



LIST BUILDING PROFITS

**How To Build A Responsive List
And Profit Wildly From It**



Introduction

Hello and welcome to this training course on list building. If you're looking to build a long-term business that is profitable for years to come, then this is exactly the training you need.

Basically list building is the lifeblood of business success for anyone who is doing any kind of Internet marketing, but it's also the area that most people struggle with the most.

The problem with list building is that everybody wants a "big" list, and focuses only on getting more subscribers onto their list. But let's actually take a look at what a big list really is.

So what do you think a big, successful email list actually looks like?

Is it:

- a) A list of 100,000 people
- b) A list of 20,000 people
- c) A list of 500 people
- d) The size of the list is actually the least important factor

If you picked "d" you're already ahead of the game!

Here's the truth about list building; size does not matter.

There are marketers out there with lists of 20,000 and 30,000 subscribers who will consistently get 100s of sales from each promotional mailing, whereas others who have lists of well over 100,000 subscribers can barely make ten sales.

How could this be? *Why* does this happen?

It is because those successful list builders understand “big lists” differently than the people with 100,000 subscribers. That difference in their understanding allows them to treat their subscribers just a little bit differently. It shifts how they market to the people they are communicating with.

In short, successful list builders focus on *influence*, not numbers. Influence is the real marker of success. When we talk about influence as it pertains to list building, what we mean is:

- Are your subscribers reading your emails?
- Do they act on what you suggest?
- Do they care, at all, when your emails hit their box?
- Do they have credit cards and use them when you tell them to?

If you have influence with your followers, a list of 500 people can be more successful than that 100,000 subscriber guy who simply hammers his subscribers with offer...after offer...after offer.

If they check their open rates it's going to be pretty clear that very few subscribers are actually open their emails. What they are doing isn't marketing. They are simply throwing out spam, and waiting to see what sticks, even though it's spam-with-permission.

Real marketers are aware that the biggest key to success list building isn't the size of the list, but the influence they have on that list.

More specifically, it's the ability to continually provide solutions to problems their customers have. They are focused, 100%, in making sure every word they say or write to their customers is geared towards benefitting their customers in some way.

They are not resorting to hard sale tactics. They know that “hard selling” makes people tune them out. It makes people *run*. It makes them sound just a little bit sleazy. People aren't stupid.

Most marketers are just out to make a quick buck. They are hoping to press a button, send an email to 50,000 people and walk away with \$20,000 the next morning. It doesn't work that way.

You have to make a *connection* each time you communicate with your subscribers. You have to like them and make them like you. The way you do that is by giving away helpful, informative, valuable content that actually solves your subscribers' problems.

This is the whole goal of everything you are doing. The people who subscribe to your list do so because they want information.

So you need to find a way to earn their trust by giving them the high value information they are looking for, so you can sell to them in the future. In addition you've got to keep yourself at the top of their mind. Otherwise, when they are ready to buy, they're going to go looking for other solutions, spot another website, and buy from someone else.

You've likely heard this before; most customers require 7-12 exposures to your products or services before they're going to bother to make a purchase. They're going to need to hear from you perhaps a dozen times before they're going to take out that credit card for you. They need this much exposure, of course, because they do not trust you yet.

When your focus shifts from trying to make sales with each email you send, to actually trying to build trust and create a connection with your subscribers, what you're going to do is blow your sales numbers out of the water.

So focus on providing value, providing solutions to your subscribers rather than just milking them for dollars.

The Tools You Need To Succeed

Now, let's talk about some of the tools you're going to need to succeed with list building.

The very first thing that you're absolutely going to need is a good, reliable auto-responder service. There are many different auto-responder services out there, but you need to stay away from the free auto-responder services; you just never know how reliable they're going to be, so just don't risk it with your business.

I'm going to recommend two providers that I've personally used and that I personally endorse.

The first one that I'm going to recommend is AWeber. This is probably one of the most popular auto-responder services among Internet marketers, especially beginners, mainly because it's really easy to use and get started with. You can test AWeber out for the first month for just \$1, so it's really easy to get started with them.

The other auto-responder service I've used and recommend is GetResponse. They're very similar to Aweber in that they have a lot of the same features and allow you to do similar things. The advantage GetResponse has, pricing wise anyway, is that you can actually get started with them for free. Now the free trial has some limitations, but if you just want to test it out you can just signup and check it out.

Both services are reliable though, so whoever you go with really just comes down to personal preference. I do recommend though that whatever service you try, you really stick with, because it is sometimes a little difficult to switch between auto-responder providers. So, that's something for you to keep in mind.

Now, the next thing that you're going to need is you're going to need a good, reliable hosting provider. Once again, I don't recommend that you use a free hosting provider. You just never know what's going to happen with them. They're usually entirely advertising based so you just never know how reliable they're going to be.

And really, when it comes to your business you need to invest in solid tools for it to work properly over the long-term.

There are a lot of good hosting providers out there but there is only one can I highly recommend.

That's HostGator. They're a fantastic service, excellent customer support, excellent uptime. They have virtually no downtime. And like I said, their customer service is absolutely fantastic. I've never had any issues with their servers being down or anything like that, and any problems I've had with my websites, they've been able to fix for me in no time. They've got a few different plans available, but I recommend going with their Baby Plan. You get unlimited domains, unlimited disk space, and unlimited bandwidth. So I recommend them. They're also very affordable at about \$6 per month, so you've got no excuses for not investing in a good hosting provider like HostGator.

Now, the next thing that you're going to need is a domain name. Obviously this can be just about anything you want, but it should be something related to your niche and what you have to offer.

So let's say you're in the gardening niche and you want to build a list that gives out tips and ideas about gardening to your subscribers. A domain name you could go with is something like JohnsGardeningTips.com. Or if you have a specific offer you're giving away to build your list, for example a free report named "27 Tips To Gardening Success", then maybe a domain name such as 27GardeningTips.com would work well. It's completely up to you.

Just make sure the domain name is related to your niche and to your offer.

There's a few different places you can purchase a domain name from, the two I recommend are GoDaddy and NameCheap. They're really the only two places that I recommend you buy your domain names, because they have very good prices and they're very reliable. You can also search for coupons on Google for these two services, which will give you some discounts, so you end up paying less than \$10 for your domain name.

The next thing that you're going to need to start building your list is you're going to need a squeeze page. This is the page where you're going to send your visitors so they can sign up to your list.

You can make your own if you know HTML or you can make it easy on yourself and use a template, either a theme or plugin on WordPress, or an HTML template.

The easiest option is probably to get something for Wordpress, this allows you to not just build squeeze pages but also build out a full website as well.

A great option to do this is with Optimize Press. The great thing about this is that they let you build sales pages, squeeze pages, download pages, membership pages, everything. And it's all done within the Wordpress platform so it's easy to manage. It's a great tool, and if you're serious about building a long-term business it's also a tool that will serve you well as you continue to expand your business. You're going to be able to keep using it to build more squeeze pages, to sell your own products on sales pages and so much more. So it's definitely worth the investment.

Another option you have for building squeeze pages within Wordpress is WP Lead Gorilla. It isn't as comprehensive as Optimize

Press, in that it doesn't allow you to create sales pages and other pages, but what it does is it allows you to create some really, really cool-looking, modern-day squeeze pages. And these new style squeeze pages convert very well. I've had conversions of well over 50% on these types of squeeze pages, compared to something like 30% on regular squeeze pages you often see most marketers using. So this is also worth the investment if you want to use some of these high-converting, fresh-looking squeeze pages for your offers.

So those are some of the tools you'll need to be successful with list building, next we're going to take a look at the structure of your list building business, and more specifically your sales funnel.

Creating The Ultimate Sales Funnel

So once you've got your squeeze page setup, you also need to think about the rest of your sales funnel. It's not enough to just have a squeeze page up and think you're going to make a profit from selling random offers through your auto-responder emails. You need to think about the products and services you want to promote that are related to your free offer. This is how you maximize the profit potential of your list.

So many times I see people setup a squeeze page and just promote one product as an affiliate. They might have 5 or so emails, and that's it. Remember what we said earlier; subscribers usually need to be emailed 7-12 times before they will consider buying from you. So if you've only got a few emails in your campaign, it's just not going to get it done. Ideally you would have 7-12 emails that promote one offer, then another 7-12 promoting another offer after that, and then even more emails promoting more offers after that. And that would be a combination of emails that build trust, emails that provide high-value content, and sales emails. You need to be offering multiple products over multiple weeks to really get the most out of

your list. Remember this is for a long-term business, not something you're doing for some quick cash.

Now let's take a look at what the ultimate sales funnel should look like:

The first thing it all starts with is the squeeze page on the left. This is where you're going to be giving away a free offer – either a short 5 to 10 page report, or a short video – in exchange for the visitors name and email, or simply just their email. So they have to sign up with at least their email in order to get your free offer. Of course your free offer has to be high-quality, and it has to help solve a problem that the visitor is going through. You need to offer a solution to their problem. That's the incentive they have to sign up to your list. It doesn't matter if it's a report or a video or whatever, as long as it solves a problem for them.

So as soon as people enter their email address on the squeeze page and submit their information, they're going to be shown a One-Time Offer, or an OTO. This is a special sales page just for these subscribers that is going to offer them a special offer of some sort. It should be closely related to your free offer, but a lot more comprehensive. For example, if you have a free report that offers five tips to lose belly fat quickly, your one-time offer might be about how to lose 20 pounds in 3 weeks, or something like that. It builds on what the free offer provides, and provides even more information and more value. So it might be a video product that explains different diets and different exercise plans, if you're in the weight loss niche. Generally your OTO will cost between \$7-17. This is the first paid offer your subscribers are going to see from you so you want to make it affordable for most people.

Now if they don't purchase at this point, you then send them to a downsell offer, which is usually just a discounted version of your

OTO. So instead of charging \$17 for the OTO, you charge \$7 on the downsell for the same product. That's the easiest way to go about it.

But if they decide to purchase your OTO, you're going to send them to an upsell offer instead. This is another paid offer that is even more comprehensive than your OTO. Perhaps it's a coaching offer, or a service that's related to your OTO. It's also going to be more expensive, so if your OTO was \$17 your upsell might be \$67 or \$97 depending on what it is.

Of course all of these paid offers are optional for your subscriber. After the downsell and upsell offers, regardless of if they buy or not, they're still going to be sent to a download page where they can then get the free offer they initially signed up for.

So they download the report, but also, and more significantly, they're now on your email list, which is where the real marketers are separated from the amateurs. Well, at least where the profitable marketers are separated from the not-so-profitable marketers.

Remember what we talked about initially; you need to build a connection and a relationship with your subscribers. So throughout your emails you want to be telling your story, and building trust by providing even more great content and information. Then when you build up a solid amount of trust and rapport, you can also sprinkle some paid offers in there as well.

If your free content is great, and highly valuable to your subscribers, when you offer a paid product they're going to be thinking:

"If his free information is this good, his paid information is probably going to be 10-times better!"

And if your products are really good, then you're on the right track. You've created a subscriber who might actually be eager to hear

from you. So while your subscriber is hitting: delete, delete, delete on the emails of all those other marketers, he's stopping to read your emails, even if his day is busy and even if he doesn't normally read marketing emails.

He's reading you the same way he'd read an email from a good friend of his, because he now sees a good friend when he sees your name.

This allows you to continue to provide more great information for free, as well as to continue to promote more offers in the future, and we're not just talking about simply products. You should be promoting more of those as well, but you should eventually also promote your own membership sites, your own services and even your own coaching. These would be higher-paid offers, which are really going to ramp up your profits over time.

So you might end up having your own membership site that sells for \$47 per month, where members get your highest value information every month. Or you might even have your own coaching program for \$300 per month, where your clients get access to you over the phone or through email so you can personally help them with their specific problems.

These high-ticket offers are really the backbone of a profitable, long-term business. You're not going to make massive profits every month selling \$17 video courses, but you will see big profits selling \$300 coaching offers. Now you might not be in a position to be able to do that just yet, but it's definitely something to keep in mind down the track as you expand your sales funnel over time.

Choosing The Best Niches to Enter

All right, so we've gone through a lot of the background information you need to know to start building a list and actually profiting from it as well. Now let's start putting it all into place.

The first thing you need to do is to decide which niche you're going to focus on. Now, choosing the right niche really isn't that hard. All you really need to do is look for people that are desperate for help. A lot of marketers when they're just starting out they seem to spend way too much time trying to find that perfect niche when they really don't need to.

For this type of business model and the kind of sales funnel we spoke about earlier, there are really only three massively huge and desperate niches you should choose from. Those three niches are primarily: health, wealth, and relationships.

The reason why we want to focus on these niches is because they all have a lot of people who are looking for information, and who are looking for solutions to their problems. This allows us to properly execute that sales funnel we spoke about; there are a lot of different products (both free and paid) you can offer in these niches as there are a lot of other sub-niches within them as well.

Let's take a look at the health niche for example, and more specifically weight loss. If you were to focus solely on the weight loss niche you could easily create a funnel that looked like this: a free offer on how to lose weight; a One-Time Offer that explains the different exercises and diets that allow you to lose weight fast; an upsell that provides coaching or mentoring to someone who is trying to lose weight; a membership site that offers new exercises and new diet plans every month.

Then if that's your general weight loss list, you can also have multiple lists that targets specifically; weight loss for women, weight loss for men, weight loss after pregnancy, weight loss for people over 50. And you wouldn't need to drastically change your offers; you would just repurpose them to fit your specific target demographic each time.

The same applies to any other sub-niche within the health niche, and within the wealth and relationships niches. You could have a range of products and offers specifically targeting different demographics within those niches.

One thing you can do is to head over to the Clickbank Marketplace and just check out the most popular products on offer there, and also the specific categories they target.

So instead of going to one of the categories in the marketplace, just do a blank search and see what comes up. You'll see that the almost all of the 50 most popular products being sold are within those three massive niches.

There are dating guides for men, fat loss courses, dating guides for women, how to make money with surveys, how to transform your body (which is about weight loss), more diet and weight loss products, how to build more muscle, how to text your ex back, how to make money online...and on and on and on.

These three niches are massive! There are so many opportunities within them that you really need to stick to one of these niches if you want to build a responsive list you can continue to build your business with over the long term.

There is massive demand within these niches for solutions to problems, and you need to be someone who provides them with

those solutions. They want your help, and as the Clickbank marketplace shows they're willing to pay for that help.

As long as you stick with one of these niches you're not going to have any issues with getting people onto your list; they're massive markets with massive demand. So choose one of these niches and stick with it.

Putting Together A High-Quality Free Offer

All right, now let's talk about putting together your free offer.

What you want to do with your free offer is make it so valuable and jam packed with information, that even a reasonable person would pay for. But you're giving it away for free. It's all about reciprocity and building trust, remember?

Now what should your offer be? Something short and sharp, something valuable, and something with no fluff. So if you're in the Internet marketing niche, maybe it's; how to create a squeeze page, or how to make an opt-in form, or 5 tips to get your site ranked high on Google, or the top 10 ways to drive traffic to your site.

Something that is short enough to digest in a small amount of time, something that's easy enough to create, but also something that provides a lot of value to the subscriber.

Now, your free offer doesn't have to be long or complicated. A simple 5 to 10 page report or a short five minute video is enough to go through the tips you want to reveal. The most important thing to keep in mind is that what you're promising on the squeeze page, what you're promising in your advertising, that's what you're actually delivering.

To create a report that you can give away, what you want to do is use something like Microsoft Word, or Open Office, to type it out. Don't just create a massive block of text though; have a cover page with the title of your report, have a short introduction, then outline your tips or your secret or whatever the main topic of your report is, then finally have a conclusion. Use headlines, subheadlines, include images, anything you can to make it look good.

When you're done you should convert it into PDF format. Both Word and Open Office allow you to do this. Don't pass along your document files to anybody. When someone subscribes to your list you should be sending them the PDF files, not your actual Word document.

If you're going to create videos instead you can use something like CamStudio, which is a free piece of software that allows you to record screen capture videos. So you can prepare a slideshow first, and on each slide is one of your tips. When you use CamStudio, you can record your screen as you go through the slides. The great thing about this is you can also record yourself talking and explaining the tips on the slideshow as you're recording. Then you can save what you recorded as a video and send that to your subscribers when they signup to your list.

So those are two pretty easy ways to create your own free offer. You just need to take a bit of time to prepare what you're going to offer and what you're going to cover in your offer. Once you know what your offer is, just go ahead and get the report or video done.

How To Craft A High-Converting Squeeze Page

Once you've created your free offer, it's time to move onto creating your squeeze page.

Before you do anything, you have to understand this; your squeeze page has only one purpose and one purpose only, and that's to get visitors to submit their email address in exchange for some information or resources. That's it.

And to do that, the very first thing that you need is a strong headline. The headline is the first thing visitors will see, and it's within those first few seconds of seeing it that they will make a decision as to whether or not they're going to stick around on the page and submit their email. So it's got to be good, it's got to be strong, and it's got to be enticing.

I've noticed that some of the absolute, very best headlines that I've seen and that I've used are going to either; solve a problem, offer some sort of solution, make a promise, cause some sort of controversy, peak curiosity, or make some sort of enormous claim. It's very important that your headline does one of those as well. That's why the headline is always also going to be the largest text. It has to stand out from everything else.

After the headline, you can simply have a subheadline, maybe some bullet points, a strong call to action, then the opt-in form. But not all of that is necessary. Some of my absolute best performing squeeze pages are nothing more than a headline, a strong call to action, and an opt-in form.

Here are a couple of examples of squeeze pages that have converted well for me.

As you can see there's a strong headline, it stands out from the rest of the page so as soon as the visitor hits the squeeze page that's the first thing they see. And the headline is providing a solution to their problem. You have to think about the people who are landing on these pages; they've got some kind of problem that they want to find a solution for. The headline, if it's a good one, will immediately tell them that you've got a solution to that specific problem. So it gets their attention right away.

Then there's a strong call to action telling them exactly what they need to do; "enter your email below." So when they see that they're thinking; "OK, they've got a solution to my problem, and to get that solution all I have to do is enter my email."

It's very important to have a strong call to action. You need to tell visitors exactly what they need to do to get the information they're looking for.

So let's take a look at another squeeze page. Again we've just got the most important elements on the page. We have our headline that stands out. Under our headline, we've just got a strong call to action, but you can also include things like a subheadline, maybe a couple of bullet points, or maybe just a strong call to action like I have right here. In the headline you need to tell them exactly what they're going to get: so here it's a free report, and you can use the same kind of structure for your headline, regardless of what niche you're in:

Free Report Reveals...

"The 5 Super Foods That Let You Lose Weight Fast!"

Free Video Reveals...

"3 Easy Ways To Date More Women!"

Whatever your free offer is about, you need to mention it in the headline, and you need to let them know that you've got a solution to whatever problem they're dealing with. Now you're not going to solve all their problems with your free offer – that's what your one-time offer and upsells are for – but you're going to help them solve a specific problem with your free offer. And you need to let them know that you can solve that specific problem in the headline.

So then the call to action tells them that if they want this solution, all they have to do is enter their email below to fix that problem now.

It's pretty simple, but it's very effective, and that's exactly how your squeeze pages should be as well; straight to the point and hard-hitting.

Tell them what they're going to discover, and tell them exactly how they can get it. That's it. Remember the only purpose a squeeze page has is to get people to enter their emails into the opt-in form and click on the button. So just get right to it and get them onto your list.

If you end up using one of the tools we mentioned earlier – Optimize Press or WP Lead Gorilla – it's really easy to setup a squeeze page that converts a lot of visitors to subscribers. You don't need to know anything technical, you just choose the type of design you want, then enter your headline and other text. It's really easy and you should be able to get your own squeeze page setup relatively quickly.

How To Build Your One-Time Offer

So once you've created your squeeze page it's time to put together your one-time offer. It's basically a more comprehensive offer that subscribers get right after they opt-in to your squeeze page.

Let's take a look at our funnel again. What we've already created is the squeeze page, which is the first part of the funnel on the left. That's where we have our free offer, and then when somebody opts-in to your list, they're going to immediately be shown the OTO page. That's the first thing that they're going to see after they opt-in to your list. That's very important. They need to see some sort of special offer right after they've taken some action.

This product needs to be in the same niche and closely related to what they just opted in to. If you are giving away a report on how to grow tomatoes quickly, then you want to make sure that your OTO is going to be related to gardening. Now, that's not a niche that I recommend you go into, but make sure that it's very, very tailored to what they just opted in to.

Your OTO needs to be a product that you have created or a very high-quality PLR product. You really should not be using an affiliate offer here. You want to have your own product. Now, if you are going to use PLR, and I wholeheartedly recommend using PLR, try and make some changes either to the sales page or to the content itself just to make it seem a little bit unique. You don't have to change much, but try and make it a little bit unique. So maybe get some new graphics for it, personalize the sales letter, and edit some of the content to suit your own style.

There's a lot of PLR content out there that isn't worth reading, let alone selling, so only stick with high quality content if you're using PLR. Now, this product does not have to be huge. It doesn't have to be a massive product. It could be anything from a 20 page report

that shares a detailed plan for something or a 20 minute video that shows how to do something that not everyone knows. It doesn't have to be an elaborate product that goes for hours and took you weeks to create. It really doesn't.

Just make sure that your OTO has great value. The whole point of a one-time offer is to offer new subscribers more value. Make it seem like they're getting a great deal for opting in to your list. And like I said, if you use PLR, make sure it is a quality product. Your OTO should be something that you could sell for two to three times the price that you're selling it for. You want your buyers to feel like they got 10 times more value than they paid for it. In other words, don't try and sell junk.

Remember, they just opted in to your list and you've convinced them with this sales page, with this special offer, to buy your product because you are offering such a good deal. Make sure you're not selling them junk. If you offer them a good product, that provides them with great value, they're going to be your customer for a long time. You want them to continue to buy from you over the long-term. Don't think about trying to simply get a few sales here and there for a quick buck; you want to establish long-term customers that buy from you not just once, but multiple times throughout the following weeks, and months, and possibly years.

After all this is a long-term business we're building, not some get rich quick system that will stop working tomorrow. We're in this for the long haul, so do it right, and treat your subscribers and customers right.

Adding a High-Dollar Upsell to Maximize Your Profits

Now, let's talk about adding a high-dollar upsell to maximize your profits.

Having a high-dollar upsell in place allows you to really ramp up your business. When you have an offer that's priced at, \$97 or over \$100 that converts well, you can afford to advertise and get more people into your funnel and ultimately make more sales. This is huge. It's absolutely huge.

Unlike an OTO, which I said had to be your product, your upsell doesn't have to be your own product. It can be an affiliate offer if you want. You just need to make sure it's a really high-quality product that's going to pay you a big enough commission.

Some good high-dollar upsells would be high-end training or coaching, a membership site, or even services. There's a lot of good higher-end training out there that you could promote as an upsell. Also, membership sites are great because you only need to make the sale once and you get paid every month. That would make a very good upsell. A done-for-you service is also another option as an upsell, where you're going to do the actual work for someone.

Coaching and mentoring programs make excellent upsells as well. You can even put together your own coaching or mentoring program pretty easily. So long as you know the subject matter or can learn it very well. But there's a lot of different coaching and mentoring affiliate programs that are out there that you could promote too.

If you can't find a high-dollar product, you could bundle together several different products into one larger package. I've done that many, many different times. Bundle together several high-quality PLR products, give them new graphics, make everything look unique,

edit the content, and you've instantly got a high-ticket offer to sell your customers.

If you're selling products for ten dollars, bundle together ten or twenty different products within your niche into a hundred-dollar package. Just bundle it into something bigger, as always though make sure it's high-quality content that provides a lot of value. Remember you want your customers to feel like they got 10 times the value than what they paid for it. So if you're going to charge \$100 for something, you need to make sure your customers feel like they got \$1000 worth of value. If you can do that, those customers are always going to keep coming back for more when you promote even more offers.

Now, when you are first starting out, maybe an upsell is just beyond your reach. Maybe setting up your own membership site or your own coaching offer is a bit intimidating; that's fine, just promote a coaching offer as an affiliate for now. But once you do have your funnel set up with a squeeze page and an OTO and you're bringing in leads consistently, you really should get your own high-dollar offer into your funnel as soon as possible. It really can be the difference between making hardly any money – or just breaking even, or having a business that turns very small profits – to making enough money to scale up your business and really profit like mad.

I used to have funnels where I just had an OTO, and so my profits were severely limited to just that one offer. Once I added a higher-dollar upsell, like \$97, my profits really increased dramatically. So I definitely recommend, as soon as you can, to have some sort of high-ticket upsell in place. It'll really take your business to the next level.

How To Setup Your Auto-Responder

All right, now it's time to start setting up your auto-responder.

If you setup your auto-responder properly the first time, it can pay you for years to come. There are many reasons for this, but the main thing is that once someone's on your list, so long as they stay on your list, you can continue to mail to them for years to come. You can do it either through follow-up messages that go out automatically over time or just as straight up broadcast messages where you're going to send an email to your entire list.

So, when you're setting up your auto-responder, the very first thing that you need to do is you create a list. Within AWeber you can do that by clicking on "Create and manage lists" towards the top of the page. Then click on the big green button that says "Create A List". Now, the very first thing that it's going to ask you is for a list name. Just make it something that will allow you to easily identify it with your offer. Then just give it a short description as well, and make sure the emails will be coming from you and your email address. Make sure you go ahead and save your settings. Next what we can do is personalize our list. You can brand your list with all your information, so you can add in your company name, your URL, and email signature. You can connect it with Twitter and Facebook. But all this stuff isn't a big deal so I usually don't do anything there.

What I am going to worry about though is something under the "Confirmed Opt-In" tab. A lot of people think that you have to make subscribers confirm their email address before you can send them any information. You can do that if you really want to, but I always recommend you turn it off. The reason why I recommend doing this and not having people confirm their emails is because you're going to get more signups this way. You're going to get more people on your list that way because too often an email can get blocked or just doesn't get through, and if it's your confirmation email, those people

are going to never get the information from you that they signed up for. So I recommend you have it off; just go ahead and click on the off button to turn off confirmed opt-in and then click on “Save settings”.

Once you've got your list created, the very next thing that you want to do is you want to create a web form. So click on the “Sign Up Forms” tab and then click on “Create Your First Sign Up Form”. AWeber has a lot of different designs for the opt-in form but if you're using either Optimize Press or WP Lead Gorilla, you don't need to worry about the design within AWeber. Those tools will take care of the designs for you from within WordPress. So you can just create a form without worrying about the design and then move on to step 2.

Now, this is very, very, very important. Where it says “Thank You Page” you need to select “Custom Page” and then enter the URL for your OTO page. The very first thing that people are going to see needs to be your OTO page. So make sure that you put in your OTO page's URL into that custom page section. That's extremely important. I also like to have my ‘already subscribed page’ be the OTO URL as well. So, if someone's already on the list, and they try to signup again, I like to go ahead and show them that OTO again, even if they've already seen it.

The next step is where you can get the code right from AWeber and you paste this code into the designated area within Optimize Press or WP Lead Gorilla. Or if you're creating a squeeze page with HTML, you just paste the code where you want to have the opt-in form. It's really easy to do.

The next thing that you're going to do is you're going to add follow-up auto-responder emails that are going to go out automatically over time.

Now, the very first message needs to deliver what you promised on your squeeze page. So, if you're giving away a report, make sure that that first message they get has a link to the free report in it. To create your emails you need to go to the "Messages" tab and select "Follow Up Series", then click on "Create Your First Follow Up". I like to use the plain template for the emails. So what you do first is put in a subject line for the first email. This is the email that goes to people immediately after they subscribe so make it something like: "Thanks for Signing Up – Here Is Your Download."

Then you need to actually write the email. Just thank them for signing up to download the report and provide the link for them to download it. You can introduce yourself if you want, tell them a little about your story and how it relates to what you are offering.

When you're done just go to the next page and save the email.

Then you just continue creating more emails. Provide more great content that's related to the offer, and promote your OTO as well. Also make it so that each email goes out in 1 or 2 day intervals, this will help to keep you on top of your subscribers' minds. If you leave it too long between emails there's a good chance they might not even remember you, or they may have moved on to reading some other marketer's emails every day.

The most important thing with your emails is you need to build trust, and you need to provide value. The more trust you build and the more value you provide, the more sales you'll end up making when you promote an offer. Don't be one of those marketers who only sends promotional emails every day; people will unsubscribe quickly if you do that. All you need to do is provide more tips, more content, and engage with them.

A list isn't just numbers; there are people on those lists. Ask questions to your list. Interact with them, be personal. Treat your list well, and you're going to find your list will treat you very well.

Instant Traffic Methods You Need To Know

The last step to building your list is to actually start driving traffic to your squeeze page, after all if nobody sees your squeeze page then nobody is going to sign-up to your list.

Now, I want you to understand this from the beginning. For the absolute best results, you really should invest in yourself and your business, and what I mean by that is you really should invest in some paid traffic methods. The quickest way to having a list – a large and responsive list - of subscribers is to purchase traffic to your squeeze page. Yes, you can get started with free traffic, but if you really want to build a big list quickly, you really should invest in some paid traffic.

Now, by far the easiest way to send a lot of traffic to your squeeze page is to buy solo ads. A solo ad is where you purchase a mailing for your squeeze page from another marketer who has a list of subscribers. So, what happens is you buy, for example, 100 clicks from this marketer who has a list that is related to yours. He sends an email to his list promoting your squeeze page and he will send 100 visitors to your squeeze page. So almost instantly you get 100 visitors to your squeeze page that can potentially become your subscribers. Solo ads can be very effective and they're one of the best ways to test out paid advertising. You can get started getting traffic from solo ads for as little as about \$30.

There are a few different places where you can purchase solo ads. One of the best places is at safe-swaps.com. It's the number one resource for finding marketers that are selling solo ads primarily in the Internet marketing niche. You can easily find 100s of people who

are selling solo ads there for anywhere between about \$30 and \$60+ for 100 clicks. You can also purchase as many clicks as you want, with some marketers able to send 1000s of visitors in just one mailing for you. But I always recommend starting small. Go with a few marketers who have good reviews and a good reputation, and test their solo ads with your squeeze page. You'll find that some traffic converts better than others, so it's always a good idea to test with a smaller mailing first. When you find a good list that converts well with your offer, then feel free to ramp things up with a bigger mailing.

You can also go ahead and look for solo ad sellers on the Warrior Forum. Again, a lot of these solo ad sellers cater to the Internet marketing niche.

If you want to focus on other niches, like the health or relationships niches, then you need to find list owners within those niches. Basically what you do is head over to Google and do a search for your niche. So if you have a free offer that provides tips on how to get six pack abs, go to Google and type in: "six pack abs".

Go through and open up each of the first 100 listings, one at a time, and every site that has an opt-in box, save that site in a notepad. If they've got an optin-box on their site it means they are building a list in your niche, and that's exactly what we're looking for.

There's a good chance that a lot of the sites will have an opt-in box, so you're going to find a fair few of them. Within your notepad also include the site owner's contact details, or just the page where they have the contact form.

Once you've compiled a good list of sites that have opt-in forms, email the site owner and ask them if you can pay them to send your free offer to their subscriber list. Essentially you're contacting them to buy a solo ad from them. Also ask them these questions:

- How big is your list?
- What is your typical open rate on a mailing?
- What is the average amount of clicks on a mailing?

You can usually negotiate the price with them for the solo ad based on the figures and stats they give you.

For instance if they average 500 clicks when they send an email to their list, then that's 500 visitors to your squeeze page

If your squeeze page converts at 25% then you will gain 125 new subscribers

I don't like to pay more than \$1.00 per new subscriber. I always end up paying much less, however all niches vary slightly.

So if you use that as a general rule, and paid around \$125 for the solo ad then you would end up paying \$1 per subscriber.

Now, the next method of getting traffic is a free method that involves posting on niche-related forums. This is a clever way many people use to get free traffic, and basically what you're going to do is you're going to join a handful of active forums within your niche, and be a participant in those forums. Start responding to other people's threads and questions, then also provide your own advice on certain topics related to your free offer. Don't do any promotional posts though; that will get you banned pretty quickly in most forums. What you need to do is be helpful, and provide value in your posts.

You'll also be able to create a signature, which will appear underneath each of your posts. Within the signature you should have a link to your squeeze page and a call to action. Basically it's a little ad to your free offer. So if you were in the weight loss niche and you wrote a free report on losing weight quickly, you'd join some health forums, and weight loss forums, become active on those forums, and have a call to action in your signature that's something like: "Click

here to discover 5 fat loss secrets”. So whenever you make a post, people will see the link out to your squeeze page, and there will be some people who click through to your squeeze page and sign-up to your list. It's a great way to get a flow of traffic to your site without having to pay for it.

Ideally though, you should have a multiple traffic sources all sending you visitors consistently so you can build your list every single day. Some traffic sources will convert better than others with your squeeze page, so keep testing different traffic sources until you've got a few that work really well for you.

These were just a couple of very good traffic sources you can start testing out pretty quickly, but you need keep testing and building on what you've already done.

So if you've got your squeeze page up and a one-time offer behind that, then keep building your business to include the upsell, the downsell, the membership site, the coaching offer; you need to keep building out the rest of your sales funnel for this to be a long-term success.

A lot of newer marketers will setup a squeeze page and the OTO, they might test out a few traffic sources, but if they don't make an immediate profit they give up. They move on to something else.

Stick with it. Keep testing different traffic sources, keep adding offers to your funnel, and most importantly keep educating yourself on different ways to improve your business. If you do these things well, then you're going down the right path to building a long-term business that will be profitable for many years to come.

I hope you've enjoyed this training and I wish you nothing but success with your list building efforts.