Maximising Your List Building!

Why You Need To Be Building a List

Types Of Mailing Lists

Building Your Mailing Lists

Tools To Build Your Lists

Maximising Your List Building!

Why You Need To Be Building a List

- This is the single most important thing that you need to do in your online marketing business

- Having a mailing list gives you ability to generate "money on demand"

- It allows you to build a relationship with people who visit your websites

- You can provide content to your subscribers on autopilot

- You can sell to your customers over and over again

- We use [Aweber](#) to build our mailing lists

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Types Of Mailing Lists

- **Freebie mailing list** – This is a very simple yet effective way to build a list, usually in the form of a squeeze page. Basically a squeeze page is used for one sole purpose and that is to get the users name and email and nothing else.

- **Prospect mailing list** – This appears on your sales page and usually offers something of value for free.

- **Customer mailing list –** This mailing list is generated only from people who have purchased your product. This is the best and most important kind of mailing list as it is built from people who have already proven that they are willing to spend.

- **Affiliate mailing list** – This will be placed on your affiliates page, the beauty of building an affiliates list is you can tell your affiliates about any future products you launch.

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Building a Freebie Mailing List

- To build a freebie mailing list you simply need to offer a free gift to your prospect via a squeeze page

- The product can be anything you like that is related to the 'type' of subscriber you are attempting to target

- You can very easily buy a product that is ready to give away, but make sure it comes with 'giveaway' rights. PLR Monthly and Resale Rights Fortune are 2 great places where you can get content like this

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Building a Prospect Mailing List

- Use [ClickBank](#) to sell your product. This automatically gives you traffic in the form of the [ClickBank Marketplace](#) and you also have a much bigger chance of a big affiliate getting hold of your product as many big marketers look on ClickBank for products to promote.

- Look on ClickBank and forums like the [Warrior Forum](#) for products that complements your own, then get in touch with those marketers and explain the benefits of cross promoting each other's products. Be sure you have a complete affiliates page setup before you attempt to contact any JV partners.

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Building an Affiliate Mailing List

- Make sure your affiliates page is at www.yoursite.com/affiliates as most experienced affiliates will look here to find your affiliates page

- Put a link to your affiliates page at the bottom of your sales page

- Train your affiliates to promote your product, this will lead to more sales

- Send your affiliates more resources on autoresponder sequence from time to time, resources such as email copy and blog reviews

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Building a Customer Mailing List

- Your customer list is probably your most important list as this is a list of buyers

- It is very important to place an optin form on the download page of your product and offer notifications of updates, improvements and advice in return for their subscription. You will find most customers will optin for free updates and improvements.

- The traffic to your customer thank you pages is determined by the amount of sales you make, so while traffic may be limited it is very high quality and because of this you are building one of the most important assets you can own and that is a list of buyers

- A list of 100 buyers is usually more valuable than 1000 prospects

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Tools To Build Your List

- Another excellent way of grabbing additional subscribers that would otherwise have been lost is to use what's known as 'exit scripts', these scripts capture the attention of this visitor as they go to leave your site.

- No matter how annoying you may find these scripts you must realise that they will generate more sales and subscribers for you.

- The best way to use these scripts is to offer a discount on your main product, you can also offer a freebie in exchange for an opt-in

- The best exit scripts we have seen are Exit Splash and Virtual Smart Agent