

List Building Bullet

Straight Into The Heart Of Your Niche Market

Proven Strategies To Successful List Building And Email Marketing



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The Truth About List Building

One of the most fatal mistakes that new marketers and entrepreneurs make when building their online business is in **NOT growing a mailing list.**

For many, it takes years before they even begin to understand the importance of building and growing a targeted list of prospects, however, once they experience the dramatic impact that having a pre-made customer base at their fingertips, they never, ever look back.

Listen, here's the reality of the situation:

You could literally work **24 hours a day** around the clock struggling to advertise your business, generate buzz and interest and effectively build brand awareness AND you just might be successful, however in the time that it takes you to accomplish even **3/4 of that**, your competition..

The ones who have focused on building targeted, responsive mailing lists - can simply spend **10 minutes crafting a SINGLE email - pull the trigger and wipe out all of your efforts- instantly.**

While you are left scrambling to put the pieces together and begin your “manual” marketing strategy again, they simply rinse and repeat the process, racing miles ahead of you time and time again. They cover more

ground in less time, stake their claim in the most profitable markets and leave you scratching your head as to how the hell they do it, and why you can't even make it halfway to the finish line.

The key to their success? They build, grow and monetize mailing lists.

Unless you have a full time staff of hundreds of employees or freelancers working to build your online business, there is absolutely ***no way to remain competitive in your niche market without having a subscriber base*** of targeted prospects who are willing to receive your email messages and respond to your broadcasts.

It's not only a **vital component** in the massive growth of any online business, but it's the **smartest and easiest way** to build credibility in your market, and to position yourself as an authority figure.

And don't listen to anyone who tells you that list building and email marketing is complicated, costly or worse, not an integral part of your online success.

You NEED a list, and after today, you will know exactly how and where to get one without having to pay a fortune in customer acquisition or in generating exposure for your online business.

In truth, building a targeted, responsive list isn't all that difficult to do once you have tools and resources that you need to get started.

In fact, within a few days from now you should be well on your way towards growing an incredibly targeted following that will not only READ your messages but is consistently **RESPONSIVE**.

- 1) **You'll know how to build massive mailing lists** of flaming hot prospects, salivating buyers, and even joint venture partners who are more than eager to set up campaigns with you.
- 2) **You will understand the REAL dynamics to list building**, know how to exploit the fastest-action driven list building campaigns ever revealed and finally, build an online brand that is instantly recognized as a valuable player in your niche market.
- 3) **You will know how to monetize EVERY email** you ever send out, whether it's designed to be free content or a promotional broadcast.

From list building stealth strategies that pull the rug from under your competitors and force them to make room for you in the market, to instant monetization tactics that will generate passive, automated income from

day ONE – you will be able to equip yourself with the knowledge, information and tools you need to maximize your income, broaden your horizon, and leave your mark in your industry.

These are the strategies they don't want you to know about. You won't find this information in "traditional" guides and eBooks that mislead you, confuse you and ultimately steal your chances of really being a successful email marketer.

Your competition may be rubbing their greedy little paws together reveling in the sheer simplicity of retaining their foothold in the market, and monopolizing the industry you are desperate to enter, but by the time you finish reading this rare collection of **proven list building strategies**, you will be more than ready to claim the success that you truly deserve.

So without further delay, let's get started!

Your Incentive Offer

I'm going to cut out the fluff and filler and get right to the heart of the matter. You want and need to build a mailing list of **targeted prospects.**

You don't want a list busting at the seams with subscribers who are unresponsive or uninterested in what you have to offer.

Those kinds of subscribers are dead weight, and you will never be able to generate any income from inflated email lists.

Instead, you want to always focus on building lists that include targeted prospects. People who not only have been proven to have interest in your market, but you have been proven to BUY products and services from within your market.

This where the majority of new email marketers go wrong.

Instead of setting up list building campaigns that generate leads that are targeted and relevant, they bustle in thousands of subscribers from free giveaway sites, or worse, paid email programs where the person subscribing to their lists are given incentive to do so!

The ONLY incentive you ever want to offer your subscribers is with a product or offer that is extremely targeted towards the products or services you eventually plan to promote.

And this is where we'll begin this chapter; considering the different incentive offers that you can use to build a massive following.

In the event you aren't quite sure what an incentive offer is, or how exactly it's used with list building, here's the gist of it.

In order to build mailing lists, you need a handful of tools that include:

- ❖ **Squeeze page**
- ❖ **Autoresponder Account**
- ❖ **Incentive Offer**
- ❖ **Content**

The squeeze page is where you direct potential subscribers, so that they can enter in their name and email address and subscribe to your newsletter.

The autoresponder account is what powers your mailing list, confirming requests to subscribe, delivering content automatically and handling basic

maintenance of your entire list.

The incentive offer however, is one of the most important components of a successful list building campaign.

It's the giveaway featured on your squeeze page that motivates visitors into taking action and subscribing to your mailing list so that they can receive instant access to the promised offer.

This is so important to the successful of your list building in fact, that just by offering the WRONG incentive, you could cause the entire campaign to struggle, yet by offering a unique, relevant incentive offer, you could easily build a list of thousands in less than a week's time.

So, how can you evaluate the type of incentive offers that are likely to appeal to your market?

You begin by researching existing competition from all angles. You want to determine what products are being offered as incentives on other marketers squeeze pages AND you want to evaluate the kind of products that are successfully selling in the marketplace.

When you do that, you can easily pinpoint exactly what people are already

looking for, ensuring that your own incentive offer is a success.

Think about this for a moment; if you offered a high quality eBook on your chosen topic, and competitors are selling the same quality eBook, how easy do you think it would be to generate a massive list of targeted prospects in a very short amount of time?

If people could get a useful, quality and exclusive eBook from you for FREE, they would gladly give up their name and email address to gain access to that kind of giveaway.

I also want to make something very clear. While you can use existing content, including private label material to build a list, if you are just starting out in your market, I strongly suggest hiring a freelancer to create an exclusive report that you can offer subscribers.

You want to begin building brand awareness as a credible source for information, and by offering an incentive that is strictly available to your subscribers; you will be able to generate exposure faster and easier than by simply offering revamped content or existing private label material.

This doesn't mean that you can't use private label to power up your actual mailing list; you can (and should). You could rewrite existing content,

articles and material and use it as subsequent email broadcasts, on websites and blogs. You could also revamp PLR content and offer it as additional resources in the form of reports, guides, and even video training modules.

However, your initial offer should be unique so that you can position yourself within your market and stand out by offering something of distinct value.

Outsourcing your incentive offer doesn't have to be a time consuming, costly process either. You can quickly hire a freelance writer from online forums, saving the time and money from not having to post a listing in the traditional freelance marketplaces.

<http://forums.digitalpoint.com> and <http://www.WarriorForum.com> are two of the top resources for finding quality freelance writers who would be willing to write a high quality report for you for less than \$100.

Just make sure that you draft out a spec sheet that indicates what you are looking for, the style of writing you prefer (conversational, etc), and the length of the report itself.

Since it's an incentive offer that you are giving away to your list, the report could be as short as 10 pages in length. Of course, since "length" is often equated to value, the longer the report and the higher quality content, the better response you will receive.

You want your incentive offer to reflect your overall brand in a positive way, so that people are impressed, motivated and energized to explore everything else that you have to offer.

You want people to be motivated to seek out more information about you and other products you are offering, and if you are planning to build a list primarily to promote an existing product or service that you are offering, then you want to make sure that the giveaway offer ties in directly with your back-end system, so that the moment they download the report, your system begins to work its magic, in motivating subscribers into becoming active customers.

We will discuss your backend strategy in a later chapter, for now; here are a few ideas for different incentive offers that you could give away on your squeeze page (depending on your niche market):

- ✓ Free Report
- ✓ Free Ebook

- ✓ Free eCourse
- ✓ Free Newsletter
- ✓ Free Graphics/Templates
- ✓ Free Video Training
- ✓ Free Audio Transcripts/Interviews
- ✓ Free Article Content

There are an unlimited number of targeted incentive offers that you could provide to potential subscribers, and depending on your niche market, you could also offer tailor-made products.

For example, if you were catering to new bloggers, offering an exclusive Wordpress plug-in that helps them save time or money would likely be very successful.

Just the same, if you were focused on the job market, you could offer a “cheat sheet” of job interview questions, helping people prepare for upcoming interviews so that they are able to land the job.

You need to identify an existing need within your market and create an incentive offer around that demand.

By doing that, you will be able to generate a massive list of highly relevant leads that are far more likely to be responsive than “generic” offers that appeal to a broader audience, but are unhelpful with actually identifying or segmenting your subscribers into individual groups (more on the importance of this later).

The key is in offering whatever you decide to give away, for free. You want to focus on building a list of targeted prospects, and you’ll have plenty of time to upsell them later on.

For now, the objective is to entice them into subscribing by offering them something of value, at absolutely no cost.

Once you have determined what you are going to offer potential subscribers, you need to set up your autoresponder account so that it can automatically deliver the material to everyone that signs up and confirms their request to receive information from you.

When it comes to choosing an autoresponder service provider, there are many professional services to choose from including <http://www.Aweber.com> and <http://www.GetResponse.com>

Both of these services offer a full-featured account with unlimited

autoresponder campaigns, adequate tracking/stats, high delivery rates, and even customizable email based templates.

You will want to set up your first autoresponder campaign so that the incentive offer is sent out instantly. You never want to make subscribers wait for the information that they signed up to receive.

Once you have set up your autoresponder account, assign a title to your campaign that helps you to easily identify it later on when you have created multiple autoresponders. Then, create an “initial email”, which is a single broadcast that goes out to every subscriber once they have confirmed their request to join your list.

Thank them for subscribing to your newsletter and include the download link to your incentive offer, or if you are simply offering a newsletter or eCourse, set up your autoresponder campaign so that it sends out the first edition of your newsletter or module in your eCourse.

Don't try to push out products within the initial email. This is the time where you begin to establish a relationship with each subscriber, and your only focus should be on providing exceptional value and free content so that you begin to build trust and credibility with each person.

With both an incentive offer and a professional autoresponder ready to go, your next step is to develop your squeeze page so that you can begin to collect leads from every visitor you receive.

We'll tackle the anatomy of a successful squeeze page in the next chapter, and I'll show you exactly how to set up a compelling lead generation page that will flood your new autoresponder account with fresh, targeted prospects.

Building A High Converting Squeeze Page

Your squeeze page is where the magic happens. It is where visitors are converted into subscribers – giving you the opportunity to transform subscribers into customers and repeat buyers.

It is where you are able to grow your business, your brand and your authority in every niche market you choose - the springboard to every product launch, and ultimately, the center point of your entire online business.

Since building targeted mailing lists is such an integral part of the success of your online business, your squeeze page serves as the entry point into your complete sales funnel.

That being said, you need to push them through the doorway into your backend system.

Your incentive offer is the primarily ‘pull’ that will motivate visitors into giving up their name and email address in exchange for access to your special offer, however, your squeeze page needs to be designed to showcase and highlight the benefits of being a subscriber.

To begin, your squeeze page needs to be clean and free of clutter. You want visitors to focus on filling out the opt-in form generated by your autoresponder account. This means that you need to take a very different approach to constructing your squeeze page as you would with a traditional sales page.

Your squeeze page should consist of:

- ✓ Captivating Headline and sub headline
- ✓ Bullet List detailing the benefits of joining your list
- ✓ Opt In Box, clearly identified on the page (preferably above the fold)
- ✓ Privacy Statement
- ✓ Your Name and Contact Information

That's it! You don't want a squeeze page that is graphic intensive, slow loading, complicated or confusing. You want to eliminate external links or navigation menus so that the ONLY option visitors have is to subscribe to your mailing list.

Your headline should appeal to your target audience, and be based on emotion-driven responses. For example, if you were developing a mailing list for the work at home industry, your title could focus on fear based factors and influences such as:

“8 out of 10 work at home job seekers will be a victim of an online scam. Find out how you can eliminate any chance of being one of them!”

You would then offer a report that identifies the top 10 work at home schemes or bogus job offers, tying in your initial giveaway offer with a later upsell to a “Complete Guide To Work At Home”.

The idea is to have an entire system planned out before you even create your squeeze page. You want to have a clear idea of what you intend to offer subscribers later on. ***A theme, a topic, consistency.***

Then, you can design your squeeze page and incentive offer around future promotional based broadcasts, knowing that your subscriber base is clearly identified as being made up of people genuinely interested in specific topics.

Try to narrow down your scope so that you are able to build targeted lists for every single offer you promote.

For example, if you are interested in both the work at home industry and the affiliate marketing industry, while both of these groups are apparently interested in making money from home, one group may be interested

primarily in actual jobs, where they are hired on a telecommuting basis and the other in starting their own online affiliate based business.

In order to cater exclusively to specific groups (and boost conversion and open rates for your email campaigns), you need to be able to tap into the types of offers each group is interested in.

This is called ***segmenting your lists***, and you can do it both building individual squeeze pages, landing pages and incentive offers for each niche market you are focused on, but you can also do this by requesting additional information on your actual squeeze page.

For example, by default, your autoresponder account will generate an opt-in box that simply asks for their full name and email address.

In order to segment your lists and group subscribers based on specific demographics, you could request that they provide additional information such as their skill level with certain tasks, their interest in specific fields, location and so on.

By having access to additional information pertaining to each subscriber base, you will be able to create customized campaigns that are far more likely to yield results. You can apply additional custom fields to your opt-in

form from within your autoresponder administration center. Once you have created a new campaign, your autoresponder will generate the necessary code. You then copy and paste this into a table on your squeeze page.

The image shows a squeeze page for 'Automatic Money Machines'. At the top, a yellow banner reads 'Free Money-Making Report Reveals...'. Below this is a large red headline: '"How You Can Start Making Money Online Within 7 Days from Right Now!"'. To the left is an image of a spiral-bound book titled 'Automatic Money Machines' with the subtitle 'Your Step by Step Profit System'. To the right of the book, text describes the system as simple and profitable, stating 'You don't even need a product to make tons of cash with this step-by-step system.' Below the book image, it says 'Inside you'll learn...' followed by two bullet points with checkmarks: 'The single biggest mistake that most affiliates make and how you can avoid throwing lost profits down the drain.' and 'The fastest way to drive an avalanche of traffic to your Website without spending a ton of cash on advertising.' On the right side, there is a dashed red box containing a form. At the top of the box is a checked checkbox and the text 'Yes! Send my Free Report!'. Below this is a paragraph: 'I understand I'll receive instant access to the Automatic Money Machines™ marketing system absolutely free! And because I'm downloading this free report right now, I'll also receive a free subscription to periodic Money-Making updates from this site, WebAdjust.com!'. Underneath is a form with 'Name:' and 'Email:' labels and input fields. Below the input fields is a button that says 'Free Instant Access >>'. At the bottom of the dashed box is a small privacy statement: 'Your information is private and will never be shared with anyone. I respect your privacy and hate SPAM with a passion.' At the very bottom of the page, it says 'Copyright © WebAdjust.com, All Rights Reserved'.

Image: Example Squeeze Page

Always use a headline that is clear and precise and explains exactly what your subscriber will receive.

“You’re About To Learn Secrets That Most Men Will Never Know About Women...”

Inside you’ll learn...

- “The Kiss Test” - How to tell if she’s ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use “secret” body language to keep a woman’s attention.
- How to approach a new woman that you’d like to meet - and exactly what to say to start a conversation without “pick up lines”.
- Fun places to take women that are FREE - no paying for expensive dates...
- And you’ll also get a FREE trial-subscription to David DeAngelo’s exclusive Dating Secrets e-Letter...

Remember, you only have a few seconds to grab their attention or risk losing out on potential subscriptions, so keep this in mind when considering what headline would work best for your niche market.

Your squeeze page should also have enough of a description of what you are offering so that visitors have a clear understanding of what to expect once they become an active subscriber.

You can use bullet points to break up content and make it easier to digest.

You should also highlight your opt-in box using bold text, images (including arrows that point to the opt-in form), or highlighted text instructing visitors

to fill out their name and email address.

You also want to include a brief description of what your actual incentive offer is, highlighting the fact that it's an exclusive offer (if your giveaway is exclusive to your site).

You also want to implement a privacy policy that reassures subscribers that you will not share, distribute or sell their information.

Don't overlook the importance of a privacy policy. There are many people who are skeptical about entering in their name and email address, because they are concerned over receiving unsolicited email, or in having their personal details shared with unauthorized parties.

Your privacy policy just needs to be basic. As long as it clearly describes exactly how you intend to use a subscriber's information, you're set to go.

Implementing a privacy policy is one of the building blocks needed to develop a relationship with your subscriber base.

From the moment they land on your squeeze page, you want them to recognize your brand as a credible and trusted source for quality information, and as one that will do everything possible to protect their

information and value their subscription.

Here is an example of a privacy policy, featured in the footer of a squeeze page. This particular template replicated the opt-in box so that it appeared at the top as well as the bottom of the squeeze page itself. (I suggest doing this if your squeeze page copy ends up being lengthy)



Just use your first name and valid email as your password - then click the "Free Instant Access!" button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

We take your privacy very seriously. You can read our entire [privacy policy](#) here.
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A red arrow points from the "Free Instant Access!" button to the privacy policy text.

You can also save yourself a lot of time by outsourcing the development of a custom squeeze page, or by purchasing a 'ready-made' template that you can quickly customize.

Here are a few resources worth checking out:

<http://www.HotVideoSqueezeTemplates.com>

<http://www.SqueezePages.com>

You can find designers on the www.WarriorForum.com that will also create unique squeeze page templates for you that represent your niche market and prospective target audience.

Just don't stress over the squeeze page! You want to quickly build squeeze pages so that they feature your incentive offer, opt-in box, bullet point listing of benefits, description of what you are offering and your privacy policy. You also want to include your name and contact information such as a telephone number, email address or even Skype contact.

Since you will be replicating this process each time you create a new squeeze page for different niche markets, consider setting up a generic squeeze page that you can quickly modify and adapt to each new market.

The only thing you will have to change is the actual headline, description and your opt-in code.

Regardless of how you structure your squeeze page, you need to **thoroughly test what works and how you can improve it.**

Split testing squeeze pages is an important element of a successful

email marketing campaign.

Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without **comparatively testing alternative layouts**.

One easy method of testing your pages and evaluating conversion rates is by using Google's Website Optimizer, a free tool that will help you run simple split tests of any websites you own.

You can sign up for a free account at:

<http://www.google.com/analytics/>

You will need to add a snippet of code to your squeeze page after creating your Google Analytics account. This code is given to you by Google and is available within your account once you have added and verified your website's location.

Once this code is placed on your website, Google Analytics will start tracking your visitors and traffic.

When split testing, start with **only one element at a time**.

For example, if you change the headline on your squeeze page, you want to make sure that everything else is left un-touched while you test the headline long enough to determine whether it needs to be improved. Then, you change another element and re-test and so on.

If you change different elements at once, you won't be able to determine what change resulted in the increased conversion rates.

Since you are split testing different layouts and overall structure, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the color scheme, opt-in box frame, or summary of your offer.

Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

Google's Website Optimizer tool will provide with enough information to be able to quickly analyze and evaluate your progress.

Creating A Killer Backend System

Once you have your incentive offer, autoresponder account and squeeze page ready to go, the next step is to set up your entire back-end system.

You want to do this before you even begin generating traffic to your squeeze page, however you can consistently grow and expand your back-end over time. When starting out, even a basic backend system will do.

The reason why setting up a backend is so important is in actually maximizing your online income from every list you create. If you have a general idea as to how you plan to funnel subscribers through a sales funnel, you will be able to set up well constructed mailing lists that have a clear objective in mind.

For example, if you are building a mailing list with the intention of selling one of your own products, your back-end offer would feature additional products that serve as ‘components’ to your main offer.

The main thing to keep in mind when building your backend system is that your primary product (whether it’s your incentive offer given away on your squeeze page, or a paid product offered after their initial subscription), you absolutely need to ensure that it’s of exceptional value. That way, your

subscribers trust you as well as the overall quality of your work and are far more likely to purchase additional products that are offered through your back-end funnel.

The easiest way to create your back-end strategy is in the initial building stages of your list building campaigns. By considering what types of backend products or services you could offer subscribers, you will be able to orchestrate a well-structured system that directly targets your prospect audience and customer base.

For example, building a squeeze page that offers “10 Tips To Finding Work At Home” is great if you plan on offering back-end products targeting the work at home market, however if you aren’t sure of what products are available to sell or promote, you may end up with a massive mailing list of prospects that you aren’t sure what to do with.

You absolutely need a clear objective when building your squeeze page that directly ties into your backend system.

Building your back-end funnel also requires less effort than your front end. Think about it, you are driving targeted traffic to your squeeze page, capturing information from prospects and offering them a valuable incentive offer. Monetizing that customer base with a solid backend

system is not only easy, but virtually fool proof!

It requires no further customer acquisition costs (as you have already generated the customer base from your squeeze page), and you can seed your offers with free content and useful resources as your autoresponder consistently sends out new, fresh information.

A subscriber who has chosen to join your newsletter is far more likely to purchase from you because they have already established a relationship or connection with you as well. In other words, you've done most of the work with your front-end (squeeze page) offer!

Here are a few suggestions for adding auxiliary components to your squeeze page system as back-end and upsell offers:

- ✓ Offer a video version of your incentive offer. For example, if you are offering a free report on your squeeze page, consider creating a video demonstration of how to complete some of the steps, or tasks included in the report.
- ✓ Offer various formats of your incentive offer as upgrades. You give away the initial incentive offer, and then upsell the option to purchase audio or video versions of the same product. Since many

people prefer different formats, just by offering them the opportunity to purchase a different format can generate instant revenue with very little work involved.

- ✓ Offer access to a private forum, a member's only community or private consulting or coaching that provides training associated with the free incentive product.

For example, if you offer a report on Traffic Generation, you could offer private mentoring or forum access for a recurring fee that provides additional strategies or step-by-step techniques to generating traffic.

- ✓ Create a membership website around your topic or theme. Offer a low-entry subscription (\$17 monthly) with additional upgrade options.
- ✓ Offer physical copies of your information product (increasing perceived value). You can create CD's or DVD's on demand through services like www.Lulu.com and www.CafePress.com

When it comes to planning out your back-end system, taking the extra time to research your market and determine what types of follow up products are in demand will help you better prepare your business for exponential growth with your very first product launch.

Tips to getting started:

1) Research your market to determine what types of products are in demand, as well as what your competition is offering.

You want to write down as much information as possible regarding existing products as well as ideas you have as to how you can enhance your products so that they offer something of unique value.

2) Create two products for your back-end system before launching your squeeze page, or to survey your market first, once you have generated 200-300 confirmed subscribers.

The first product should be set at a lower price, so that you are able to motivate new customers to purchase your product and become part of your back-end system.

You want to focus on consistency and demonstrating to your customers that this isn't just a single, one-off purchase, but that you have developed a consistent, high quality program that offers additional products that compliment or enhance their initial purchase.

Remember to keep it compatible with your main product. If you promote products that do not directly tie into your main product, your customer may feel as though you either lack experience or didn't put a lot of thought into the types of offers you've chosen. Worse, it can ultimately damage the confidence that your buyer had in your main product line.

Set up your follow up email campaigns so that your customer base receives notice of your additional offers within a few days following their original purchase. I recommend sending the promotion out within –3-5 days of their initial order.

Balance out your promotional emails with free, high quality content related to your products. Consider offering re-brandable reports that both subscribers and customers can distribute, share or sell themselves. (This is also a fantastic method of building a viral campaign).

Rinse and repeat the process by researching your market, surveying your customer base and creating additional products.

Building Your Mailing List

You're now at the point where you are ready to begin driving targeted traffic to your squeeze page, in order to begin building your mailing list.

While there are literally hundreds of different traffic generation strategies to choose from, one of the main sources of traffic that I personally use to flood my autoresponder account with fresh subscribers is by setting up article marketing campaigns.

Not only is this an affordable method of generating traffic, but it's also one of the easiest methods of ranking in the top ten positions in the major search engines, which will subsequently, send organic traffic through to your squeeze pages quickly. (Organic traffic is the 'cream of the crop' in terms of targeted, quality traffic).

The best way to set up article marketing campaigns to promote your squeeze page is by creating article content around your niche, and then including a direct link to your squeeze page within your author's resource box.

Many article directories also allow users to include anchor text that

includes relevant keywords describing the link, rather than using the website URL itself. If you decide to include anchor text within your article's resource box, always include a HTML version (direct link) to your site, in the event that your article content is reprinted by other webmasters. This way, you will be able to retain the backlink.

For example, if you included the following anchor text link within your article content, it would not appear correctly if someone simply copy and pasted your content:

[Click here for a free report on the Top 10 Work At Home Scams!](#)

Instead, including an HTML alternative that directly references your website's URL will make sure that whenever someone does copy and paste your content into their own website, your website URL is retained.

Visit <http://www.Your-Website.com> for a free report on the Top 10 Work At Home Scams!

Using both variations is important, as with anchor text you will be able to rank within the major search engines for specific keywords used within your code.

When it comes to using article marketing as a method of directing targeted prospects to your squeeze page, your article content needs to do all of work of warming up readers and enticing them to click on the link and visit your squeeze page where they can subscribe for your free incentive.

This means that you absolutely **MUST** include the incentive advertisement within your author's resource box so that readers visiting the article directories know that they are able to grab additional free content, resources or material by visiting your site.

An example of a well-constructed author's resource box for driving traffic through to a squeeze page could look like this:

.....

Looking for a legitimate work at home job?

Discover the top 10 legitimate opportunities online and instantly eliminate any chance of being scammed.

Download the free "Work At Home Insider" report from

<http://www.Your-Squeeze-Page-URL.com>

.....

With article marketing, the only way to maximize exposure is by consistently submitting new articles into the major directories. The more articles that you have in circulation, the more traffic you'll receive.

This means that you will want to consider outsourcing a percentage of article content to seasoned freelance writers.

If you choose to go about it yourself, you'll find it difficult to stay on top of your campaigns, and by delegating part of the task to reliable writers, you will be able to cover more ground in less time, ensuring that your article campaigns are constantly being replenished with fresh content.

It will also help you maintain your position within the search engines, as new articles are distributed.

When it comes to ranking within the article directories and subsequently, gaining a position in the top 10 search results in the major search engines including Google and Yahoo, you need to focus on building a keyword swipe file that can be used in both your article titles and in the actual content itself.

One strategy that works extremely well is in targeting long-tail keyword phrases, rather than mainstream (overly competitive) phrases that are

much harder to rank for. With long tail keyword phrases, you are able to secure your spot in the search engines quickly while still generating an adequate amount of traffic.

While it will require a bit of work initially, in creating and distributing your article content, once you have your article campaigns up and running, you only have to continue adding in additional content each week to maintain your position.

When submitting articles into the online directories, I typically focus on the top 10, submitting 5 articles into the top 5 each day, and the remaining 5 articles spread evenly across the remaining 5. That way, I am able to submit original content into the larger directories (like www.EzineArticles.com) and can leverage my content by then submitting it into the other directories.

You will quickly discover just how effective article marketing is once you have 10-15 articles in circulation. It's a very fast and easy method of driving in targeted traffic to any squeeze page you wish, absolutely free.

Just remember to stay on top of your article campaigns, monitor their individual progress (each article directory will provide detailed stats

regarding the overall performance of your submitted content) and utilize relevant, targeted keywords in both the article titles and content.

Consider rotating author resource boxes so you can split test different formats and see what works best. You can create multiple author resource boxes from within your article directory accounts and then assign different ones to the articles you submit.

Articles need to bridge the gap between the directories where your content is featured, and in leading readers to your website.

Your author's resource box is a critical ingredient in the recipe of success when it comes to article marketing, and it's ultimately, the only chance you have of funneling your reader over to your website.

This means that you have to ensure that your resource box does its job at motivating your reader to click your link and exit the article directory.

Here are the top 10 article directories:

Top 5:

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.Buzzle.com>

<http://www.Amazines.com>

<http://www.ArticleDashboard.com>

Remaining 5:

<http://www.ArticlesBase.com>

<http://www.ArticleAlley.com>

<http://www.IdeaMarketers.com>

<http://www.ArticleCube.com>

<http://www.SearchWarp.com>

Freelance Marketplaces:

<http://www.eLance.com>

<http://www.Need-An-Article.net>

<http://www.Guru.com>

Other Resources:

<http://www.WorkPlaceLikeHome.com>

<http://www.Workaholics4Hire.com>

Feeder Sites

Feeder sites are communities and networks that allow you to create individual websites or pages that can funnel traffic into your website, quickly and easily.

The reason why feeder sites work so well is that they are already considered authority sites, contain a high ranking within the search engines and offer instant exposure, at absolutely no cost.

One of these feeder sites is found at www.Squidoo.com

With Squidoo, you are able to build one page websites referred to as a 'lens'.

Since Squidoo is considered an authority site and carries a heavy ranking within the major search engines, it's even easier to build a network of highly effective back links to your website as well, just by creating a series of lens that target individual keyword phrases.

You can build as many lens pages as you wish with Squidoo, and each time you create a lens page, you will be given a unique URL that leads visitors to your pages. You should always focus on incorporating your keyword phrase

into your Squidoo lens URL.

When you create your first lens, you will be asked to enter in a Lens Title as well as choose your URL.

When it comes to your lens title, you want to incorporate keywords, while still making sure it reads properly and will attract visitors who find it by browsing through the new lens featured within the Squidoo community.

Your URL should also utilize your most relevant keyword phrases as well. This URL can't be changed at a later date, so be careful with what you choose. (You can however, change your Squidoo page's title at any time).

You will also be asked to choose a category that best describes your lens. For general marketing, choose the "business" category.

And finally, assign a rating to your lens. G rated material is suitable for all ages, while you can also classify your lens as appropriate for adults only.

Step 3: Create a Title and URL

Tip #1: Clever lens titles can make great first impressions.

Tip #2: When picking your Squidoo URL (or link) just fill in the blank where it says www.squidoo.com/_____.

Lens Title:

Private Label Content

Use relevant keywords
within your lens title.

Pick your URL, the link where your lens will live.

(This can't be changed, so choose wisely).

www.squidoo.com/ ClickBank-Ready-Websites

And pick a category for your lens:

Business

You can NOT change your
URL once you've chosen it,
so be careful to incorporate
your primary keywords.

Please rate your lens:

If you're not sure, read up on our [Ratings policy](#).

My lens contains:

G RATED MATERIAL: Safe for all ages and eyeballs

The fourth step is an important one. This is where you can add additional tags (keywords to your lens.)

The best keyword for my lens is:

Private Label Content

And 3 more good ones are:

(Optional)

unique info product websites

clickbank ready packages

original ebook websites

You can add additional tags (keywords) to your lens once you've completed this process.



Back

Go to Step 5

just 2 easy steps to go!

And finally, you can choose whether to earn cash from your Squidoo lens as well, through AdSense promotions and affiliate marketing.

If you choose this option, you will be asked to enter in your PayPal email address in the final step, so that Squidoo can send you payments whenever your lens has generated revenue.

Once you've created your Squidoo lens, take the time to add in content modules, so that you can power up your lens with fresh, quality material

Some marketers are using Squidoo lenses as squeeze pages as well, since

they allow you to implement your autoresponder code directly into your lens pages.

This is an incredible tool for not only generating prime traffic to your websites, but also in building a highly targeted mailing list quickly, and easily.

To add your opt-in list into your Squidoo page, simply add in a “text module” (found within your Squidoo’s admin panel) and copy and paste your opt-in code, provided to you from within your autoresponder account.

You can also connect your Squidoo lens to your Twitter account, so that whenever you update your Squidoo lens with fresh content, you can instantly send out a tweet from within the Twitter community, informing your followers that you have recently updated your lens. This is a great way to cross promote your social marketing activity.

Make sure that you add at least 2 text based content modules into your lens prior to publishing, so that you are able to offer value to those visiting your lens, maximizing your chances of converting them into website visitors.

Make your external links prominent, so that people are filtered over to your

website, and consider adding in images, and additional modules to make your lens more interactive and interesting.

Set up a new Squidoo lens for each keyword phrase that you are targeting, and make sure that you always incorporate your keyword phrases into both your Squidoo's title, URL itself, as well as the tags associated with your lens.

Another similar service that allows you to develop one-page websites that rank heavily within the search engines is available at www.Hubpages.com

With Hub Pages, you can also earn revenue from different add ons that you decide to implement, but are also able to add tags to your hub pages for better ranking within the search engines, as well as within the HubPages community itself.

Unlike Squidoo however, you are unable to integrate opt-in boxes into your hub page content, however you are allowed to place external links to your main website within your hubs, provided that you limit the number of outbound links to only two (for each hub that you create).

Hubpages also requires that the content found on your Hubpages is unique (with Squidoo, you can use high quality private label content to power your lens pages).

While Hubpages also permits tag and keyword integration, you are limited by the number of tags that you can assign to each hub, and excessive tagging can cause your hubpage account to be terminated, without notice.

Still, with all of these restrictions, Hubpages.com is still an effective method of generating instant traffic to your website, while also helping you rank within the search engines for relevant keywords, and through back links from Hubpages itself.

When it comes to generating traffic from any of these feeder sites, the key is to inter-link all of your pages to your main squeeze page.

Your Squidoo lens should feature a link to your website's main page, and your Hubpages should do the same.

Two other exceptionally valuable feeder sites are found at:

<http://www.Blogger.com>

<http://www.Wordpress.com>

Both of these services provide you with the option to set up free, remotely hosted blogs, and by doing so, you can generate an instant authority back

link to your own website, while maximizing exposure from the high ranking both of these sites hold within search engines like Google.com

PROMINENT linking to your main website is the key.

Don't stuff your URL into the side bar columns, or within the content itself, but instead, highlight the link so that visitors are instantly re-directed to your main website.

Social Marketing

Social marketing changed the game entirely. It became exceptionally easy to locate our target audience, and with a handful of simple tactics, we are able to siphon traffic from these communities and redirect it back to our own websites and of course, squeeze pages.

It takes a very different approach in order to consistently suck in traffic, build brand awareness and ultimately, become an authority in your niche, but once you have implemented these strategies into your social marketing campaigns, it can run on complete auto pilot (this is unstoppable traffic, pure, raw, targeted).

One of the communities that carry remarkable branding power is Twitter.

With Twitter, you can instantly find and interact with your target audience, and with a handful of free resources, you can actually automate the entire process of communicating with your following, and systematically generating fresh traffic to your squeeze pages, automatically.

To begin, if you don't yet have a twitter account, you will want to create one over at <http://www.twitter.com>

The great thing about Twitter is by using a handful of free resources, you can instantly build a rock solid traffic generation campaign that will funnel in hungry crowds of buyers, while sending out automatic messages to consistently build your following base.

Here's how to do it:

Visit: <http://www.TweetLater.com>

Tweet Later offers you the ability to send out automated direct messages to everyone who follows you. This single (and very powerful) resource has been used by twitter marketers to begin building the blocks of a strong foundation with potential customers, as well as in promoting their websites and squeeze pages.

What this means to you is that you will be able to send out a short message, instantly, to every single person who adds you to their twitter contact list.

Think about the power behind being able to automatically, systematically EMAIL every single person who adds you to his or her following base.

1: Direct them to a squeeze page where you offer them a free download/product to encourage sign ups.

2: Direct them to your blog where they can learn more about you.

3: Build brand awareness and an increased following base by using this option to thank them for following you, while simply including your website URL within your automated message.

This is an incredibly powerful strategy to instantly driving fresh traffic to your website, building a mailing list, or jump starting a brand new blog or website.

Set up your twitter account and then connect your account with your Tweet Later account. It's a very simple process, and you can have it all up and running within just a few minutes.

You should also add your twitter account into the Twitter directory, located at <http://www.Twellow.com> as well <http://www.WeFollow.com>

Other directories worth joining:

<http://www.twibs.com>

<http://www.trackingtwitter.com>

<http://wiki.beingpeterkim.com/>

<http://www.socialbrandindex.com/>

Monetizing Your Email Lists

There are many different ways to monetize your email lists, including affiliate marketing, promoting your own products, reselling private label or resale rights content, and by funneling traffic through AdSense based sites or CPA offers.

The key is to work consistently on expanding your autoresponders cycle, so that you are able to deliver quality content in balance with promotional based broadcasts.

While there is no iron clad method of guaranteeing an adequate balance in between advertisements and free material, you will need to keep a pulse on your overall open rates (and response rates) to determine whether or not your existing campaign is performing well or needs tweaking.

Remember to evaluate campaigns from a subscriber's perspective. Are you sending enough free, quality material to justify the number of promotional based offers that are being delivered?

Have you done your part in building a solid relationship with your subscriber by pushing out free material and in demonstrating that you value their subscription, before you begin promoting products and

services?

You need to be careful with how quickly and how often you send out promotional based emails.

While some marketers have no problem blasting their subscriber base with repetitive advertisements, if you truly want to maximize the value and extend the relationship with your subscribers, you need to focus on offering value with every email – EVEN ones that carry a promotional pitch as well as the overall frequency of your broadcasts.

For example, if you email your list with the intention of generating commissions from an eBook that you are promoting as an affiliate, considering bundling that offer with a thorough review, free articles, or even a bonus report that will add value to their purchase.

Whatever you can do to consistently offer value with every email you send out, the easier it will be to monetize your lists while building a strong platform for your online business.

There's no sense in working so hard to generate subscribers if you end up with a massive number of readers opting out of your campaigns simply because they felt your only interest was in selling something.

While the majority of your subscribers fully understand that the entire point of running a mailing list is to be able to make a living with it, you need to do your best to warm them up , and essentially EARN the right to send out promotional based emails.

If you plan on monetizing your list with affiliate offers, consider setting up a domain name for each product that you are promoting, so that you can direct subscribers through your domain link – to the vendor’s website.

Another effective method of maximizing the effectiveness of affiliate-based promotions is to set up individual review pages on a Wordpress based blog for each product that you are advertising.

With the recent FTC regulations, you will need to specify that you are an affiliate who will be compensated for any sales generated from your review; however you can add this to the footer area of each review you create.

According to a recent conference call between the FTC and Jim Edwards, placing the notice “Disclosure” Compensated Affiliate” will suffice in all promotional campaigns, including emails sent out to your list that contain affiliate links and reviews that are written to promote third party products.

Creating Winning Email Campaigns

When it comes to creating winning email campaigns, just as you tested your squeeze page, you must also split test and monitor the performance of your email broadcasts.

This includes split testing different broadcast frequencies to determine how often you should email your list, as well as the different days or times of the week, so you can maximize open rates and CTR with each mail out.

Regardless what your niche market is, there are fundamental elements that **MUST** be included within all of your email broadcasts in order to be successful.

With every form of marketing, there are hotspots that you need to focus on in order to yield the results you are looking for. Depending on your niche market, these “response triggers” will be different.

For example, if you are catering to the Online Business market, hotspots would include “Wealth, Making Money, Becoming Rich”, as well as “Avoiding Financial Ruin, Eliminating Costly Mistakes”, and other concerns, hopes and dreams that directly influence that specific target audience.

In the dating niche, hot spots would include “Finding True Love”, “Making a great first impression”, as well as “How To Find Out If He’s Cheating”, both subjects and headlines that would trigger different responses and emotions from your intended audience.

Hot spots can focus on strengths and weaknesses, as well as positive and negative elements of your market.

It’s your job to identify the most effective hot spots to focus on within your email campaigns. Then, you simply create material around those topics.

One easy method of conducting quick market research is by visiting relevant forums that have open discussions regarding your topic. You can find well established community boards by visiting <http://www.Big-Boards.com>

You can also explore online marketplaces, including www.ClickBank.com and www.PayDotCom.com for the types of products that are selling successfully. This can help you both in identifying potential affiliate programs worth joining, and in helping you create content for your list.

When you set up your email campaign, you want to create a series of emails that will begin to circulate the moment each subscriber joins your

list.

The first email is the “Welcome” email and it simply thanks for your subscriber for joining your list and provides access to your incentive offer. This should be set to deliver instantly.

Here is an example of a welcome email:

Hello [FIRSTNAME],

Thank you for confirming your request to subscribe to my newsletter. You can go ahead and download your free copy of “YOUR PRODUCT NAME” at the link below:

<http://www.Your-Website.com/Product.zip>

I will be contacting you in the future with important updates, and special offers that I believe you’ll enjoy.

Your Name

The secondary email should include free content, such as articles, reviews, or even a secondary incentive offer (report, eBook, etc), focusing on your market. This helps to build a relationship with your subscriber base, and

eliminates any skepticism that subscribers may have regarding the overall quality of your newsletter.

You should consider setting up a schedule for your email broadcasts so that you are able to stay consistent with your emails, and in growing your relationship with subscribers.

You never want your list to run cold simply because you haven't been in frequent communication with your subscriber base, otherwise you will end up having to start from square one in re-establishing contact and a relationship.

When building your first email list, I recommend creating at least 10 days of content, working to consistently expand coverage so that you are always sending fresh information to subscribers. If you find it hard to write autoresponder based emails, consider hiring a freelancer who can get the job done for you.

Here are a few services worth exploring:

You also want to pay attention to your actual subject lines, ensuring that they are focused on consistently increasing open-rates.

Subject lines that invoke curiosity always work best, just make sure that you keep a close pulse on the number of subscribers reading your email as well as any subscribers who are opt-ing out of receiving your broadcasts.

Examples:

“The #1 Work At Home Scam Revealed”

“How many of these have you seen?”

“The craziest video I have ever seen”

“Can you help me out, NAME?”

“How I made my first dollar”

Howie Schwartz is known for his compelling subject lines that speak directly to his subscriber base. For example, a few of his recent campaigns included the following subject lines:

42 Page PDF: Niche Research (download SUBSCRIBER NAME HERE)

The Craziest Niche I Have Ever Seen (watch this SUBSCRIBER NAME)

SUBSCRIBER NAME is my next apprentice

57 Page PDF: User Generated Content (for SUBSCRIBER NAME)

These subject lines target the subscriber directly, both by indicating upfront what the email is about and in utilizing the personalization elements

offered through autoresponder services (where you can insert the user's name, email address and location if you've collected that data) into emails automatically.

Avoid hype-driven subject lines, and be careful using "Re: Subject Line" when sending out emails. Marketers do this to make the email appear to be in response to previous communication with the subscriber, but it can cause a backlash with subscribers who aren't fond of marketing gimmicks or 'tricks'.

Be respectful of your subscribers and avoid any questionable tactics when contacting them.

If your content is solid and you've done your job at building a trusted relationship with your subscriber base, you won't have any trouble ensuring that your emails are read, or more importantly, that your emails invoke a response.

Stay focused on your objective, work towards consistently growing your list, generate targeted traffic to your squeeze pages using article marketing, forum marketing and social marketing platforms and above all else, when writing emails for your mailing list, be yourself!

Don't be afraid to inject humor in your emails, or provide readers with a glimpse into your life, personal experiences or thoughts.

Don't talk down to your readers, but instead communicate with them on a level that you, yourself would appreciate. Offer them thought provoking content, make them think, react and CARE.

Give them a reason to open your emails and to look forward to future broadcasts from you. Grow a loyal following of subscribers, and you'll grow a loyal following of customers. It's as simple as that.

I wish you the very best with your list building endeavors,

Your Name

www.YOURWEBSITEHERE.com