1 month to 1000 list members

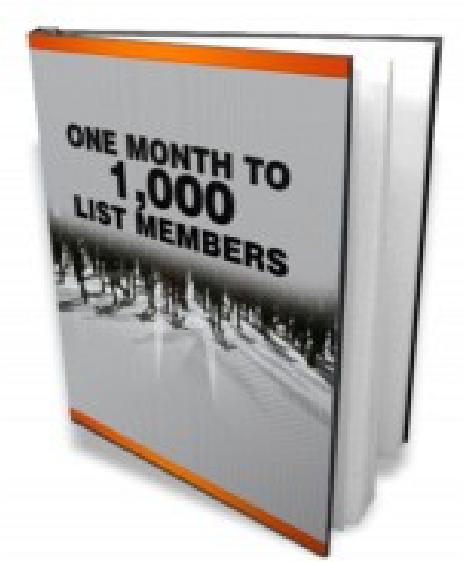


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Introduction

Ask any experienced online marketer, and they will tell you that the most important thing you can ever do when you are building an online business is to create e-mail mailing lists.

In the beginning, every name on any list you build will be that of a prospect, but once you know how to 'work' that prospect mailing list properly, you will quickly start to turn some of those prospects into customers.

No matter what kind of online business you are running, it is important to understand that there is a vast difference between making money online and building your business.

For example, many people who decide that they want to earn an income from the internet begin their moneymaking journey without a product or service of their own to offer to potential customers. Consequently, they start their business doing something like promoting products as an affiliate marketer or by featuring paid advertising on a webpage.

In both of these situations, the marketer concerned might be making money but they are not building their business, because at the very heart of the business building concept is the ability to collect information from internet users who take a specific action to give you permission to send them additional information in the future. In this case, the specific action that you need to ask them to take is to subscribe to your prospect mailing list.

When people have chosen to subscribe to your prospect mailing list, they have made a small commitment to your business. However, at this juncture, they have not made a commitment in the most important way, which is by spending money with you.

By using the tactics and strategies that you'll read of in this manual, you will be able to convince some of your prospects to spend money with you, and when they do so, they become your customer.

The commitment that they have now shown to your business is far greater and more important, for several reasons.

Firstly, they have demonstrated that they are happy to do business with you. This is important because every business person (whether operating online or offline) wants to build a list of loyal customers to whom they can sell products and services on a regular basis.

By becoming a customer, the individual concerned has indicated that they are willing to spend money on the internet. Through their

purchase, they have given you an initial indication of how much money they are willing to spend, although as you will discover, you should not be satisfied with this initial purchase as representing their 'price ceiling'.

The bottom line is, building a customer mailing list is building your business, and if you do not want to spend the rest of your life chasing new prospects every day, building your business is critically important.

This book is titled '1 month to 1000 list members' for the reason that you are going to learn how to have a prospect mailing list of at least 1000 names in a month or less starting from scratch.

Let us therefore begin to consider how you would do this by looking at the essential 'nuts and bolts' of building your own mailing list.

If you are going to invite commitment...

The 5 essential steps...

As suggested in the introduction, when people sign up for your prospect mailing list, they are making an initial commitment to your business.

In order for them to do this, there has to be a way for them to make this commitment by subscribing to your list. There need to be several essential resources in place before you begin with your list building efforts. You need to know what these resources are and more importantly, what their purpose is.

The first thing that you must have is a place where you can collect information from net users who visit. In other words, you need a webpage that people can visit and sign up for your prospect list.

You need more than a single webpage dedicated to collecting subscriber information. What you really need is a complete website that is focused on list building activities.

If you are planning to recruit 1000 list members in a month, then it should be clear that this objective must be the only focus you have for now. Consequently, your website should be similarly focused. In other words, you should not be offering products or services for sale from your website, nor should you be trying to earn a few cents here and there by featuring paid advertising such as Google AdSense.

Next, you need to add content materials (e.g. articles, videos, audio links etc) that provide a visitor who comes to your site with the kind of information that will convince them to subscribe to your list. You do this by adding content materials you know will be of interest to that visitor already, and in order to do this effectively, you have to target the visitors that you bring to your site.

For example, if you decide that you want to build a website that focuses on dog training, then everything about the site should be constructed with people who are interested in dog training in mind. You have to bring dog training people to your site, and you would do this by publishing dog training related advertising and promotional materials.

Consequently, anyone who comes to your site has already indicated their interest in dog training by visiting you. The content materials that you add to your pages must give your visitors the information that they need, that is, dog training information.

Next, you need to have something on that page that the visitor can use in order to make their commitment to you. So, the third essential is a mailing list subscription form.

The fourth thing that is required is a 'back office' system that is set up to deal with new list subscribers. Ideally, this system should be fully automated, so that every new subscriber is dealt with in the same way.

The fifth and final thing that you need is visitors to the page or pages of your site from where they will be able to sign up for your mailing list.

While it is not directly related to list building, you should never underestimate the crucial importance of driving visitors or website traffic to your mailing list subscription page.

In fact, most experienced marketers would tell you that knowing how to generate web site traffic is probably the most important skill any would-be online entrepreneur can ever learn, because without visitors, your site is dead in the water from the very beginning.

You could have a site giving away free Ferraris, and no one would ever take advantage of your offer if you have done nothing to make sure that your offer is put in front of them.

We will now begin to analyze each of these steps in more detail.

Step 1 – You need a web page to subscribe visitors from…

When you initially decide to build a website, the first choice that you have to make is whether you want to spend a little money on creating your site, because it is possible to build a site without spending anything at all if that is your choice. As you might expect, there are pros and cons attached to both approaches.

If you use a free website building resource, it is not going to cost you any money. Moreover, it is generally possible to build a free site quickly and easily, meaning that you can be in business in the minimum amount of time.

However, there are a significant number of powerful downsides to using a free site building resource.

Firstly, many of the free site building resources like Angelfire subsidize their free service by placing advertising materials on your site. Consequently, every time a visitor comes to your web pages, you will be advertising somebody else's products or services to them, and this will detract from the effectiveness of your list building efforts.

The second negative factor associated with using a free web hosting and site building service is the impression that doing so will give to your site visitor. Most of your visitors will immediately recognize that you are using a free resource, and this doesn't present a professional approach to anyone who realizes that your business site is free.

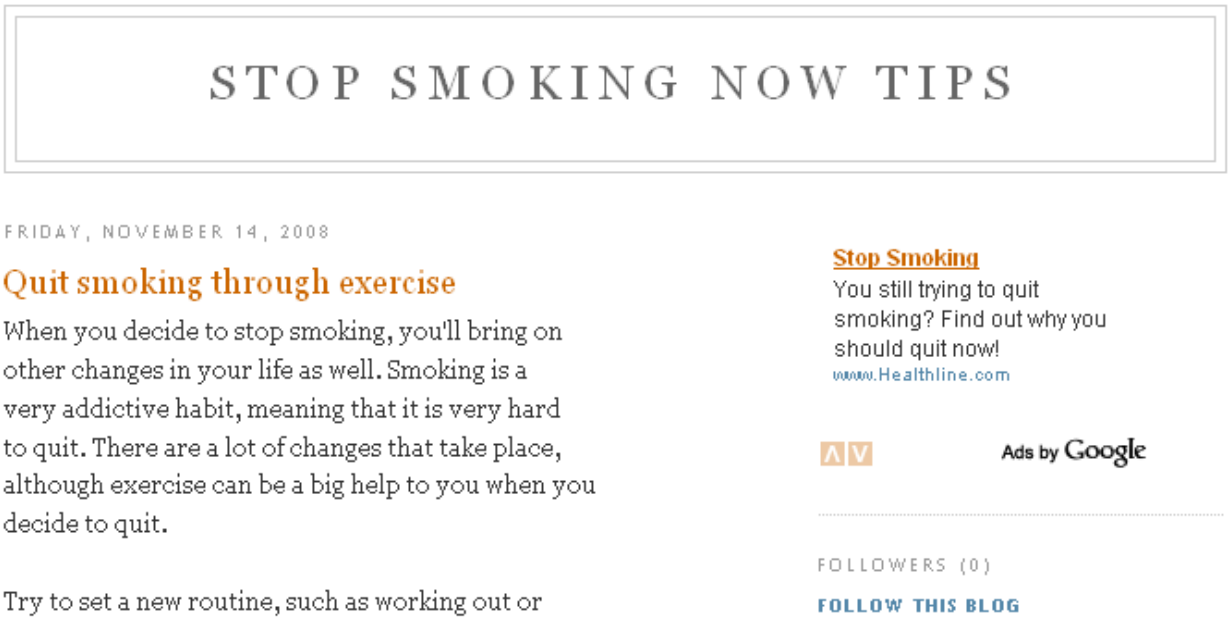
Most sites built using free site builders are of very poor quality and visually unappealing as well (okay, this is a 'spoof', but the creator believes the same thing!).

The bottom line is, the majority of free site building and hosting resources are going to give your site visitors completely the wrong impression of your business, and consequently, using them to save money is a false economy.

Perhaps the only free service that is worth giving serious consideration to is Google's blogger.com. While anyone who is used to working online will recognize a blogger.com URL as being that of a free site building resource, sites created at blogger do have a certain degree of credibility.

You can put this credibility down to two different factors.

Firstly, the service is owned by Google and that gives it a high degree of respectability. Secondly, if you create a mini-site using blogger, there are no third-party advertising materials on your page and the page itself looks a lot more neat and tidy – more professional if you like – than the one you looked at a moment ago:



It is nothing particularly exciting or dramatic, but it does the one essential thing that your website must do in order to attract visitors.

In order to get people to visit your site, you must be giving them the information that they want because the vast majority of people who use the net do so to gain access to the information that they need. Hence, unlike the free site that we were looking at a little earlier, you do not

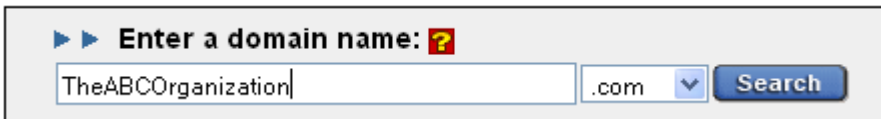
need flashing lights, irritating music and the world's biggest collection of bells and whistles.

All you need is a site that features free information on every page, plus the promise of a great deal more information of the same type if a visitor subscribes to your mailing list.

While using blogger to build your website is probably the best free option, it is still far more professional to have a website published under your own domain name and hosted on your own web hosting account.

Creating a framework for such a site (i.e. registering a domain name, setting up web hosting and finally tying the two together) is less than 30 minutes work, and the total initial outlay will be less than $20 (although you will have to pay a hosting fee every month).

The first thing that you need to do to register your domain name is to visit a domain name registration site like The Internet Company. Type the domain name that you are interested in registering into the appropriate box on the homepage, and then hit the 'Search' button:



If the domain that you have searched is available, go ahead and register it:



But given that every domain name is unique, it may be unavailable, in which case you need to come up with an alternative before running the same check again. You may have to do this several times, but when you eventually find a domain name that suits your business, go ahead and register it.

Next, head on over to Hostgator.com to register for a $7.95 'Baby' shared hosting account. This account offers everything you could ever need in the early days, and it is therefore perfectly adequate for the time being (but do remember, hosting fees are a regular commitment).

Finally, you need to 'point' anyone who types your new domain name into their web browser at your newly established hosting account. You will find complete instructions for this operation (look for the Flash 'Change the DNS' videos) about two thirds of the way down this Hostgator support page.

While you will not find specific instructions related to The Internet Company listed, check out any of the Flash videos listed as the DNS change over process is fairly standard.

You now have the framework of your own site in place, so the final step is to set your site up so that you start adding content materials (i.e. information) and appropriate list subscription forms to it. You are going to start building your site, and there are different ways you can do this.

However, given that there is no sense in making things more complicated than necessary and that the sole objective of your site is the provision of information and collection of e-mail details, you do not need a fancy website building program or in-depth knowledge of HTML.

What you do need to do is to go into your hosting account to open the cpanel, which is the site control panel used by Hostgator and many other leading web hosting companies. Scroll to the bottom of the cpanel page, and you should see the icon for 'Fantastico De Luxe' near the bottom of the page under the 'Software / Services' section:

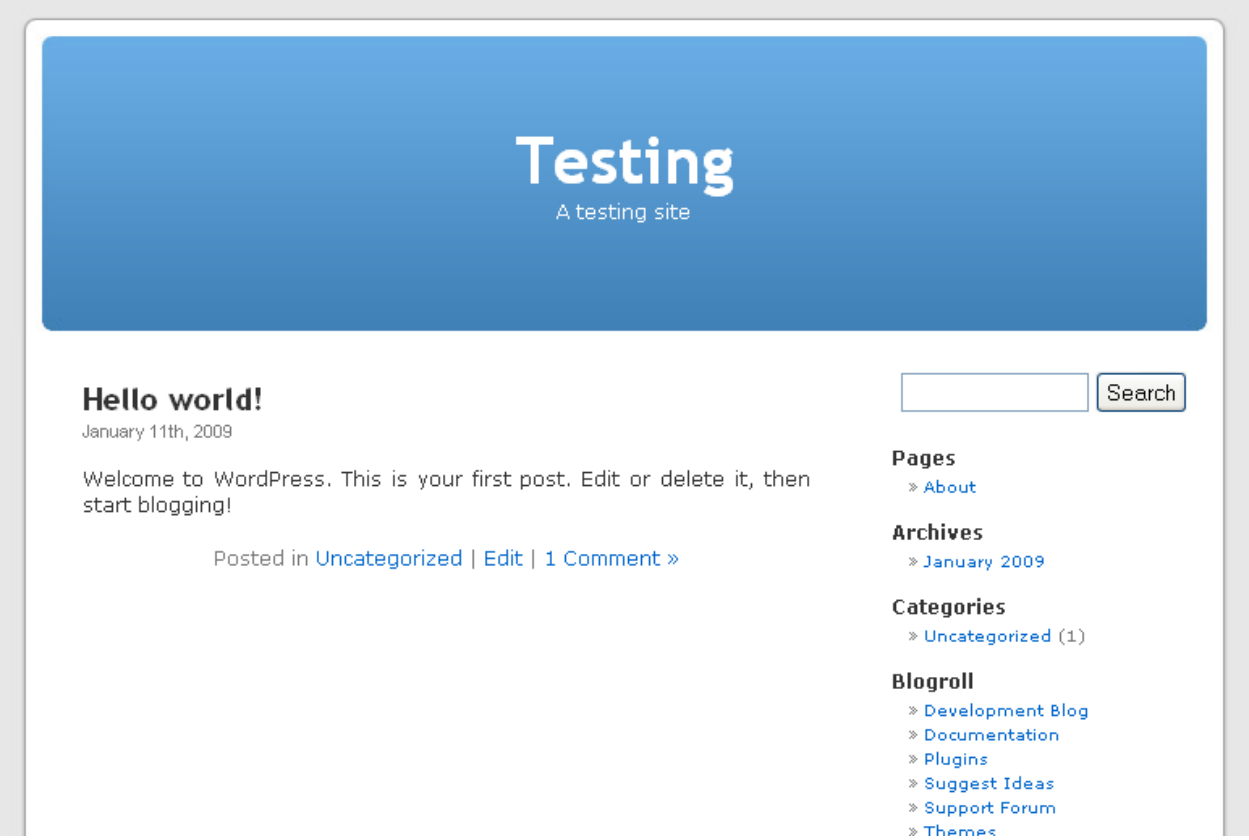


Click on 'Fantastico' and you will be taken to a list of preinstalled software programs that can be activated in less than five minutes. Near the top of the list, you will find WordPress listed under 'Blogs':



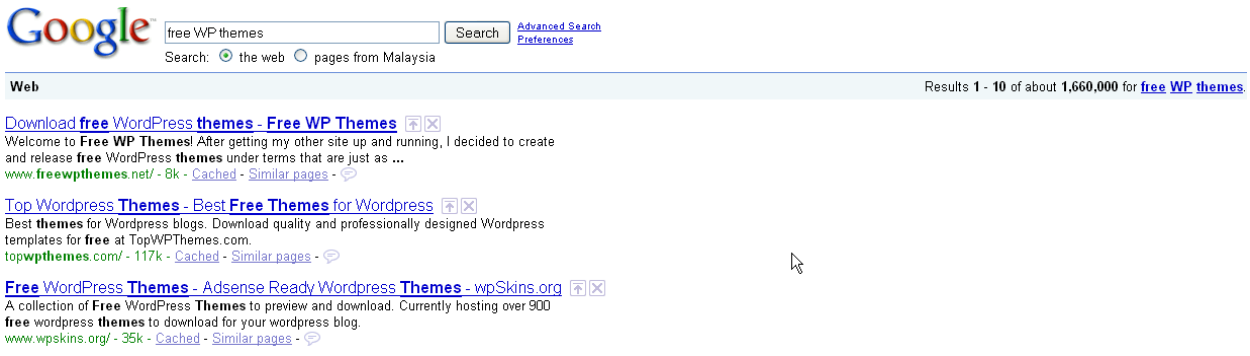
Click the link, look for 'New Installation' on the next page and complete the information on the page after that to finish the installation.

After you have done so, you will have a brand new website the homepage of which looks like this:



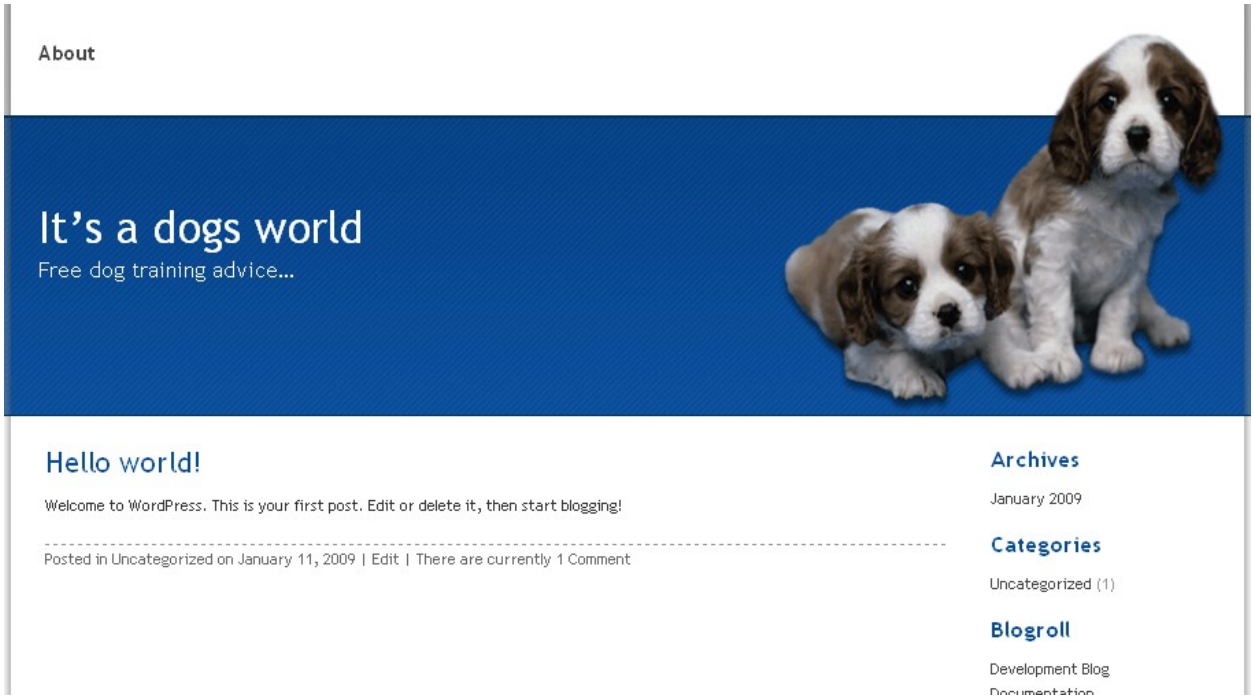
Okay, once again, this is clearly not very exciting or informative and the site's appearance has little or nothing to do with the topic or subject matter around which you are going to build your site.

However, there are literally hundreds of free WordPress themes (i.e. site templates) available on dozens of sites that you can download and install on your site completely free, so the first thing you should do is search for a suitable theme to match your site topic. Try searching Google for 'free WP themes' or something similar and you will quickly see that there is no shortage of free materials available:



It may be that a free theme you download will come with installation instructions, but if not, there are generic installation instructions on the WordPress site itself (click this link). In order to add the new theme to your site, you will need to upload it your web hosts server, and in order to do this, you need an FTP client software program. If you do not have one, you can download a free version of Core FTP, and install it on your computer so that you can finalize the upload.

With the theme changed (and continuing to use the dog training thing mentioned earlier), the 'Testing' site now looks far more appropriate (and remember, this is using a completely free theme):



Step 2 – Adding content...

The next step is to start adding content materials to your site, the kind of information that people who visit will want to read or watch. The objective of this content is to convince your site visitor that what you have to offer has enough value to persuade them to allow you to send more of the same via e-mail.

Consequently, the content you add to your site has to have quality and value, otherwise it is not going to serve the purpose required.

In an ideal situation, you would therefore write all of your articles and create videos yourself because it is unique content that is most appreciated by both your visitors and by the search engines.

In reality, populating the whole of your site with unique materials is going to take some time, and you only have one month to build your mailing list. As a result, you're going to have to get a little 'creative'.

Nevertheless, the first thing you should do is to write some articles of your own for your site. However, although you cannot copy other people's work and claim it as your own (that is plagiarism and illegal), there is no copyright on ideas or information. There is therefore nothing wrong with reading other people's materials and then rewriting them in your own words before adding them to your site as original content.

One thing that you should ensure when you are adding new content to your recently created site is that every article you post should be added to a new page.

In WordPress, you would do this after logging into your dashboard by using the wp-admin URL (i.e. YourDomain.com/wp-admin), clicking on the 'Write' and 'Page' links at the top left hand side of the page:



The importance of doing this lies within the fact that if you do not do this and follow the 'Write', then 'Post' links as most people do, you end up publishing every article on the same page, which is not a great idea.

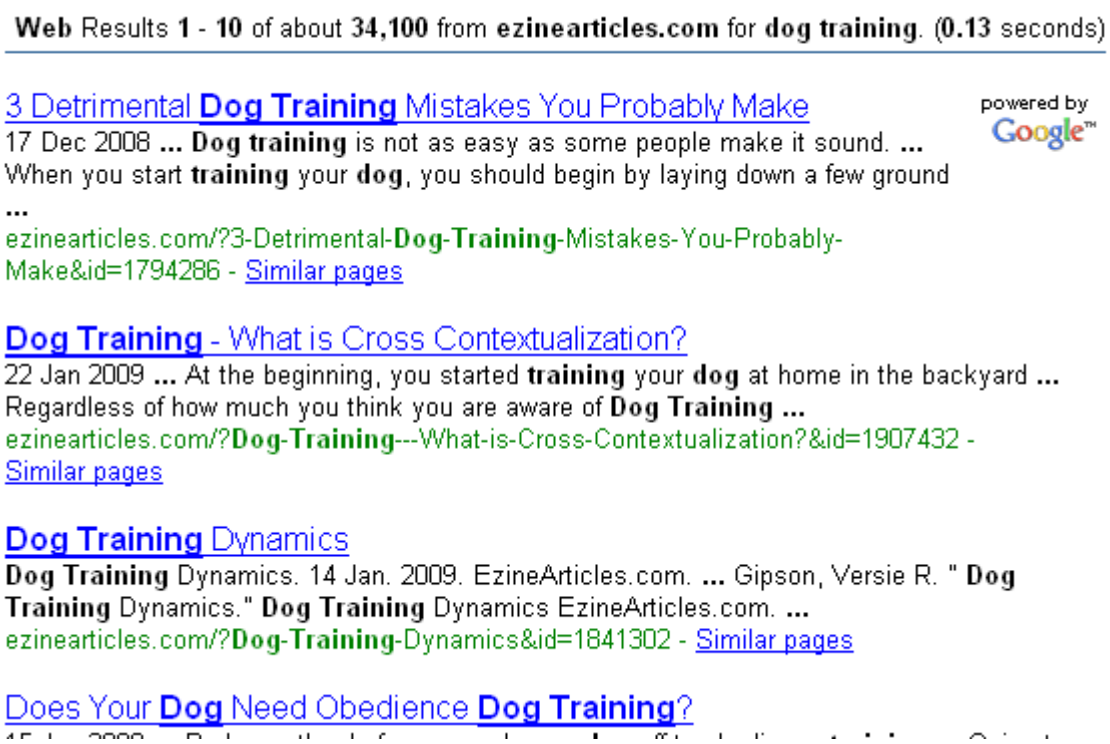
With Blogger, the default setting is to add each article to a new page, but you may want to check from the 'Settings' and 'Archiving' tabs:



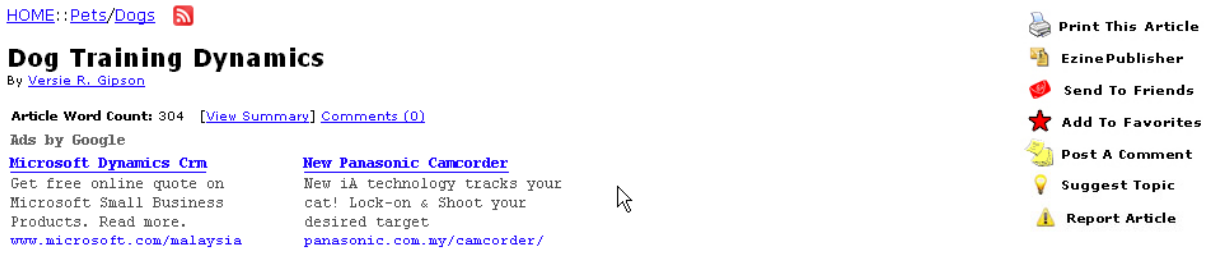
Having every article that you publish appear on the same page is not the best way of going about building your site. For example, if you only have one page, then you can have no internal link network, whereas if every article is published on a separate page, you will have such an internal network. This makes your site appear stronger and better structured as far as the search engines are concerned, and enables you to send visitors to many pages on your site, instead of just one.

In order to continue populating your site, no matter what your subject or topic is, you will be able to find lots of appropriate articles which you can rewrite on the major article directory sites like EzineArticles.

In order to populate your site is quickly as possible, there is another thing you can do while visiting. Find other articles in your niche by using the search box at the top of the EzineArticles home page:



Click on the title of any article that you think might be appropriate to your site, and then click on the 'Ezine Publisher' link on the far right next to the article title:



Download the article of your choice and then paste it onto your own site page. As long as you leave the original author information intact, this is an acceptable tactic for populating your site in double quick time.

You can also find appropriate videos from a site like YouTube by searching the site using your primary search term ('dog training'), locating the 'Embed' code before copying it, and pasting it on to your webpage:



In this way, you can quickly populate your site with valuable contents, the kind of materials that your visitors will want to read and watch.

You might think that this is all a waste of time, as your main objective is to get visitors to sign up for your mailing list, but you could not be more wrong.

If there is nothing on your site worth staying for, visitors will take a very quick glance and then close your page, never to return. You have to give them a reason to think about signing up for your mailing list, and part of that reason is the quality of the content on your pages.

It is not the full reason why they would subscribe to your list, but this is something we will investigate further in the next section.

Before moving on to the next step, there is one final thing you need to do. That is, you need to add a separate page to your site that features no content whatsoever, and has only one objective.

Creating a squeeze page (or squeeze pages) for your site

The objective is to collect the e-mail information from anyone who visits this page, a page known as a squeeze page. This page is going to 'standalone' separate from your WordPress installation, but it is still going to be attached to the same site, domain name and the directory in which you have already placed the WordPress files.

Every article page of your WordPress installation must be linked to this squeeze page. This ensures that the squeeze page receives the maximum incoming link 'power' from within your site and ensures that the search engines find it.

However, on the squeeze page, the only outgoing links should be those that are required by the search engines like Google, things like a link to your 'Terms of service', 'Earnings disclaimer' and so on. Otherwise, do not link this squeeze page back to your content pages, because that offers your visitor another way of 'escaping' from this page without subscribing to your list.

In order to short circuit the work of creating the squeeze page, there are plenty of places where you can download free templates such as here, here and also here.

Of these three sets of templates, the one that I would focus on is the first if it is still available. This is because the templates in this particular package follow what are generally perceived to be the guidelines for creating the most successful squeeze pages.

A powerful and personalized headline in red is always a good start, because any visitor who lands on this page will see themselves in 'most people' or 'most women'. They immediately understand that by subscribing to your list, they are going to learn the secrets that most people will never know, and everyone loves to learn secrets, particularly those that no one else is privy to:



It tells you how long it is going to take to learn these secrets, and you should of course minimize this time. People are more willing to spend 30 minutes doing something than they would be if it was going to take 90 minutes, so keep the time down to a minimum.

One other highly effective numbers based strategy that you often see applied when the headline promises to teach you how to make money (which is the best-known example) is to use an exact figure.

Instead of teaching you how to make $5000 a month, the headline might promise to teach how to make $5276.87 a month, which almost always generates a better response than a rounded figure. This appears to be because the sum quoted somehow seems to be more real and also that mentioning such a precise figure implies that it has been

achieved in real life rather than being a vague figure plucked from the head of some advertising executive.

You have a bullet pointed list of benefits (nb. it is extremely important that you list benefits as opposed to features), and then at the bottom of the page, there is the all-important call to action:



- And much, much more sent straight to your inbox... (modify as apporpriate)

Just use your **First Name, Primary Email** then click the "*Free Instant Access!*" button to enter (Use the same first name & email when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

We will NOT rent, trade, or release your name to *any* third party for *any* reason - ever.
We respect YOUR email privacy and *hate spam with a passion*.

This is where the opt in subscription box would be pasted on the squeeze page, right underneath the final reminder as to why your visitor should subscribe to your list and the 'call to action' where you tell them exactly what they have to do to do so. Note that you should not *ask* them to subscribe but *tell* them, and tell them how to do the job – just including a simple instruction of this nature will often increase your subscription rates by a significant margin.

Incidentally, you will need to edit these templates using HTML, but you can download a free WYSIWYG ('What you see is what you get') editor from Kompozer which will make the job a piece of cake.

The other option is to create your own squeeze page from scratch and if you're using a WYSIWYG web editor, it is not that difficult.

The amount of information you need to include on your squeeze page is dependent upon the marketplace you are operating in and the power of the message you can include in the headline.

For example, here is a very simple subscription form used by one the more successful online dating businesses that they have been using for some considerable time:



As an alternative, the same company uses a squeeze page, which is very similar to the template we were dissecting above:



No matter what kind of squeeze page you are using, the only way you will ever know if it is as effective as it could be is by testing every new squeeze page you use, and to keep testing on a regular basis.

From the outset, institute a program of regular back-to-back squeeze page testing, starting on a 'macro' level. This means starting with radically different squeeze pages (as these squeeze pages are going to be hosted on your website, there is no limit to how many you can test one against the other). Send a reasonable number of visitors to each page (ideally from the same traffic source) to establish which of the radically different squeeze pages works the best.

From there, you then start testing on a 'micro' level by making one small change to create two different squeeze page versions that are *almost* identical. Test them in exactly the same way as you were, to establish which is the most effective. Take the one that is most effective, make another change, run the test again and so on.

In this way, you will keep improving your squeeze pages, and that means more people who will subscribe to your mailing list.

Uploading you squeeze page

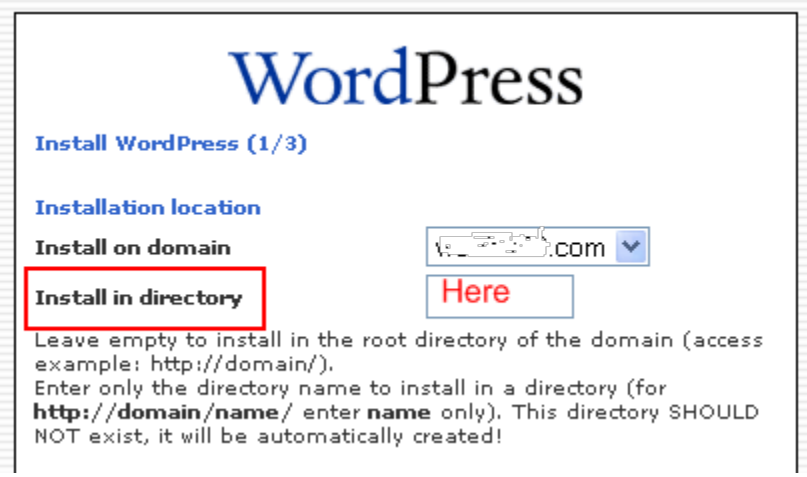
Once your squeeze page is ready, you need to upload it to your site before making sure that it is linked to the WordPress site that you installed earlier.

In order to facilitate the upload, you need to open the FTP program that you installed earlier. Assuming that you have already installed a new theme for the WordPress section of your site, then you will have already created an FTP account for the site, and you should therefore be able to log it straight into the FTP software.

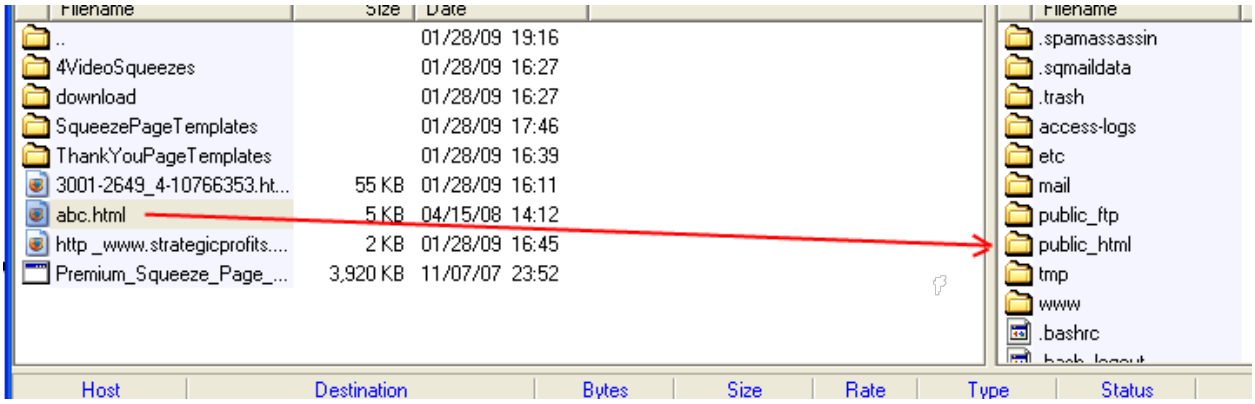
If not, then you will need to input the required information about your site, which is the domain name, your login name and password, in order to be able to use FTP.

Where you upload the single squeeze page to will depend on where you installed your WordPress sites, because you want to make sure that the squeeze page is in the same directory.

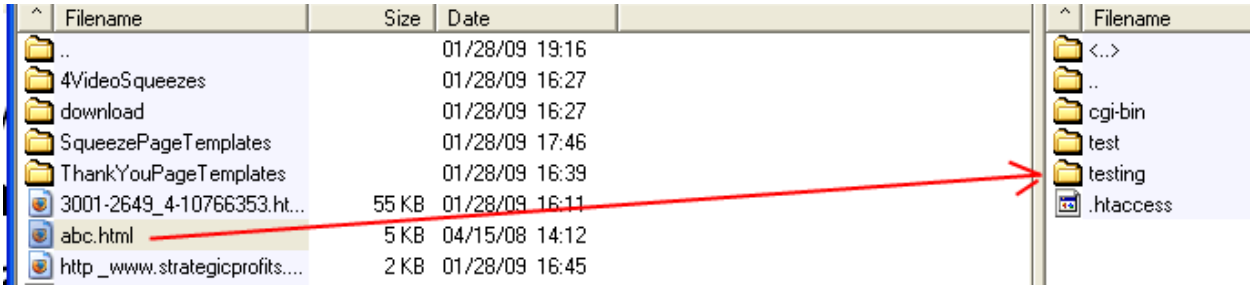
For example, if during the original WordPress installation you did not create a subdirectory of your main site as part of the installation (you did not fill any information in the box indicated in the screenshot):



Then you would click and drag the squeeze page HTML file straight to the main 'public_html' folder of your site (in this case, we are assuming that the squeeze page that you are uploading is abc.html):



If however you have installed WordPress in a subdirectory of your site, then you need to open the 'public_html' folder, find that site subfolder, and finally click and drag the same squeeze page file to that folder. You do not need to specify where within that folder it should go – clicking and dragging it is enough:



Steps 3 & 4 – Your subscription form and back-office system...

It is convenient to deal with creating your subscription form and your back-office system together, because the subscription form will be created using your back office system.

One the biggest secrets of effective list building is to have as much of the back office system as possible automated, and to do so using the highest quality tools and resources available.

The tool that you will use to drive your back-office system is known as an autoresponder, and while there are many different autoresponder systems available, this is one area of your business where you cannot afford to skimp on spending money.

The two best autoresponder companies in the business are Aweber and GetResponse, primarily because both companies have been around for a long time and they both focus all of their efforts on providing the highest levels of professional autoresponder service possible. I would strongly recommend that you choose one of these two companies to provide autoresponder services to back up your list building efforts.

Once you have an account with either of these companies, you need to load up that account with a series of outgoing e-mail messages, and decide how often you want the autoresponder to send your mail messages to your prospects. Most online marketers send e-mail using their autoresponder account two or three times a week, but it really is a matter of choice and to a certain extent the market you are working in.

However, the important thing is to create enough outgoing e-mail messages to last you for the first month or two right at the beginning, because by doing so you free up your time to focus on list building rather than creating new outgoing messages.

You will also use your autoresponder to create the subscription forms for your site.

When you do so, you will be asked what information you want to collect from your site visitors, and you might be tempted to ask for both the e-mail address and a name. The e-mail address, yes - you definitely need this to be able to send information, but why are you asking for the name?

A couple of years ago, this might have made sense because online marketers used to 'personalize' outgoings e-mails so that they carried an honorific header like 'Hey John' or 'Hi Joanne'. This was supposed to be a way for the marketer behind the e-mail campaign to appear friendly and approachable. However, nowadays, everyone knows that this is an autoresponder trick, so it has little or no effect.

On the other hand, the more information you ask subscribers for, the fewer of them will sign up for your list, so I would recommend that you try using a subscription form that asks for only their e-mail address. Not only does this mean that your subscriber can join your list far more quickly, but it also allows them to retain a higher degree of anonymity. This should encourage far more people to subscribe to your list, which could be a significant step towards achieving your 1000 list member target.

Have a small subscription form on every content page of your site (at the top left hand corner of the page is the best position) and also add the same subscription form in the appropriate position on the squeeze page which you created earlier.

The final thing that you need is a 'bribe' that you can offer every one of your visitors to encourage them to sign up for your list.

You *have to* give away some kind of free gift as a way of encouraging people to subscribe, because while the value of the information that you are giving away might be immense, the subscriber does not know that until they join your list. Hence, you have to do whatever you can to

encourage them to join your list so they can start seeing the information, and the best way of doing this is to give them a free gift of high perceived value.

One thing that you can be certain of is that it will not be sufficient to offer them a free subscription to your newsletter, because this is what every online marketer and his brother is doing. It has to be a substantive gift of significant perceived value, something that purveys a message that is strong enough to push your visitor past their natural reluctance to give you their mailing information.

It has to be something that is appropriate and laser targeted at the people who will visit your site. To take this a stage further, this strategy becomes even more effective if the bonus gift you can give away is unique, something that cannot be obtained anywhere else.

Creating such a product is simple and quick if you know how!

What you're going to do is create a unique market targeted e-book on the back of other people's work in a way that is legitimate and ethical.

Go back to EzineArticles and find around 20 articles that are highly appropriate to your target audience. Copy every one of the articles, and paste each of them into the same Word document.

Next, write a page or two of introduction for your e-book (remembering to include your site details and contact information), and then add the introduction as the first couple of pages of the book.

Give the book a title something along the lines of '20 top dog training secrets revealed', and make sure that the formatting is 'tidy' – every article starting on a new page, original author's information still included and so on.

Finally, use a free PDF creation program like PDF995 to turn the whole thing into a secure, professional PDF document.

For less than an hour's work, you have a unique targeted e-book that your visitors can only obtain by signing up for your mailing list. This is another very effective tactic for building your mailing list extremely quickly.

The final step is traffic generation...

There can be no doubt that sending visitors to your website is the number #1 key that dictates how successful your site is.

There are thousands of websites giving information about how to drive traffic to your web site away for free, and because traffic generation merits a book by itself, I do not intend to go into any great detail about traffic here.

However, I have included a handful of traffic generation guidelines here to get you started, including one particular strategy that is vastly underused and underrated.

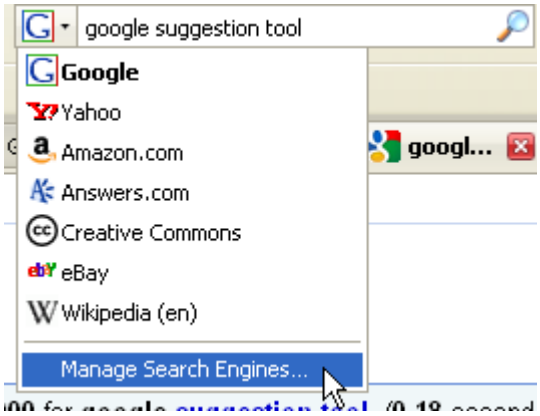
Before looking at these strategies, however, there is one thing to note.

Many of the most popular traffic generation strategies (such as article/Bum marketing) not only create traffic for your site, but they also send one way links to your pages. Hence, when you create and publish external promotional materials, you should vary the pages of your site that you provide links to, not forgetting to send some visitors directly to your squeeze pages. In this way, you will build a strong incoming link network which will (over time) ensure that you start to see increasing numbers of visitors from the major search engines like Google and Yahoo.

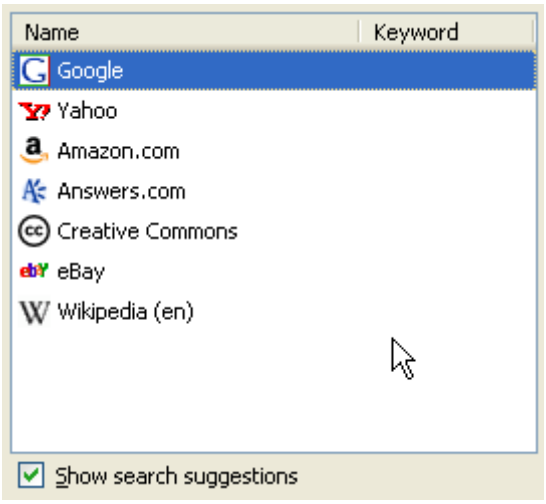
However, to start, you need to send traffic to your site as quickly as possible if you are to hit your 1000 list members in one month target. To begin, run a standard Google search using a phrase like the one in the following screenshot, because you can see that there is plenty of information available that will help you get started sending visitors to your site:



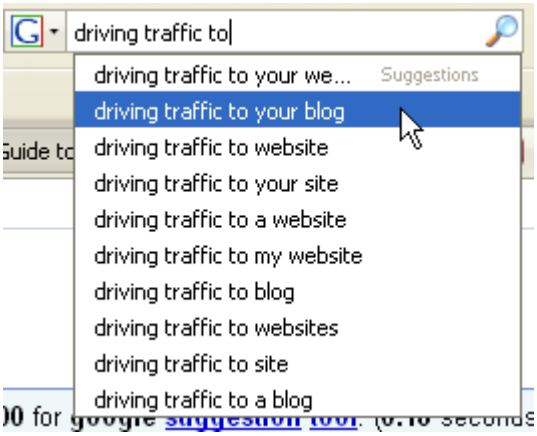
If you are using Mozilla Firefox and you have the Google search box at the top right-hand corner of the screen, click on the 'G' icon to generate the drop-down box, then 'Manage Search Engines':



Finally, make sure that 'Show Search Suggestions' is checked:



By doing this, every time you start to type into the search box, Google will suggest alternatives – alternatives like the ones in the following screen shot that are going to give you plenty of ideas about generating free traffic to your site:



If you want to know how to use articles to drive visitors to your web site, you should grab your free copy of the Bum Marketing Method.

You can grab a free tool here that enables you to send information about your site to 130 leading social bookmarking sites (which is not only great for traffic, but excellent for generating the links that Google loves), and there is no shortage of information related to 'video marketing tips':



There is plenty of information about using forums to market your site as well, and you always know that in a forum, you will always be dealing

with like-minded people who will inevitably be interested in the kind of information you have present:



One underused traffic generation strategy that is well worth getting yourself involved in is using traffic exchanges in association with your squeeze pages.

This is how it works. Join some of the leading traffic exchange programs like TrafficG, Hit Pulse, SwatTraffic, MaxTraffic, Eternal Hits, Traffic Splash and I Love Hits, and register under the category that is most appropriate to your product. There are dozens of traffic exchange programs, so join as many as you think you can handle.

Traffic exchanges work on the basis that you will be shown promotional pages from other members that are appropriate to your chosen category, and in return, other people who have registered for the same category will be shown your promotional page.

The more pages you look at, the more visitors will be sent to your page, and if you can surf a traffic exchange for 20 minutes a day five days a week, you could realistically put your promotional page in front of between 400 and 500 traffic exchange members a week.

You might imagine that with so many pages, most exchange members should enjoy a degree of success, but very few do. Most people make the mistake of using traffic exchange programs to try to sell products or services, but because practically no-one who uses a traffic exchange is interested in buying anything, they very rarely succeed.

However, if you show people a squeeze page where you offer something of value and it is free, the nature of the traffic exchange 'game' changes significantly. Do things this way, and assuming that your free offer is perceived to be valuable enough, you will have targeted visitors signing up for your list.

In addition, if you can convince other people to sign up for the same traffic exchanges through your link, you will receive bonus page views for your promotional materials based on the number of times *they* use the traffic exchange in question. Consequently, with a bit of work and a well targeted free offer, you can build up an ever increasing stream of targeted free visitors who will grab your offer (and sign up for your list) while all the time, you are making less and less effort.

Most marketers ignore traffic exchanges, probably because many of them tried to use traffic exchanges to sell their products in their early

days (and failed), so they have never been back. However, if you use traffic exchanges in association with a squeeze page that has an attractive offer (especially a unique one), you can very quickly generate dozens of new mailing list signups every day.

Pushing prospects to become customers

Once you have convinced someone to sign up as a subscriber to your prospect list, your next job is to increase the commitment they have made to you by turning them into a customer.

By becoming a subscriber, the individual who has just added their name to your prospect list has specifically invited you to send them additional information about the topic that drew them to your website in the first place.

Because you already know this, you are in a position to send them laser targeted information about exactly what they want to know.

This is a step in the right direction, but you must remember that they can unsubscribe from your list just as easily as they joined.

In other words, once they have joined your list, it is absolutely essential that you provide them with exactly what they want, because it is by doing this that you convince them to stick with your business and eventually become a customer.

What they want is valuable information, and they want most of it at no cost. If you send them appropriate information 3 or 4 times a week, you will gradually earn that prospect's trust and loyalty, which in turn makes it considerably more likely that they will become a customer of your business at some point. By sending them the kind of information that they are interested in, you are also fulfilling their needs, which once again makes it considerably more likely that they will buy from you in the future.

However, they cannot buy from you if you do not provide them with the opportunity to do so, so you must do so from the very beginning.

What this means is simple. In every outgoing e-mail message, you must include a tranche of valuable free information, but you must also include a targeted product suggestion or recommendation.

This is something that you must start doing from the first moment you start sending e-mail to your prospect. You should *definitely* not fall into the trap of sending information-only e-mails at the beginning, because you do not want to 'scare off' your prospects at the beginning.

Having a prospect mailing list is great, but prospects have no financial value to you until they become a customer. If you have a small handful of prospects who subscribe to your list and then immediately unsubscribe because they do not like being sent commercial product information, that's fine, because they would not have bought from you

in the future anyway and they therefore have no value to your business from the beginning.

Another mistake to avoid is that of chopping and changing the products that you are recommending. Whatever product you promote in your first outgoing mail to your prospect is one that you should stick with for at least seven to ten consecutive e-mail messages. In each of those messages, highlight one benefit of the product and emphasize what the prospect will gain from owning that product. Also, do not forget to include a specific call to action (tell them what to do, remember!).

Only after sending a reasonable number of mail messages that recommend the same product that should you change the product you are promoting. You have to change at some point, because it is possible that the prospect is just not interested in this particular product. However, if you change with every e-mail message they receive, your prospect will soon come to the conclusion that you have no confidence in the products you recommend, and that you appear to have little in the way of a planned business strategy.

When your prospect finally decides to make a purchase, your autoresponder system should shift them to a completely separate customer mailing list so that you can start to send them different product recommendations.

There is one final thing to remember about the e-mail messages that you send to your prospects and your customers.

Try not to be boring.

Far too many online marketers send e-mail message after e-mail message that focus on nothing other than business, so their prospects never really get the opportunity of getting to know and like them. If you allow your prospects and customers a small window into your real life, it becomes easier to build a relationship with your members, and that is very significant when it comes to who they do business with.

After all, if they think that they know and like you, it is far more likely that they will do business with you as opposed to someone else who is a stranger to them.

So, if for example you go to a great concert, a terrific new movie or even do something as apparently mundane as taking your kids to a funfair, tell your prospects and customers about it.

This is why you should produce a weekly newsletter in addition to the e-mail message series that you have preloaded into your autoresponder.

It allows you to become a three-dimensional character with a real life outside and away from business, a person with whom it is hoped your customers and prospects will feel that they have a real relationship.

Done correctly, marketing by e-mail is the ultimate in relationship marketing, which is why you are putting so much effort into building a mailing list in the first place.

To get to 1000 members, you've got to get creative...

The list building tactics that you have read about so far – building a content rich site with a list subscription form on every page, using squeeze pages, giving away 'bribes' to encourage signups, building your list with an autoresponder and focusing on generating traffic – are all highly effective constituent parts of an integrated list building project.

However, in order to get to 1000 members in a month, you are going to have to be a little more creative, and willing to think more laterally than we have so far. In particular, it is going to be far easier to reach your target within your allotted time if you are not working alone. What you really need to do is 'leverage' off the time and effort of others if you really want to be able to hit your target.

It is not impossible to succeed on your own, but why make things more difficult for yourself than you need to? If you can get other people to help you, it must make sense to do so.

Let us consider a selection of ways that you can do this.

Existing list members

If you have an existing mailing list, you have a number of advantages that you could be exploiting if you are not already doing so. For a start, you should have some meaningful statistics so that you know that for every X number of people who see your promotions, Y will visit your squeeze page and Z will sign up.

From those Z number of prospects, you should know what percentage become customers and how much each customer is worth to your business (if you don't know, you could use the commonly held belief that each customer on your mailing list is worth an average of $1 per month).

Imagine that you have a small list of 200 people already. How about incentivizing those people to help you build your list by offering them prizes for doing so? Look at the collection of digital products that you probably have gathering cyber-dust on your hard drive - dust them off and give them away. Present your existing list members with a product list from which they can choose any free gift they like for every new subscriber they refer.

Also, (and here is why you have to have some idea of how valuable each new prospect is eventually worth), give the top referrer or top three referrers valuable 'real world' prizes – perhaps a new laptop, a Blackberry, or a couple of iPods.

Give your list members everything they need to help you, such as pre-written e-mails as well as other 'perks'. For example, for new subscribers that join during this limited period, stack up a few extra gifts over and above the 'normal' gifts they get for signing up any other time. This makes it easier for your list members to help you, and improves their chances of winning prizes themselves, so some of them at least will pitch in and bring a hundred, two hundred or more new members in.

It's pretty hard to see how this could fail really, isn't it?

But I have no list at all…

Okay, that makes it a little harder, but is not impossible.

One thing you can do is to get new subscribers to help you by including the option to 'tell a friend' about the great offer and information that you are providing.

Set your autoresponder so that after a new subscriber confirms their desire to join your list by double opting in, the URL that the autoresponder directs them to is your 'Thank you' page.

On this page, the new subscriber will find the download link for the free gift that they are expecting, but they will also see a 'tell a friend' button or form. The call to action attached to this form or button tells them that for every friend they recommend, there is an additional free bonus available for them – again, offer them a list to choose from because having a choice could make the idea far more attractive.

The free button that you can download here has the advantage that it can pull contact details from their friend's list registered with most of the big online e-mail programs, such as Gmail, Hotmail and so on.

They don't even have to type the names into a list, so it could not be any easier for them to use.

Alternatively, there are free scripts and programs that produce 'tell a friend' forms that do need manual completion but which are still highly effective and extremely viral in nature as well.

Give stuff away for free…

Here is a very simple but very effective way of persuading people to sign up for your list. You give them something for free, but in order for it to be 'activated', they have to request a suitable activation code from you. In order to do so, they need to send you their e-mail information to which you can send that code.

If you downloaded the recommended squeeze page templates earlier, you will have seen this in action already as one of the recommended

squeeze packages uses exactly this technique. It can be applied to anything that can give away on the internet.

If you can create any kind of webpage or a market targeted e-book, you can give this away, but the recipient cannot use it until it is registered. Alternatively, you could give away free screensavers or desktop wallpaper.

If is a software program – something related to your market, a program that helps people run their online business more efficiently, or even a game – you can let anyone who downloads it use a few times (so that they begin to like and/or rely on it) and then ask them to register.

In effect, using this strategy, you can build your mailing list on autopilot because you can create your product only once, after which every time someone downloads it, they must give you their e-mail details.

The best software for running this type of list building operation can be found on this site.

Joint ventures with a twist…

Setting up joint-venture operations with other online marketers or established people in your business (i.e. those who already have a mailing list) is a great way of rapidly expanding your mailing list.

The theory of how it should work is extremely simple. From your research of forums, chat boards and news sites in your market, you establish who the leading players are, the people who already have reasonable mailing lists. You propose a joint-venture operation to them where you provide them with something of value to send to their list members, they do so, and in order for those list members to get the gift that you are offering, they have to register with you.

However, the difficulty of establishing joint ventures of this nature is that most established business people are very protective of their list members' information. They simply do not like 'giving away' list members (as they see it) to other people who might become competition in the future.

In order to make this work, you have to do a little more than most marketers are willing to do to convince potential joint-venture partners to work with you. This is how you can go about it.

First, you need to collect as much high-quality, expert information about your subject matter as you can, because this is going to be the basis of the product around which you are going to propose a JV. Go back to EzineArticles and search the 'Expert Authors' list by clicking on the link at the top left hand corner of the homepage:



There are many expert EzineArticles authors who have already published thousands of articles, so you can be fairly confident that these people are experts in their own field.

Check out their extended author biography details or follow the links attached to their articles to find their main website. Find a link for their mailing list, and sign up as one step towards collecting as much expert information as you can.

Now, find the top 30 or 40 products in your niche from a site like Clickbank.com, and sign up for their mailing list as well. However, you should also take note of their e-mail address, because if you do not already have a list of people with whom you would like to form a joint-venture, the people who have created the top products in your market are the ones you should be going after.

The next step is perhaps the hardest. You must create an outstanding, exceptionally high quality e-book or special report that is 'ultra-meaty' (40 pages or so), with the kind of information that everyone in your market needs.

This is extremely important, because if everyone in your market is clamoring for this current information, then you can be certain that the people on your expert's e-mail list are in exactly the same situation.

On the other hand, the expert in question is mailing their list members three or four times a week, so they need high-quality information of exactly the kind that you have just created.

Your next move depends upon how brave or 'in your face' you are willing to be with the experts on your list. Most marketers who are trying to build their first list are a little hesitant and nervous, but if you are the kind of person who is willing to take the bull by the horns, then

your level of success is likely to be far greater and you will build you a list much more quickly.

The aggressive, upfront approach is to ask the expert with whom you want to form this joint-venture to promote your product to their list members by including a direct link to your page in their outgoing e-mail. This link should not, however, go directly to a download page but should instead take the individual concerned to a squeeze page where they sign up for your list in order to get the promised report.

Be aware that because most established list owners are very protective of their list, the number of experts who will agree to this approach is likely to be limited. However, even if you can only get one or two experts to work with you on this basis, you will have a thousand list members in a matter of a few days, never mind one month, so it has to be worth trying.

Incidentally, no matter what business you are in, it is likely that the acknowledged experts get many such joint-venture proposals every day, so much so that their e-mail inbox is likely to be bulging with them. If you send your proposal by e-mail, you're just another name among many, so don't send it by e-mail.

Try to find a fax number and send it this way, because in most offices, the fax machine is in common use, and it is therefore likely that someone will pick up your fax, see who it is addressed to and deliver it to them by hand. This immediately makes your proposal stand out from the crowd. Alternatively, send it by snail mail or even by courier – again, you have just become a standout.

If you do not feel comfortable with being so upfront, the alternative is to give a copy of your product to the expert in question and to ask them to send it to their list members on your behalf. In this case, you must include as many additional bonuses as you can think of in the introduction to your report, and a link on your site from where these bonuses can be downloaded free. This should be an opt-in squeeze page.

To take this one step further and in order to make it become viral, include a note to the recipient that they have the right to give this book away or even to sell it. Create a ready-made sales page for anyone who does want to sell it, and emphasize that they can make money by taking action, but, in order to have the right to do so, they must first register with your site.

Whichever of these options you choose to take, the key to success is always the same. You must be determined to work as hard as

necessary to convince experts in your market to work with you, and that you are extremely serious about the business you run.

As long as you can do so while remaining enthusiastic, helpful and organized, this single step can bring in hundreds or even thousands of new mailing list members every month for the foreseeable future.

JV giveaway events…

A variation on the idea of joint ventures is that of joint-venture giveaway events. These are events where an organizing team creates a website from which anyone who finds that site can download a large number of products for free.

However, the organizing team themselves do not provide these products. They invite other marketers to donate their products to make the event work. The quid pro quo for someone who does donate a product is that anyone who wants to get their product has to sign up for their mailing list in order to do so.

These events are extremely popular, and the promotional power behind them is very strong as well, because everyone who participates and donates a product will promote the event to their own list members. If you participate in a joint-venture giveaway event of this nature and your product is attractive, this represents an extremely quick and easy way of adding a few hundred new subscribers to your list, primarily because there are dozens of marketers all promoting the same event to their list members.

While at one time, joint-venture giveaway prevents used to take place only 3 or 4 times a year, they are now almost a constant of the online business calendar.

For the latest information about what events are taking place at the moment, try these sites:

http://www.jvgiveawayevents.com/

http://www.giveaway-list.com/

Conclusion

Before you started reading this book, you may already have begun your mailing list marketing efforts. If so, then as you have already seen, you do have a slight advantage over other people who never made an effort to build the list.

On the other hand, if you have not yet started your list building efforts, you should by now appreciate that you are at no significant disadvantage, and that adding 1000 names to your list in less than a month is doable.

There is also no great mystery to building a list quickly but professionally. It is simply a question of making sure that your site is set up in a way that makes people want to keep coming back to learn more, that you have squeeze pages incorporated into that site and that you then do everything you can to introduce as many people as possible to what you are doing on that web site.

There is undoubtedly some work to be done if you want to achieve your target of having 1000 prospects on your mailing list within one month.

For example, you will need to create your outgoing e-mail message series, and you should be creating at least a percentage of the content that you are publishing on your site yourself. None of this work is difficult, and there is therefore no reason why you cannot achieve your 1000 list members objective.

But, let me conclude this report with a note of caution. There are plenty of web sites that are willing to sell you mailing lists, and you might be tempted by some of the outrageously good offers that you might come across. You might even be tempted to part with your money for a mailing list of this nature.

The simple word of warning is – don't!

The only list members who have any value are those who have voluntarily chosen to join your list. The names on any mailing list you buy did not agree to join *your* mailing list. Indeed, they have never even heard of you.

Consequently, even if the names on a bought mailing lists have not been collected in a way that guarantees spam complaints against you (and, believe me, if you buy a list from *anyone*, you should be prepared for dozens of spam complaints), no-one on that list is going to do any business with you, ever.

This is the reason why you have to start building your own list as soon as possible. Despite what you might see on web sites published by

individuals and companies selling mailing lists, they do not work in online marketing.

No one else is going to do the list building work for you – it is down to you and you alone.

As I hope you now appreciate, building a mailing list is not at all difficult, and if you apply everything you have read in this manual, I am certain that you will reach your objective of '1 month to 1000 list members' without difficulty.