

How to Build a List in 30 days

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Introduction

If you have been involved in internet marketing or online business for more than five minutes, then I imagine that what I'm just about to tell you will be something that you have read or heard quite a few times before.

In fact, I would not mind betting that you have heard it quite a lot more than *only* a few times!

If, however, you are relatively new to the business, then this may be the first time you have ever heard this phrase. Do not, however, feel left out. Be assured that you will hear it dozens (if not hundreds) of times again in the future!

I know all of this, because '**the money is in the list**' is possibly the most oft repeated mantra in online business circles.

And, perhaps more importantly, the reason that it is repeated so regularly is that it is, to a large extent, true. Although most experienced marketers would probably qualify the term by saying that your mailing list needs to be one made up of people who are responsive, nevertheless, at its core, the money really *is* in the list.

That is why the vast majority of people who are making their money online spend such a significant amount of the time and concentrate so much of their efforts on building a mailing list, or, more commonly, several mailing lists.

Not everyone does so, as there are some very successful marketers who do not worry about creating a mailing list. However, such people are very much in the minority, and the only reason that it works for them is because of the type of market or the niche that they are working in.

And, even marketers who have done well over the years without a mailing list often need to change or adapt their approach if or when they decide to move into different types of marketplaces, and then, they too have to start focusing on mailing list creation.

For the purposes of this book, I am going to work on the assumption that you do not have a mailing list of responsive subscribers as yet. There is a very specific reason for adopting this particular approach.

Building a mailing list in the correct manner is a process, and like any other process, every step should follow the last one, and precedes the next.

For that reason, the idea is to demonstrate the most effective and proficient way of building a mailing list so that everything will run as smoothly as possible in the future. If you get your system in place correctly from the very beginning, then you will naturally avoid a great many potential problems and inconvenience further down the line.

It is also extremely important that you start off your list building efforts using the right tools and resources for the job. Using the right tools makes the whole list building process relatively simple, whilst using those that are not quite so suitable can store up problems for the future, problems that may not become apparent until it is too late.

You will see a couple of examples of exactly what I mean by this as we go through this book.

As suggested, if at this moment you have the names of precisely zero subscribers on your mailing list, it is not a major problem. In fact, in some ways, it may even be an advantage, as it means you have no preconceived ideas or notions that might otherwise cloud your judgment.

From this point on, you're going to learn the correct way of list building so that you can realistically add 1000 new subscribers to your mailing list during the course of the next 30 days.

In order to do so, the first thing that you must do is decide what market you are going to build your list in, whilst putting in place is the 'central control unit' of your e-mail list building efforts.

You need to ascertain what market your list is going to focus on, and organize a suitable autoresponder account (and perhaps the majority are *not* suitable, as you will discover).

Step 1 - what's your niche?

The first thing that you need to know before you start building a mailing list is to have a topic or subject matter in mind. In other words, before doing anything else, you must know what market you want to list build in, because you cannot just 'build a list' without knowing this first.

This can be made abundantly clear from a very simple example.

The basic concept of your mailing list is that you will be able to send product information, suggestions and recommendations to your list members in the future. As long as the information that you send them matches their interests and requirements, then people will buy the products that you recommend, and hence, you will earn money.

If, for instance, you build a list of people who are interested in training German Shepherd dogs, then as long as you continue to send information related to German Shepherds (or, at least, dogs), you will make sales. If, on the other hand, you start to send them information about Formula One Grand Prix racing or Yoga, then the chances of making sales are significantly reduced. In fact, the chances of making sales are probably reduced to zero!

From this, it is evident that you cannot just build a mailing list without a central topic or subject matter.

The first thing to do is therefore to find that central topic or subject matter around which you are going to build your list.

When choosing this topic, it is important to realize that the main reason for building is to support your business on a long-term basis. You should, therefore, avoid topics or subjects that are fashionable or 'faddy', here today and gone tomorrow type of things.

For example, if you were to look at the '[Popular](#)' page of the world's most widely used auction site, eBay, what you're shown are the most popular products on the site lately:



Home > Popular Items

Popular Items

Top Products	
wii	/
ipod	/
xbox 360	/
coach	E
iphone	/
e bay	/
search	E
psp	[
webkinz	[

Whilst this can be extremely useful for giving you some broad, general ideas, you would not necessarily want to build a list around any single topic shown, because it is quite likely that this list will be very different in a few months or a years' time.

Having said that, two out of three top results shown here are related to PC games, and that *general subject* is unlikely to go out of fashion or become unpopular in the next few years.

Basing a business on supplying information about PC games and developments in that particular industry would, therefore, be something that you could realistically get involved in as a longer term project.

At the same time, in order to build a mailing list, you need to have a way of collecting people's names and e-mail addresses. In order to do that, you must have web space of your own from which those details can be collected. And, unless people visit that web space, then there will be no-one from whom you can collect these details.

In other words, there is no point in having your own web space if people do not visit it. Part of your list of building strategy must therefore focus on driving visitors to your web pages from where you can collect their information.

To do this, your strategy is going to be relatively simple.

Imagine that you are going to publish a webpage that focuses on PC games and all related matters. It would therefore logically follow that the people that you want to visit this site will be those who are interested in PC games.

At the same time, people who come online to search for information about PC games and games systems would probably start by running a search using one of the major search engines like Google or Yahoo. When they do so, they will shown a page of results which looks like this:



If your PC games related sites or webpage was featured here, then that would inevitably drive a large number of visitors to that page.

Unfortunately, getting your site featured on this top 10 results page for such a generic search term as 'PC games' would be almost impossible because the competition is far too keen:

Results 1 - 10 of about 47,500,000 for "PC games".

There are 47.5 million websites that Google can find which feature the term 'PC games'. If, therefore, you wanted to feature on this top 10 results page by using this term, it is going to cost you a great deal of time and effort. Even then, there is no guarantee that you will be successful.

Whilst your webpage may, therefore, cover a wide range of PC game related matters, you have to find more focused terms or phrases with which you can send people to your web space. In order to do so, open up the free keyword research tool that you will find on the [Word Tracker](#) site.

Type in the primary keyword search term (PC games) and the site will show you the top 100 related search terms, together with an approximation of the number of times that people use that specific search term on a daily basis:

Keyword:

Adult Filter:

[10 Great Reasons to Subscribe to Wordtracker](#) - Risk-Free!

PC games

18,853 searches (top 100 only)	
Searches	Keyword
4151	free pc download games
2724	pc games
2405	free pc games

From this, you see that there are just short of 19,000 searches every day for PC games related terms or phrases, and that the top such phrase is 'free PC download games',

which is searched for over 124,000 times a month. What you now need to establish is the number of competing sites that feature in the Google results for the specific search terms shown by the Word Tracker 'top 100' chart:

Results 1 - 10 of about 26,200 for "[free pc download games](#)".

As a general rule, any specific search term that shows less than 30,000 competing sites is one that gives you a reasonable chance of getting onto the first or second page of the Google search results. Anything that shows less than 10,000 results is, however, one that you can realistically expect to feature in the top ten for in a matter of weeks:

694	downloadable free pc games
-----	--

'Downloadable free PC games' is searched for nearly 21,000 times a month. However, the competition in terms of other sites that are focusing their promotional efforts on using that specific phrase is relatively limited:

Results 1 - 10 of about 6,900 for "[downloadable free PC games](#)".

In summary, your strategy is to build a site focused on PC games related matters. From this site, your primary objective is to collect visitor names and e-mail addresses to enable you to send them PC related product recommendations in the future.

To get people to visit the site, you need to check each phrase from the Word Tracker chart to find those that people are searching for, but where there is limited competition. You will then use these phrases in your promotional materials as a way of driving people to your site.

Step 2 – choosing the right autoresponder

The first thing to appreciate and understand about autoresponders is that there are an awful lot of choices available and that, if you get the choice wrong at the beginning, then you could very well live to regret it.

Firstly, you have to decide whether it makes sense to buy autoresponder software that you either install on your own web hosting account or run from your desktop.

Alternatively, you have the option of using an online autoresponder service.

Then, once you have decided whether you want to own your own software or use an online service, you must decide whether you are willing to pay for the autoresponder or whether you want to use a free software program or online account.

For most experienced internet marketers, despite the fact that there are so many autoresponder choices apparently available, in reality, the choice is remarkably simple. Before focusing on the software that is probably the most widely used within the internet marketing and online business community, however, let us quickly look at why the other options are generally not so popular.

You would probably imagine that owning your own software would be the ideal solution for setting up an autoresponder. After all, doing so would mean that there were no continuing subscription fees, which over time would logically appear likely to be able to save you money.

To an extent, there is some truth in these notions.

Unfortunately, however, buying and using your own software can have significant disadvantages as well.

For instance, if you want to buy and use a desktop autoresponder system, then whenever you want to send an outgoing e-mail to your mailing list members, it is going to eat up a large amount of processing speed and memory to do so. In effect, unless you have a latest model PC, you are not going to be able to do a great deal else with your machine whilst you're sending an outgoing mail shot.

You also need a very high speed internet connection (cable or high-speed DSL broadband) to ensure that it works properly. If you do not have such a connection, or if getting one is going to cost you a considerable amount of money, then that has to be factored in to the picture when you are calculating exactly how much using such a software program is going to cost you.

Alternatively, you can purchase a software program that you install on your own web hosting account, which will then handle all your outgoing e-mails from your web hosts server (computer), rather than from your own.

Doing things this way would mean that you're not eating up your own resources, but installing and perhaps even using the software is likely to be considerably more complex and difficult.

And, one final thing to be aware of is that some ISP have limits on how many outgoing mails you can send a day, as they seem to believe that anyone sending too many mails is automatically a spammer!

These are, however, all problems which you can probably get over or at least work around if the autoresponder system that you have purchased does its job with maximum efficiency. That is, however, not especially likely, for reasons that we will look at a little later.

However, there are two reasons why it is NOT recommended for most marketers (especially newbies) to even attempt to host their own email lists:

1) SPAM complaints!

2) Deliverability issues.

Therefore, you really should sign up with a reliable autoresponder (list hosting) company.

When considering whether to use an online autoresponder system, then there are both free and paid options available.

Unfortunately, the vast majority of the free autoresponder systems are going to be unattractive for any serious marketer, because all of your outgoing e-mails will feature advertising placed there by the autoresponder company. In effect, every one of your outgoing e-mails will be advertising the products or services of another company, rather than your own, and that clearly makes no sense in a business situation.

There are additional downsides to using free autoresponders, the main one of which is the fact that you can only build one mailing list.

In the early days of running your online business, this is not likely to be a significant problem, but somewhere down the line, it will undoubtedly become a headache for you.

In order to understand why, imagine this scenario.

You start off your online marketing career by promoting a product that is a big seller in the weight loss market. You follow the advice of a book like this, and build a mailing list whilst promoting and selling your products. By definition, therefore, everyone who has voluntarily added their name to your mailing list is specifically interested in weight-loss related product and services.

A few months down the line, you discover another fantastic product, but this one is primarily targeted at golfers. Again, you want to build a mailing list of people who are keen to receive golf related information, but the autoresponder account you are using only allows you to build one mailing list. Obviously, you cannot add golfers to a mailing list that is populated by people who are interested in weight loss related products, so you now have a problem.

You therefore decide that you can now afford to pay a monthly subscription to an autoresponder service, and try to transfer all of your existing mailing list members across to that company for the sake of convenience. Of course, that would be the completely logical thing to do, except for one crucial factor.

Most top-level, professional online autoresponder systems insist that you ask anyone who wants to join your mailing list to go through a process known as 'double opt-in'.

All that this means is that when someone first tries to join your mailing list, the autoresponder company will send them mail asking them to confirm their request. This is done to protect you against spam complaints from people who (for example) simply forgot that they applied to join the list.

When you try to transfer an existing list of e-mail subscribers across to one of these companies, the members that are being transferred will also be expected go through the same double opt in process,. This is done because the new autoresponder company has no idea whether you double opted in your mailing list members in the first place, and they are, therefore, protecting themselves against being seen to support people who (may be) spammers.

When they ask these transferees to double opt in to confirm that they want to be a member of this new list, guess what happens?

You are likely to lose around 50% of your mailing list in one fell swoop, because many of your members cannot be bothered clicking the link in the confirmation e-mail that they receive. After all, they have already confirmed their desire to subscribe once before, so why should they have to do so again?

Using a free autoresponder account can, therefore, be a very cost-effective solution on paper, but that does represent a strictly short-term viewpoint. In the long run, using a free autoresponder account will lose you a great many list subscribers, and consequently a significant amount of money as well.

And, with all of the autoresponder systems that we have looked at so far, we have still not tackled the primary problem that they all suffer from, the problem which leads most professional online business person to avoid using them.

This problem can be summed up in one word – deliverability.

What this term is referring to is the ability of your autoresponder system to actually get the e-mails that you send into the inbox of your intended recipients.

Perhaps you are already aware of this, or maybe you have never even considered it, but a very significant proportion of outgoing e-mail that you send every single day never actually arrives in the inbox to which it was sent. And, most alarmingly, the number of e-mails that go 'adrift' in this manner is increasing very rapidly every day.

This happens for two reasons.

Firstly, more and more professional marketers are setting up a spam filter on their incoming e-mail so that any mail that comes from an unrecognized e-mail address triggers an alert.

In this case, the most common scenario is to be required to copy a code that the spam filter system generates in order to confirm that you are a real human being sending the mail. Thus, getting past this filter is generally not too much of a problem, although it is, undoubtedly an inconvenience.

Much more intrusively, however, Internet Service Providers (ISPs), that is, the company with whom you host your website and e-mail accounts are now taking matters into their own hands. In the interests of 'protecting' their customers, many ISPs have established their own e-mail 'pre-filtering systems' which will weed out any e-mail that it suspects of being spam.

The problem is, however, that so far most of these ISP instigated pre-filtering systems are wildly inaccurate and massively overaggressive. For these reasons, hundreds of thousands of perfectly valid and often extremely important business e-mails are being trashed even before the intended recipient was aware that such an e-mail was on its way to them.

This is what deliverability is all about. If you send e-mail from your desktop, then that will have to go through your ISP's outgoing mail server, and you have no way of knowing whether the ISP that you're sending mail to will accept e-mail from yours.

The same situation would apply if you are sending e-mail directly from your web hosts server, because, again, that outgoing mail will be routed through the same outgoing mail ISP.

Some of the free online autoresponder systems have a very similar problem. Even though they are using their own servers to send mail from, because some of their customers have used free e-mail to send out large-scale spam campaigns in the past, those free e-mail services are also 'blacklisted' (whether they are actually on a blacklist or not is irrelevant).

In order to give an illustration of just how serious the problem can be, I have had experience in recent months of testing a brand new (so-called) professional autoresponder system.

By sending e-mails to selected addresses where I had access to the inboxes, I calculated that just over 30% of my outgoing e-mail messages were arriving in the target inboxes!

Now, if that does not scare or shock you, try adopting a slightly different viewpoint. Rather than thinking of it as 30% of the e-mail getting through, consider the fact that seven out of ten e-mails was *not* arriving, so fully 70% of my marketing efforts were being entirely wasted! Plus, none of the intended recipients (i.e. the test e-mail inboxes I was using) received any kind of notification that their incoming e-mail had been destroyed!

Imagine what kind of effect that is going to have when you are running a business which is heavily reliant on e-mail marketing for its profits, as you undoubtedly are as an internet marketer or an online entrepreneur. No matter how attractive the offers that you are sending, you are guaranteed before you start that 70% of your potential customers are not going to respond, because they are going to be entirely unaware of the offer that you made in the first place!

Even if 5% of the people that actually receive your e-mails decide to buy your product, that would still mean that your *overall* success rate would be only 1.5% after you take into account all of the e-mails that did not arrive. That is a pretty poor return from a loyal customer base who are receiving laser targeted offers, as I am sure you can understand!

It does not take a mathematical genius to calculate that your business is disadvantaged almost before you begin in this situation.

Perhaps you can now understand why deliverability is such a crucial consideration when you choose the autoresponder service provider to whom you are going to trust a large percentage of the functionality of your business.

It is not simply a question of it being important. Picking the right autoresponder service can be the difference between success and failure it really is as simple as that.

For that reason, you must use an autoresponder service with the highest possible level of proven, guaranteed deliverability, and that is why I would always recommend that the first autoresponder service that you should consider is [AWeber](#).

Whilst they are not necessarily the cheapest company in the market place, they have a proven track record over nearly a decade of in excess of 99% successful e-mail deliverability.

In addition, they have recently introduced a terrific suite of e-mail tracking utilities that will enable you do not only confirm that your mails have arrived in your intended recipient inbox, but also that they have been opened and at what time.

If you included an active hyperlink in your e-mail (which you can do in either text or HTML format e-mails with Aweber) and that link points to your website, you can track whether the e-mail recipient clicked on the link, and if they did, which pages of your site they visited and how long they stayed there.

In other words, in the current marketplace, there is no other autoresponder service company that comes close to [AWeber](#), and for that reason, they should be your first choice every time.

Step 3 — your own domain and hosting account

Having got your autoresponder organized, you now have what is essentially the heart of your e-mail list building operation in place.

The next step of the overall plan is, therefore, to generate some 'virtual real estate' from where you can begin to subscribe people to your mailing list.

In other words, you need to create your own web space, and once again, there are free and paid options available. And, unfortunately, in an echo of the autoresponder situation, the free option is a poor substitute for what you can do if you're willing to spend a little money.

For example, there are many free online blogging platforms such as blogger.com which you could use to begin to collect subscriber names and e-mail addresses. If, however, you want to build a list of 1000 subscribers in 30 days, then using a free resource like blogger.com is not going to do the job for you.

That is not to say that there is anything essentially wrong with using a blog platform like blogger.com. Unfortunately, however, most serious internet users know all too well that a platform like this is a free one, and that will adversely color their view of any site that you build using blogger.com. By adopting a relatively negative stance from the beginning, they are, in effect, guaranteeing that they will not sign up for your mailing list.

If you want to build a mailing list of a thousand subscribers from a standing start in 30 days, you must strive from the outset to create the correct image for your business. That image must be one of professionalism, attention to detail and honesty.

Whilst using a free website resource may satisfy the last two requirements, it would certainly fall down on the first, which will significantly hinder your chances of achieving your objective.

What you must therefore do is register your own domain name and get your own web hosting account, so that your site can be published online.

Reverting once again to the earlier PC games example, you should ideally register a domain name that is as related as possible to that particular market. Unfortunately, most of the domain names that would be most effective in this market sector, those which would immediately spring to mind (e.g. PCgames.com), have been taken up many years ago!

However, most domain registry sites have the ability to make domain name recommendations based upon your initial target domain name. For example, on the website of LifeDomains.NET, start your domain name search with your basic search term:

Start Your Domain Name Search Here!
Enter a Domain Name:
www. .com
Domain Pricing Per Year
All prices are listed in

Of course, you cannot realistically expect this domain name to be available:

 **PCGAMES.COM is already taken.** [\(click here for info\)](#)

Check the domain names that you would like to register below. [▶ Why you n](#)

But what we are more interested in here are the recommendations for alternatives that the program will give you (which can be found further down the same page):

[Select All](#) **Additional Domains**

<input type="checkbox"/> MACHINECONTESTS.COM \$6.95*/yr - save \$3.04!	<input type="checkbox"/> PCLINKGAMES.COM \$6.95*/yr - save \$3.04!
<input type="checkbox"/> PCCITYSPORTS.COM \$6.95*/yr - save \$3.04!	<input type="checkbox"/> YOURPCPURSUITS.COM \$6.95*/yr - save \$3.04!
<input type="checkbox"/> PCTRADEGAMES.COM \$6.95*/yr - save \$3.04!	<input type="checkbox"/> PCLINESPORTS.COM \$6.95*/yr - save \$3.04!
<input type="checkbox"/> PCSPEEDGAMES.COM \$6.95*/yr - save \$3.04!	<input type="checkbox"/> COMPUTERPOWERGAMES.COM \$6.95*/yr - save \$3.04!
<input type="checkbox"/> SERVERTECHGAMES.COM \$6.95*/yr - save \$3.04!	<input type="checkbox"/> COMPUTERSEARCHGAMES.COM \$6.95*/yr - save \$3.04!

[▶ See other domains like this.](#)

There is nothing that appears to be to exciting here, so I would click on 'See other domains like this' to get the full suggestion list:

SEARCH RESULTS: [Select All](#) [Check Availability](#)

<input type="checkbox"/> PCTEAMGAMES.COM	<input type="checkbox"/> PCHARDGAMES.COM
<input type="checkbox"/> PCINTERNETGAMES.COM	<input type="checkbox"/> PCDESIGNGAMES.COM
<input type="checkbox"/> PCWORKSGAMES.COM	<input type="checkbox"/> PCCORPGAMES.COM
<input type="checkbox"/> PCCASHGAMES.COM	<input type="checkbox"/> PCYOUTHSPORTS.COM
<input type="checkbox"/> COMPUTERTEAMGAMES.COM	<input type="checkbox"/> COMPUTERSHOPGAMES.COM
<input type="checkbox"/> COMPUTERHARDGAMES.COM	<input type="checkbox"/> PCSCHOOLSPORTS.COM
<input type="checkbox"/> PCMONEYSports.COM	<input type="checkbox"/> PCPOINTSPORTS.COM
<input type="checkbox"/> BOXCOMPUTERGAMES.COM	<input type="checkbox"/> COMPUTERLIVEGAMES.COM
<input type="checkbox"/> COMPUTERDESIGNGAMES.COM	<input type="checkbox"/> COMPUTERCORPGAMES.COM
<input type="checkbox"/> PCBOOKSPORTS.COM	<input type="checkbox"/> BOXBLUEGAMES.COM
<input type="checkbox"/> EASYCOMPUTERGAMESLIVE.COM	<input type="checkbox"/> EASYCOMPUTERGAMESONLINE.COM
<input type="checkbox"/> MYBOXSPORTS.COM	<input type="checkbox"/> YOURMACHINESPORTS.COM
<input type="checkbox"/> YOURBOXMATCHES.COM	<input type="checkbox"/> YOURPCGAMESSTORE.COM
<input type="checkbox"/> COMPUTERTEAMSPORTS.COM	<input type="checkbox"/> COMPUTERSANDSPORTS.COM
<input type="checkbox"/> YOURPCSPORTSLIVE.COM	<input type="checkbox"/> YOURPCSPORTSONLINE.COM
<input type="checkbox"/> COMPUTERBOOKSPORTS.COM	<input type="checkbox"/> YOURPCSPORTSSTORE.COM
<input type="checkbox"/> COMPUTERPOINTSPORTS.COM	<input type="checkbox"/> COMPUTERSNOWSPORTS.COM
<input type="checkbox"/> COMPUTERHOUSESPORTS.COM	<input type="checkbox"/> YOURPCSPORTSPRO.COM
<input type="checkbox"/> MYCOMPUTERCONTESTS.COM	<input type="checkbox"/> YOURPCMATCHESLIVE.COM
<input type="checkbox"/> COMPUTERSMARTSPORTS.COM	<input type="checkbox"/> COMPUTERTRADESSPORTS.COM
<input type="checkbox"/> YOURPCMATCHESONLINE.COM	<input type="checkbox"/> MYMACHINESPORTS.COM
<input type="checkbox"/> MYBOXMATCHES.COM	<input type="checkbox"/> BESTCOMPUTERSPORTS.COM
<input type="checkbox"/> YOURPCMATCHESSTORE.COM	<input type="checkbox"/> MYPCGAMESSTORE.COM
<input type="checkbox"/> YOURPCMATCHESSTORE.COM	<input type="checkbox"/> YOURPCMATCHESSTORE.COM

'PCDesignGames.com' would seem to be suitable for what you need, and you should therefore go ahead and register this particular domain name.

The next thing to do is to open a web hosting account, so that you have a place where you can publish your website in order to start collecting your visitors names and e-mail addresses.

There are dozens of web hosting companies on the net, but in terms of value, professionalism and service, there are few to rival [HostGator](#). Visit the site and sign up for the 'Baby' account, which, at mere dollars a month to host as many individual domain names as you want on the same account represents outstanding value.

You can also use this coupon code to save 25% on your first bill: **TAKE25PERCENT**

Setting the DNS:

The final job is to 'tie together' your domain name and the [HostGator](#) account. There is a Flash movie tutorial available [here](#) which demonstrates the process of how to set your "DNS" to tie your domain to your web hosting.

Step 4 – create your blog page

For many new online marketers, the idea of creating their own webpage is a fairly terrifying one. However, the good news is that we want to make creating your own webpage as easy as it could possibly be!

Assuming that your site is hosted by Hostgator, login to your cpanel and scroll to the bottom of the page. There you will see the icon for 'Fantastico Deluxe' which looks like this:

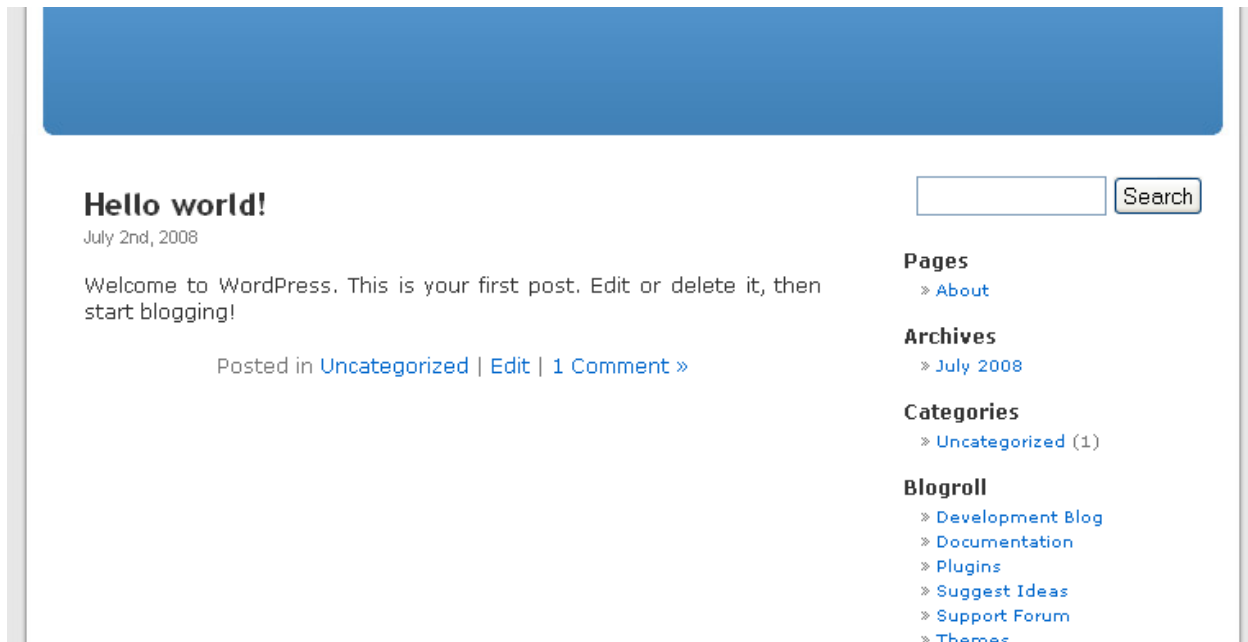


Fantastico is a suite of software programs that can be installed on your site with a few clicks of your mouse. Clicking on the Fantastico icon will bring up the full program list, and near the top, you will see WordPress:



Click on 'WordPress', and follow the instructions to install the program on your site in less than five minutes.

When you first install Wordpress, it will look something like this:



There is nothing particularly wrong with it, but the 'theme' (the page template) is one that most people online recognize, and therefore you should change it in order to give yourself a site that looks a little different from the average.

There are lots of sites where there are literally hundreds of free Wordpress themes available for download, so take a look at these:

- <http://wordpress.org/extend/themes/>
- <http://themes.wordpress.net/>
- <http://www.freewptheme.net/>
- <http://www.wpskins.org/>
- <http://topwpthemes.com/>

- <http://www.blogstheme.com/>

When you find a theme that you like, download it to your computer, unzip the file and then upload it to your site by following the instructions that you will find on [this Wordpress page](#).

If possible, use a theme that is 'widget ready' because that will make it considerably easier to add your 'Subscribe' box to the page once you have it ready to go.

And, in order to upload the new theme to your site, it is easiest to use an FTP Client Server (a software program that links your desktop to the computer of your web host).

There is an excellent FTP program that is free for personal use that can be downloaded from [FileZilla](#) and another from [SmartFTP](#). You can find a tutorial [here](#).

The next thing that you need to do is to start adding content to the site that you have just created, because it is content that will bring the search engines to your site and that, in turn, is what will get those search engines to index (list) your site and then, hopefully, show it on the results pages.

To start making posts, you first need to log in to your WordPress Dashboard by typing in 'pcdesigngames.com/wp-admin' and you'll see the page open out looking like this:

[Write](#) [Manage](#) [Design](#) [Comments](#)

Dashboard

Right Now

You have [1 post](#), [1 page](#), contained within [1 category](#) and [0 tags](#).

You are using WordPress Default theme with [0 widgets](#). [Change Theme](#) This is WordPress version 2.5.1.

It may look a little different, as WordPress is constantly updating their platform, but you get the idea. Just click on 'Write' at the top left hand corner, and start creating your content.

Go back to the keyword list that you created from [WordTracker](#) earlier. Pick one of your keyword phrases and create an article around it, and get it published on your blog.

Use the keyword phrase in the title of the post, and as near to the beginning of the title as possible. Use it a few times in the first paragraph, and aim to make the 'keyword density' of the article something around 4-5%.

Once the article is finished and published, then you should 'ping' your blog to the major blog site directories using [FeedShark](#) and [Pingoat](#).

This will alert all of those directories to the fact that you have posted new content to your blog, and that information will then get back to the search engines.

Step 5 – you need a giveaway gift...

The next thing that you must address is the question of exactly how you are going to get people to opt in.

Whilst it was not all that long ago that you could get people to sign up for your mailing list simply by asking them to do so, that no longer works.

In order to get people to sign up, you need to give them a incentive to do so, and that will most commonly be in the form of some sort of free gift, most commonly a free niche-focused report. It is even more effective if there is only one place that they can get the report that you are offering, and that is from you, so how do you go about getting this unique report written?

After all, you have only 30 days to get your list up to 1000 members, and writing a report is going to waste a day or two of those thirty, which is not time that you can afford to lose.

Here is a very simple and quick way of doing this.

Go to Ezinearticles.com, scroll down the home page a little and type your primary keyword into the search box on the left hand side of the page:



Search EzineArticles

Search Articles ▼

[Advanced Search](#)

That produces quite a number of articles:

Search Results for: PC games

Showing results 1 - 25 of 37,240 for PC games - (0.67 seconds)

There is plenty of choice in this example, but, even if your market or niche is not as popular as this, there will almost certainly be some articles of interest on the Ezinearticles site. If not, try to find other article directory sites by running a Google search for 'article directories'.

Read some of the article that you find and chose between ten and fifteen that you find the most entertaining, enjoyable or informative.

The great thing with using an article directory site like Ezinearticles (or any other, in fact) is that you can use the articles from the site as long as you leave the original authors details attached to it. Click on the 'Ezine publisher' icon at the top right of the page above the article that you are reading:

HOME::Gaming/Computer-Games

Action Games - The Thrill Is Addictive

By [CD Mohatta](#)

Article Word Count: 237 [\[View Summary\]](#) [Comments \(0\)](#)

Ads by Google

Free Games Download Stop Paying for Games Download Full Version Games Now www.GameTop.com	Free Games Download No Need to Pay for the Games You Like. Download and Play for FREE! www.GamesWagon.com
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[Send To Friends](#)
[Add To Favorites](#)
[Post A Comment](#)
[Report Article](#)

And copy the article from the page that this action brings you to:

Note:html 'href' links are wrapped in [], if the link differs from the

Plain Text Version

```
Action Games - The Thrill Is Addictive
By [http://ezinearticles.com/?expert=CD_Mohatta]CD
Mohatta

When you watch live action on movie screens, you
get excited. Combined with sound effects the
action can be a real thrill. Some actions that we
watch takes the breath away. How about Action
games on computers?

Some of the makers of action games make great
animations and may include a story line. Stories
always attract us. Tell a story and everybody will
listen. The action games on computers use this
very well to produce games that can take your
```

Paste the copied article into a Microsoft Word document.

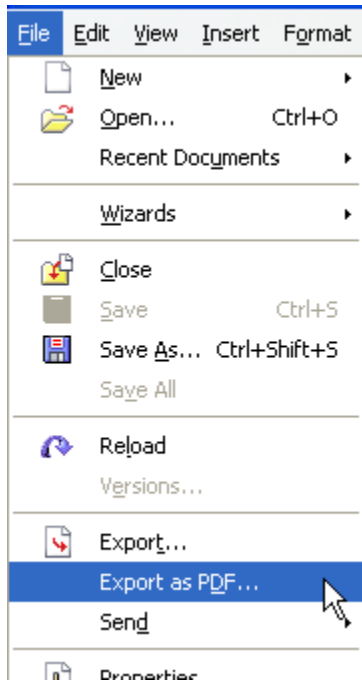
Better yet, download and install the free suite of Office–like programs that you can get from [Open Office](#), and paste the article text into the ‘Writer’ program (the equivalent of Word). ‘Writer’ has a free PDF creator built into the ‘Writer’ program itself!

Finally, before creating your PDF ‘free gift’, you have to demonstrate how you added value to this collection, just in case you have a reader who gets miffed when they discover the free gift that they downloaded is a collection of freely available articles written by other people. Choose articles that are of a high quality, make sure that there are at least ten of them and it should not happen, but you never know.

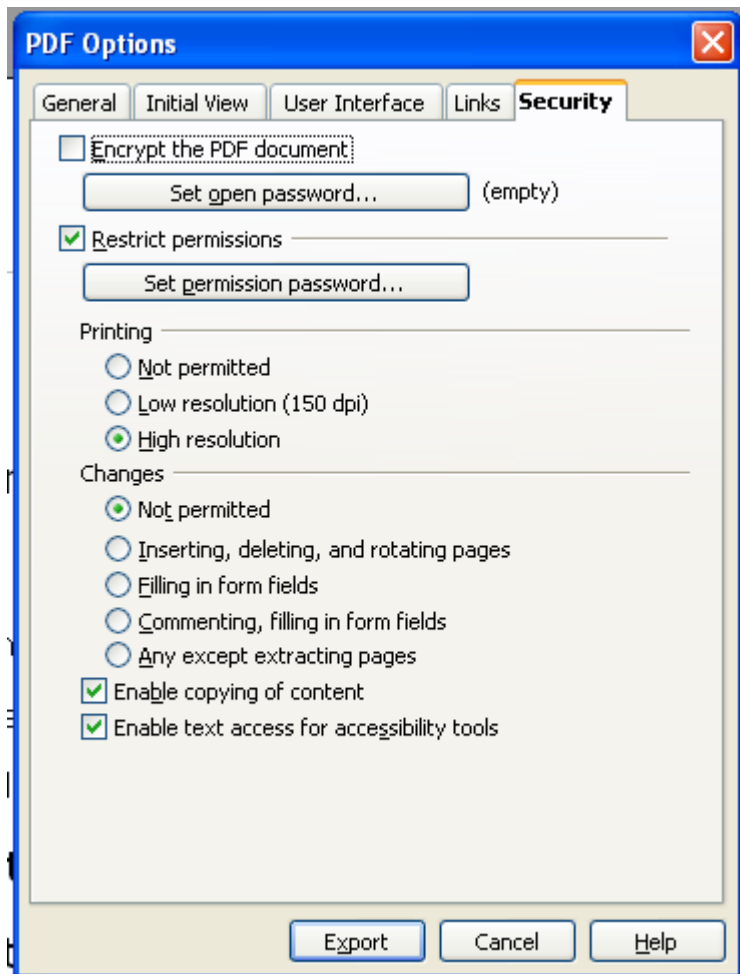
So, add a ‘Foreword’ at the beginning of the book that tells the reader how many articles you had to read in order to come up with this ‘premier collection’ how long it took you to do so and the like. In other words, tell them where the value lies in this book (you did all the work so that they don’t have to, etc.)

Also, use this ‘Foreword’ to mention your site (with an appropriate hyperlink, of course) and point out the reasons why they should visit.

Make sure that all of the articles are formatted correctly, and once you are happy with what you’ve got, click on ‘File’ at the top left of the screen and scroll down to click on ‘Export as PDF’:



When you do so, it opens up the 'PDF Options' panel as seen on the next page. The majority of the time, I leave pretty much all of the settings in 'default' mode, except for the fact that I tend to add a few security options as indicated in the next screenshot:



Incidentally, I would not usually allow people permission to copy my content if the PDF was completely my own work, but, in this case, it does not really matter too much, as I copied someone else's freely available work anyway!

Click 'Export', and you have your unique free report all ready to give away as the bait that will entice PC gamers in their droves to sign up for your mailing list!

Step 6 – get ready to open the floodgates!

There are a few final things that you need to do before you are ready to go, such as getting your autoresponder 'set' so that it is ready to start capturing names and e-mail addresses.

First, you need to create the opt-in form itself. Go back to your autoresponder account, create a new campaign and then create an opt-in form that is specific to that campaign.

Although you can collect lots of different snippets of information about your new subscriber using this form, unless there is any reason why you need more, I would recommend that you only ask for the name and e-mail address. The less work someone has to do in order to subscribe, the more people will do so, and therefore, unless you *really* need to know what country they live in, for example, leave it out.

Next, you should set your new campaign so that once the visitor confirms their desire to receive your free report, your autoresponder automatically sends a mail that provides the link on your site from where they can do so.

Now that visitor has joined your mailing list, so that is 'one down, nine hundred and ninety nine to go!'

But, think about this. Why did you get them to subscribe to your list?

So that you can start earning money out of them and building a business at the same time, right?

Why not start to earn money now?

Instead of the link in the mail taking the new list subscriber to a *direct* download page, or one that offers only the free report, why not take them to a sales page for a PC games based infoproduct?

At the very bottom of the page, include two buttons. One is a 'yes, I want to buy this product' button (which should redirect them to your payment page) whilst the other is a 'no thanks, I only want the free report'.

Say that the price of the product in question is \$37;

If they buy it, tremendous, that's a \$37 sale 'conjured' up out of almost nothing! If, however, they say that they only want the free report, take them to another shorter, 'bullet points only' sales page for the same product, but offer it to them for \$24!

If they still say no at this point, don't push any further. Give them the free report.

This tactic does two things.

First, it will generate sales for you.

Secondly, and perhaps more importantly, it shows your new subscriber that you are a business person who will use their subscription to your list to sell to them.

That is a very important psychological point that many marketers miss. They focus on sending out lots of free stuff at first on the basis that they will start to sell later once the subscriber trusts them.

By the time they do so, it is too late. The subscriber sees that marketer as a guy who sends them free stuff, and that is therefore what they expect. They do not expect to be sold to and as soon as they realize that is what is happening, they will switch off.

So, selling right from the get-go is important, and (of course) it makes you money too!

The final step in setting your autoresponder up is to write and load at least the first half dozen follow-up messages into the responder system. Once again, whilst you should always try to include some valuable free information in every mail that you send out, there should be some form of product promotion in every mail as well.

Try to blend the promotion in with the rest of the mail as 'seamlessly' as you can, and you will make sales.

Finally, copy the code for your opt-in box (it will probably be in either Javascript or HTML) from the autoresponder account page. Go back to Wordpress and load it into a text widget, which you should place at the top of the page on either the left or right and side.

The final thing to do as far as your blog pages are concerned is to download the free [Max Blog Stripe](#) plugin, and [install it](#) on your blog. Add an advert for your mailing list into the 'stripe' that appear across the top of the page:



The beauty of using this method of advertising your mailing list is that it is unobtrusive, and therefore, people will click on it. But, it is an advert that will take your visitor *somewhere*, so where should it 'go'?

In my experience, quite a few visitors will not 'get' the idea that you want them to sign-up for your list. Thus, you should 'point' this ad at the squeeze page that you are going to create in the next 'step' of this plan.

Step 7 – your squeeze page

Whilst adding a couple of different ways that people can sign up for e-mail list from your blog will encourage some people to do so, you will at the same time have to be more direct with others.

Also, when you are using the Max Blog Stripe, you need to be able to take any visitor who clicks on the stripe to a different style of mailing list signup page.

For these reasons, you should create a 'squeeze page', a page that is designed to do nothing other than encourage people to sign up for your list. Something that looks a little like this would be very effective:

WAIT! BEFORE YOU CONTINUE...



Download Your FREE Report Worth \$47 Now Before It's Gone Forever!

"The BIG System To Making REAL MONEY On The Internet...And How To Finally Succeed On The Internet!"

Simply Fill In Your Email And First Name To Download Now:

Email Address:

First Name:

[Click Here To Download Now!](#)

(You'll Be Redirected Back To This Page After Opt-In. Please Check Your Email For Download Information. Your Information Will Never Be Sold Or Shared With Anyone. We Respect Your Privacy And Hate SPAM With A Passion Too!)



As you can see, this page is only designed to do one job.

Adding a page like this to your site will, however, give a significant boost to your list building activities whilst opening up other opportunities as well.

Step 8 – start list building with ‘giveaway events’

As the name would suggest, giveaway events are events run from web sites where many individual marketers come together to give away their products and services.

When they do so, any subscriber who wants to receive the free product must sign up for the individual marketers mailing list in order to get it. Participating in such a giveaway will enable you to take a very significant step towards achieving a target of 1000 subscribers in 30 days:

Why should you trust the originator?

**"1,251 Subscribers in 30 Days
With 117Network"**

Hi Henry,

I'm Odinn Sorensen, author of the "How to make your own Professional WordPress Blog" video tutorials. I just wanted to say "THANK YOU" to Henry Gold for his 117 Christmas Gifts giveaway. It has been a huge success for me.



Of course, in order to do so, you must have a product to which you can attach a monetary value to give away. And, equally obvious, that product must relate to your market niche because the people that you are inviting to join your mailing list through the giveaway event must be people to whom you can subsequently mail additional product suggestions and recommendations.

However, you already seen how easy it is to create your own product by copying articles and compiling them together into a simple e-book format.

You are also aware that there are over 37,000 PC games related articles on the Ezinearticles site, so all you need to do is grab another 20 or so articles to compile them into a brand new e-book for each giveaway event that you participate in.

Such giveaway events take place throughout the year, and there are generally several events of this nature taking place at the same time. You can search Google for "jv giveaways" or "giveaway events". Here are some other places to look:

<http://www.newjvgiveaways.com>

<http://www.jvgiveawayblog.com>

<http://jvgiveaways.org>

Many of these events allow you to add several different products to the giveaway, so do so! For example, create one e-book about list building, another about Search Engine Optimization and another about e-mail marketing. As they are call in a similar 'niche' you can point all of them to the same 'product for sale' page, but use three different versions with a different free gift ink 9the 'no than you' link) included.

Thus you have just increased your list building potential by 200%!

These events are terrific list building resources, simply because that is the only purpose of the event.

And, as you saw from the screenshot on the previous page, you would only need one successful giveaway event to pull in the thousand subscribers that you are looking for.

However, not everyone will land over1000 subscribers from participating in such a giveaway event, and you must, therefore, have other list building tools and methods which will supplement your giveaway event efforts.

Step 9 – traffic exchanges as a list building tool

Many marketers look down on traffic exchanges because they tend to be seen as a very low quality resource. However, when used properly, they can be valuable.

The problem with most traffic exchange programs is nothing to do with the program itself, but far more to do with the people who use them and the way that they choose to do so.

The way that a traffic exchange program works is extremely simple. You sign up for the program for free, and you then view other people's web pages through the traffic exchange portal.

In general, you have to have their webpage open for 15 or 20 seconds, and by doing so, you earn a credit. Depending on the 'value' of each credit, every time you view someone else's site means that another member of the exchange program will be shown your page in return.

The majority of traffic exchange users are relatively inexperienced, and they therefore tend to try to sell a product or service through the program. This does not work for various reasons, chief amongst them being the fact that you cannot read a long sales letter in 15 or 20 seconds.

However, showing people your *squeeze page* where you are giving away your free report can work extremely well if done properly. Using a squeeze page like the one you saw earlier means that anyone can read it in two or three seconds and, because you're not trying to sell anything, you will get a good number of mailing list signups from traffic exchange programs.

You will find a list of many traffic exchange programs [here](#) and [here](#). Incidentally, do not waste your time signing up for automatic traffic exchange programs, because you will never get any list signups from an automatic traffic exchange.

Stick with the leading manual exchange programs, however, and you will see list signups very quickly.

Step 10 – harnessing the power of social bookmarking

If possible, you should be adding a least one new keyword rich article to your blog page every day, and, every time you do so, that blog should be pinged to the blog directory sites as indicated earlier.

In addition to this, however, you should be using the power of the social bookmarking sites as well.

Social bookmarking sites are places where individual users gather together to view the latest articles, blog postings and comments that are added to the site by other users.

For example, if I find an extremely interesting news article that I believe other people will be interested in, I can add a link to the article to any social bookmarking site of which I am a member. I will add 'tags' to this article (which are, in effect, keywords) so that other people who have similar interests can find it when they search using the same tags.

The important thing to appreciate about the social bookmarking sites is that they are incredibly popular and that if you manage to post an article that people really like, you will drive thousands of new visitors to your site to read it.

If, for instance, you can get a story or article on to the homepage of Digg.com or Reddit.com, you can realistically expect to see in excess of 20,000 unique visitors landing on your site within the following 24 – 48 hours.

This traffic is not necessarily going to be the most targeted in the world, nor will most visitors sign up for your list. However, if the quality of the content on your blog is sufficiently high, then people will sign up in order to receive your latest mailings because they will want more of the same.

The only significant downside of using the social bookmarking sites to pull thousands of visitors to your blog is that the process of submitting your latest posting to each bookmarking site is, essentially, still largely a manual one.

It can therefore be a fairly time-consuming process to submit every blog posting that you make to all of the major social bookmarking sites.

That being said, however, you can use a free software program like [Social Marker](#) to semi-automate the process.

In fact, if you download and install the 'All-in-one Bookmarking button' from the home page of the site, and add it to your blog page, you will find that other people will start bookmarking your posts for you. In effect, adding this button to your page enables you to allow other people to do the hard work!

Code for blogs and websites 

If you want to use this button on your blog or website, install our 'All-in-one Bookmarking Button' plugin for WordPress, or simply insert the following code if you don't use WordPress:

Alternatively, if you want to automate the process of submitting to the social bookmarking sites entirely, you can buy the Auto Social Poster software which will do the whole job for you.

It is not, however, a particularly cheap program and you might therefore be better served by starting off using the free Social Marker software until such time as you have many thousands of list members, and therefore money is less of a consideration.

Step 11 – rewriting your articles for publication elsewhere

As previously suggested, every time you add a new article to your blog site, that posting should be pinged and added to all the social bookmarking sites.

Doing this will certainly help to bring your new blog to the attention of the search engines. And, given that every article is focused on a low competition keyword, you can expect to see your site starting to feature on the results pages for those search terms in a relatively short period of time.

However, once you have added your new articles to your own blog pages, you should not stop there, because adding people to your mailing list is all about the number of visitors you can drive to your blog or squeeze page.

What you should therefore be doing is taking your articles and publishing them in as many other places and formats as possible, in order to maximize the number of people that you can send to your site. The more people who see your site who like what they read, the more mailing list signups you will enjoy.

At the same time, however, there is another factor that you must consider. Although it is not definitively proven, it is widely believed that the major search engines do not like what they consider to be 'duplicate content'. Indeed, the suspicion is that if exactly the same material is published on several web sites, the search engines will only recognize and list the first website on which those materials were published.

For this reason, even if the material is that you publish on your blog is initially completely unique, submitting exactly the same article to other sites for publication is probably going to do very little for your traffic numbers.

What you therefore need to do is to take every article that is published on your blog and rewrite it so that you have many unique variations of that article which all, essentially, say the same thing.

Of course, you could rewrite it manually but this would be both time-consuming and a little tedious. It will be far quicker and simpler to use an Article spinner which will help you create hundreds of different versions of your article in return for around one hour's work.

Using a typical article spinner, you break up your original article into anywhere up to nineteen different 'sections'.

You then create three more versions of each of these individual sections, and input them into the Excel spreadsheet that forms the basis of the rewriting tool. If you split your article into the maximum nineteen article sections, and create four different variations for each one, then by pressing the F9 key, you can automatically generate over 1500 unique variations of your original article!

In the past, it was easy to get all those unique variations indexed by the search engines. These days the search engines are much more savvy, so it doesn't work unless the articles are TRULY unique. An article spinner may or may not achieve this.

It's also important to note that all of the big article directories also prohibit submitting "spun" articles, and they will ban your account if you're caught.

So don't attempt to submit to article directories unless it's a truly good and original variation of your article.

If you want to take the article spammer route (NOT recommended, but can work), you can use proxies and create two or three accounts with each of the article sites, and submit different variations of your article through each one. Alter the information that is contained in the resource box (the short biography that you will attach to each article) and change the links as well (send some visitors to your blog, whilst others are sent to your squeeze page).

Add a different summary to each article variation, and with a bit of luck, you will automatically double or triple the number of potential visitors who will read your blog or opt in to your mailing list through your squeeze page.

However, beyond the article directories, there are plenty of places where you can legitimately post your spun content. Head on over to both [Squidoo](#) and [Hubpages](#) and create a mini-site on both of these sites by adding a couple of your article variations there.

Give your Squidoo 'lens' and your Hubpages 'hub' a PC game related title, add other 'modules' such as YouTube, eBay and Amazon.com to each of your many sites and then, finally, link them back to your squeeze page through a link that highlights the availability of your free PC games report.

Another way that you can use these articles is to back to blogger.com and create a new blog on that site which is based on yet another article variation. Link this blog to your squeeze page and to your main WordPress blog, because, as blogger.com is owned by Google, this is a surefire tactic for making sure that Google very quickly pick up on your existence.

Once again, as soon as your blog is published, 'ping' it using FeedShark and Pingoat, submit it to the social bookmarking sites and so on.

Do not lose sight of the fact that list building is, in essence, all about numbers.

The more people that you can send to your blog or squeeze page, the more people will have the opportunity of signing up for your mailing list.

Step 12 – adding your comments to other people’s blogs

One of the most important aspects of blogging is that every time you create and publish a new post, other people can visit your site and add their own comments to that post.

Of course, this means that you can do exactly the same on other people’s blogs, and, as long as your comments are constructive and interesting, that will send people who read your comments to your site.

The beauty of this is that, because you will only add comments to other blogs in your niche, any visitors that come to your site from these comments will be extremely well targeted. In other words, they will be people who found your comments on a PC games related blog, which immediately tells you that they are people who are interested in PC games (if they are not, why would they be reading a PC games related blog?).

Thus, when they follow the comment link to your blog, they are ideal candidates for signing up for your mailing list.

There are a couple of ways that you can find other bloggers in your niche.

The first (manual) way of finding other bloggers is to run a Google search using the term “**your niche** blogs”, replacing the highlighted text with your own niche description. For example, a search for “PC games blogs” returns over 25,000 results:

Results 1 - 10 of about 25,100 for "[PC games blog](#)".

Alternatively, you can download and install the free Comment Kahuna software which will find all of the appropriate blogs for you.

The most important thing to remember when making comments on other peoples blogs is that they must be constructive and useful. There is literally no point in adding something asinine like ‘Well done, John, great post!’ A comment like this is unlikely to be published by the blog owner, and, even if it is, it is not going to drive any visitors to

your site. Posting a comment that is interesting and informative can, however, send lots of extremely well targeted visitors to your site in double quick time.

Step 13 – using paid advertising

Without any doubt, the quickest and easiest way of driving traffic to any webpage is to use paid advertising to do so.

In particular, if you create a simple advertisement and publish it through the [Google AdWords](#) program, you will see visitors start arriving on your webpage with in a matter of hours.

NOTE: Your squeeze page MUST comply with Google's rules and guidelines! So take the time to study those first. Otherwise they will stop traffic to your ad, and they could even ban your account!

For list building purposes, in order to use the advertising for maximum effect, you will need to point your adverts at your squeeze page, and you must know that the squeeze page is going to convert visitors into signups before doing so. Otherwise, using paid advertising could become a very expensive folly!

It is, therefore, necessary to test your squeeze page before you decide to get involved in using paid advertising as a list building tool.

For this reason, you need to know what the conversion rate of your squeeze page is. You must know for a fact what percentage of your visitors are actually signing up for your mailing list, and, in order to establish this, you need to include a tracking link on your squeeze page.

You can get the necessary tools in order to do this entirely free from [Google Analytics](#).

Step 14 – give away \$7.00!

One of the smartest internet marketing initiatives of the past several years was the creation of the brilliant \$7.00 product concept by Jonathan Leger.

In effect, you create an infoproduct which you will sell for \$7.00. Given the price level, it does not have to be an e-book to rival 'War and Peace' – a report of 20 or 30 pages is more than enough to justify that price.

You install [a special script](#) on your site that enables you to sell the \$7.00 report and to grant any one that buys it the right to do the same. When they do so, they will keep the \$7.00 that is generated from every sale, but the customer's name will be added to *your* mailing list by the script.

This system is amazingly effective for building your own mailing list for a couple of reasons.

The first is that paying \$7.00 is not going to be beyond the means of anyone who is running an online business, and if, therefore, the report appears like it offers anything of value, buying it is almost a no-brainer.

Furthermore, knowing that they will have the ability to sell the product and keep all of the proceeds is likely to be major inducement for many web surfers to buy.

For you, as the product creator, what it means is that you will have an army of people promoting your product because they will receive 100% of the proceeds when they do so.

At the same time, however, it is your mailing list that they are building, rather than their own, and that is the key!

Step 15 – forum magic!







No matter what market sector or niche you are working in, there will be forum sites that are focused on it. If you are not familiar with the forums in your niche, check out the lists at both [Forum Showcase](#) and [Big-Boards.com](#).

There are two ways that you can drive visitors and/or build your list using niche specific forums.

First, many forum sites will allow you to add what is called a signature file to every posting that you make. Within that signature file, you are allowed to add a hyperlink to any other site that you want to promote. The beauty of this is that, because the forum site is focused on your market sector or niche, you know that everyone who sees your signature file will be interested in the same topic as you. If, therefore, you send people to a page where they can download your free report, then the signup rate for your mailing list should be extremely good.

Secondly, many forum sites have sections where you can make direct offers to other members. In some cases, you may have to pay to present your offer to the other site members (e.g. to make an offer in the '[Special Offers](#)' section of the Warrior Forum will cost you \$20), whilst in other cases, you can present your offer for free.

For instance, the Digital Point forum has a section that is entirely dedicated to '[Freebies](#)' and you can post your free report offer there, as many other people do:

Thread / Thread Starter	
	✔ 5 Trusted PTC with Auto Clicker! Earn While You Sleep! (1 2 3 ... Last Page) - 181 days old gottfried
	✔ Extremely Cheap Advertising warsome
	✔ Looking for~ Schmarvin
	✔ Free Report:How To Make \$10 Easy Money Over And Over - Viral Earning At Its Best! (1 2 3 ...) emigre
 	✔ Free Download: Article Submitter Software (1 2 3 ... Last Page) - 139 days old emigre

Once again, do not be shy about selling! Take anyone who clicks on your link to your sign-up page and, once they have subscribed to your list, send them to the sales page as highlighted in 'step 6' of this report!

Step 16 – Solo Ads

Solo ads are quite possibly the most powerful method that a newbie can tap into to build their list quickly, but you will find VERY little information about it anywhere.

What is a solo ad?

It's an email that a subscriber list owner sends to their list, promoting something. As opposed to a complete ezine or a newsletter, a solo ad only contains one promotion.

Imagine how many subscribers you could get, if some other list owners sent out an advertisement for YOUR squeeze page! Well that's exactly what you can do by purchasing a solo ad, or participating in a free solo ad program.

Paid solo ads are much more effective than free solo ads, but you could try a free solo ad exchange program if you can't afford to buy a solo ad.

You can google 'buy solo ads' to find some sources. Here are some other places to look:

<http://buy-solo-ads.com/>

<http://soloaddirectory.com/>

<http://www.10dollarsoloads.com/>

<http://buysolos.com/>

<http://kenneth-kraakstad.com/soloads.htm>

Step 17 – don't waste your real estate...

We have already considered and established the importance of e-mail to your business.

However, how many mails a day are you sending out that are doing nothing for your list building efforts? Probably quite a few, I would be willing to guess!

Every mail that goes out, whether it is business related or not, should have a signature file attached, and that signature file should be promoting your business.

What I do is add a link to all my outgoing mails from a personal mailbox that lead to my blog pages, because that just presents people with an opportunity to read articles that they may find interesting. It generates a few mailing list sign ups, but it is, nevertheless, a fairly benign and laid back approach.

However, for any mails that are sent out from business related e-mail addresses, I would link to the squeeze page, because that is a more direct invitation to join the mailing list, which is probably what people would expect from a business related mail address.

If you send out e-mails – and you do – then it does not make sense to waste that virtual real estate by not including something that you can use to build your list.

Conclusion

Having seen and read a great many e-books and reports about building your mailing list over the past couple of years, I have always found that one common feature has stuck in my mind afterwards. That was how difficult they made list building sound!

The truth is, it really is not hard to get 1000 new subscribers on your list within 30 days (you can do it in seven days with one successful giveaway event campaign, as you saw!) as long as you have three factors mastered.

First, you must have some way for people to sign up for your list that is published in as many different ways and places as possible (on every blog that you create, for example). Second, you must have a great free offer that converts attached to your sign up form and, finally, you need a good flow of people visiting those places.

That is, in essence, is all that there is to list building. Get on top of those three things, and you will have people falling over themselves to sign up, and you will have your 1000 list members well within your 30 day deadline.

Do not, however, be tempted to sit back on your laurels once you have done so. People who sign up for your list can just as easily unsubscribe if they do not think that you are offering true value, or cannot see what they are gaining from being on your list.

Yes, make them offers and product recommendations, but make sure that you always inform, educate or amuse them at the same time. In other words, treat your list members as real, warm blooded human beings, because that is what they are (but a surprising number of online marketers seem to forget this fact).

Treat your list members like friends, talk to them like you care about them and they will stay with you. More importantly, they will recommend your products or services to others and referred traffic is the best that there is in terms of attracting even more new list members.

Acquiring your 1000 new list members is only the beginning, not the end! From there, aim to add another zero to the number as quickly as you can, and then another, but

never lose sight of the fact that as long as you take care of your list members, they will definitely take care of you in return!