

# SPECIAL FREE REPORT



## LIST BUILDING Made Easy

*teaching*MATRIX

**Build a Qualified Customer Base with  
our Latest Techniques**



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**[Click Here To Enroll To The List Building Course !](#)**



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# Introduction:

Welcome to the latest and most effective List Building Training Guide, designed to take you by the hand and walk you through the process of getting the most out of List Building on behalf of your business over the web. We are so excited to have you here, and we know this will be very helpful for you.

This excellent and exclusive Training Guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to dominate List Building the easiest way possible, using the most effective tools and in the shortest time ever.

This is exactly what you are going to learn from this Training Guide:

**In Chapter I,** You will learn what List Building is all about; we will give you the easiest definition for it, you will learn how it functions, how it is generally used, and as well as why building a list should be a continuous business affair.

**In Chapter II,** You will learn why you should definitely build a potential customer's List for your business in all of your marketing efforts. You will learn about some amazing benefits building lists can bring to any type of business as well as really shocking facts that will make you decide to do it right away.

**In Chapter III,** You will learn about the 5 must-have elements on building a list and the importance of picking the best quality online services that provide them, so you don't suffer the terrible results a lot of business owners and online marketers experience.

**In Chapter IV,** You will learn how to build a huge list the right way step by step. We will cover topics like setting up your Business Squeeze Pages/Landing Pages,



setting up your Autoresponder, setting up your tracking strategy, driving targeted traffic to your squeeze pages/landing pages, and analyzing your results.

**In Chapter V,** You will learn the hottest 10 List Building Tricks for Businesses that you can apply and definitely see great results in your efforts. These tricks have been very effective and have been used by experienced people in the subject.

**In Chapter VI,** You will learn the hottest 10 List Building Strategies for Online Marketers that you can apply and definitely see great results in your efforts. These tricks have been very effective and have been used by experienced people as well.

**In Chapter VII,** You will get the chance to look at really amazing and eye-opening List Building Case Studies from Businesses and Online Marketers. These are actual examples we have taken from the internet to show you that List Building actually works so that you can have complete confidence in your ability to achieve your own business success story.

Well, it's time to dominate List Building guys. I know you will love this Training Guide a lot.

To Your Success,

**Teaching Matrix Team**



# Chapter I: What is List Building all about?

- **Definition:**

List building refers to a continuous process of adding new and updated subscribers to your list. A list basically refers to a list of your potential customers' contact information that can be contacted in the future.

A list is the modest and powerful way to promote your products among your potential audience. It helps your company increase brand awareness, build relationships, generate qualified leads, and ultimately close deals. The more leads you will be able to generate from your website, the more profit you will get.

- **How does list building function?**

List building is a very critical tool for converting your business targets into reality. It gives you the chance to connect with needy customers and satisfy their requirements. With the effective use of list building, you will be able to have a huge base of customers, and earn profits in the long run.

Lead generation enables you to communicate with your potential audience in a direct way. Before starting to build a mail list, you need to be sure that the audience fills your opt-in form and are already having curiosity about your



- **How is List Building generally used?**

List building can be used in a very simple and de-complex manner for enhancing the growth opportunities of your business. By making the most effective and efficient use of list building, you can enable yourself to get desired results from your business.

List building helps a business to sell various promotional offers to the customers. By taking the help of precise and compact mails, customers are made aware of the most updated promotional offers which cater to satisfy their needs. It also helps a business to enhance their customer retention.

Customer relationships can be enhanced with the help of list building. When you send them mails regarding your products, you are able to develop a close connection with your customers. It gives a feeling of belongingness and subsequently facilitates them being with you in the long run.

- **Why building a list should be a continuous business affair?**

List generation is a never ending process because the audience should always be connected with you to remain curious about your offerings. List building enables your business to boost brand awareness, develop trusted relationships with your visitors', increase the number of closed deals and add more interested leads in your list.

Keep in mind the fact that lists are degraded by 25% year by year because of changes in their contact information and opt-out from your subscriber list. So, an email marketer always has to be on his toes so that he can generate leads in spite of people going away from his list of contacts.



# Chapter II: Why should your Business definitely build a potential Customer's List?

List building is still the focal point of running businesses where the truth is that your visitors can be changed into your followers and paying customers. There are so many online marketing strategies available that create a list of profitable leads such as SEO, PPC, CPM, Article writing etc.

Each and every method has its own pros and cons. If you want a lifetime value and rapid outcome for business then you should avoid misusing your efforts and start building a list to get better results. Lead generation is used by education institutes, internet marketers, insurance agencies and other businesses.

Here you will see some benefits of list building that you can't ignore.

- **Amazing Benefits**

### **Increase Sales:**

Most probably, first time visitors of your website will not make a purchase at that moment, but a subscriber who receives your emails on daily basis has a higher chance of making a purchase as he feels connected to you.

Once visitors subscribe for your opt-in list, you can advertise your product to them for a long time until they unsubscribe you. The more potential audience you will get, the more closed deals you will have. That means successful and



interested leads trigger more sales toward your business that helps you increase conversions and company revenue.

### **Enhance customer awareness:**

List building enables you to be in contact with your customers. By posting on social media, sending regular email and newsletters, you have a chance to grab your visitor's attention about your business and products and take them to the next level. You can send descriptive memos for the products your company offers.

You need to keep in mind what your visitors expect from you. When they want to buy anything, you will be their first choice because they are connected with you. You can also recall your past audience and contact new visitors with email-campaign, display advertising and different campaign channels. This will add an extra edge in brand reputation and boost up your list and revenue.

### **Promote up-sell, down sell and cross sales:**

If a prospect has left the sales funnel at a particular point, it's important for you to establish the reasons why. Use lead generation software to establish their interests, and communicate with the sales team to establish what concerns, queries or questions they had. This can be achieved by viewing which pages, products, and services users expressed an interest in and working out which stage of the sales process they left your site.

Concerns may also have been reflected in emails to your marketing team so these can be passed on to the sales department. The marketing department can target these prospects with specific content tailored to their needs in an attempt to re-nurture them back into the sales funnel



### **Measure all your results:**

List building provides you with valuable insight regarding your target market's interaction with your marketing material. You can assess who opens your mail, how long they spend reading it, which links they click and how many unsubscribe.

With list building you capture leads and contact information about your visitors like email, contact numbers and companies, etc. This will help you to know which visitors are converted into paying customers.

List building facilitates measuring of the results to a great extent. Lead generation provides measurable results that you and your team can use to improve your marketing strategy.

### **Guarantee a huge ROI:**

List building enables you to have access to increased return on your investment. With the help of a qualified list that yields proper customer base, you are able to track your efforts, and consequently you can evaluate your ROI.

With proper and effective list building, you can regularly send articles and information to people who are actually interested. In a sense, your list is a highly targeted traffic. All you are really investing is the time to create a newsletter regularly, and you're all set. Email subscribers are more likely to make a purchase to support you.



### ▪ Eye Opening Facts:

Now, let me take you through some crazy, eye opening facts that will make you understand that list Building is something that can add unlimited value to your marketing efforts:

**Nurtured leads make 47% larger purchases than non-nurtured leads. ([Source](#))**

	<b>60% of professional services prospects check you out on social media – and of those individuals, 70% look at LinkedIn, 5% at Twitter and 25% at other social media like Google+, Facebook or YouTube. (<a href="#">Source</a>)</b>
<b>Companies with over 200 blog articles get more than 5 times the leads than those with 10 or fewer. (<a href="#">Source</a>)</b>	
	<b>Companies that increase blogging from 3-5 times a month to just 6-8 times a month achieve a 100% increase in leads. (<a href="#">Source</a>)</b>
<b>Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads. (<a href="#">Source</a>)</b>	
	<b>88% of B2B marketers make use of email marketing for lead generation. (<a href="#">Source</a>)</b>
<b>Companies with 40+ Landing Pages get 12X's more Leads than those with 5 or Less. Companies with 30+ Landing Pages get 7X's more Leads than those with 10 or less. (<a href="#">Source</a>)</b>	

Data like this makes it clear there is a lot of money to be made with List Building. And while lots of people might be talking about it, very few can really teach you how to productively use List Building on behalf of your business.



# Chapter III: 5 must-have elements when building a list

There are 5 principal elements you should be aware of when building your customer lists.

- **Squeeze Page / Landing page:**

A Squeeze page (or a landing page) is a web page that contains information about your products and services and is designed for capturing your customers or potential customers contact information.

You can use the squeeze page to motivate your website visitors to subscribe to your email opt-in list with their name and email addresses to receive more information about the product or service.

- **High Quality Incentives:**

An incentive is simply a free gift or offer that you give away to your recent subscribers. The initial step to build your list is to get the visitor to opt for the equitable incentive in turn for their contact information.

This will improve your sign up rate and subscribers. An increase in sign up gives you their permission to follow up on those potential customers.

When you create an incentive for your audience, you need to be sure that it is of the highest possible quality. You should really give some thought to make it both compelling and well-presented.



- **Premium Autoresponder Service:**

Choosing the right Autoresponder Service permits you to collect subscribers' contact info so that you become able to lineup emails and track your vital analytics for your business.

To track list building campaigns and measure your results, you need to enroll with an Autoresponder service provider. There are very popular mailing service providers online like AWeber, MailChimp, GetResponse, IContact, and Constant Contact.

Most email service providers cost about \$20 per month and rise as your list grows. But the exception is MailChimp which gives you permission to have a free account until 2000 subscribers and allows you to send 12,000 emails monthly.

- **Highest Quality Traffic:**

Traffic is one of the most important assets for any online marketer. If you want to have a huge list of people who are actually interested in your product, getting quality and the right type of traffic is a must.

It should also be kept in mind that you need to drive traffic that is related to your niche. If you fail to get niche-targeted traffic, your efforts will go down the drain. It is important to adhere to Demographic factors in this case.

You can maximize your list building by using free traffic, such as natural search traffic, social media traffic, forum traffic, article writing traffic, domain name traffic, reciprocal linking traffic, blogging traffic, joint venture traffic, pop up traffic, video traffic, podcast traffic, software traffic, Facebook Traffic, etc. to bring more qualified traffic for your business.



- **Highly engaging email sequence:**

An effective list lays down the foundation for any successful business. Building a list is one of the foremost tasks that every business performs for its overall growth and development. But all of your list generation efforts will be of no use if you are unable to grab the customer's attention. Consequently, your list will not be yielding the desired and expected results.

For facilitating this purpose, you need to draft e-mails that have a very high engagement capacity. Highly engaging mails are the ones that are able to make your customers feel connected, and also readable. Certain strategies like time of posting an e-mail, frequency of sending them, etc. are highly important.



# Chapter IV: How to build a huge list the Right Way - Step by Step

Building a huge list the right way is not that difficult. It does not take a lot of steps but you really need to apply them in the correct order to get good results.

The core necessary steps are

**Step 1: Setting up your Business' Squeeze Pages**

**Step 2: Setting up your Autoresponder**

**Step 3: Setting up your Tracking strategy**

**Step 4: Driving Targeted traffic to your Squeeze Pages**

**Step 5: Analyzing your results**

To get access to this part of the training please [click here](#)



# Chapter V: The Hottest 10 List Building Tricks for Businesses

- **Add a follow-up process for ‘hard bounces’:**

When you remove a list from your database, you will lose the complete data including history, cancelled subscriptions, abusive fuses and bounces. If you worked as a smart marketer, bad email addresses and duplicates should be automatically deleted from your list and it should be sorted and organized at the moment of uploading.

You can use a review process that will write down and compile these types of leads. This will make you able to deal with passive and bounced customers. You can ask for their present email addresses with direct mail to enhance your communication with them.

- **Time to time measuring list quality checklist:**

An eternal testing process is also important in your list building program. It enables you to evaluate your campaign and enhance your possibility to target. Complete testing needs attention, a fool proof plan, commitment and vision, and all of these should be a part of your fundamental planning and implementation.

Follow this methodology to get more leads and become successful in your niche

- ✓ You can define specific targets to achieve for each list building campaign such as: drive more conversions, re-engagement of inactive audience, and have visitors search for a specific niche, topic, or action.



- ✓ You need to detect what issues you are facing to accomplish your desired goal.
- ✓ Create a test for the campaign you want to measure, whether it's to optimize ROI, conversions and click through rate.
- ✓ You can evaluate your list building campaign to track your insights and measure the results such as traffic to the website, email open rate, conversions.
- ✓ Do the changes in your campaign. If it doesn't work well, change the copy, change the subject line and highlight actionable items, and more

- **Test your messages:**

To run a successful campaign and get great results, you need to measure your list building campaign by testing your messages and advertisements before spreading them.

You can evaluate your messages internally to check its quality. You just need to create an ad copy, email copy (swipes) and images, etc., that should look attractive. You have to give a personal touch to your message. This will make your audience think that the messages are only for them.

**To know more about “The Hottest 10 List Building Tricks for Businesses” please [click here](#)**



# Chapter VI: The Hottest 10 List Building Strategies for Internet Marketers

You are an internet marketer and know the power of having a list. There are a lot of methods to generate leads for your list. The success of your online business is directly proportional to the number of satisfied leads that you generate.

Once you get your visitors email address, you can communicate with those subscribers and potential customers in order to build a solid relationship with them.

Here are the 10 list building strategies that will give you an idea on “how to build an email list” that will increase some leads in your list. You can implement these strategies to build your list fast.

- **Twisted Article List Building:**

Here, we are not discussing common article writing, but "article marketing", which can be beneficial when you “twist” it. If you are a good writer, you can write for your brand.

To write a good quality article, you have to think out-of-the-box and your article content should start and end with the most powerful tips. You can include subheadings, squeeze page links, high quality content; and avoid useless content, etc. Your article should be informative.



You can distribute your content among the article directories. You can also opt for guest posting which has less competition than article directories. You have to communicate with blog owners and newsletter publishers because there is an excessive need of great quality.

You have to find the best blogs and newsletters which have good traffic, and then request the blog's and newsletter's owner to publish your articles. Thus, Article list building can give you fabulous results.

- **Forum List Building:**

Forums can be a great way to generate leads for your list, if you consistently contribute to the audience's queries related to your niche. You can pay attention and target those forums which are related to your market and get thousands of thread posts and views monthly.

Build your relations with forum members and audiences. So, you need to behave friendly and supportive instead of pitching them. You have to keep in mind that forum members are customers in the waiting, and when the time is right, you can easily transform them as your subscribers.

Thus you will be able to create an audience list that has a great potential towards your brand.

- **Joint Ventures List building:**

There is another robust and dominant method which is used by many internet marketers to grow their email list. You can help other JV partners to increase their potential return on investment and leads. In return, they will also help you do the same.



You can observe a JV partner who has an existing mailing list and host a webinar for his audience.

But before entering into any partnership, make sure you have done adequate research on that JV partner. It will reduce chances of any spam mail being sent to your list, and you don't have to worry about losing them.

You can design or write specific and unique content such as blogs, sales pages, landing pages and squeeze pages for your JV partners in return for mailing lists.

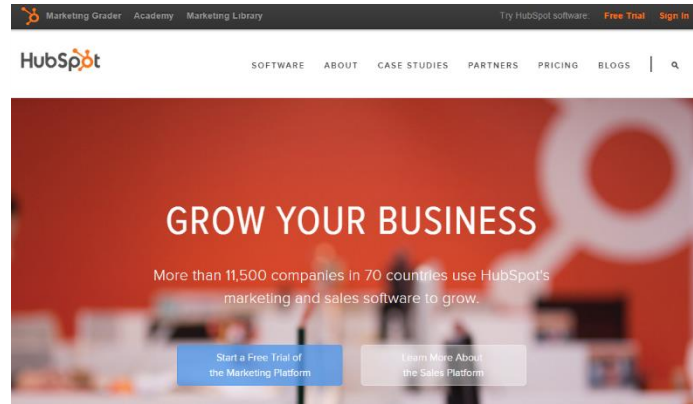
**To know more about “The Hottest 10 List Building Strategies for Internet Marketers” please [click here](#)**



# Chapter VII: Shocking List Building Case Studies

## HubSpot:

HubSpot is an inbound marketing sales platform that develops software and markets them to help companies attract visitors, convert leads, and close



customers. HubSpot wanted to increase its brand awareness to connect with small-to-medium sized businesses to get more leads.

HubSpot built a page on Facebook with tabs of “30-day free trial” or “request a demo” and ran proven ads based on demographic segmentation to motivate its audiences for participation.

HubSpot used LinkedIn professional contexts to interact and strengthen its relationship with marketers. It elaborated its reach by advertising best results oriented offers to boost quality lead generation programs for lists.

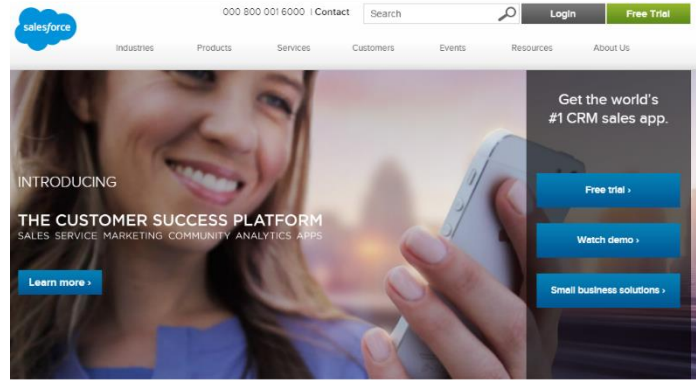
Facebook pulled in new business for HubSpot and had increases of 71% in sales, 15% in ROI, and 39% in traffic during the course of the three month campaign.

LinkedIn generates 400% more leads within their potential audience.



### Salesforce:

Salesforce Inc. is a global cloud computing company situated in San Francisco, California, which is well known for its customer relationship management products for all of your customer interfaces.



Salesforce associated with Facebook and used its own preferred marketing developer, social.com and experimented on numerous opt-in driving tactics. To test efficiency, it started with a small budget and targeted the audiences focused on CRM, Cloud Computing and Data Management by offering them a free demo of Salesforce.com.

After being ensured that Facebook would cross their set goal, it made use of custom audiences such as IT Decision Makers, Small Business Owners, etc. It became creative with their ads and offers, and monitored and optimized their list building campaign.

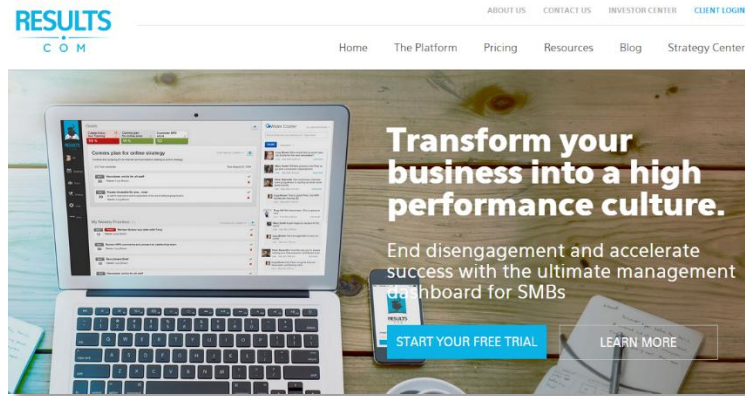
Salesforce generated 3.5 times more high-quality and cost-effective leads, cutting its cost-per-lead goal by more than 50%, and 24,000+ new fans connected to the Salesforce Page.

Thimaya Subaiya, Senior Director of Marketing Strategies forSalesforce.com said, “By utilizing prescriptive targeting paired with relevant content, we have been able to identify high quality leads and gain new customers.”



### [Result.com:](#)

Result.com was founded in 1996, and has proficiency in "Business Expertise". It assists businesses with developing successful



strategies that ensure higher performance. Result.com collaborated with HubSpot to get high quality leads.

Result.com utilized HubSpot's software SEO Tools, Blogging Tool and Lead Generation Tools to get fresh leads and maximize the traffic to its website. HubSpot integration with Salesforce helped to make sales alignment simple. It took advantage of email marketing by using the Lead Nurturing and Marketing Automation Tools of HubSpot to nurture their leads.

Result.com got amazing results –

HubSpot and Salesforce integration increased result.com's leads by 288%.

Almost three times the amount of leads!

Result.com saw increments in all of its leads: HubSpot and Salesforce increased leads by 288%, Referral leads were doubled, and HubSpot leads were increased 2.9 times.

There was also an increment of 133% in traffic toward result.com.

**To know more about “Shocking List Building Case Studies” please [click here](#)**



## Conclusion:

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success. And in order to take your List Building even farther, we invite you to get the most out of List Building by getting access to the complete Training [clicking here](#).

Thanks so much for the time you have dedicated to learning how to get the most advantages from List Building.

List Building has come to stay in the market forever.

To Your Success,

**Teaching Matrix Team**



# List Building Resources

## Videos

- ✓ <https://www.youtube.com/watch?v=ec50ZHNWMJE>
- ✓ <https://www.youtube.com/watch?v=sZurZ8JjDrM>

## Tools

- ✓ <http://blog.madmimi.com/22-tools-email-list/>
- ✓ <https://blog.kissmetrics.com/67-tools-email-list/>

## Training Courses

- ✓ <http://7figurelistcash.com/>
- ✓ <http://www.warriorforum.com/internet-marketing-product-reviews-ratings/659754-what-best-list-building-training-you-have-seen.html>

## Blogs

- ✓ <http://blog.leadpages.net/list-building-101-how-to-build-an-email-list/>
- ✓ <http://www.bloggingwizard.com/list-building-tips/>

## Forums

- ✓ <http://www.warriorforum.com/tags/list%20building.html>
- ✓ <https://forums.digitalpoint.com/threads/list-building-forum.542091/>

## Affiliate Programs

- ✓ [http://www.amazon.com/s/ref=nb\\_sb\\_noss?url=search-alias%3Daps&field-keywords=list+building](http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=list+building)
- ✓ [https://www.jvzoo.com/products?csrf\\_protected=1efb8afb56501a14fc4783a3d351545a&terms=list+building&cat=&subcat](https://www.jvzoo.com/products?csrf_protected=1efb8afb56501a14fc4783a3d351545a&terms=list+building&cat=&subcat)

## Demographics

- ✓ <http://www.alexa.com/siteinfo/aweber.com>
- ✓ <http://www.alexa.com/siteinfo/getresponse.com>

## Webinars

- ✓ <https://www.youtube.com/watch?v=xdIRTaAhse4>
- ✓ <https://www.youtube.com/watch?v=uSr5npf2-zM>



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