



# List Building Blueprint

**How To Build Massive,  
Profit Pulling Mailing Lists  
Without Spending A Dime!!!**

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# Quick Intro

We all hear how building a mailing list is one of the most important aspects of being successful online. Time and time again, day after day, we hear “The Money Is In The List.”

And you know what? That statement is 100% correctamundo.

So, if everyone keeps going on about building mailing lists and people keep asking “how do I start to build a mailing list” there obviously must be insufficient information on the market detailing how people can start, then grow their mailing lists.

There is also the million dollar question - “How do I get traffic to my squeeze page” to start building my lists?” Now, forgive me if I am wrong here, but this must also mean there is still a huge flaw in the information that is being sold and shared already.

Hence the reason for this report. As with everything I do and teach, there is work involved. If you still expect to grow your business by doing nothing then this report is not for you. If you are willing to follow what I discuss in this guide then I see no reason why you cannot build massive lists and make money off those lists whenever you need to.

Let me stress, it is NOT hard. **Nothing in Internet marketing is HARD.** It is merely time consuming and can be very mentally exhausting. Those who take the time to set up the systems will be more successful than those who do not.

**Because I got my first break through building a mailing list.** Using free traffic strategies I managed to drive massive traffic to my squeeze page and in my first week got a total of over 1500 names onto my list. These were CONFIRMED subscribers may I add.

So please, spare me the “it's too hard” speech because it simply is not hard. Everything can be broken down into manageable chunks and then pieced together like a jigsaw. Logic will win over anything in anything you do in life. This guide highlights the logic behind building huge mailing lists.

I was spurred to write this report after realizing just how easy it is to drive huge amounts of traffic to your squeeze page, convert them to subscribers and sell to them. Grab a coffee, sit back, relax and enjoy!

# Section One: First Things First!

Let's look at the Internet for a moment. The Internet is a *HUGE* place where information is sold and shared and where products are sold, advice given and questions answered.

Millions of people come online every single day looking for help with problems, looking to make a purchase and some just killing time. And thousands of people give these people the answers and solutions they want. Know what? Those are the people making all the money! Simple, right?

Before you decide on anything to do with building a list in a certain niche, it would be wise to carry out a few checks and tests to confirm that the market you wish to build a list and a business around will be worthwhile.

So how do you reach all these people who are surfing online everyday? Where do they go and look for information? How can you get them to look at your information? Why would they want to look at your information? What exactly is it they are looking for? What methods do you use to drive them to your squeeze page and get them on your list?

Once you figure this out, there is no reason why you cannot get these people into your funnel and make money from them for years to come. There is no reason why you cannot keep doing it until you get bored of doing it and there is no reason why it wont work.

How do you figure this out? Most people hate me for repeating this but there is simply no way around it. These two words form the cornerstone of **ANY** marketing campaign – be it email marketing, adwords, niche website content or article marketing....

## **MARKET RESEARCH.**

You simply need to find a market that is hungry for information and one that is spending or has the potential to spend money. If not, you will end up building squeeze pages and finding products to promote/create your own product when there is no market for that product!

Before researching in depth a market, you first must take note of that markets potential.

And it is here that the first mistake is usually made which brings me onto the first main point of this report. When doing research for a market to begin building a mailing list

in, the first thing I always look for is...

## >Longevity

Longevity means the length of time a particular situation will be around for. In terms of building mailing lists, I like to break it down into 3 main areas of longevity;

### 1) Short Term/Short Term

By short term/short term I simply mean that the market is made up of people with a short term problem and the market is short term in itself. A good example of a short term/short term market would be when a new product is released to the market. Take the PS3 for example. When it was released there was a massive number of people looking to buy a PS3. Once they bought a PS3 their problem was satisfied. Also, the demand for PS3's will decrease with time. Likewise with any cross sells such as accessories, games and so on.

So, the market is mad up of people with a short term problem in that they want a PS3. It is also a very short term market since the demand for a PS3 and any accessories will DECLINE with time.

### 2) Short Term/Long Term

By short term/long term I mean that the market is made up of people with a short term problem, once solved they leave the market, but there will always be people interested in this market.

A good example of a short term/long term market would be the health industry. For example, lets take the rather crude "genital warts" industry. A person with genital warts will look for a solution to their problem, find the solution and they would not be interested in any other products or services designed for getting rid of genital warts. There wouldn't be much else you could cross sell to them either.

BUT, there will always be a market with people looking for genital warts solutions and that is why I like to call it a long term market. In summary, a short term/long term market is one where the people who make the market up have a short term problem who will not be a part of that market in the long term. The market, on the other hand, will be around for the long term.

### 3) Long Term/Long Term

By long term/long term I mean the market is made up of people with a long term problem and the market itself is also very long term. A great example of a long term/long term market is hobbies and self improvement.

Take the knitting market for example. People within this market are keen knitters and usually have been for a very long time and will be for a very long time. So, they have a long term “problem” and the market is made up of people who will be around for a very long time.

Same with people who are interested in stamp collecting. Their long term problem is the desire to fill their stamp collecting needs and the market is long term because these stamp collectors are likely to be interested in stamp collecting for a very long time.

#### ***And the point in doing this is what exactly?***

If you stop and ask yourself for a moment the following question - “What market would I prefer to build a list in?” In fact - “What market would you prefer to build a business in?”

For me, I do not touch anything that is not a long term/long term market. Why not? Because it is much easier to make money in the long run in a market where there is long term stability.

Why would you build a mailing list around a short term/short term market? Sure you could make money from them for the one time sale but what then? Using the example above with the genital warts market, are you going to continually send promotions for genital warts cream to the same person forever even though the first product they bought was supposed to cure them of genital warts? Of course not!

In my opinion, there is no point concentrating on a short term market since there is no room to nurture your list into the people you want to be. People who will buy from you time and time again. People who trust your recommendations. You could spend time cross promoting and trying to sell them complimentary products but most of the time it is too time consuming and not as effective as offering them the products they really want.

That is why the first thing I do when I get an idea for a niche to build a mailing list in is to judge the longevity of the niche itself. Without longevity, your efforts are wasted. With longevity, things become much more easier. In fact, it becomes plain sailing!

If the market I am thinking of entering has passed my test of being a long term/long term market then I move on to the next step.

## >Spending Power

You obviously do not want to enter a market where no one spends any money, do you? For example; a market where by the products you are trying to sell are freely available in the open market or where by the people who make the market up are not “spenders”

A great example of the former would be the “recipe cookbook” market. Now, I am not saying people do not buy recipes online because they do. But, and I am sure even the most successful recipe sellers will tell you this too, it is much harder to sell something like recipes that is freely available on the Internet anyway than it is to sell something that is “rare”.

A superb example of the latter would be the mobile phone ringtones market. Again, I am not saying it is impossible to make money in this market but it is hard because the people that make it up are typically under 18 and have no credit card to join the subscription services. **Thus, their spending power is greatly reduced.**

So, the second thing you should do when performing market research is to determine whether or not the market spends money and how much they spend of it.

There are a variety of places you can find this information and it certainly need not be a long and laborious job doing so.

1. I always check <http://www.ebay.com> for starters. What I look for here is not only how many listings there are in the marketplace but also how many SHOPS there are on the subject. Sellers on eBay have the option of opening eBay shops to sell their products in and by doing so they are charged less for listing fees. It stands to reason that the more shops there are on a given subject and the bigger the shops are, the more people there are spending money in that market!
2. There is also eBay Pulse (<http://www.pulse.ebay.com>) where the items that are “hot” at the moment are displayed. This is really not much use for “list builders” since the products in here are mostly “fads” with no LONGEVITY. Still worth a browse just to see – lock the credit card away though as if you are anything like me you will buy one or two things when carrying out “market, cough, research!” :-)
3. You can also check on Paypal shops. At the bottom of the Paypal homepage there is a link to Paypal shops that not too many people know much about. On the same principles of how I check the eBay shops I do the same here.

4. Sponsored listings in the Search Engines. If you go to <http://www.google.com> and type in the name of the market you are researching and look down the right hand side you will see the sponsored results section. Here, advertisers are advertising products by paying Google a fee every time someone clicks their ads. Watch the ads closely for a couple of days to a week. If the same advertisers are there for any length of time and advertising to the people you want to reach then chances are these people are spending money!
5. Natural search engine results. Again, by doing a simple search on Google and instead of looking at the sponsored listings look at the natural results in the middle of the page. What is appearing under these search terms? Are people giving away what you are wanting to sell? If so, how are you going to sell it? This step is especially crucial in the information product markets.
6. Forums are also a great way of finding out what people are up to in a market. In terms of finding out a market's spending power, go to forums that are centered around the market you are looking to enter and look for posts discussing purchases and especially “the price of XXX is excellent/bad” posts and so on. If no one is talking about anything they bought then can you be certain that the market is actually buying anything?

By finding out the spending power and habits of the market you are researching you can decide there and then whether or not to pursue the market or to ditch it in favor of something else.

And once I have found out the spending power of the market, the next step I take is to look at the following....

## >Hot Buttons

If the market you are researching has passed the above two tests of being a long term/long term market with people spending money in it, then you know that there is potential for you to make money in it too!

The next thing I do is to work out exactly what it is that the market is hungry for. What are they spending their money on? What makes them spend their money? What “lingo” do they speak? And so on.

At first glance, this step may seem somewhat unnecessary but I assure you it is as vital as the above two steps – as you will see later on in the report. **Missing this part**

**will almost always mean failure so it is worth fully understanding it before moving on.**

I re visit the forums I used to determine if people were spending money. I look for the questions that keep coming up, the frustrations of the market and the lingo they speak.

Why do I do this? It's simple really – without a thorough understanding of what the market is looking for and how they converse my auto responder messages and broadcasts will not be pushing the correct emotional buttons.

For example. If I wanted to market to people who had “genital warts” I would obviously play on the fear of embarrassment and push that all through my sales messages.

If I were to market to people who wanted to make a living online, I would push the “work at home, lots of free time” factor throughout my sales messages.

A great way of finding what the fears and questions the market have is the **FAQ section** in the forums. In fact, this can sometimes be my only source of research as it can be so enlightening.

If a forum has a FAQ section, note down the questions and answers. You can then use these as the basis to market to these people through e-mail! You can set up an autoresponder sequence that goes out once a week for ten weeks with each e-mail answering one of the forum FAQ's! Or you can write a report that answers the FAQ's and give it away for free in order to build your list!

A lot of people ask why I always try and learn the lingo of the market. It is because I have found that by speaking their language, you are more likely to have them trust you and furthermore buy from you.

For example. If you were marketing a fishing ebook to fishermen it would not be wise to talk in a very serious, professional manner. It would be better to learn some of the buzzwords they use and include them in your messages. That way, they will trust you and see you as one of their own. This creates a more “open to buy” attitude resulting in more sales from your promotions.

A good piece of advice here is to get your pen and paper back out and write down the ten most frequently asked questions the market has. Also write down the ten most common used buzzwords and “terms of endearment” that the market uses to converse with one another.

When it comes to creating your e-mail messages you will have a ready made supply of ammunition to load up and fire out to your list. You will also know that you are speaking the language of the market and that will result in more trust.

To conclude this section, I will recap on the main points of carrying out effective market research with a view to building a large mailing list.

If the market has no **LONGEVITY**, it will be pretty hard to make a long term profit from it without working extremely hard to keep people interested. If the market is not **spending money** because either they do not have any money or because they can get everything you are selling them for free, then it will be very difficult to make any money from this market. And without knowing what **makes the market tick** and what the market like to spend their money on you will have no chance of selling them anything.

Before doing anything to do with building a list, the above steps should be carried out rigorously to ensure your up coming efforts will be worthwhile.

Once you have identified a long term/long term market that is spending money and you have found out what they like to buy you can safely say that by building a business/ mailing list in this market will be profitable.

However, it will only be profitable if you get your messages seen by the market, get as many people on your list as possible interested in your market and then promote products to them in a way that makes them want to buy from you.

I'll repeat what I said in the quick intro section – everything is pure logic. The steps outlined above are nothing but pure logic and once you understand the logic then repeating it over and over again will be easy!

This brings me on to the second point of this guide – traffic generation techniques that drive thousands of targeted visitors to your squeeze pages without costing you a dime.

## Section Two: Traffic, Traffic, Traffic...

The topic so many people struggle with the most. Getting traffic to your website or squeeze page is another vitally important aspect of building a mailing list.

HOWEVER, the problem so many people face is that they want instant traffic without paying for it. That rules out paying for traffic through PPC campaigns, e-zine advertising and press releases.

Having little money to invest in traffic does not have to be a bad situation to be in. As I say, I found myself in that situation and used free methods to drive traffic to my squeeze pages, convert it into sales and re invest that profit back into my business. In fact, I still rely mostly on free traffic generation strategies to this day.

Remember, when you drive traffic for free it is costing you nothing. Everything you make is PURE profit. The only expenditure is time which to be frank is something everyone has to put in regardless of how much money they make.

But time is not even a major factor using some of the methods I am going to show you now. The next part of this report discusses ways in which you can drive targeted traffic to your squeeze pages in DROVES – without spending a dime. I use every single one of these techniques and can guarantee that if you also use them as I explain then you will see massive traffic hitting your squeeze pages.

### **F\*R\*E\*E Traffic Generation Methods;**

People have this totally untrue notion that if traffic is free then it is going to take a lot of time to generate it in comparison to paid for traffic. People also believe that free traffic is not as “good” as paid for traffic probably because they need to justify their expenditure.

Well, I can honestly say that is not true and below are my top ways of driving MASSIVE amounts of targeted traffic to my squeeze pages every day.

### **>Forum Marketing**

Love it or hate it, forum marketing is probably one of the best ways to drive targeted traffic to your squeeze page.

As a Warrior, you will be well aware that almost everyone has a signature file that links to products they are selling. In fact, many very experienced Warriors have even stated

publicly that the Warrior forum is part of their business plan for driving traffic to websites and squeeze pages. Best of all, this traffic is usually laser targeted and VERY interested with what you have to say.

However, in non internet marketing markets, many forums are somewhat wary of allowing people to include signature links beneath their posts. If this is true for the market you want to build a list around then there is not much you can do about it to be honest. In your profile for the forum you may be able to link to your squeeze page which will drive some traffic to your squeeze pages.

Remember that the golden rule here is not to SPAM the crap out of forums or you will look like a desperate fool. Join in with debates, give advice and be a part of the community. Once you show that you are an authority then almost everyone who uses that forum will look out for your posts and then click your signature link. They will also sign up to your list to hear what you have to say to them.

## >Webmaster Interaction

Not too many people utilize this method and for that reason it still works extremely well – **especially in markets *other than the Internet Marketing / Home Business field.***

Let's say I was looking to build a nice targeted list around the topic of "bass fishing." One of the first things I would do would be to approach the webmasters of the top ranking websites in the natural listings and ask them to work with me. Note – it is easier than you might think to convince webmasters to work with you, as they are always looking to make some extra money for doing not very much!

I would type in "bass fishing" and contact the webmasters of the top websites and tell them they could make 50% of any sales generated for giving away a FREE ebook of value to their website visitors. An important note to make is that many of these webmasters have no idea about mailing lists and how you giving away a free ebook can grow your business. It is better kept that way!

So any time the web-master sends a visitor to your squeeze page who then signs up, CONFIRMS their subscription and purchases a one time offer/upsell, you pay the webmaster X% of the OTO price.

Simply having a link on the top ranking website for a market can drive thousands of people to your squeeze pages every day of the week. Plus, a nice side-effect is that every link from those top sites will increase the ranking at your site!

In the next chapter we will look at ways in which you can compensate webmasters for helping you out.

An even better way of doing this which takes away the need for tracking is to engage in a “I’ll scratch your back if you scratch mine” scenario. Contact the webmaster and offer them FREE advertising in your e-book in return for a link to your squeeze page. Mention that the guide will be going out to thousands of people who will be interested in his site and that it will bring him huge traffic. What webmaster would refuse this offer?

This method is my favorite way of driving traffic to my squeeze pages as it is easy, quick, free and VERY EFFECTIVE. To ensure the webmaster will work with you, make sure that you highlight all the benefits it will bring them for doing so!

## >Yahoo Groups

I really debated whether or not to include this method in this guide for two reasons. Firstly, it is so simple many people will question it's viability. Secondly, it can be a tad “SPAMMY” if you do not follow the steps I outline below. I don't want a huge number of people to start spamming Yahoo Groups as it would then deem this method ineffective.

For those who do not know too much about Yahoo Groups, I will give you a quick run down. Yahoo has groups on pretty much any subject in the world and some groups have over 50,000 members. These members exchange tips, advice and stories regarding the market they are in – much like a message board or forum does.

The appealing thing is that the messages people post to the groups are sent to the email inbox of the group members. So if a group has 50,000 members and one member posts a message – all 50,000 members get that message to their inbox. So, in effect, it is similar to having your very own e-mail list!

Before you dive in and find a group that relates to your market where you are building an email list and sending out a message with a link to your squeeze page, it is important to not that “SPAMMING” these people will get you no where.

Act like you would on a forum. Post tips and relevant information to the group for a while and build up trust. Once you have established yourself then send out a message to the group about the great ebook you are giving away. Rest assured you will notice massive opt ins and messages of thanks from group members who you have now got in your sales funnel.

Here are some important points to note in order to remain credible;

- 1) Build trust with the groups.
- 2) Post relevant info regularly.

- 3) THEN send a message about your free newsletter or giveaway.
- 4) Make sure to tell them they will also be on your newsletter.
- 5) Promote to them relevant products they will be interested in.

**\*\*\*DO NOT SPAM. SPAM WILL GET YOU NOWHERE. IT WILL BE MORE DETRIMENTAL TO YOUR BUSINESS IN THE LONG TERM.\*\*\***

A quick story about my experience with Yahoo Groups. I started with ZERO subscribers and ZERO money – with an Aweber account as my only marketing tool. I wanted to try a new niche I had no exposure to previously.

After setting up a quick site in that niche, I decided to join a Yahoo Group on the subject and interact for a while with the members. After a few weeks, I got to know what the problems these people had and wrote a quick report on them. I sent a message to the group with a link to my squeeze page where they could sign up for the free report and after two months I had over 5,000 subscribers and had made over \$900 in pure profit from One Time Offers alone.

As you can see, it can be very much worth it if you follow the above points.

Note – Many markets have hundreds of Yahoo Groups centered around them. Join them all and you now have even more traffic sources.

Note 2 – Google and MSN also have “groups” where the same principles apply!!!  
“Rinse and Repeat” springs to mind here :-)

Note 3: MySpace and Facebook also have “groups” where the same principles apply!!!  
“Rinse and Repeat” springs to mind here :-)

Again, no matter how tempted you feel to jump in and send the groups a message about a great free offer you have for them please refrain from doing this immediately as not only does it not work as well, it is downright SPAM in the extreme.

## >Article Writing

Yes, I know – SUPER BORING. Writing articles is not everyones cup of tea but it simply cannot be overlooked when trying to drive traffic to your squeeze pages as it is highly effective.

Internet Marketers preach that by writing articles you will be getting back links to your websites that will increase the search engine placements and thus visitors. By submitting lots of articles to different directories you will get thousands of back links. However, this only works if the websites that link back to you are relevant to what your

websites are all about.

A recent trend in article marketing – called the “bum marketing method” (<http://www.bummarketingmethod.com>) has taken the internet by storm. [I recommend everyone sign up for the bum marketing method and watch the email marketing masterclass of Travis Sago, the founder of BMM.]

Basically, by writing articles on low competition search terms that are searched on highly your articles can get high search engine placements, lots of traffic and ultimately lots of opt ins for your mailing list.

It is important to note, however, that you should post to article directories that have a good history with the search engines. If you were to post them on your own websites then you would get nowhere unless you already had a website that ranked well.

The best article directories to post to are the following...

<http://www.ezinearticles.com>  
<http://www.goarticles.com>  
<http://www.usfreeads.com>  
<http://www.squiddo.com>

The last two are not strictly article directories but work in much the same way and the search engines crawl them regularly. Using the techniques in the BMM your articles will rank highly in the search engines and you will start to get traffic to your squeeze pages.

It is important to note that you should only post one article to one directory to avoid the duplicate content penalty. If you post the same article to hundreds of directories the chances are none of them will rank highly. A good starting point is to take a few hours and write ten articles on low competition keywords and submit each one to an article directory. Within a week they will be indexed and ranked highly!

The key to article writing is to never give up no matter how bored you get. Keep posting articles and keep writing them and with time you will start getting traffic from all over the place. Websites will post your articles with a link to your squeeze page giving you even more free traffic. It really is a snowball effect so never give up writing articles as it really is an effective long term strategy.

**>Myspace**

Myspace is an excellent way to drive traffic to your squeeze pages. In fact, you can paste your autoresponder code into your homepage on Myspace and have an opt in form right there without even building a squeeze page!

You will see a lot of talk on Myspace marketing these days and people who use automated software to send out friend requests so they can send messages promoting affiliate products.

This is very different to that and I do not condone the use of automated software for this purpose – although if you want to use it then feel free to do so.

Anyway, by placing your autoresponder HTML on your Myspace profile you have another FREE source of traffic.

By following the points below, your opt ins will be increased significantly;

- 1) Build a profile and homepage that is RELEVANT to your market. (IE if you want people to join your dog training newsletter, make your profile relevant to dog training.)
- 2) Include your opt in box on your homepage.
- 3) Join the Myspace groups and forums for your market.
- 4) Post links back to your homepage.
- 5) Invite people interested in your market to be your “friend” and the chances they sign up will be high.
- 6) Count the opt ins!

Many people now use Myspace for this very purpose and see great results and there is no reason you cannot do the same!

When thinking about driving traffic to a squeeze page, it is wise to think of using as many different methods as possible and getting your link out to as many RELEVANT people as possible.

When you use multiple methods of traffic generation then you will notice your lists grow rapidly and consistently over time. Soon enough, you will have broken the elusive 10,000 subscriber barrier and it will be a case of onwards and upwards as you rinse and repeat in different markets. The sky really is the limit with this form of marketing!

The five methods used above are enough for anyone to build a mailing list of well over 10,000 people. In fact, you have probably heard people talking about them in the past.

However, most people only do one of the above and quit when it doesn't bring them 1,000 visitors a day. I cannot stress enough the need to utilize every method above

and keep doing it in order for the free traffic generation strategies to work.

In a later section I have included a worksheet for you to print and refer back to whenever you want to drive traffic for free. Follow those steps rigorously and there is no possible reason for failure.

The next logical step in the process of building a mailing list is to CONVERT the traffic you are sending to your squeeze page. I say “logical” because that is exactly what it is – you can use certain strategies that guarantee you will convert a high number of visitors into subscribers.

And that brings me on to section three – **Conversions**.

## Section Three: Conversions, Conversions, Conversions...

The first step in the process is to research a market and find a market that has both longevity and spending power whilst finding out exactly what it is that this market want.

The second step is to use the methods discussed in section two to drive traffic to your squeeze pages for free.

The third step to building huge mailing lists is to convert that traffic into opt ins so it is not wasted traffic.

**This is where finding out what the market really want starts to kick into full force.**

### >Communication

Let me tell you a little secret. My first attempt to build a mailing list was a grand failure because I missed this vital ingredient. Without revealing the niche, let's assume it was about stamp collecting.

I found stamp collecting to pass my initial tests of longevity and spending power so I built a squeeze page and used the above tactics to drive free traffic to my squeeze pages only to find that I was converting at a measly 1.8%. So for every 100 visitors only 1.8 of them opted in. The % who took the on time offer was also abysmal.( More on OTO's in the next section.)

Scratching my head for a few days, wondering why no one was opting in, I decided that something was wrong. It wasn't my initial thought that no one would give their email addresses up easily anymore either.

By visiting one forum I found my problem. I found these people wanted specific questions answered whilst I had been trying to give them an ebook about general stamp collecting. I read the forum FAQ's and jotted down the ten most FAQ's and wrote a report on them. I changed my squeeze page and made bullet points highlighting the fact that this ebook was answering these specific questions.

Once I did that, I started converting over 70% of visitors to opt ins. So now, for every 100 visitors more than 70 were opting in for the free ebook. What a difference!

By understanding what exactly triggered the emotions of the market and what problems they were having, I changed my conversion rate from 1.8% to over 70%.

The way in which I communicated with my visitors was vital.

**So, the first point and the most important point, is to build a squeeze page that will hit home with the problems facing your market.**

Secondly, in the first section I talked about the importance of “talking like the market talks.” On your squeeze page, you should strive to communicate with your visitors in a way that makes them feel like they are actually talking to a fellow enthusiast and more importantly a friend.

By finding out the language people in the market use you will increase opt ins immensely. For the record, I am not talking about country specific language here but instead about the way in which the people speak – the terms they use and how they use them.

For example, if I conveyed a message of satire on my squeeze page that had a purpose of getting stamp collectors onto my mailing list and used terms like “drunken stamp collecting for boring farts” then the chances are people would not be interested!

**The most important note to make here is that you simply must find out the main problems of the market and tell your market how you will help them solve their problems in a language that they can relate to.**

## **>The “Squeeze Page”**

For those that do not know, a squeeze page is simply a page that has one purpose – to squeeze the email address out of the visitor. Design a good squeeze page and you will see great results.

Don't worry if your web design skills are not up to scratch as you really only need to create a simple page with an opt in box.

However, it is vital to follow some points in order for your squeeze page to convert at a high level and I have tested and found the following to be the most important;

- 1) **Powerful headline.** A headline that hits the most important “hot button” of the market is always best. Couple this with a “scare tactic” to get them to read on. For example, if stamp collectors were frustrated at where to buy stamps I would write a headline like this..

**“Free report reveals how you can find any stamp you want at rock bottom prices. 12 Copies left then it will be pulled forever!”**

So, have told them that I will answer their most important question and coupled that will the scare tactic of only 12 copies being left. Wold you read on if you were a stamp collector with this frustration??

2) **Bullet Points.** Regardless of what anyone tells you, conveying your message in bullet point format is the best way to give your visitors the information they want. I always dive right into the bullet points and simply list the questions I answer in the report and tell them that I have solved that question. Underneath my headline, it would look something like this...

- The Frustration Of Finding Any Stamp You Want **Solved Instantly.**
- How To Ensure You Pay Rock Bottom Prices Every Time!

And so on depending on the number of frustrations and questions the market need solved.

This creates a sense of urgency and also a sense of relief that they have eventually found the answers to all their questions! Simply put, it is the best way to perk up the interest of the visitor.

3) **The Summary And Opt In.** Underneath the bullet point section of your squeeze page should be a brief summary of what it is exactly you are offering them to sign up for. Tell them exactly what it is so there are no nasty surprises once they sign up.

The summary should once again create a sense of urgency and scarcity to make the visitor sign up straight away without thinking twice.

The less the better in this section of your squeeze page although what you do say has significant bearings on your conversion rate so choose what you say very carefully.

Directly beneath the summary should be an opt in form that visitors enter their details into in order to get their report or sign up for your newsletter – or even both!

It is also best to have a mini headline above the opt in form such as the one below...

**“Yes, I Want My Free Report That Will Solve All My Stamp Collecting Frustrations Instantly!”**

And then simply place the opt in form below it.

An important point to consider here is to reiterate to the visitor that you will not SPAM them with junk messages and offers. After testing with and without a disclaimer I can safely say that having a disclaimer is better for conversions. Something along the lines of **“Your email address will never be sold, rented or shared and is safe with us.**

**You may unsubscribe at any time.”**

4) **The Layout of the Squeeze page.** There is a debate surfacing at the moment regarding the best layout for a squeeze page. Some people feel a straight down the middle page like the one explained above is the best way to go.

Many people, however, believe that everything should be “above the fold” so the visitor does not have to scroll down at all. Others feel having an opt in box on the right hand side of the page is more effective.

You then have people who are big on the new Web 2.0 phenomenon and think that by adding video or voice clips to the page will increase conversions. There are also people who believe that pictures and fancy colors help with conversions.

In my experience, I find the standard squeeze page I outlined above is the best. I have tested different layouts and found the “old school” page to be the best.

I cannot say which will work best for you as every market is different. It would be wise to carry out simple testing to find out if different layouts increase or decrease conversions.

If you are marketing to men, then obviously it wouldn't be wise to have a pink background with purple writing. Likewise, if you were marketing to pregnant women, black backgrounds would be inappropriate!

So, at the risk of sounding somewhat vague here, it is best to find out what works best for your market before deciding on a firm layout for your squeeze page.

In summary – there are certain variables that will increase conversions no matter what the layout of your squeeze page is. As explained above, **communication and language** are the most important aspects of converting visitors to subscribers. The layout is effectively used to tweak and try and “squeeze” as many subscribers as possible from your page.

## Section Four: What To Do With The Subscribers?

Okay, so now we have found a market that passes the initial tests and we have driven traffic using free methods to a squeeze page that conveys a message in the language of the market and we are getting a boat load of subscribers into our autoresponder.

What next? How do we make a profit from our subscribers and how do we keep them on our lists to make as much money as possible from them?

### >The One Time Offer

As an internet marketer, you will probably now be immune to the one time offer and more than likely just scroll down to the bottom and click “no thanks!”

However, people outside of the IM niche have probably never seen an OTO in the true sense of the word and are thus much more likely to at least read your offer.

Once someone gives you their email address it is important not to waste prime advertising space in the form of the “thank you” page. This is the page someone is sent to after entering their details.

Instead of just having a simple thank you page it is foolish not to redirect new subscribers straight to an OTO. **This is exactly how most previously unsuccessful people finally start to make money online.** It is an extremely effective way of making money from subscribers and also lets them know that you are not in this for mere pleasure alone!

Even if you have no product or service to offer, a simple redirect through your affiliate link to a sales page is better than nothing at all.

Setting up an OTO is very simple but it is important to take note of two points to get as much out of them as possible.

- 1) Confirmation – Firstly, let the subscriber know that they will receive their report as soon as they have confirmed their email address. This only applies if you are using “double opt in” which I always do personally. A good way of ensuring confirmation is to have a link to all the major email providers on the thank you page that open in new windows. Your number one goal, after all, is to get as many confirmed subscribers as possible!
- 2) The Offer – It doesn't even have to be a One-Time-Offer in the strict sense of the meaning. However, it would be wise to tell them that it is to create a sense of scarcity. As for the offer, you can send them straight through an affiliate link or to your own products sales page. However, if you are an affiliate, an even better

way is to create your OWN thank you page with details of how to confirm. Then tell them how much you value them as subscribers, let them know to contact you if they have any problems and then jump in with an offer of some sort. I always find the following works best..

“As a valued member of XXXXX, you now have the chance to join thousands of others who have taken this subscriber only offer. We have teamed up with XXXX and have created a special deal only for people who have read our report/part of our newsletter. It is our way of saying thanks! You can get 75% off of XXXXX at this special page just for you. Please do not share this link with anyone or we may have to pull future offers!”

[Click Here To Grab Your Special Offer](#)

So, instead of just having a standard thank you page with “return to previous page” on it, you should always take the time to create your own thank you page and use the two important points above.

Doing this will both INCREASE confirmations and INCREASE monetary earnings. By doing this one simple thing, I was able to start out making money online and expand from there.

It is my opinion that anyone willing to do the work can make money online and that there is simply no easier way of doing it that the way described in this report.

## >Follow Up Messages

Once you have someone in your autoresponder you now have the ability to follow up with them whenever you like. You can send out promotions or tips and ideas to your list to make even more money.

Now, many people may not agree with me here but I find this the most effective way of making money through email marketing; **Tell yourself that you are in BUSINESS and your primary objective is to make money.**

Do not be afraid to send out a promotion to your list and view unsubscribers as being good for your business. After all, if they unsubscribe it is highly unlikely they were ever going to buy anything from you.

When someone is afraid to send out a promotion, they avoid doing it and make less money into the bargain.

I, on the other hand, don't concern myself too much what the negative people on my list think about my messages. I know that some will be thankful for the information and offers I send and some will take offense at being marketed to in such a way. It is the latter that I want off of my mailing lists anyway!

Note – it **is** important to build up some form of rapport with your subscribers. After all, they would be much more open to buy from you if you deliver real value. However, I don't think they would be interested in what you did last night or that you missed the train and had to wait in the rain for 5 hours.

**So, your best bet is to leave out the sentiments altogether and concentrate on delivering value.**

Another point worth noting is that you can load your autoresponder with as many messages as you like to go out at set intervals. When someone joins your list, they start at message one and receive the rest at the intervals you set.

There are two things to now take into account when sending out messages to your list.

1) **Frequency.** How often to send out messages? Weekly? Bi Weekly? Monthly?

Answer? It depends.

I know, it seems like everything has no straight answer and just depends. Sadly, it does!

It depends on a variety of things. Did you tell them when they signed up how often you would send them offers? Did you tell them what days you would send out offers? And so on. If not, then it doesn't matter. If you did, then you must not stray from what you originally stated or you may seriously annoy some potential customers.

If you never stated a set frequency then you have more scope for creativity. However, if you send a message once a week, always send a message every week. If it is on a Saturday, always send a message on a Saturday.

That way, you are training your subscribers to expect messages from you on set days and at set times. Some of them may even look forward to your messages!

2) **Content.** What to include in messages? How to send a promotion?

This part can make or break your email list. I always give valuable content on a regular basis but I **include an offer in most emails**. This again trains your subscribers to expect valuable content as well as sales messages and offers!

Solo promotions always pull better than promotions mentioned at the end of a content based email. By solo promotions I mean you send an offer to purchase something with no other content. There are certain things that make a solo promotion pull in more sales than others.

First, be brief and let them see the link quickly. After all, the more people you get to click to the offer website, the more people who will buy what you have to offer. But don't be too brief! Write a story about your experience of the product/service and how you feel it could help the person. Tell them straight and don't beat around the bush. Then let the sales page do the talking as it is meant to!

All too often, people send out long winded email promos that people get bored of reading, delete the message and forget all about it.

People do not like to read things out of their email inbox and prefer reading off of a website. Get them to the sales page ASAP and more will buy!

One more thing I should mention. In addition to your pre-typed email follow-ups, which your autoresponder system sends automatically, you should occasionally send out a solo announcement. Solos are useful for announcing newly launched products or services of your own, or of other marketers in your niche, via an affiliate link of course. But don't overdo it with solos. One very couple weeks in addition to your regular follow-ups is OK, but any more than that and your readers could start feeling like a sales mark. You don't want that.

**One major tip here – always be relevant! Don't send a list of stamp collectors a promotion about model airplanes because not only will you look like a fool but you will have serial unsubscribers from potential customers.**

In summary, once you have driven the traffic to your website and converted them to subscribers it is now your aim to make as much money as possible from any subscriber. By including an offer on the thank you page you have an immediate chance to profit from each subscriber. Then, you can follow up with them for as long as they stay a subscriber.

Once again, everything you do here is PURE PROFIT. There is nothing better than setting up a system that works for you all the time in the background making you money. Many will argue that time is an expenditure but I tend to look at time as a necessity in anything you do. It may be an expenditure but if you use it as a way to make money then it is a much better expenditure than one that doesn't make money!

## Section Five: Your Worksheet

It would be a good idea to print the worksheet below so you can refer back to it every time you are thinking of starting a list.

Method	Instructions
Market Research	Find a <u>long term/long term</u> market with people who are spending money. Then find out what they are spending money on and how they communicate.
Traffic Generation	<ul style="list-style-type: none"> <li>• Write 10 articles according to the bum marketing method and post to directories. Join all Yahoo Groups on market and post valuable content before letting people know of your offer. Create a relevant Myspace profile and invite friends to check out your homepage with opt in form included. Join as many forums as possible and post 10 posts a day with link to squeeze page in signature.</li> </ul>
Squeeze Page Optimization	Create a headline that plays on major frustration of the market and create a sense of urgency. Bullet point all other frustrations and make aware you have solved them. Include opt in form and spam policy at bottom.
Opt In Conversion Testing	Test squeeze page against different layouts and color schemes to find best converting page.
Thank You Page	Remind people to confirm subscription. Make a “subscriber only” offer for them. Remind them to confirm subscription again.
Follow Up Messages	Decide when to send messages and how often. Stick to this rigorously. Alternate between content emails and offer emails. Promote only relevant offers.

## Section Six: Niche Case Study

I wanted to include this section in the guide to show you how I use the above tactics to build mailing lists in any market that I choose. The example is for this guide only so please do not share the links with anyone.

This example shows how I went from zero subscribers and zero money to having a list of well over 25,000 in this market.

The niche I chose was the common “scrapbooking” market.

Why? First, a couple friends of mine were into it, and since it is a long term/long term market with people who love scrapbooking and will continue to love it for a very long time, I knew I could help them. Scrapbooking people are obsessed with it!

Secondly, after researching through forums, ebay and so on I found that there was a massive amount of spending power in the market. They love to buy anything to do with scrapbooking and spend serious money on their hobby!

I then found out what made them buy what they bought. I used the techniques in this guide to figure out what drove them to scrapbook and how they conversed with one another. This step opened my eyes drastically as I originally **ASSUMED** they scrapbooked as they liked doing it. In fact, they were more interested in impressing friends and completing scrapbooks in quicker time than friends whilst making them look nicer!

So I built a squeeze page that hit the “hot buttons” of the market and used the tactics discussed in this guide to drive free traffic and increase conversions. The squeeze page can be found at the link below although it is on a different server for this example...

<http://www.listblueprint.info/example/scrapbooking.html>

If you analyze the squeeze page you will see I have used the techniques outlined above to optimize it. Once the visitor opted in, they were sent to this page...

<http://www.listblueprint.info/example/scrapbookingoffers.html>

This page was used to first remind the visitor to confirm their subscription and secondly to make an offer or two that was “subscriber only.” It was somewhat cheeky since I was only sending them through an affiliate link to a merchant sales page. However, it worked and what these people do not know will not hurt them. Some people will not agree with this method as it is slightly underhand so please do not do it

if you feel bad about it!

By doing this, a high % of visitors took the offer and almost everyone confirmed their subscription to the newsletter. Again, it is vital to get people to confirm if you are using double opt in since if they do not confirm you cannot send them any follow up messages.

The stats for this campaign were mind blowing for me. Within a month there were over 4,000 confirmed subscribers and over \$500 in sales from the thank you page alone. That, my friend, cannot be scoffed at and is one of the reasons I love building mailing lists!

To this date, that squeeze page continues to grow the list and make money from the thank you page and follow up messages.

As far as the traffic generating, I actually cheat a little bit since I use some of my profits to pay someone to write the articles for me and submit them to directories. It is a case of leveraging profits to create more profits and I suggest you do the same as well!

It allows me to concentrate on other markets and do exactly the same there!

Let me ask you a question to close this section.

**“Have you learned anything earth shattering in this guide that will help you build huge mailing lists that you desperately desire?”**

I believe some people will say “No, there is no ground breaking information that I have never tried before.”

So why is it that so many people simply cannot repeat these very same steps? I think it is because too many people want the easy road to success.

In fact, there are so many people that are an inch away from success and have missed just one tiny ingredient from this guide. They give up because it doesn't work first time around.

If that sounds like you then I guarantee if you look back over past failures then you will see you have missed one or more of the steps I have explained!

If you have never started a list building campaign before then you now know a way in which you cannot possibly fail.

# Conclusion

What I have revealed in this guide is a road map of how I went from zero subscribers and zero money to having mailing lists so big people think I'm some kind of expert on list building. I also make money from my lists daily and make more than a full time income doing so.

When you think of email marketing as just a small fish in the overall Internet Marketing arena you can start to imagine the huge potential lying in wait for you out there.

However, it won't come and find you! You will need to put in the grunt work to begin with and be prepared to fail on occasion in order to learn. By following the tips within this guide, you will succeed far more than you fail and you will avoid most of the major mistakes I made.

The following little diagram always helps me keep things in logical order and also in perspective.

**Market Research => Traffic Generation => Conversions => Follow Up**

Each part of that diagram is explained above and if you follow the steps outlined then there is no reason why you cannot be the proud owner of huge mailing lists that you created without spending a dime of your own money.

I sincerely hope you have now cracked the code of building a mailing list and realize that driving traffic to your squeeze pages is just a case of getting stuck in and spreading your link around in relevant places. The more relevant your subscribers, the more money you will make from them.

Once you have successfully applied these methods in one market then nothing is stopping you doing it in 100 different markets and having 100 different lists. Then, if you haven't already done so, you can finally wave goodbye to the boss and concentrate on your online business alone!!!

## ***Supplementary Section***

### **“To Double Opt In Or Not?”**

This is a common question that deserves a mention in this guide. Do you use double opt in or single opt in?

Personally, I usually stick with double opt in. Although you will have some unconfirmed leads that you cannot contact, the ones you do have are legitimate and you cannot be accused of spamming.

With single opt in everyone who signs up are automatically confirmed so you do not have the above problem. However, it leaves you wide open to spam complaints.

A good rule of thumb for this is to analyze the market.

If the market is not very computer literate and don't have a clue what “confirming” means then single opt in may work better. With all the problems getting email through spam filters these days, double opt-in means you'll get less subscribers. That's because some folks will never see the email containing the confirmation link!

So consider going with single opt-in for markets that are less computer savvy. An example would be the scrapbooking market that I use. With the “make money on the internet” crowd, double opt in is usually better. Almost everyone will confirm as they know the deal.

No matter which route you go, remember this:

Make your free offer irresistible. Make the people want to walk over broken glass to get their hands on your free ebook or newsletter. And let them see a special offer immediately upon signup, even if you want them to confirm their email.

