
Four Deadly List Building Mistakes
THAT EVERY ROOKIE MAKES

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Introduction

Ah, fancy meeting you here.

I bet you're wondering "who is this kid" and "why am I reading his product".

Well to answer one of those questions, because it was free. ;)

For the latter, my name is Gabe Hoverman and I'm an email marketing specialist. I focus on email marketing, list building, and conversion optimization.

If you're interested in learning a little bit more about me, feel free to head on over to my website and see what I'm all about.

Alright, so the real reason you're reading this (hopefully) is to avoid these fatal mistakes that I see almost every newbie Internet Marketer make.

I don't want to spoil too much already, but most of these mistakes involve list building (in case you couldn't already tell by the title).

I'm going to do my best in this report to help you understand these fatal mistakes, and with a bit of luck, ensure you never have to experience these mistakes like I did.

Kapeesh? Let's go ahead and dive in, shall we?

Part 1: They Are People Too

I know what you're probably thinking, who exactly is "They"?

Well your subscribers of course!

The very first mistake I see almost every noobie Internet Marketers make is treating their subscribers list as a money pool instead of real, living people.

This is Internet Marketing suicide…

Think about this, if you meet someone new and the very first thing they do is try to sell something to you, chances are you're going to be pretty wary of this person, am I right?

I would be, anyway…

This is how many Internet Marketers approach their list for the very first time.

For example, someone opts-in to your list, they get their first email from you and… BAM! Promo, right then and there.

That's a terrible way to start out your relationship with a new subscriber because now they're just going to assume you just want to spam them for sales. Oh, and your unsub rate will go through the roof.

Don't be *that* guy...

But seriously, you want to ensure you treat your subscribers as your friends. You want to nurture and grow real relationships with them and prove that you're the go-to person for helpful advice.

If your subscribers can trust you, your Internet Marketing career will be 100x times more enjoyable, and profitable, too. ;)

The best way to build these relationships is through your email campaigns. You want to offer some quality content to your subscribers so that they actually want to read your emails, as well as ENJOY reading them.

This is key.

Imagine what the open rate of your next email campaign would be if your subscribers actually enjoyed receiving emails from you.

Just think about it.

The best way to make sure you aren't killing your email list is to mix up your emails. Give them some quality content emails and a freebie every now and then to foster goodwill. They'll love you for this.

At the same time, slide your promos into your email a little more subtly. Put a link to the product that goes along with your content in your signature at the bottom instead of blatantly in the middle of the content.

That way, you can send out a good content email, but still sneak a promo in there for good measures.

For example:

P.S. In case you were wanting a little more info on how to get traffic to your website, check out (Product). (Vendor Name) will teach you everything you need to know about gaining traffic in this one, awesome guide.

Enjoy Your Success,

Gabe Hoverman

See how we just subtly through in an affiliate link at the bottom of that email? That's how it's done in the major leagues.

Anyway, just remember to treat your subscribers like real people. Yes, you want to sell to them, but not in a way that's going to burn them out.

Do this and you'll be on your way to Internet Marketing success. ;)

So now that we've covered how to avoid burning your subscribers list out, let's go ahead and move on to the next list building mistake all email marketers make.

Part 2: Poor Form

A golfer does not make a hole in one using poor form, just as an Internet Marketer does not build a list of thousands using ***a poor form***.

The form I'm talking about here is your squeeze page, of course. ;)

Your squeeze page is going to be the driving force in building your list because that's literally its only purpose. It only exists on the internet to collect email addresses of your potential leads to help grow your list.

Petty noble, right?

Now with that being said, squeeze pages aren't all hunky doory. There is some serious planning that goes into making your squeeze page work.

For example, what does your opt-in box look like? Is it just one or two fields, or does it look like you're applying to Harvard?

Hopefully not the latter of the two.

To make your opt-in form work, you want to keep it nice and simple. This is where many noobie marketers make their first mistake.

You want to include one, MAYBE two boxes in your opt-in form and that's it. No more. Put one for their email address, and if you're feeling really courageous, one for their first and last name (combine the two).

The key is: the longer your form is, the lower your conversion will be. This is solely because your subscribers may not want to give out more personal information such as their first and last name.

They might also be lazy bastards like we are, so there's that too. ;)

So remember, keep your opt-in box super simple.

Next up, your call to action.

First, you must ask yourself a few simple questions.

Is it good? Does it really make me want to get that free product you're offering? If not, go back to the drawing board.

If your call to action isn't compelling enough to make yourself grab that free product, it's not going to convince anyone else either. You also want to keep it from being too lengthy as well.

Remember, we're lazy bastards. Don't make us read *too* much. At the same time, you want to keep your call to action compelling, so don't skip out on this step. This is extremely important.

If your opt-in box and call to action both look good, the next thing to look at is…

Drum roll please.

YOUR FREEBIE OFFER.

Now you may be thinking, is my freebie offer really that important?

The answer is yes. The answer is always yes.

If you're not offering something compelling that your readers will truly want, then you would probably be better off giving away free hugs or something (I don't recommend this, but to each their own I suppose).

You want to make sure your freebie is of good quality and looks that way from the first time you see it (this means obtaining a nice graphic to use as the cover).

If people perceive your freebie as valuable, they're more likely to give you their email address for it.

We'll talk more about your freebie in the next chapter, but in the meantime, let's finish up with squeeze pages.

Once you have a simple opt-in form, a compelling call to action, and a quality freebie, your next step is to put it all together.

I recommend using templates if you're new to this. GetResponse has some quality free templates that you can use. If you have a website, you can also get some free landing page themes for WordPress. Just search around the web and see what you find.

Part 3: Quality, Quality, Quality

The next thing we're going to cover is, you guessed it, quality. We're going to talk about what I like to call 'The three Q's of Quality'.

Cheesy, I know. ;)

First things first, your freebie.

Your freebie is your incentive to get people to opt-in to your list. It is your lead magnet.

The reason it is so extremely important is because this is the very first product that your subscribers are going to receive.

Think about it. This is going to be your subscriber's first impression on what kind of products you offer. If you give them some crappy PLR, they're not going to be too impressed to say the least.

BUT, if you give them something worthwhile, something that will genuinely help them achieve their goals, then you've already taken the first step in the direction of building your brand.

So remember kids, you want your freebie to be a product that is just as good as any other product you would offer. Just because it's free doesn't mean it has to be 'cheap'.

Another thing that many noobies do is promote garbage products.

DO NOT PROMOTE BAD PRODUCTS.

That is the single easiest way to kill off your list. You want to be building a relationship with your subscribers and helping them achieve their goal, not sending them awful products because they have a good affiliate program.

The easiest way to ensure you only promote the best of the best to your list is by testing the products yourself.

See if the vendor offers review copies, or just straight up purchase a copy of it yourself when it launches. If it's a good product and you enjoyed it, let your subscribers know.

If it's an awful product, forget you ever bought it and never say a word about it to your subscribers.

So remember, avoid promoting bad products at all costs.

The last Q of quality is going to be content. When I say content, I'm referring mainly to your email content.

When building your list, you want to maintain relations with your subscribers by mailing out to them directly or having a good autoresponder set up.

What you include in those emails is going to make or break all of your efforts.

There's a lot that goes into a good email campaign, but for now we're just going to cover the essentials.

When you mail out to your list, or while you're setting up your autoresponder, you want to make sure what you're sending your list is helpful.

If it's a promo email, is the product you're promoting actually going to help them?

If it's a content email, are you sending them content that is worthwhile? Is it content that relates to what your list needs?

You want to match up your content with your list. If you built your list around optimizing SEO, don't send your subscribers products or content about offline marketing. It just wouldn't make sense.

You want to keep everything on the same topic that you built your list around. And what you built your list around can be determined by your freebie and your email content.

Keep these things uniform and you will be on your way to a profitable list.

Part 4: Traffic Light

One of the most important things when building a list is going to be traffic, because without traffic, you won't have anyone to opt-in to your list.

But how does one attain traffic? And is there a difference in what kind of traffic you get?

There are a few different ways to get traffic that are both free and tried and true methods. This includes methods such as forum posting, search engine traffic, and social media leads.

All of these are great, but they tend to take a lot of time and effort to get the most from them.

There are also paid methods for getting traffic. These include ad swaps, solo ads, and banner ads that you can buy on the web. While these methods are pretty spot on, they can be expensive.

No matter how you decide to get traffic to your website, you want to make sure you're getting high quality traffic that will actually convert.

The best way to do this is to make sure your traffic comes from a source that would be interested in your products.

For example, if you're launching internet Marketing products, you don't want to buy a solo ad from someone who's in the health market niche.

As for gaining subscribers, I will say this, you want to utilize multiple different methods to get the most out of your traffic sources.

Buying solo ads and doing ad swaps with other internet marketers is a great way to grow your list quickly.

If you do that, accompany it with a blog that you can send your new subscribers to for some fresh content. This will push your traffic to your website and further build relations with them.

You can also give them some quality content in your email campaign to show that you actually know what you're talking about. Your blog can be used for this too.

Now the key point you want to take out of this chapter is this: when getting traffic to your squeeze page to build your list, make sure it is targeted, quality traffic.

This is how you will build a quality mailing list.

You also want to give your new subscribers some fresh content to read as to build better relations with them. The more they trust you, the more likely they are to buy from you.

That's a win/win if you ask me. ;)

Conclusion

So we've covered four of the biggest list building mistakes that I see every day.

You know how to treat your subscribers, maximize your squeeze page, deliver quality products, and get traffic that will convert, all you have to do from here is put these tips into action.

Don't make the same mistakes that I see every other noobie marketer make. Utilize these tips to get the most from your list building efforts.

If you have any questions about the product or need to get in touch with me for any reason, feel free to shoot me an email at Contact@IMWithGabe.com

As always, I hope you enjoyed the free report, and good luck on your list building endeavors.

Best of Luck,

Gabe Hoverman

Recommended Resources

1. Aweber – This is my favorite autoresponder service. If you don't already have an autoresponder, try Aweber for now for just $1. Click here to get started.