



39 Best list Building Secrets Revealed

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Important: Read the Following:

When you implement this report, you will possess valuable knowledge to help you improve your ads. This is a big key in making more sales.

So, it is important for you to read, study and implement this report as thoroughly as possible. **DO NOT JUST PURUSE THIS REPORT ON YOUR COMPUTER. PRINT IT OUT AND READ IT. STUDY IT.** It is your report. Put it to use and let it help you to become successful on the internet.

If you just peruse this report on your computer, you might not implement it. It is your report. It is completely yours. You can even give it away to others, but it will be useless to you unless you use it. This is why you want to print it out for your personal use.

If you read, study and act on this report, you will be one step closer to success. It does not cost you anything to print out this report. It is your tool to use to help you get out of the rut that you might be in. Print the report out, and use it to your advantage.

This report is not just a theory. I have used it myself with tremendous effect. As you read this report, you will see how it has been applied in real life, and you will see how you can use it yourself to your advantage.

STOP! Have you printed this report yet? Do so now. Circle and underline the ideas that are important to you. Take notes on it. Scribble your own ideas on it. This is your report to be used by you to make you a success, but this report is just information unless you use it.

[How to Get Tons of Free Traffic to Your Site Check It Out Here.](#)

39 Best list Building Secrets Revealed

Dear valued customer,

Thank you for purchasing "39 Of The Best List Building Secrets Exposed!
My name is Corbin Steele and I own the site at
<http://www.goodguysite.com>

This is primarily a free site dedicated to helping people succeed on the internet so don't be afraid to visit it. After all, free is a very good price, and I have personally endeavored to make the site helpful.

How To Use This Guide

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re read it again. Then, read the sections again that you are not sure about, and if you can.

Print it out and read it in printed form. There are plenty of website links in this book so you may also want to read this book while you are online so you can see exactly what I'm talking about throughout the book.

Save this guide in your computer so that you can use it as a reference guide in the future. This guide is a tool that you own and that you can use to help you succeed in internet marketing so treat it as something valuable.

What This Guide Is About And Who It's For

"The money is in the list. The money is in the list." That's what the expert marketers say.

They say this for good reason. They have tried it and it works. They have probably tried other methods that didn't work as well.

By their own efforts they have discovered that, "The money is in the list."

You too want to succeed in an internet business. Therefore, you too want to learn how to build a list of loyal customers who will buy from you again and again.

This report will show you how to add thousands of quality subscribers to your list without spending a fortune in the process.

Sincerely,

Corbin Steele

Corbin Steele

[This is a Crazy New Way to Get the Traffic That You Couldn't Get Before; AND It Works!!](#)

[The Above Statement Did Not Tell You Enough. You Got to Check This Opportunity Out Here.](#)



[This is me - Corbin Steele telling you. You have Got to Check Out the above Opportunity.](#)

List Building Secret #1 - Make Your Content Relevant

One of the biggest mistakes newsletter and eZine publishers make is writing about subjects that no one in their market is interested in. Find out what it is that your subscribers are interested in and write about subjects related to those interests. Otherwise people will be ...well, uninterested. They will stop reading your eZines and will unsubscribe.

Stay focused on what your readers are interested in. Think about who your target audience is. If your target audience is dog owners, don't write articles about cats. Think about who your audience is before you write every article.

Research what your target audience is interested in before you even start your eZine. It doesn't take much effort to do the research. If your target market is dog owners. Look up the various subtopics on dogs and pets and find out which ones get the most searches.

[Is This Valuable or What? Listen to the Whole Video to Find Out. Click Here.](#)

You can send out an email asking your readers what they want to read. This will help you find out instantly what it is that will perk their interest. Moreover, people will appreciate that you take enough time to ask them what it is that they are interested in.

Also sign up for other eZines in your market and see what they are writing about.

If you keep your content relevant, it will keep your subscribers happy and boost the number of people that will recommend your newsletter or eZine to others.

List Building Secret #2 - Add More Subscription Boxes To Your Website

Sounds simple enough, but few people actually do it. If you have a 100 page website, you should have 100 newsletter subscribe boxes on your website.

[Want to Know How to Get an Avalance of Traffic? Check this out here.](#)

Place them at the upper left hand corner of each page. That's where people's eyes first travel when they visit a webpage, and that is where you will get the most responses.

Better yet, have two opt-in subscription boxes on each page. one in the upper left hand corner where people are most likely to see it when they first visit a page; and one in the footer after people have finished the page.

The one in the footer will not interrupt anything else that people are reading on your page because it will be at the bottom of the page. However, it will give your people an extra chance to sign up for your eZine.

If your sidebars are devoted to advertisements, you can place a subscription box there as well.

You can also integrate a subscribe box just about anywhere in a website. You could add one just before an article starts, in the middle of an article or even at the end of the article.

This is best done with articles that pertain to your eZine. For instance, if you have an article on eZines that relate to your target audience, you can place a subscription box with in the article, and possibly one at the end of the article also.

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

List Building Secret #3 - Use A Paid For And Well Known Autoresponder

I am introducing a scary word for some. In using an autoresponder, these people will be going where no one has gone before. They will be trying something that seems new and unknown.

[Double Your Traffic? Check Out This Site.](#)

However, autoresponders are easy to use. They are simple programs that do all of the work for you.

All you do is set them up using simple and easy instructions that the autoresponder hosts will give you.

Others are using autoresponders and are building huge customer email lists with them and are making lots of money using them. you can do the same thing.

There are three types of autoresponders: the ones that you buy and operate yourself; the cheap ones that offer to do the service for you for cheap; and the good ones that are run by professionals; meet government regulations; deliver your emails efficiently; and are always available with help.

Don't go with the ones that you buy and operate yourself. If you run into headaches with these, you will have no one to turn to in order to fix the problem. When you do have a problem, it will mean lost business while you try to fix what you do not know how to fix. Your time will be spent on fixing problems with your autoresponder when you could be using your time to find and create new products, and improve your sales campaigns.

Moreover, there are new government regulations on emailing and spam etc. If you run afoul of these laws, you could be in big trouble with the government. you could even get shut down.

Don't go with the cheap autoresponders either. Your autoresponder will become the life-blood of your business. You want that to be running efficiently while you allocate your time to improving your sales.

[Do You Want to Build Your List? Check This Site Out Here.](#)

Use the best autoresponders on the market. These companies will deliver the emails for you hassle free, and give you all of the online help that you need. (You rarely need any help because the autoresponders are fully automated.) They also know about government regulations, and how to avoid spamming.

Aweber -- the foremost autoresponder service on the market -- only costs \$19.00 as of this writing and the first month is only \$1.00. \$19.00 is a very small amount to invest in a tool that will become the life-blood of your business.

I use Aweber and have never had a problem with it.

Another one that I have heard of is Get-response. Whoever you go with, make sure that they have a good reputation before you choose them. The money that you pay for the service is not the expense that will hurt you. They money that you lose in poor performance is what will kill your business.

List Building Secret #4 - Offer An Outstanding Bonus Or Gift

There are so many products and services offered on the internet that it is hard to stand out from the pack. Often you need an extra incentive to encourage people to sign up for your eZine.

Your eZine is free to the subscriber, but so is every other eZine out there. An extra free bonus might just be all that it takes to get people to subscribe.

You should offer a bonus that relates to the subject matter of your eZine. That way the people who are interested in your bonus product will also be interested in your eZine.

Fresh Leads and Sales. Check This Out Here.

If the product is not related to the subject matter of the eZine, some people will subscribe so that they can get the free bonus, but they will unsubscribe later because they were not interested in your eZine in the first place.

Or, they might be interested in your eZine and an extra bonus product would be all that it takes to real them in, but your bonus product doesn't interest them. Therefore, they don't take you up on your offer.

The best type of bonus offer is an eBook since they can be downloaded easily.

It is to create your own unique eBook yourself and not something you have reprint rights with 500 other people. Moreover, you can create links in your eBook to sites where you are selling products.

EBooks are not that difficult to create. There are thousands of Private Label Rights (PLR) eBooks available on the internet for free or for just pennies. You can use one of these as a guide to what you want to create and rewrite it.

Or, take the best ideas from several PLR eBooks and compile them into a new one. You should still rewrite the new one after you have compiled the parts in order to make it uniquely yours and to make it more readable.

It will take a little effort to write a good eBook, but you should be able to write a complete one in a week or two. It is very possible to rewrite an entire eBook in a single day. Most eBooks are not long. They are usually less than 40 pages, and working steady, one can rewrite one in a single day.

Also, you can compile an eBook from good articles that you have found or previous issues of your eZine.

[Start Getting FREE Traffic and Making Money Today Find Out How Here](#)

List Building Secret #5 - Use Free Viral Ebooks To Get New Subscribers

Viral eBooks are eBooks that you make available for others to distribute. They can use them as bonus eBooks like I mentioned in Secret #4.

What makes them powerful is that you create links in the eBook to your eZine and any products that you might want to promote.

You offer the eBook to others to use and distribute, and they do the distributing.

The key is to give people the reprint rights to the product so they in turn can give your product away while making some money in the process.

Don't stop with just one eBook. The momentum of an eBook wears out over time, and to keep new people coming in, you should produce new viral eBooks. Moreover, as you continue to write new eBooks, you will gain recognition as an author and an authority in your field.

Keep in mind that the goal is to get the eBook out into the internet and to get more subscribers. The goal isn't to make money from the sales of the book.

There are sites on the internet that are clearing houses for eBooks and you can submit your eBook to them for free. Tell people that they can have the book for free and that they can either sell the book or the book and the reprint rights to their customers.

They can also use the ebooks as bonuses to offer with other products or services that they are promoting as incentives to encourage them to buy the other products.

This is easy money for them and more subscribers for you!

[Do You Need a Powerful Way to Grab Visitors? Click Here.](#)

List Building Secret #6 - Archive Your Newsletter Copies

If you allow people to read your back issues without having to sign up for your newsletter, this will show them what type of content you do write and will make them want to join.

You would think having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get it without giving their email address away, but this is not true.

What you do is tell them on the website that newsletter subscribers get each issue 2 weeks before non subscribers.

List Building Secret #7 - Use Pop Up Windows

Pop up windows are effective ways to get subscribers. There are two basic types of popup windows:

- The popup window on entry which pops up when you first go to a website
- The pop up window on exit, which pops up after you leave a website.

I prefer the exit popup. When someone leaves a page on your website they get a popup window asking them to subscribe to your newsletter.

This can get annoying so what you want to do is use a popup that allows you to tell if a person has already seen your popup before so it won't keep showing.

[Do You Want Google to Notice Your Backlinks? Click Here.](#)

You can find pop-up generators by doing a search for "popup generators" on a search engine.

List Building Secret #8 -Use Squeeze Pages

A squeeze page is like a sales page except that instead of selling a product, it offers a subscription to an eZine or news letter or something.

Its intent is to capture peoples email address. It can be used to offer a single product, or even as a sales page for a product, but it best works with something that you offer over a period of time such as an eZine or a tutorial.

The purpose of the squeeze page is to get people to give you their email address and they don't have to do so in order to get one product. They only have to download a product to get one product; but to get something over a period of time, they have to give you their email address so that you can send them the various issues.

A squeeze page should have a good heading that captures people's attention.

[If You Need to Sell Lots of Products, This Is the Solution. Check It Out Here.](#)

As much information as possible should be above the fold. This means that the information should be visible before people have to scroll down.

The key benefits of your eZine should be in bullet form and be a different color from the heading. This helps capture people's attention.

The opt-in form should also be above the fold. A good way to create a good squeeze page is to have the title at the top; the bullets beneath it on the left; and the opt-in form on the right.

The less you ask for in the opt-in form the better. The more that you ask for, the more people will be weary of you. All that you need is their email address. You don't even need their first name. You can begin each email with : "Hi," , and you don't need their first name to do that.

You should put them at ease by mentioning that you only need their email address so that you can send them your eZine; and that you value their privacy and won't give their email address out to anyone. Place these statements right above the opt-in form.

[Are You Having Trouble Setting Up a Money Making System? Check this Out Here.](#)

List Building Secret #9 - Buy Leads With Co-Registration

Co-registration is building lists by buying subscribers from a 3rd party service.

Dr Ralph Wilson describes it:

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

List Building Secret #10 - Write Free Articles

There are hundreds of sites on the internet where people can post their articles for free. many of them have lots of categories listed so you can target your article to a specific category.

These sites are called article directories. Thousands and even hundreds of thousands of people visit their sites every month looking for articles on their topic. Their searches are targeted to a specific category and when your article appears in that category it will be seen by these people.

YOU DON'T HAVE TO BE A GOOD WRITER TO SUBMIT ARTICLES TO THESE DIRECTORIES. Chances are that you can do better than most of the articles that I have seen at these directories, and these articles do get read.

[Free Trial. Could This Be Your Solution? Check It Out Here.](#)

These articles stay up forever so one submission can give you a lot of exposure for years to come.

Moreover, you can submit the same article to many directories. That means that you only have to write one article in order to be seen by visitors of many -- even -- hundreds of directories.

What makes article directories powerful is that you can provide a resource box in which you tell people a little about yourself and your business.

More important, you can include one or more links to your site or sites. (Most directories allow you to have three links in your resource box and some allow links in your articles.)

It is these links that make article writing so powerful. Some people will click through the links when they see your resource box.

Not all of the links have to be to your sites. One link can be to your email address.

VERY IMPORTANT!! Be sure to take advantage of the resource box and provide a link to your website or sites. I am amazed at the number of people who submit articles to the directories then do not provide a resource box. Or, they provide a resource box and fail to provide a link to their site.

What good is an article if people cannot find you after they have read the article? The purpose of writing articles and submitting them to the directories is to gain traffic.

[How Can You Sell Thousands of Products? Find Out How Here.](#)

Even if you cannot think of anything to say about yourself, provide a resource box and a link in the box to your site. At least have a statement saying: "This article was written by [your name]. His site can be found at [the domain name of your site]."

Better yet. Say something like: "Good help can be gotten at [the domain name of your site]."

Do whatever you can to get people to link through to your site or sites. That is the reason that you are submitting articles to these directories.

List Building Secret #11 - Submit To Ezine Directories

This is similar to submitting to article directories; but instead of submitting to directories that will display your articles to people who come to their site, you will be submitting your article to eZines that will publish your article in their eZine. The eZine will be sent out to people with your article instead of waiting for people to come to the site with the article in it.

The best ezine directories are paid for and they are:

<http://affiliatesdirectory.com>

and www.Directoryofezines.com

Here are some free ones:

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

<http://www.liszt.com>

<http://www.ezine-dir.com/>

www.emailuniverse.com

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

<http://www.site-city.com/>

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

<https://www.newsletteraccess.com/>

[How Easy Is It to Get Commissions from Home? Find Out Here.](#)

List Building Secret #12 - Submitt Articles to blogs

You don't have to stop with article directories. Once you have written you article, it is yours to submit where ever you want.

Blogs are always looking for good content to use at their sites. Check around and ask some webmasters of blogs if they would be interested in using your articles.

You would include a link to your site with the article.

The articles that you submit to blogs should not be a sales page. It should be a genuine article that contains useful information for the reader.

List Building Secret #13 - Create an eCourse

Another way to build an email list is to write a few free E-courses that people can subscribe to.

Each issue of your eCourse can have links to your site, or sales pages and/or your eZine if you have one.

The weakness of an eCourse is that when the course is over so are the emails that you will be sending. With an eZine, you can keep coming up with new articles.

[Is This an Easy Way to Sell Your Own Products Even If You Don't Have Any Now? Check This Out Here.](#)

You can have both however. The more ways that you have to funnel traffic to your site the better.

You can have links in your eZine to your eCourse and visa versa. When you do this, the same people will be viewing both your eCourse and your eZine. You won't get more people, but you will be getting the same people to be seeing your ads more often.

The more people see your promotions the greater will be the potential of making sales.

List Building Secret #14 - Using Mp3s To Get More Subscribers

Doing audio interviews with experts in your field also is a great idea to get more subscribers.

Creating audio interviews isn't hard at all equipment wise and finding experts to interview is a piece of cake.

Well most FAQ pages at FAQS.Org/faq/ have who its written by and an email address for them. These guys would make great experts to interview.

Tell them you want to interview them because you've read information they've written and it was great and you think your subscribers would appreciate the information.

Most will do this without charging you a cent if you are outside the marketing field, they will just get a thrill out of being interviewed.

[Is This the Easiest Source of Getting Traffic? Check It Out.](#)

Once you have these interviews, tell all the publishers you've been in contact with recently that you have this great set of mp3's just completed and you want to offer them for free to their lists.

Setup a section on your website with the download link to these mp3's and also put a subscribe form near them for your newsletter and you will be surprised how many people will sign up AFTER they listen to your mp3s.

If you have a series of mp3's, you can offer a subscription to them in which you send out an email once per week with a link to the download page for the videos.

The download page can have links to other sites that you have up, or the videos can mention these links.

You can also use mp3's to create tutorials. They are excellent for tutorials because tutorials are often show and tell. You have to show them where to click, and then where to click after that; and where to fill in this blank, and what to put in that field.

You can show and tell easier with visuals than by trying to tell them with words on a paper.

Also visuals are easier to make than writing up reports.

List Building Secret #15 - Do Ad Swaps

An ad swap is just what the words suggest. You place an ad at someone else's site and they do the same on your site.

[How Easy Is It To Get Set Up to Sell Thousands of Products? Find Out Here.](#)

It works best with email lists. It is hard to trade straight across because different sites have different volumes of business. Someone who has a thousand visitors a month may not want to swap ads with someone who only has 100 visitors per month.

However, with email lists, you can trade 100 subscribers for 100 subscribers. If you are just beginning and only have 100 people on your list and you find someone who has 250 people, you can send his ad to your 100 people, and he can send your ad to 100 of his people.

At first, this looks like you are trading email lists to some. You are not. You are keeping your email list private, but you are placing an ad for someone else's product, service or email service in your emails.

He does not get your customer's email addresses unless they give it to them.

The same is true of you. You don't get his email list, but you place an ad that he sends to his people for your eZine. When they sign up for your eZine, they will give you their email address.

Other eZine and newsletter publishers are the best source of email lists. Search for eZines that cater to your market and ask these people if they are interested in swapping ads.

[Can YOU Tripple Your Proffits in Any Niche? Find Out How here.](#)

You can also find people who are interested in building their own customer base at forums. Be careful that you don't spam when you visit forums though. Forums are for sharing information and for people helping each other. They are not intended for people to use to build their own email lists.

List Building Secret #16 - Use Free Forum Posting

This can be both good and bad. Forums are for people interacting; sharing their problems, and sharing their solutions. They are not for spamming.

If you are visiting forums just to get customers, you do not belong in the forums.

With this in mind: Forums are good for finding people with like minds; and finding people that you can form joint ventures with.

They are excellent for finding free help from people who know more than you do about a subject and are sincerely willing to help you.

It is best to use the forums to ask for help and offer good advice that is helpful. SUGGESTING THAT PEOPLE BUY YOUR PRODUCT IS **NOT** HELPFUL. IT IS RUDE AND IT IS SPAMMING.

Use the forums to ask for help. Invite people to look at your site to see how they can improve it.

Once they are at your site, you can make any pitch that you want to them and you are not spamming. You were polite at the forums. That is a fair way to build your business.

[How Do You Get up to 71% More Readers for Your Blog or 84% More engagement for Your Facebook? Find Out Here.](#)

You can make a plea at your site to try your eZine or do ad swaps. This will build your email list and help you make friends.

With the above advice in mind, here are three rules for using Forums:

- 1) Find forums in your niche
- 2) Read some of the back posts and see whos the boss, who posts good content and what the rules are
- 3) Start posting with useful information and include your little newsletter byline at the end of your post or in your signature file.

List Building Secret #17 - Setup A Contest

This is an excellent method of building a email list. Sponsor a contest. Offer your people a prize if they can get more subscribers for your eZine.

- 1) Create a prize that is valuable. It can be a package of eBooks or a free eCourse. It should be valuable so that people will be interested in participating.

[How Do You Get Lots of Traffic Without Spending Money? Find Out Here.](#)

If possible, offer a second and third prize so that people will feel that they have a chance. People often do not feel that they have a chance when there is only one prize. With everybody else running they are sure to lose.

You can have multiple second and third prizes. Maybe one first prize, 10 second prizes, and 30 third prizes.

If your products are digital and are created by you, the cost of giving away prizes will be minimal.

- 2) Establish the rules: What qualifies for first place, second place etc.
What is allowed and what is not allowed.
- 3) Set up a date that the contest will end.
- 4) VERRY IMPORTANT! Set up a system whereby you can know who is getting which subscribers. It can get very messy if someone gets a subscriber for you and they don't get credit.
- 5) Write promotional pieces for your people.

List Building Secret #18 - Setup A Contest With Other Publishers

This is similar to the above except that you get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list.

To enter this contest, these subscribers from your list must subscribe to the other publishers lists and vice versa.

[Do You Want Tons of Traffic? Check This Out Here.](#)

The contest could be for anything, depending on your market. Perhaps the publishers you contact all have ebooks for sale, you could give a free copy of all your ebooks out to the winner. Anything with value with work.

You then setup a domain for this specific contest and put all the information needed on that. You then tell your list about the contest and where to go to enter and how. Everyone on your list who enters then gets subscribed to the other publishers ezine and you get their subscribers.

- 1) Find 4 or 5 publishers in your market
- 2) Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you there signup information and something to offer for the contest
- 3) Setup a domain name and website/sales letter that tells people how to enter and all the information needed
- 4) Do steps 1-5 of secret #16. Setup A Contest
- 6) Send these publishers the names and email addresses of subscribers
- 7) Add the subscribers to your list, make sure you check for duplicate email addresses so you don't add people already on your list
- 8) Pick a winner!

List Building Secret #19 - Do An Article Recommendation

Write an article about the best newsletters in your market.

[Find Out How to Generate Affiliate Commissions in 24 Hours or Less. Click Here.](#)

Find 5 eZine/newsletter publishers who are interested in being mentioned as one of those eZines/newsletters in the article.

In effect the article would be recommending them.

They would also publish the article in their publication.

Make the article objective, don't just blatantly plug newsletters, write it like a news reporter would. Everyone who runs the article will get subscribers and you will get subscribers and everyone will be happy.

This method will also work for products as well. You can write an article about the products that each of five marketers is promoting. Include your own product or eZine. Have each promoter send an email to their list with the article.

List Building Secret # 20 - Use Classified Advertising In Ezines

Classified ads are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap.

The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad.

List Building Secret #21 - Buy Ezine Solo Ads

Solo Ads are ads that are sent out by themselves. They are not listed with other ads, but appear solo -- by themselves. Hence, they are called solo ads.

[Create Your Own Money Making Sales Funnel in Less Than 60 Minutes Click Here](#)

Such an ad needs to be a fairly good length. Some people say shorter ads work better for the simple fact the reader has less to read, however, a very well written longer solo ad will pull much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry. You might even check out the posting guidelines for other eZines so you can know exactly how long they like their solo ads.

Work hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

Also, list the benefits of your eZine and use bullets to list them. It is often best to use different colours for the heading and the bullets so that they stand out.

Get an idea of how you will make your ad by looking at other ads for products like yours.

List Building Secret #22 - Use Top Sponsorship Ad's In Ezines

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well.

[Easy, Proffitable. Perfect for Beginners Check It Out Here](#)

They are also usually 5 to 8 lines long, and you should really concentrate on your headline, and leading them straight to your autoresponder.

List Building Secret #23 - Network All You Can

Every where you go, network with people. You never know exactly who you might run into. Let as many people as you can know about what you do and that your the best at it.

Going to seminars and trade events is a great way to network with people in your markets and a great way to start building relationships with key online businesses.

You never know who might be able to help you with something down the track.

List Building Secret #24 - Create And Sell Ebooks With Reprint Rights

EBooks are not that difficult to create. Most marketers will tell you that it can take a week or less to create one. I have done many in less than three days and some in a single day.

Part of the reason that it is easy is that an eBook doesn't have to be hundreds of pages long. In internet parlance, a 16 to 40 page report is often referred to as an eBook.

Also, you can get your ideas from other eBooks so much of the research is done by others.

I recommend that you use your own words though, this keeps your eBooks unique, avoids plagiarism, and forces you to learn your market.

[The Easy Way to Create Professional Videos with Just an Iphone Check It Out Here](#)

The power of this method is in the fact that you give the reprint rights with the eBook. This helps the eBook go viral.

'Viral' is a big word among expert internet marketers. When an eBook goes viral, it means that it is picked up by others and is passed on. ...and passed on, and passed on. The eBook never stops getting passed around.

A second feature makes these eBooks powerful. In each eBook that you create, you supply links to sites that you have created. You can supply links to product pages where you sell a product or feature several products; websites that represent your business; or to eZines and tutorials etc. that you have created.

The best links are the ones to eZines and tutorials because when you offer something ongoing such as an eZine that they will be getting from you, you can ask them for their email address.

One of the most important concepts in internet marketing to understand is that a customer with an email address is worth far more than a sale. A sale is made only once. A subscriber to a eZine or newsletter has multiple times that he can buy from you. If he doesn't buy this time, he might buy next time or sometime a few months from now.

If he bought a product from you today, he may buy another next week. One time sales cannot produce this repetitive income for you. This is why you want to put links in your eBooks to eZines as often as you can.

[How to discover Cash in the Most Profitable Niches Click Here](#)

Create a product to sell:

If you don't have any products that you have created, you can promote other people's products as an affiliate, but it is very important to create something that you can offer people such as an eZine whereby they will give you their email address.

Credit card possessors:

You will need a credit card processor if you are going to do any business online. PayPal is the foremost one, but if you are selling affiliate products sponsored by Click Bank, they will process the transactions for you.

EZines do not require a credit card processor because no money transaction is made. However you will need an autoresponder in order to set up the regular emails that you send them.

Creating an eBook:

EBooks can be created using a word processor, but most professionals prefer to create eBooks in PDF format. I have not seen any eBooks that did not come in PDF format. Some came in both Microsoft Word and PDF, but all had PDF format.

The cost of a PDF creator runs from under \$50.00 to over \$100.00, and you can find one by searching for 'PDF formatter' or 'PDF converter' on a search engine.

Write your content

I mentioned that you should use your own words. You want to appear as original as possible. Moreover, with a little effort you can create an eBook that is a class above most of what passes for an eBook on the internet. The better your eBook is written, the more people it will appeal to.

Make sure you clearly state in the front of the book, that the buyer has Resell Rights to the product and can sell it or give it away if he chooses.

[Capture More Leads; Convert More Customers Find Out How here](#)

List all of the ways that he can use the eBook. He can give it away as a bonus with other products that he is promoting; offer it as a bonus for signing up to his eZine or newsletter; sell it to people; bundle it with other eBooks and sell the package.

Create your sales letter

This is where you will be selling your book from and is critically crucial to your success.

An easy way to create a good sales letter is to mimic successful sales letters. Also make an appealing heading. You can find pointers on how to do this by searching for "How to write headings" on a search engine. The

search engine will give you a list of sites with articles on: "How to write headings".

By the way, some of these articles will be at article directories that I mentioned above.

List the benefits of your eBook in bullet form and in a different colour from the heading.

[You Have to See It to Believe It. Click Here to See.](#)

Target your market

A neat thing about eBooks is that they usually have two markets. One relates to the subject matter of the eBook.

Also, no matter what topic your selling on, there is one market who will want your book for the sole purpose of selling it, and that's the Internet Marketing group.

Your book could be on sweaters for aardvarks, but all they care about is the fact they can sell it as their own. An eBook that is offered for redistribution always does well.

The key is to target people in your market and also the Internet Marketing crowd.

List Building Secret #25 - Start An Affiliate Program To Promote Your Newsletter

If you know that every subscriber to your newsletter is worth 50 cents to you, you wouldn't mind paying 20, 30, 40 or even 50 cents per subscriber to your affiliates, and that's a pretty good deal for you and them.

Another way, another less risky way is to do the following. Create an eBook that has value with links back to your site. Price it for around \$20 to \$30 and give affiliates 100% of the sale. They are motivated to sell the eBook for the profit that they can make, and you get the benefit of a viral eBook with links to your sites. If you put links to your eZine in the eBook, you will get a huge mailing list of not only newsletter subscribers, but customers.

List Building Secret #26 - Use A Dynamic Email Signature

If you send out quite a few emails every day, this is a great method to pick up some new subscribers.

[Can You Get 7,646 Leads and \\$83,738 Sales in 14 Days. Click Here to Learn More.](#)

All you need to do, is at the end of each email you send out, have a 4 line ad for your newsletter. You could use a classified ad you've already written for ezine advertising.

You will be surprised how many people will sign up for your newsletter.

List Building Secret #27 - Press Releases

Press releases are news items sent out to news organizations announcing what your company is doing. They are written in the form of a news story, but are meant as a way to draw attention to what your company is doing.

In the real world, they are often used as a substitute for paid advertising. Instead of paying for an ad in a newspaper, the company writes an article about itself that looks like a news article and hopes that the paper will use it.

News releases are done on the internet also, but they are done in a slightly different manner. There are organizations that send out emails that make announcements that are in the form of 'news announcements'.

[Do you want to Build your list fast and make money? Check this out here.](#)

The two biggest companies that do this are: PR Newswire, and PR Web. PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

PR Newswire distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

It reaches a total of 22,000 media points in the US alone. All releases are distributed to and archived in more than 3,600 web sites, databases and online services. Additionally, PR Newswire's website is in the top 2,000 most visited sites on the Internet.

There are also online media rooms. They provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information. You can also place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences across the digital divide is smart PR.

[Master Affiliate Marketing Click Here!](#)

List Building Secret #28 - Give Your Newsletter Personality

Don't be a lifeless drone, add some spark to your writing, be funny, be witty, be controversial, just don't be boring!

Tell a story. Stories are a great way to get people hooked before they realize you are actually selling them anything at all.

List Building Secret #29 - Keep Your Newsletter Off Spam Lists!

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

- * Make Sure Your Email Message is Compliant with the CAN-SPAM Law.
- * Make sure your list is double opt-in

There are two types of opt-ins: single and double. In a single opt-in the prospect comes to your sales page, decides to buy your product, and opts-in. The deal is done and he has his product. He will not be getting any emails in the future.

This is not good for people who are sending out emails. It is not spam compliant. They opt-in for your emails which you will be sending them, but how do you know that the person opting in wasn't fraudulently doing it for someone else?

[Find the Easiest ClickBank Products to Promote Click Here!](#)

If you are sending emails to someone who never really opted in, you are sending spam and are breaking the law.

You use double opt-in to ensure that the one who opted in is the one who wants your emails. In double opt-in, the prospect opts in. Your auto responder sends them a confirmation email and at the same

time directs them to a page that tells them to check their email. The email that was sent to them has a confirmation link on it that they can click through.

When they click through that confirmation link, they are opting in a second time. At this time they are sent to a thankyou page from the confirmation link and your auto responder service knows that the people that they sent the confirmation email to really wants the future emails because they confirmed that they did from their email box.

- * Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.
- * Don't ever purchase bulk email lists or harvest emails from the Internet
- * If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.
- * If you have an Affiliate Program, make sure you include an "anti-spam" provision in your agreement.
- * Avoid using spam trigger words like "spam, free, special, guaranteed" etc....

[Generate Online Income Stream ATOMATICALLY Click Here!](#)

List Building Secret #30 - Don't Buy Mass Email Lists

I mentioned this in the above secret, but it is worth emphasizing. You never know what is in these lists. They could be lists of people who have unsubscribed from other lists, or lists compiled from many lists -- many of which do not relate to your target market.

Even if the list is made up of people who are on other lists, these people have not agreed to be part of your list and you are spamming if you send them unsolicited emails.

List Building Secret #31 - Setup A Membership Site Just For Subscribers

Want to really boost your subscription rate? Start your own membership site solely for your newsletter subscribers.

The key here is to make sure your content is fantastic, so much so that you could actually have paying customers for it.

Keep it updated constantly.

List Building Secret #32 - Setup A Free E-Course For New Subscribers

There are four types of methods that come to my mind when it comes to building lists: Ezines and newsletters; Tutorials, eCourses and a series of eBooks sent over a period of time. The key in each case is to have a reason for sending people emails on a regular basis; and to give people a reason to opt-in to such a service.

The four methods mentioned above all meet this criteria.

I will mention the fourth method in the next section.

[Can 3 minutes of Effort Can Bring in \\$7,693.20 Per Week???](#)
[Click Here TO Find Out!](#)

An eCourse is like a tutorial except it is more robust. A tutorial might be a video on how to set up an auto-responder. Another one might be on how to set up a webpage. You can have several videos together on a subject of starting an internet business.

An eCourse would be more robust. It would go deeper into the subject than a simple tutorial. Or, you might create an eCourse on a broader subject of internet marketing as a whole -- not just starting a business.

An eCourse is more like a class that you might take at a community college. The internet being such as it is, an eCourse probably will not be as extensive as a course one might take at a community college.

I mention videos in reference to tutorials and eCourses because both are show and tell and videos work good with show and tell subjects. One can visualize what you mean when you visually show them.

You can make both with just written reports. College text books are all writing, and they could be converted into eCourses.

The weakness of tutorials and eCourses is that they end. Once they come to an end, you no longer have a reason to keep sending them emails.

[For Strategic Marketing Knowledge Click Here!](#)

List Building Secret #33 - Setup A Set of Free EBooks

If you have compiled several Ebooks, you can put them together as a series and offer to send them out one every week. This works best if the subject matter of the eBooks is similar. For instance: they can all relate to marketing, or all relate to fishing, or woodcraft or whatever. If they are relate to the same subject, people who are interested in one will also be interested in the others.

List Building Secret #34 - Start Your Own Forum

This can be challenging. Forums, with all of their threads, subthreads, posts, and responses can be complicated.

Moreover, they may not work very well with a limited amount of traffic. People come to forums to get answers and if few people come to the forum, there are few people that can give answers.

You can find software to build a forum by searching for forum software on a search engine. You can even find free forum software. Just search for free forum software.

List Building Secret #35 - Contact other Customers And Clients That You Have

If you already have a list of customers from other ventures that you have done, contact them.

For instance, if you have built a list using a tutorial and are starting an eZine, you can contact them and let them know about your new launch. Sending out a special announcement is called a broadcast.

[Want to Learn How? \\$5000.00 from Scratch Click Here!](#)

You can also mention anything new that you are doing in your regular eZines or tutorials that you send out.

It is permissible to mention a new product or venture in your regular emails and to also send out a broadcast. The more often you mention your new venture, the more often you will get responses.

List Building Secret #36 - Give Permission To People To Use Your Newsletter In Their Own Works

Tell people who are already subscribed to your newsletter that they can pass the newsletter on to friends and also use parts or all of your newsletter in their eZine or at their site.

All that they have to do is to give you credit for the article, and place a backlink in their site or eZine to your site.

List Building Secret #37 - Send Testimonials To Products You've Used

This is an easy way to get a trickle of new subscribers daily to your newsletter. Whenever you use a product or service you really like, send them a great, glowing testimonial and they will gladly put it up on their website and put a link to your website with it.

That website will be a squeeze page site dedicated to capturing email addresses.

[Discover 3 Easy Methods to Make EASY Cash Click Here!](#)

List Building Secret #38 - Get Other Newsletter Publishers To Mention You Constantly

Get other publishers to mention you constantly.

Do something news worthy! Hold a contest, claim to know something no one else does, tell publishers a little tip that you learn and that they are free to tell their subscribers as well.

Build relationships with these publishers and become their friends!

List Building Secret #39 - Thank You For Subscribing Page

Generally speaking, after people have opted-in to your eZine they are sent to a thank you page where they are thanked for subscribing, and told that they will be receiving your eZine in their email from now on.

Many marketers often use the thank you pages to make offers on other things that they are promoting.

This is a good idea since you have already made the sale and any such offers won't interfere with the sale.

However, you do not have to be limited to just your products.

Get a group of publishers together and tell them you want to send new subscribers of your ezine to a page that recommends signing up for their ezine. In return you are asking them to do the same when people sign up for their eZine.

This costs you nothing, but can add to both your and other publishers email list.

[Would You Like to Know How He Did it? Click Here!](#)

[How to Get Tons of Free Traffic to Your Site Check It Out Here.](#)

[The Above Statement Did Not Tell You Enough. You Got to Check This Opportunity Out Here.](#)



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