FREE REPORT

MONEY TRAIN

How To Build Your Income By Giving Away Free Reports



EXCLUSIVE REPORT

Free Report Money Train

Aside from pre-selling your products and affiliate offers, the other purpose of your free viral report should be to build your mailing list.

This is because if you are unable to pre-sell, let alone sell, the products and services featured in your free report, the last ditch effort should be to collect leads. In short, if you cannot convert the reader into a ready buyer, you should then attempt to convert him or her into your subscriber.

In that manner, you can still follow up with your reader on future offers and have a chance at converting him or her into your customer, preferably for lifetime.

You can do so by offering a lifetime update to your report or a unique notification list your reader will be interested in subscribing to, which leads to having him or her subscribed to your mailing list.

One of the few success factors in viral marketing of your free report is quality.

If your readers find your information worth sharing, and you encourage them to do so by giving them the right to give your report away for free, you will be able to have your name, status and links within the report passed around without any effort on your part – simply because others are willing to do so for you!

Squeeze Pages And List Building (They Go Hand In Hand)

Every successful online marketer knows the importance of using squeeze pages! Whether you are marketing your own products, services, affiliate programs or an ezine, you need a squeeze page. Squeeze pages can be used in many different ways!

The main purpose of having a squeeze page is not only to show your prospect the benefits of what you are offering, but to help you build your opt-in list. I'm sure you've heard the saying...the money is in your list!

You build your list by creating an opt-in web-form on your squeeze page or as some call it a landing page asking for their name and email address in return for something of value to them.

If your offer is enticing enough they will then enter their information and end up on your sales page. They may not buy right then, but now you have their information where you can follow up with them later, either by direct email from you or through your auto-responder program.

It's a known fact that most customers do not buy the first time, it may take 5, 7 or more contacts from you before they do buy what you're offering. First you need to gain their trust and build confidence with them.

This is the cheapest way to lower your advertising costs! Build a large list of opt-in subscribers/customers who trust you. It's like money in the bank! One can never deny the fact that a squeeze page is very essential and crucial in this business; and that 98% of the marketers only ask for first name and email address. This of course depends on what you might need the other info for.

Squeeze pages can drive traffic to your site. To drive traffic to your site first you should flatter your visitors with perks and bonuses that are related to your product and their

interests. Just make sure that the cost of your giveaways can fit in your budget and they must be a quality, deliverable product or service that your lead can use and benefit from.

A squeeze page is more likely to produce a 20% opt-in rate of the total number of net surfers who visit your site. You must provide a strong and juicy headline and show your visitors what's in it for them to tempt your visitor to leave their name and email address so that they can't wait to get to your website.

By creating a squeeze page, you can optimize your email marketing campaign. It has been proven that almost all visitors to your website won't drag out their credit cards on their first visit. You'll be able to follow up with your list of subscribers and gain their confidence in you and trust you. Then you can sell them other products (yours or affiliate) and services. If they trust you, they will be more likely to buy what you recommend.

With a good squeeze page program you can do split-testing with your headlines, offers and products to find out what is the most effective to bring in customers. If you do split test, then you can logically make more with the same amount of traffic and the same product. What you have to do is to continuously keep testing and to continuously run two versions so that you keep making your site better and better. With the right squeeze page program, it will automatically do the testing for you or there are several tracking products on the market that you can purchase.

As with most websites you can add video, images, audio and other media at the push of a button. Again, this will depending on what you use to make squeeze pages as to whether you can add media. It's been proven that by adding media to your squeeze page, you will get better conversions. I hope by now you can see the importance of squeeze pages in your internet business. They're simple, easy to make with the right program and they will help you build your list and achieve your peak in online marketing.

Driving Traffic To Your Optin Page

It took a long time getting your squeeze page built just the way you wanted it, right? Now, how can you get traffic? It's the lifeblood of the Internet according to some. So, how do you go about getting it?

There are several ways to get traffic, actually, but not all of them may be right for you. Let's explore the different ways of getting traffic in a series of articles.

The first will be about blogging.

Blogging! You're probably thinking, I can't write. Well, yes you can! You don't have to be Hemingway to start a blog.

You can be a decent writer, know how to get a point across, and have a successful blog. Just be sure that people are passionate about your subject matter. If you aren't, then you shouldn't even have a squeeze page up and running. If nobody is searching for your keywords, what's the point? But let's say that you know they are and that you're good to go.

Maybe you're building a list around something rather unusual, like World War II Battleships.

If you're passionate about them, you've undoubtedly read lots of books about them, and may even have visited one or two. And let's say you have pictures! How great is that?

Now, you can put those up on your blog, and write a short paragraph about each one. One picture per blog post. Or, just give some great battleship trivia facts. If you write about something most battleship aficionados would know, then write your viewpoint on it, and so on.

But if you absolutely are letting writing a blog yourself stop you, don't!

Hire someone to write posts for you. You can pay as little as $2, or as high as thousands of dollars, but somewhere between $10 and $15 may do the trick. It just depends on how tough your niche is to write about.

You won't get a very high-quality article for $2, that's for sure. And you may need more research than a $15 an article writer is willing to do. So, what you pay is really up to you. The important thing is to find someone you can work well with and who is dependable.

Make sure that your keyword is in your title, and that you use it early and often in your article, too. Just don't overdo. About 2% keyword density is considered appropriate now.

That means don't stuff keywords into your post, just to get the search engines to visit. The search engine experts think that Google's using something called "latent semantic indexing" or LSI to spider content now. That means they're looking for keywords, but they're also looking for words and phrases that surround your topic.

In other words, don't have "Britney Spears" as a keyword because people search like mad for it. If you have that keyword, your site had better be about Britney Spears.

Google decides their hierarchy by what they call "page rank." By meeting the keyword requirement, updating your site often, making your site bigger, etc., Google will give you higher ranking. The higher your page rank, the higher your page will appear in the search engine results pages, in most cases. That means more traffic.

But search engines frown on duplicate content, so don't post to your blog and then take the very same thing and upload it to a bunch of article directories.

Why is this bad?

Because search engines want the most unique results they can get for the people who are searching. They don't want the same article coming up in the first page of their results. So, just completely rewrite your article, if you want to use it for directories, too. Otherwise, only one page will get the benefit of your work and it may not be you.

What will work for you is the fact that blogs are the darlings of search engines. Why? Because spiders can crawl them easily, they're usually indexed quickly, too. Plus, every post is considered to be another page. So, post every day! The more pages a site has, the higher its page rank will be. That means, the higher it will be in the search engine results pages and the more your site will be seen.

Also put a call to action at the bottom of each post you make that's hyper-linked to your squeeze page. Include your keywords in that phrase, too.

Now, you're getting direct click-through traffic to your squeeze page.

Awesome! Make your blog better every day and watch the traffic grow.

Getting Blog Traffic (Part 2)

We're back again to talk to you about more ways to get traffic to your blog, which will in turn send more traffic to your list building or squeeze page. Last time, we talked about setting up and adding content to your blog. This time, let's discuss other ways of getting traffic.

Natural search or what they term "organic" search traffic is great, but it takes a while to build up. But there are other search engines you may not be aware of. They're specifically geared toward searching for blogs.

One of the oldest is Technorati at http://technorati.com. If you have a blog and haven't "claimed" it at Technorati, it's probably a good thing to do. Your site will be indexed and ranked, and you could pick up an audience, too. The more people who like your blog the higher it will rise in the rankings.

There are other less "interactive" blog searches, too, like Blogsearch. Google.com or IceRocket, but there are many more. List your blog with as many as possible.

But the interactive sites are very popular right now. I'm sure you've heard of MySpace and YouTube, or you've been hiding in a closet somewhere. These sites bring traffic, but there are hundreds of sites that will have the same effect, if you get involved in what's called "Web 2.0."

StumbleUpon: When you write a post, you can "StumbleUpon" it. Give each of your pages a StumbleUpon vote and watch your traffic soar. To get to that page, rather than just the first page of your blog, you'll need to click on the post's title (if you're using WordPress) or click on a link that says "permalink." That will take you to a page with the precise post number included. StumbleUpon those each time you post.

Reddit: This is somewhat like Digg, except it's A LOT more popular and is often responsible for sending things into worldwide viral status. There's a section on this site for just about every topics you can think of. You can create an account and submit your offer, picture, or anything to the "sub-reddit" to get traffic. People then upvote or downvote your post, which impacts it's overall visibility. You need to make sure that the content you post is relevant and valuable to the community in order to increase your chances of higher exposure. It's also important to interact with the community regularly if you want to make tons of connections and build a dedicated following.

Digg: Digg was created mainly to mark news stories for its members--news stories of interest. Well, when you post to your blog, that's news right? Unless you've posted nothing but a picture or silly nonsense or random musings, Digg will accept your vote for other people to see what you've voted on. Be sure that your post is an article, though, or your page might be "buried." You don't want that.

Most of these sites work the same way or similarly to the sites above. Others include Furl, and RawSugar, but there are hundreds. Sign up for as many as you can, and each day enter your posts into as many sites as you can. The more you enter, the more your traffic you'll get to your blog.

One more way to get traffic to your blog would be:

Wikipedia: This online, user-generated encyclopedia is an incredible source of incoming traffic, if you can meet the editors' requirements. At the bottom of every post is a section called "Other sources," and this is where you'd enter the link to your blog. Just be sure that you're providing quality information in that category and that your site isn't commercial.

It's also worth noting that there are a ton of smaller Wiki based sites now that you can end up having your website referenced on which is a great way to create more traffic.

Final Thoughts

All of these sources and the above methods will bring tons of traffic to your site.

Some of them may take some time to set up, but many of them have toolbars or buttons you can put right on your browser to make submitting easy for you (as is the case with the bookmarking sites and what not).

More importantly, a lot of these methods can be rinsed and repeated time and time again.

Continue to network, branch out, and adapt new methods (and new media), to drive traffic to your free report. Add links within your free report such as upsell links, affiliate links, and anything else. This is the way that you collect BIG time on the back end.

You can even take a PLR e-book, cut it down and make a sample of the book, and then provide that as your "free report" to people who opt in to your list. At the end of the report, include an enticing link to purchase the full version of the e-book.

The main point here is to be consistent, always put the top most quality into your list building efforts, and constantly be testing new things and improving in any way.

If you continue to do your research, track successful campaigns, and always split-test and monitor your results – you will be well on your way to making massive profits just from giving away lead magnet freebie reports and gifts.