

Secrets of List Building for Profit

This is a free ebook! You can give this ebook away freely, as long as you do not alter this ebook in any way, shape, or form, and it must remain in this original PDF form with no changes to any of the links contained within.

Copyright Notice: ©2008 Sean Mize. All rights reserved. Any unauthorized use, sharing, reproduction or distribution of these materials by any means, electronic, mechanical, or otherwise is strictly prohibited. No portion of these materials may be reproduced in any manner whatsoever, without the express written consent of the publisher. Published under the Copyright Laws of the Library of Congress Of The United States Of America, by:

Sean Mize

[Secrets of Internet Success](#)

I have recently written an ebook that teaches you step by step how to create a large online income.

Check it out here:

[Cash Flow Business Model](#)

Table of Contents

Secrets of List Building for Profit	1
Table of Contents	1
List Building – Why Should You Build a List?	2
You Must Use a Squeeze Page to Build a List.....	3
You Must Offer a Free Gift Up Front.....	4
How to Build a List Online	6
Some notes from Sean Mize	7

List Building – Why Should You Build a List?

That's a good question. Why should you build a list? What's all this paranoia with list building? The thing about a list compiled through your internet business is that, if compiled properly, it should be of people who have deliberately requested you to provide them with further information. In other words, your list is composed of customers interested in your product.

This being the case, you will be able to send them information and offers that they have a reasonably good chance of being interested in and so resulting in sales to you. You will be able to do this time and time again, though you should not overdo it or they might get a bit annoyed at being inundated with emails offering the latest new 'thing'. However any internet marketing strategy should involve building a list.

You should never let a customer leave your website without at least giving them the opportunity of staying in touch. You can do this in three ways. One way is to add a button on each page giving the visitor the opportunity of adding that page to their 'favorites' list. Your URL will then be recorded on their website and can be accessed by them clicking on it from their favorites list. However, how many people look at their favorites list? You could also add a social bookmarking site chicklet to your website, so that they can bookmark you in their Spurl or Del.icio.us account.

On the other hand you could add an opt-in page to one, or even all, of your webpages. The minimum you need to capture is the first name and email address. In order to get this you will probably have to offer a freebie, such as a free ebook, course of lessons or newsletter. Whatever you have to do, get that email address. Try never to let anyone leave your site without providing you with it.

The importance of doing this is underlined by the fact that it takes the average visitor to a website up to seven exposures to a product before making the decision to buy. You therefore have to have the opportunity to send emails containing offers for your product(s) until your visitor decides to make the purchase. If you fail to do so, you will not have maximized your selling opportunity.

You cannot just bombard people with emails without permission. They must be sent regularly, but to a receptive audience, and not designed as out and out sales letters. You can use sales psychology, but you must have the recipient's permission to do so, or you could be accused of spamming. That is why you should build a list, and why list building is so important. Anyone who has signed an opt-in form cannot accuse you of spamming them, and are unlikely to do so.

If you ask any successful internet marketer what is the secret of their success, they will include list building either at the very top, or close to it. It does not matter how good a product is, it will not sell without customers. Many people are wary of purchasing products from the internet for their own reasons, which could be fears over security or simply not liking to buy things they cannot see or feel before they purchase them. It is harder to sell to such people, but they have been shown by studies to purchase after a period of time.

The prospect, however, has to be frequently provided with exposure to the offer and will eventually make the purchase. In order to do this an internet marketer has to build a list of people who are interested in receiving further information. This shows that they are interested, even if they have not yet made a purchase. A few emails might make the difference and secure the sale.

An internet list is ideal for this type of marketing since it can put onto an autoresponder database. You can then program the database with a number of different emailings over a set period of time, and the autoresponder will send them when programmed to do so. This can be a very productive way of marketing. The emails could continue with a specific offer, exposing the recipient up to around eight times, but at the same time providing other information so that the campaign is not made so obvious.

List building is not difficult if you have a website with an opt-in form included. It is an essential part of internet marketing. Why should you build a list? To make money of course!

You Must Use a Squeeze Page to Build a List

All successful internet marketers understand the importance of a list, and if you are to succeed like them you must use a squeeze page to build your list.

The reason for this is simple. When visitors come to your web site, they will look immediately for what they clicked to see. If you include an opt-in list on your landing page, they may or may not notice it, let alone fill it in. They will first notice the information they seek, then will likely click away without having a look at what you are offering in exchange for their email address.

A squeeze page, on the other hand, gives them no option. That's why it's called a squeeze page, it squeezes the email address from them. They either fill in the form or leave. The secret of a good squeeze page is to make it virtually impossible for them to refuse to opt in. If designed properly, you can achieve an exceptionally high conversion rate of subscribers.

First, the heading. This should be directly addressed to the reader and offer them a benefit that is directly associated with the advert or URL link that led them to your page. If the subject of your site is golf, and the link that took them to your squeeze page was connected with their driving distance, your heading could be something along the lines of "Do You Want a Really Easy Way to put 40 Yards on Your Drive?" Then continue with "You will find this in my 7 part course entitled 'How to Improve Your Swing'. All you need do is provide your first name and email address on the form so I can send it to you - FREE!".

You could then go on to describe the various things that can go wrong with their swing, and how you can help. Not only can you help, but you can do it free. You

could design your opt-in form to be contained in a box that also offers information on one of your products, whether it is a golf training aid or an ebook with information how to cure all the common golf faults.

You could state that once they have filled in the form to register for the free course on how to improve their swing, they will be given a special deal on your product. Your opt-in form should first be linked to a page that lets them know that they will get a message asking them to confirm their request. This is the double opt-in confirmation that you should have.

Once they click on that, your autoresponder should send a message with the first part of their course, or it could tell them the first part will be with them tomorrow. That is often better since it does not distract them from staying on your website. This email should also include a clickable link to your web page offering the special deal on your product, so that they get exposed to it while your site is still fresh in their minds.

You should also include that link in each of the seven emails sending their golf swing course. People generally need around seven exposures to a product before they decide to buy. This will give them that. Now consider what you would have had to do without a squeeze page.

First, your prospect would have been led to one your golf pages, presumably one relevant to the golf swing. There, you would probably have some content about the swing, an article for example, and possibly a link to your product. After all, that is the purpose of your web site isn't it, to sell your product or products. You will probably have a number of products to sell on a golf site.

Your visitor would read the article, and perhaps click to have a look at your product, and perhaps not. A lot will depend on the wording on the link that got them to your page in the first place. That would have to be relevant to the content of your page, or they would just have quick look, decide that what you are offering is not what they expected to see, and click away. Your opt-in form would probably be at the side or bottom of the page with wording such as "sign the form below to receive a 7 part course on how to improve your swing".

They will probably glance at that just before clicking the navigation button to take them away. The squeeze page is much more effective since it focuses on the benefit immediately without any other content, articles or offers to distract them.

You must use a squeeze page to build a list because, not only does it dramatically increase the opt-in rate, but it also helps to sell your product.

You Must Offer a Free Gift Up Front

If you want to persuade somebody to try your product then you must offer a free gift up front. People who have their own websites, and are perhaps trying to use their

site to make money themselves, have become conditioned to receiving free gifts, or bonuses, when they order a product, and have now come to expect it.

There are products that sell without free gifts, but they are very few, and tend to be high value products that certain internet marketers believe that they cannot be without for fear of falling behind their competitors. Those medium price products, however, that the rest of us tend to purchase, generally come with some added bonuses.

Free gifts can come in many guises, and be offered at various stages in the selling process. The most usual is that which is provided as a form of discount. Let's say you have a great product; a piece of software or ebook that is invaluable in internet marketing. You have priced this at \$97 and offer \$20 discount, so the buyer has to pay only \$77.

You then offer the same product at the original \$97, but with \$50 worth of other ebooks provided as bonuses. What do you think would sell most? Studies have proved that people would rather pay the \$97 and get the bonuses than pay the \$77 for the same product. There are several theories why this should be, but the two major ones are connected with psychology.

First, people naturally disbelieve that the product is worth \$97 if you are selling it for \$77. They think it is really a \$77 product and that you added \$20 so that you could claim to be providing a discount. Secondly, they will buy at \$97 plus bonuses because a) they believe \$97 to be the correct price since you have not offered it cheaper, and b) they are receiving tangible goods as a bonus.

People who purchase \$77 goods are not bothered with the price so much as getting value, and if they feel that they are getting value with bonuses plus a \$97 product, which must be a good product at that price, they will be more liable to pay that price, than accept \$20 off. Most people do not like being hoodwinked, and most regard a \$20 discount off an electronic ebook to be a hoodwink, since they don't believe you when you claim the real price to be \$97.

That's why free gifts are more successful in getting sales than discounts. This is especially true if you allow them to keep the free gift, even if they decide later that they do not want to purchase your product. A thirty day free trial offer will have more takers if you are offering a useful free gift that they can keep regardless.

Some sellers offer a choice of free gift. This, however, should be avoided since people tend to respond better when they have no decision to make. Just make them the one offer. You don't want them wasting time trying to choose, and you certainly don't want them to be resentful because in making the choice they are having to refuse the other options. Either offer the lot or only display the one.

A free gift offered up front with payment is sometimes profitable. You can offer a product on a trial basis, but with a free gift provided when they purchase. This can be profitable if the gift complements the product in some way, such as 50 free Wordtracker searches with a web hosting package, or free website templates with a content pack. The free trial will show them how useful that gift could be, so they are liable to purchase early in order to make use of it.

Some free gifts could be offered with repeat orders from your web site, if your product is suitable for this kind of offer. If you state up front on your sales page that this gift is available to customers, it has been proved to increase the conversion rate of visitors to customers. Examples of this type of cumulative gift are air miles for frequent buyers, or an electronically stamped card that can be redeemed for the stated gifts when full. This type of loyalty gift is common in the High Street, and therefore must work or they would be so popular.

Irrespective of the type of product you are selling, you must offer a free gift up front. This has been proven so many times that it is inarguable. That is why just about every internet marketing product is offered with bonuses. It is not being done for no reason, so learn from the experts and copy them

How to Build a List Online

It is generally agreed by internet marketing experts that if you know how to build a list online, then you are a large part of the way to making your fortune on the internet. Without a list it is very difficult to promote and sell to a large audience. The whole objective of building a website is to get traffic and if you have a list you are guaranteed this day after day.

The bigger the list, the more traffic you will get, so how do you set about this? First you have to decide on your targeted audience. Much depends on the products you are selling, or on the theme of your website. Obviously, if you are selling baby or children's items your target will be young women, although over time you can extend that to the older generations and to men.

However, start off by targeting those that you think will be most responsive to your advertising and the theme of your site. You then make one golden rule. Your objective is to gain an email address and at least a first name. Whether your visitor lands on your website or on offline form, you must get that email address. That will be the basis of your list. Forget everything else. You are unlikely to make a sale with a first viewing of your site, and even if you do, the real money comes from recurring sales, so concentrate on getting the address.

That is your prime objective. It doesn't matter what kind of advertising you do to get somebody to visit your website. It must direct your customer to a page on your website that is very focused on the theme of your advert and also contains an opt-in form. It is this opt-in form that is the crux of your list. If a visitor signs that, then you cannot be accused of spamming when you subsequently email them.

Make sure that your form is worded in such a way that the person signing it understands that they will be emailed, and you should have no problems with spamming. You can offer an inducement to register, such as a free ebook or course, but you should always mention that they will receive a newsletter. Your emails can then be in the form of a newsletter in which you make special offers and draw their attention to new additions to your website.

The methods you can use to attract traffic to your website include search engine optimization of your site, so that you get listed high in the search engine results for your keywords, and article writing that provides you with one way links back to your site, and also visitors who click on the link provided in your article resource box. However, there are a few other means of building your list that many are unaware of.

Joint ventures are useful if you already have a list that you want to expand. For example if you offer weight reduction courses you can agree with somebody who owns a website selling fitness equipment for them to promote one or two of your products and you to do the same for them. You each do this by emailing your respective lists. Each of you includes a URL in the mailing that lands the reader on a page that not only presents and describes the products, but also includes an opt-in form. You each then have the opportunity to sign up members of each other's list.

Use pay-per-click advertising such as Google Adwords, and send respondents to your advert to the same page: they too will be offered the chance to register for your newsletter and get the free gift you offer. Do you sell anything on eBay? Use your About Me page to promote your newsletter. You are not allowed to directly advertise your products on eBay other than those you are selling, but you can provide a URL to a page on your website containing the opt-in form for your newsletter.

Purchase leads. You can buy leads quite cheaply, and while they are rarely targeted to your niche, you normally get quite a few opting in for your newsletter. This is especially true if they are claimed to be targeted leads. This frequently means nothing more than the leads were registered from a health-related site, and not specifically from a weight-reduction site, but they might still be willing to join your weight reduction list. When you buy the list, email them the link to your opt-in form and leave the rest to them.

You should also include a tell-a-friend form on your website. This actually does work and is an excellent way of adding to the list of visitors who are really focused on your products. Now that you know how to build a list online, there should be nothing to hold you back from making a success of your internet business.

Some notes from Sean Mize

After having read this, you might be thinking...all of that sounds so simple...why aren't more people doing it?

Actually, they are: significant incomes are regularly made with list building.

Of course, in order to adequately monetize your online business, regardless of where it originates, you have to have a game plan, something that will get you from the very beginning to the point where you are consistently making money.

One of my most popular learning tools is my monthly newsletter, delivered to your doorstep by the postal service:

[Monetizing Online Businesses](#)

I trust that you will use these materials to grow your own internet business, and achieve your online and financial goals,

Sean Mize