

Maximizing Your List Building and Subscribers

Today we're going to explain all of the best methods that actually work for us to help you maximise your list building process, so many people think once they start building a list it will be easy to make money online but the reality is, it is not as easy as most people think. We are going to cover some of the mistakes people make while building a list, because it's not just about building a list, there is a lot more to it. We will also explain what you need to do once you've built a list.

The first thing we need to get across to you is the importance of building a mailing 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" there are many different methods of building a mailing list, however before you can start building your mailing list you need to set up an autoresponder account, this is essential. We always use Aweber as it is a trusted tried and tested autoresponder that works without fail and we would highly recommend Aweber to anybody even if you are just starting out.

Now you have your autoresponder set up, it's time to start building your mailing lists you will notice that we said mailing LISTS this is because we have many different products building many different lists, the phrase many streams make a river also applies to building a mailing list. Each product we create for sale has the potential to create at least 4 mailing lists, they are as follows;

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. Usually this consists of a free gift that your prospect can get in return for their optin. The free gift can be anything from a report or an eBook to a video series. You can even use Aweber to deliver your free gift after the user has opted in by simply adding the download link to the first message in your autoresponder sequence for that list. We will also provide you will a squeeze page template so you can simply copy and edit.

Prospect mailing list - Your sales page must have some form of optin on the page. This usually offers something of value, for free.

- A mini course, this is usually delivered over 7 days and gives away free information each day, the purpose of a mini course is to knock on the prospects door to try to get them to buy your product, but even if they don't buy your product you still have them on your mailing list.
- Free report, this can be just a shortened version of your product highlighting all of the benefits that your product will deliver, the purpose of a free report is to give the person a taste of your main product.
- leaked chapter, offers a leaked chapter from you eBook to provide a taste of what the customer will receive if they purchase the complete product, make sure the leaked chapter excellent content as you need this to intrigue the customer into buying the main product.
- Behind the scenes video tour, offer a behind the scenes video tour to show the prospect of what they will receive if they purchase your product, this is particularly effective if you have a password protected members area.
- A lite version of the product, offer a lite version of your product to give the prospect a taste of your product, this is similar to a leaked chapter. If your product is video related you could offer a clip/extract.
- Free gift, any kind of free gift that is related to your product

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. You can build your customer list using the following methods.

- 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'll find most customers will optin for free updates and improvements.
- Offer some kind of free gift that is related to your product.
- Offer your customer an advanced or improved version of your product.

Affiliate mailing list – This will be placed on your affiliate page, the beauty of building an affiliates list is you can tell your affiliates about any future products you launch, over time you affiliate lists grow with each product you create this can have what we call a “snowball” effect and can see your affiliate lists soar. The best way to capture leads on your affiliates list is to offer free affiliate list training. You can build your affiliate mailing list using the following methods.

- Video training, show your affiliates how to effectively promote your product.
- Offer a free affiliate training report, again showing your affiliates how to promote your products.
- Using a script, require your affiliates to enter their name and email before they can access the affiliates area, this is without doubt the best method in our opinion.
- Get affiliates to sign up to receive additional affiliate content, this can be placed in your autoresponder series, give your affiliates email copies, blog posts and other promotional material.

Building Freebie List

So now you know the four main types of mailing lists that you need to create, we will now explain what we think are the best methods of actually building your mailing lists.

One of the simplest ways to build your list is using the ‘freebie’ mailing list method, to do this 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.

You can get traffic/visitors to your squeeze page with the use of article marketing, simply add your link in your resource box at the end of your article that is related to your squeeze page.

So, for example, if you wanted to build a list that was related to ‘weight loss’, you would write a weight loss article and then link to your weight loss squeeze page at the end of your article in the resource box.

Another great way to get traffic to your squeeze page is with the use of ad swaps, this is basically where you ‘swap’ your squeeze page with another person in your related niche. Check out [IM AD Swaps](#) for more information on ad swaps.

You can also post your squeeze page on related blogs and forums, just make sure that you check the forum/blog rules first.

Another great way to get traffic to your squeeze page is by using 'giveaway sites', go watch the 'Traffic from Giveaway Sites' camtasia video to learn more on that.

Building Prospect List

The best ways to Get traffic/visitors to your sales page, so you can build your prospect list are firstly, 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. And secondly, physically 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 partner.

Building Affiliate List

Once you have traffic going to your sales page then that will automatically generate traffic to your affiliates page, so you can build your affiliates list. This will also generate customers and in turn build your 'customer list' on your thank-you/download page.

Getting a big affiliate to promote your product or squeeze page is by far the best way for you to build your affiliate list, don't be afraid to try the ad swaps and giveaway sites either, as they too can generate MASSIVE amounts of traffic, which will in turn generate you MASSIVE amounts of subscribers.

So now you have your basic list building process in place, you then just need to 'fine tune' and 'tweak' things until you are happy with your process.

Building Customer 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'll 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.

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 your prospects name and email. Just a simple message saying 'did you grab your free report' can have a massive effect.

Two of the best script out there for this are [Exit Splash](#) and [Virtual Smart Agent](#)