

TOP 10 WAYS TO QUICKLY BUILD YOUR LIST

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By Titus Hoskins

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10 Fast and Easy Ways to Build Your List

Have you ever wondered how many times you have heard this comment/suggestion/mantra from the gurus:

"YOU HAVE TO BUILD YOUR OWN LIST"

If you are trying to market on the internet; probably, too many times for you to count.

Unfortunately, it's also true – the real successful marketers build a loyal and faithful list of subscribers.

This is nothing new – we usually buy things from people we trust and know.

We regularly go back to our favorite shops/stores/dealers because we trust them and know we will get a quality product or service.

It's not surprising then that your opt-in list can be one of your most effective marketing tools.

If we agree that we have to build it – just how is it done?

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Many of these same gurus don't tell us how or charge us an "arm and a leg" to find their precious "secrets".

Well, save your money!

Here are ten simple, quick and easy ways to build that all important list.

1. Put your subscribe box or link on all pages of your website. Make sure it is at the top of your home page – usually the right hand side. Some marketers put it at the top and bottom of their pages!
2. Add a pop-up. They might be annoying but they work! Place an exit pop-up and offer some free 'goodies' for subscribing to your list. Free ebook/membership/report. Anything of quality.
3. Describe the benefits of signing up. The "What's in it for me" question. List reasons one must have your ezine. Quality information should be at the top of your list.
4. Keep it free! Offer an ecourse for free – five or six lessons over a period of time. This will also help you build a relationship with your subscribers.
5. Offer a free ebook or two!! Your own or some of the high quality ones floating around – pick one that lets you brand it with your own affiliate links.
6. Write articles (like this one) for other ezines and sites. In the author's resource box place a link to your ezine/list subscription form.

Here's a few places to submit your articles to get you started:

<http://ezinearticles.com/>

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

<http://www.ideamarketers.com>

<http://www.marketing-seek.com>

7. Make sure you keep your hard won subscribers by writing an entertaining and informative newsletter. Basically, describe

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what works for you in an interesting way. Write it as if you're chatting to your subscriber over a cup of coffee or something a little stronger!

8. Put your ezine link in your signature file and use it with every e-mail that you send. You will be surprised at how many e-mails you do send and the number of sign-ups you will get. Again, point out the benefits of joining your ezine.

9. Write or make your own products. Name recognition does count! Many free directories and sites will list your free product if it's written by you – this can be a great source of subscribers.

Can't write – then get permission and compile a list of

articles by others into an ebook. This can be a quick and fast way to get your name linked to high quality information and marketers. Again quality counts.

10. Make your list viral. Ask readers to pass it on to their friends and their lists. If they like your ezine or you – they will!

If you're having trouble building your list don't give up until you try these ten simple steps. Many of these steps can be done in a few hours of work and you will see a healthy increase in the number of subscribers to your ezine or list.

Go get 'em!

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So. The money's in the list, eh?

By Bill Zolis

So. The money's in the list, eh? by Bill Zolis

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Yes. The real money comes from having a list of loyal subscribers. The bigger, the better.

But you need to build a rapport with your subscribers and it takes time to do that...to build up trust.

So yes the money is in the list but you have to look at it as a long term, relationship building venture.

I've found the best way to build a targeted list quickly and inexpensively is to use a co-registration service and my personal favourite is List Builder Pro: <http://tinyurl.com/5l5sj>

If you need to make money right away it's probably better to focus on becoming The Best Affiliate you can be.

The best resource I've found for doing this quickly is Rosalind Gardner's "I Raked In \$436,797 Online Last Year." Get that here: <http://tinyurl.com/3z9q9>

Another way to make money fast is to use Google Adwords as an advertising medium and you can become an expert by picking up a copy of Google Cash: <http://tinyurl.com/4xqap>

But don't forget about your list...It's your most valuable asset...

Just remember to build relationships with your subs little by little. Give them loads of good, solid information and they'll love you for it.

And as their trust in you grows, send them some good offers for products that you've thoroughly researched and tried out yourself.

Give people more in use value than you take from them in cash value and you'll be known as a person who is to be respected and trusted.

So, go ahead and build your list, but if you need money now, get good at Adwords and Become A Top Affiliate.

Bill Zolis

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