

List Building Profits



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Introduction

So, you're interested in building a massive, highly targeted list of buyers but you have absolutely no clue where to start.

You've heard "the money is in the list" and you know just how critical developing a targeted list is to your bottom line, you just need a clear-cut blueprint to show you exactly how to accomplish your goals.

Welcome to List Building Decoded.

Within this guide, you will learn exactly how to develop an active list of prospects, eager to purchase your products and the products that you recommend. These subscribers will be active, responsive and worth their weight in gold.

Throughout each chapter, I will provide you with an action plan that you can follow along with, and begin to integrate into your own marketing campaign.

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These strategies are simple, yet incredibly effective when implemented correctly. All you need to get started are a handful of tools and this blueprint.

So, are you ready to begin building your finely tuned mailing list of buyers?

Let's get started!

Creating Your List System

Email marketing involves growing an active, targeted mailing list of potential customers who are interested in specific topics, and then generating traffic and revenue by directing these subscribers to your products and the products you promote as an affiliate marketer or through joint venture deals.

As an email marketer, you will be balancing out high quality free content and material with paid advertisements and offers.

By developing a large listing of prospects and leads, you are able to broadcast product reviews and recommendations for third party products, meaning that you can start generating revenue without ever having to develop your own product.

Just by browsing through marketplaces like www.ClickBank.com or www.paydotcom.com will give you access to hundreds of products that you can promote to your list.

Before you ever create your autoresponder, or write your messages or even construct your landing or squeeze page, there are a few things you need to do in order to set up a well managed, successful list building 'funnel'.

You've heard of traffic funnels and this is no different. What you will want to do is guide your visitor from the moment they land

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on your squeeze page, subscribe to your newsletter, confirm their request and download or read your first broadcast.

A large majority of new list builders fail to establish a reputation, and credibility with their subscribers, or worse, spend time and energy developing a list only to let it run cold.

You won't make these same mistakes, because within the List Building Decoded system, we are going to cover the most important elements to building a successful list.

Consider the potential that creating a highly targeted, active list will provide.

With millions of people signing up for newsletters each day, the profit potential for email marketers targeting hot markets is absolutely outstanding, in fact, email marketing is virtually one of the most lucrative marketing tools available due to the fact that nearly everyone who connects online has access to an email account, the only requirement for receiving your newsletters.

And it all starts right now, with a check list of the tools you will need to create your newsletter and landing pages:

1: Autoresponder Account

There are many autoresponder services to choose from, including www.GetResponse.com and www.Aweber.com Regardless what

you choose, make sure to upgrade to a professional account so that your newsletters do not contain any third party advertising.

When choosing an autoresponder provider, be sure to evaluate what services is best suited towards your objectives, in terms of performance, customer support, features and cost. These parameters must meet your expectations and allow you the flexibility you might need when growing your list.

In terms of **performance**, the main thing to consider while getting an autoresponder is delivery of email. The higher the ability to deliver emails, the better.

The provider of the autoresponder must support you with **prompt customer service** that knows what it is talking about. Just imagine getting stuck half way through your campaign! So look for one that is accessible easily and responds quickly.

Features are only as useful as you find them for your business. It is possible that you may not use all the features your autoresponder provides.

But you can have it working efficiently for you when you are clear about what you want and set it accordingly. Next, you want to check that **what you are paying** to use your autoresponder does not cut into your profits.

After all, you are trying to find ways to build your lists, not incur losses. So check what it will cost you in service, set up, monthly expenditure and other costs that may not have been mentioned.

2: Domain Name

Depending on whether you are going to build a list focusing on one specific topic or a broader list, you will want to choose either a generic domain name or one targeted towards your niche market.

You want your domain name to be memorable and easy to spell. Avoid hyphens, numbers and misspellings.

You can register a domain name with providers like www.GoDaddy.com or www.NameCheap.com

3: Hosting Account

I suggest signing up for a basic hosting account with www.HostGator.com where you can easily upgrade later on, if need be.

When it comes to building your squeeze pages, you can use pre-designed templates, which will save you time and money.

The great thing about email marketing is that literally anyone can be successful with it, even if they have never attempted to run an ezine before.

In order to get started with Email Marketing, you will need to set up an autoresponder system that will deliver your messages in a timely manner, based on how you have customized the settings and pre-determined the mail out times.

This means that you can write all of your messages at once but have them trickle out to your subscribers on various days.

The autoresponder service provider you choose will provide you with an account where you can log in and create unlimited email campaigns as well.

This means that you can cater to a dozen or more niche markets but keep things organized and well managed by emailing these groups individually as to avoid confusion.

For instance, perhaps you are interested in the dog training niche market as well as the golfing market. You would simply create two autoresponder campaigns. One titled golfing and one title dog training.

You would create your content separately for these two markets, pre-fill your autoresponder account and it would instantly send out your notices, news and updates to each group of subscribers.

Choosing Your Newsletter Topic

To choose your topic, you will want to evaluate your niche markets, see what other email marketers are offering, what your prospects are interested in and how you can offer useful information that is catered towards their requests.

You want to focus on markets with longevity so that you are setting up your lists for long term profitability.

Analyze the market that you are considering focusing on. Does it consist of people who are likely going to solve their problems quickly, leaving little reason to stay subscribed to your list? Is your market based on a passing fad, rather than stable trend?

Example: Creating a mailing list on a product that is likely going to be outdated or replaced with a new version in a short period of time such as the Xbox 360, or Wii.

While you could shift into another area of the gaming industry, odds are that people subscribing to your list for information on the Xbox 360 aren't going to stay subscribed for long, nor will you have an abundance of content to offer them over a long period of time.

However, a long term list building campaign would be a market

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such as the weight loss industry, where people are always going to struggle with their weight, and even those who temporarily lose weight may still feel they benefit from your information and guidance.

Try to choose a market with ongoing demand and long term stability.

Here are a few things to keep in mind when choosing your topic:

- 1) Are you personally interested in this niche?**
- 2) Do you have experience with this niche?**
- 3) Are there products to promote to this list?**
- 4) Is there an existing demand for this topic?**
- 5) Is this is a long term niche?**
- 6) Will people pay for information in this niche?**

You want to focus your effort on creating a list that you will be able to cater to for years to come, meaning that these subscribers will purchase from you again and again.

Never venture into a market where the bulk of the consumer base is made up of people who only need one product to solve their problem or satisfy their thirst for information and knowledge.

The entire point of building a list in the first place is so you have

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an active, ready-made customer base that you can target with affiliate promotions and eventually your own product launches. This means that you need to build a list that will stand the test of time.

Of course, regardless what niche you choose you are never going to be able to retain 100% of your subscribers, and don't feel bad when you lose subscribers each week. It happens to everyone.

All you can do is ensure that you are offering high quality content and that you are staying on topic, providing your subscribers with the exact information they originally signed up to receive.

Do not build a squeeze page offering information on weight loss only to send out email campaigns that discuss online marketing. Those who subscribed for the original topic will immediately unsubscribe and may never join any of your lists again.

Once you have written down a potential list of long term topics, the next step is to evaluate the actual profitability of your niche.

While it might be a topic that will stand the test of time, are people actually purchasing information within that market, or is there an abundance of free information that would satisfy the average subscriber?

One easy way to tell is by visiting the marketplaces that feature

products in various categories and niches. ClickBank, or eBay.com can give you an idea as to whether people are purchasing information in your market.

Visit www.Amazon.com and enter in your keywords to determine just how many books are available for your subject, and analyze just how lucrative the market is. Obviously, the more products available and the more advertisers promoting these niches, the more profitable they are likely to be.

To narrow down your topics and choose the very best one, the easiest way to begin is by conducting a bit of quick market research.

Here is how I do this:

Step 1: Google

Visit www.Google.com and enter in the main keyword phrase for your topic (Example: Weight Loss Newsletter) to determine your competition and how popular your topic is.

Pay attention to the Adwords advertisers in the right hand column, as well as the sponsor ads that appear above your search results. Is there a lot of competition in this market?

Remember, competition isn't necessarily a bad thing, you are

trying to determine how profitable the industry is, and the more advertisers, the more profitable (and popular) the market is.

Step 2: Search Product Marketplaces

This is where www.ClickBank.com is a handy tool.



The screenshot shows the 'Search the ClickBank Marketplace' form. It includes several dropdown menus and a text input field. The 'Category' dropdown is set to 'All Categories', 'Subcat' to 'All Sub-Categories', 'Product Type' to 'All Products', and 'Language' to 'All'. The 'Keywords' text field contains 'dog training'. The 'Sort by' dropdown is set to 'Popularity'. The 'Show' dropdown is set to '10' results per page. There are 'Go' and 'Reset' buttons at the bottom right of the form.

By exploring their marketplace, you can determine how many products are available for your topic, and since you are likely going to want to promote affiliate products to your list (even if you have your own product line), you will want to verify that there are a significant number of products available.

Step 3: Search Communities

Use the search engines to locate forums and message boards for your topic. Take a look through threads to get an idea of what people are talking about, what questions they are asking and what they need help with.

Not only will this give you a better understanding of whether your newsletter topic is a viable one or not, but you will be able

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to generate ideas for content from the existing questions and discussions.

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