be careful not to use language that would make your offer come across scammy.

The idea is to make an offer to one person in exchange for them sharing with 5 to 10 of their friends.

Integrated Cross-Promotions

An integrated cross-promotion is a list building model where you use different kinds of approaches to build your lists. So you use the combination of ad swaps, click banking, or JV giveaways to build one list. An example would be if your download page has a banner that leads to a JV partner's squeeze page and they are doing the same for you. You can also cross-promote different strategies in your email series. You can put offers in the body of your email or use the P.S. at the bottom of your email to send out offers to your list.

Viral PDF Reports

Make a short report (between 2 to 5 pages long) with great content. Send to your list. Include the link to your squeeze page at the end of the report. Encourage people to share the unchanged report on social media.

Article Marketing

Article marketing is a strong inbound marketing campaign strategy. By creating regular articles, you're attracting customers to your website with your content. As with everything you share with your readers, make sure your content is relevant and useful.

If you're not comfortable with writing, you can outsource this to a freelancer. You can find a freelancer on websites like www.guru.com, www.freelancer.com, and www.upwork.com. Before hiring a freelancer or writing an article on your own, lay out some topics and recurring themes. This will help you to position yourself as an expert in the field.

Start small by writing 3 to 5 articles per week. Remember you need to put out quality content if you want people to opt-in to your site.

Some Article Resources are:

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticlesBase.com>

<http://www.articlecube.com>

Making Money with Email Campaigns

Once you build your list, you can start monetizing.

Affiliate Products – Promote third party products and earn a commission when your subscribers sign up or purchase a product through your referral link. You can find products to refer in the ClickBank Marketplace.

Sell Advertising Space – You can sell ad space in your email campaign and on your blog. Make sure you have at least 1000 valid email subscribers on your list before you start looking for advertisers. You can find advertisers at Chitika (www.chitika.com).

Sell Private Label Rights (PLR) Content – PLR materials are products created by someone else and are now available for reselling. PLR items can be reports, articles, eBooks, or training. In some cases, the items may have been sold to more than one person, so you want to customize your PLR before you start selling to other marketers.

Create Your Own Products – Now that you have spent time getting to know your subscriber's needs and wants, you can create your products. Before creating your new product, send a small survey asking about challenges in your niche. Mine your survey responses for ideas.

Conclusion

List building and email marketing are fast and effective ways to build a new revenue stream and earn passive income. Treat your subscribers right and you'll gain their trust and business forever.