

List Building Assault

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This Report was put together to provide information for the person wishing to learn about list building and making money online. Every effort has been used to make sure that the highest amount of accuracy and effectiveness for the techniques suggested.

The report may contain contextual as well as typographical mistakes.

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What is List building and Email Marketing?

Making money online is a very easy task... A few dollars here and there, anyone can do that...

Creating a successful business that reaps hundreds of dollars every month. Now that is what people struggle with.

I have met and spoke with tons of successful internet marketers and every single one of them are building an email list one way or another...

"The money is in the List"

But what does that even mean?

Simply put, building a list means getting targeted people to give you their email address, enough so you have a "List" of email addresses.

Once you have a list you are able to send out marketing emails to these people and when that person buys the product you are promoting you earn money...

Easy right... Well as long as you know what you're doing...

This method, system, formula or whatever you want to call it WORKS and just about ANYONE can get started...

Don't just take my word for it, all the TOP internet marketers are build list's and are making thousands every days...

Although the top marketers have massive lists, but that does not mean you need a big list to make money.

There are 2 types of lists that you can build, I would suggest making both.

The first would be a buyers list, as it say in the title, it's an email list of people that buy things. Usually a buyers list is built by selling your own information product and gaining their emails.

The other is a subscribers list, this is built from everyone else that has not bought anything yet. Usually you gain their emails by offering a free product (I have you covered!)

As you can probably tell, you'll need a bigger subscriber list to make money compared to a buyers list so I am going to be talking about building both lists.

Getting Started

To start with you will need to get a squeeze page. A squeeze page is the first page your potential subscriber will see.

Now a lot of people will tell you that building a squeeze page is difficult, rightfully so. It is a big task, however, if you are on a budget you will have no choice but to design one your self.

Grab a HTML editor, I use Dreamweaver as its a great tool but will cost a little bit every month. There are alternatives you can use.

basically add a nice looking background with some nice text in the centre and you'll need your sign up button which we will cover in then coming chapter.

If you are struggling for ideas jump on the Warrior Forum (www.warriorforum.com) and have a look at other people offering free products and see their Sign up page.

You can also use sites like Lead Rocket that will create you a fantastic looking squeeze page for a cost. all the top marketers use lead rocket as its very simple to use.

I currently use a squeeze page that comes with my autoresponder so this is also an option for you.

When writing text for a squeeze page you'll want it to be short, simple and eye catching.

Something like this:

FREE: Discover EXACTLY How NEWBIES are banking over \$129+ PER DAY!!

Please use your own spin on this to make it original. Then you will want to make a good call of action such as:

Enter a Active Email address in the form below to gain 100% free access straight to your email address.

Once you have that set up I highly suggest you promote a OTO (One time offer) to everyone that signs up. That way you will gain extra revenue from your subscribers and instead of them going to just the subscriber list they will go on the buyers list as they are a proven buyer.

Now you can either create your own OTO or you can promote someone else's product and earn affiliate commission.

Autoresponder

Obviously you will need an email autoresponder to capture and keep all these new email addresses that you will be collecting! ☺ I personally use an email autoresponder service called [Aweber](#). They've been around awhile and are experts at getting emails delivered. And let's face it ... what good does it do you to collect email addresses if you fail to get your emails delivered to your contacts? And the nice thing is that Aweber offers a 30 day trial for only \$1.

Another great email autoresponder service is [GetResponse](#). Like Aweber, GetResponse also is offering a 30 day trial for only \$1. I love Get Response as they have so many other benefits such as a built in lead page generator and form creator. So if I wanted to get a new lead page, I just create a nice looking one with them. If I need a new sign up form I can do so with a click of a button.

It's a good idea to compare service is best for you now and in the long run. Once you have signed up for the autoresponder service of your choice, be sure to go into the settings and set it up right to suit you. Make sure you have "Confirmed Opt in" off! People are lazy and generally will not go to there email and click yes to being on a email list. That is also known as "double opt it" so what ever it is called make sure you turn it off as you will regret it if you don't.

Hosting

If you plan on making money online you will certainly need a hosting account. There are many places that you can get hosting. [Hostgator](#) is a dependable service that offers several hosting packages with the lowest being \$3.96 per month. Another good host provider is [LiquidWeb](#). LiquidWeb is well known for their excellent hosting "uptime" and customer service. They also have a new hosting service called "[Storm on Demand](#)" which basically is lightning fast servers based on the cloud.

If you are really are serious about internet marketing then somewhere along the way you may want to consider your very own dedicated server. If so, I strongly recommend LiquidWeb.

And don't forget, you will also need to have your own domain name. There are many places where you can register your domain name. Probably the most well-known, thanks to their Super Bowl advertising, is GoDaddy. Another popular domain registrar service is [NameCheap](#).

Your Product

So you will want a product to offer to your potential subscribers for them to part with their email address. This can literally be anything, a small report, eBook, Video Course.

Now as I said, I got you covered! With this eBook I am giving you resale rights so you give this exact book away yourself!

If you don't want to use this ebook then just write a useful report, remember it has to give value otherwise the subscriber will tend to ignore your emails. A great source for products that I use is [ResellRightsWeekly](#). The last time I checked they had an offer where you could sign up for free and they have tons of ebooks available.

The set up

1. So this is basically you should have things set up like this:
2. You send traffic to squeeze page
3. Subscriber enters email to get free report
4. Free report will automatically send to their email address

That's it, you now have a new person on your email list.

You will need to set up a thank you page for when they enter their email address as well as get a download link for your product. Just do a quick google search for a document sharing website such as drop box.

Then set up an auto response with your auto responder so that as soon as they sign up the email sends this link straight away.

Buyers List

Setting up a buyers list is very similar to a subscribers list, the only real difference is you are getting money for the report instead of giving it away for free.

Now instead of a squeeze page you'll want a sales page. Check out this website on how to write a sales page (<http://passivelyfree.com/sales-page/>)

Also check out other people's sales page's to see what works.

Once you have that, you will want to set up a payment platform. I use www.jvzoo.com however there are many other alternatives such as warrior plus which is linked with warrior forum or there is Click Bank.

With Jvzoo just set up a new product and get your buy buttons, add them to the sales page and you're ready to rock and roll.

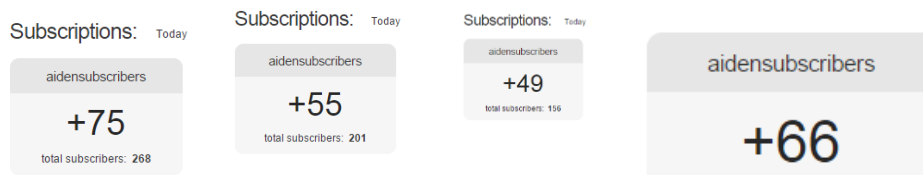
Send traffic to your sales page and watch your buyers list grow...

Now a buyers list is so much better compared to a subscriber list as you know that they have purchased something before and the age old says goes like this "A buyer is a buyer is a buyer" Basically means, buyers will buy again.

Getting a subscriber to get there credit card out for the first time takes time and trust...

Traffic

Traffic can be hard to generate unless you know where to get it from with my subscriber list I get most of my traffic from adf.ly, ad space is cheap and got me these results



With building a buyers list I either get affiliates to promote my product to their list and I promote my product on the warrior forum.

Email Marketing

As easy as it sounds, email marketing is very difficult to master. It's not just the simple task of writing a sales email and sending it out every now and then, in fact it is the total opposite.

You need to build a relationship with these **people** and get them to trust you. Once they trust you they will trust you to give them good recommendations such as products.

Be honest with your email list, it's a business at the end of the day and they should know you are making commission from the emails, you also want to be honest with them about your own life. If you are newbie marketer then tell them, Get them to learn with you.

When sending out emails you will want to tell a story, remember you are not making to sale you just need to create the lead. Once that person is over to that sales page it's down to the conversion of that product.

Most of the time the product you are promoting will have some email swipes, all you need to do is copy and paste and that's it. If you like to write your own you will want to tell a story alongside it, be personal.

The biggest thing you need to remember is that these emails are not emails, not a number on your list. They are PEOPLE, Treat them with respect. My mum always taught me to treat others how I wanted to be treated myself.

Product Promotion

You will want to find some products to promote, this is easy. Go over to Jvzoo.com and have a look at all the products over there, once you found a product to promote you will need to request permission to promote from the creator.

When you first start out with no sales normally you will get put on delayed commission, this is fine as it's just to protect the creator against fraud. Once you have made a fair few sales you'll start getting instant commission.

You will also want to keep an eye out for newer products that come out in the market. I use www.muncheye.com. Creators go there and announce there latest product and when it will be released.

There are tons of other product launch sites and even better Facebook group. Do a quick google search or Facebook search and join them all.

With smaller product launches 2 emails within 1 day for the one product will do.

When a big product gets released such as a product from Alex Jeffrey's then I go with the 3 day email smasher:

- 1 email on day 1
- 2 on day 2
- 3 on day 3

Simple and it works!

Conclusion

So let's recap, you have learned how to set up a squeeze page and how to send traffic to it so you can build a massive subscriber list and you have learned how to build a small but very effective buyers list.

Both you can promote products to so you can start earning commission from. The question I get all of the time is "How big should my list be" and it really is a difficult question to ask.

I have known people with a list of 60K and earning thousands a day and I have known people with only 1K list and to be making \$2-300 per day...

It's all down to how to approach your list, how responsive they are and how targeted they are. If you build a good relationship with them and educate them to look for your emails your open rate and click rate will increase.

You should set your goals small but out of reach like I did. When I first started I was only building a buyers list and my first goal was to get 100 people. That goal had taken me 6 months to complete, I then set a goal of 200, then 300, 400, 500 then 1K...

I then started to build a subscriber base and done the exact same.

Another great tip is you should always be editing your squeeze page to get better results. Even the best copy writer in the world will not "Set and forget" a squeeze page. They will consistently edit small parts of it to see if you converts better.

When you do it, do it in small chunks. Change the header, a word anything. Check the results after a few days, if its better keep it if not changes it again.

If you go gun happy and change the whole thing at once you won't know what made it better.

I would also suggest you join a few internet marketing groups as you can connect with other likeminded people. Not only that you can ask questions no matter what your experience. Helping and learning will make you succeed fast.

Trying to go at this business alone will be difficult but not impossible, not only that it will get lonely.

I am a part of a Facebook group call "The Newbie Launch Pad" its run by a fantastic guy call Andy and there are tons of experts waiting to help you. Check it out here: <https://www.facebook.com/groups/NewbieLaunchPad/>

One last thing...

Just about every internet marketer will tell you this and only 90% of newbies out there will follow this advice which is such a shame is stop buying tons of

products, don't be a magpie and chasing the next shine object you see and **START TAKING ACTION.**

Even if its simple things, as long as you are doing, let's be real here. How much money do you actually make sitting here reading 5 eBooks a day that promise to make you money?

You have the resale rights to this product, so you don't even have to spend weeks creating a product, just sell this one and **MAKE MONEY.**

To your success!