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Foreword

Do you have an email list? How big is your list?

List building is an integral part of any online business. Just as how brick and mortar businesses keep record of their previous customers, the online entrepreneur has to collect the information of his visitors so that he can contact them again later on.

Therefore, huge focus must be placed on learning how to build a powerful mailing list so that you can continuously provide value to your prospects or customers at the same time monetize from them.

Are you ready to build a highly profitable list in your online business? Let's get started.

List Landslide

Build Your List The Fast Way Using Powerful Free And Paid Methods

Chapter 1:

Introduction

Synopsis

The money is in the list, they say.



Intro

What is a list, exactly? Basically, it's short for **email marketing list** or **email autoresponder list**. These emails are the contact information of visitors who come to your site who are looking for specific information on your niche topic.

In order to build a list, you will need to have an email autoresponder set up. The two most common autoresponders in the market are:

-Get response (www.getresponse.com)

-Aweber (www.aweber.com)

It is **compulsory** for anyone who wishes to start an online business to get an autoresponder account. This will be used to manage your subscribers and mass email your list with offers and information of interest.

Fortunately, these autoresponders come in different packages for big and small entrepreneurs, so choose your desired package wisely.

Once you have an autoresponder account set up, you'll have to set up a business system for collecting leads or subscribers, which I will detail in chapter 3: The basics of list building.

Chapter 2:

Why Build A List?

Synopsis

One of the most common question asked by new online marketers is:
“Do I Have To Build A List?”



Do You Need It

The truth is, there are many ways to make money online. Some make money through blogging, which involves getting readers hooked onto your blog content and wanting to come back everyday to read new stuff. While others dabble with e-commerce or drop-shipping.

However, if you are in the business of information marketing, it is highly recommended that you build an email list.

Why is that?

With an email list, not only can you continuously build rapport with your subscribers, you can also offer them products of interest. Traffic that comes and is not captured is a waste. People are looking for specific information and they will leave forever once they have found out. However, if you manage to capture their emails, you can continue to provide value and turn them into your loyal customers or followers.

One more good reason – With an email autoresponder, you can automate emails so that new subscribers will automatically be funneled through a series of emails which will lead to a sale eventually. Can you say *passive income*?

Chapter 3:

Basics Of List Building

Synopsis

So how do you start building a list, exactly?



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