

# TRAINING GUIDE



## LIST BUILDING Made Easy

Powered by [Your Website URL](#)

Build a Qualified Customer Base with  
our Latest Techniques



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# Limited Special Offer for You: List Building Made Easy

(Video Training)



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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. I'm so excited to have you here, and I 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,

Your Name



# 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.

Building an Email list is a hot and popular strategy, you can use to increase your demand in market and spread marketing information in numerous channels. You can put opt-in form on website, social media and blog etc., there are numerous methods to create and increase your list.

The ever-lasting phrase states that “The Gold is in The List”, so you need to keep in mind that your list is the bread-runner for your business.

Your strategies should always be directed towards streamlining your marketing efforts in such a way that your list keeps on updating, in spite of people opting out due to any reason. Always keep in mind, list building can prove to be fatal for the success or failure of your business.



- **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 products and services or niche.

You need to enhance your visitor's tendency to visit your website from the starting point to convert them into paying customers. If visitors are coming for the first time, it can't be so easy to convert them into leads or customers, so you can provide some offers, free downloads and discounts to them for signing up.

You can point out some benefits for signing up such as a free product, demonstration of product, download free guides etc. You can showoff valuable reviews and testimonials like what your subscribers say about you.

Lead generation also empowers you to bloat your allocation of budget as a marketer to acquire maximum credibility. With it, you can concentrate on business's return of investment and check out your leads to regulate sales-readiness.

- **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.

Selling new and updated products is also made convenient with list building. When you have access to a sound base of customers, you will be in a great position to launch new products and enhance their chances of success. It also gives a businessman the confidence to go ahead with his plans without having any obligations.

Word of mouth enables you to make lead generation a convenient process. By giving a little discount or some additional features or benefits to your existing customers, you can ensure that they spread a positive word of mouth for your products.

- **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.

You can try inbound marketing, content marketing, website, blog, social media, Search engine optimization, Outbound marketing, PPC (which is pay-per-click) advertising, Content syndication, Direct mail, Event marketing, Inside sales, Email marketing to plan a multichannel attack. This will ensure that you can have many sources available to you, so that you do not get stagnated at any certain point.

The online marketers are able to create a win-win situation for both the customer and the brand. Companies gain long-term, profitable relationships with their customers, and customers receive offers for products and services that are meaningful and relevant to them.



## 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.

### **Establish more frequent communication:**

Creating an email takes less time as compared to other mediums of marketing. By designing precise and compact emails, you are able to get in touch with your



customers more frequently. This gives you a chance to save the most important asset of business- TIME.

However, keep in mind that a proper time gap should be followed while sending mails to your customers. This will ensure your customers don't get excessive mails, and you do not lose their attention.

This also helps you promote your new offerings in a sequential manner, and your customers also don't lose interest.

### **Send targeted traffic to your website:**

List building enables you to send targeted traffic to your website. By having access to selective traffic, you are able to formulate specific strategies to suit their needs and requirements.

By having access to qualified or targeted traffic, you have the chance to deliver the best possible products for your customers. Along with that, you will be able to focus on satisfying their requirements, which will enhance their connectivity with you in the long run.

### **Reduce Overhead Costs:**

List building also allows you to reduce your overhead costs. For successful and effective list building, you do not need a lot of talented employees, designers, or marketing analysts. You don't need to pay for printing, postal mailing costs, phone lines, or advertising rates.

An effective list building program only needs a great email marketing platform or service and a good marketer who knows how to put the right offers and the right copy and graphics in front of the right portion of your user or customer list.



### Stamp your brand:

Stamping your brand is one of the most valuable assets of your list building campaign. With the help of list building, you will be able to make your mark amongst the existing pool of companies in the market.

By stamping your brand, you also will have the power to get recognized over a certain span of time over your competitors. This also facilitates your brand recognition in the long run.

### Enjoy re-nurturing Opportunities:

Re-nurturing is greatly facilitated with the help of list building.

If a prospect has left the sales funnel at a particular point, it's important for you to establish the reasons why they chose to drop-out.

You should also keep in mind that re-nurturing enables your business to develop its customer base over a certain span of time.

#### ▪ 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](#))**

**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. ([Source](#))**



Companies with over 200 blog articles get more than 5 times the leads than those with 10 or fewer. ( <a href="#">Source</a> )	
	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> )
Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads. ( <a href="#">Source</a> )	
	88% of B2B marketers make use of email marketing for lead generation. ( <a href="#">Source</a> )
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> )	
	Lead nurturing emails generate an 8% CTR compared to general email sends, which generate just a 3% CTR. ( <a href="#">Source</a> )
54% more leads are generated with inbound marketing strategies like list building. ( <a href="#">Source</a> )	
	Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost. ( <a href="#">Source</a> )
68% of B2B businesses use landing pages to garner a new sales lead for future conversion. ( <a href="#">Source</a> )	
	83% of consumers will most likely spend more during their purchases if they get good information about brands, products and services through email. ( <a href="#">Source</a> )
Marketers engage with customers through social media 90% on Facebook, 53% on Twitter, 47% on LinkedIn and 33% on blogs. ( <a href="#">Source</a> )	
	61% of US Marketers Use Social Media to Increase Lead Generation. ( <a href="#">Source</a> )



LinkedIn is 227% more effective for lead generation than Facebook or Twitter. ( <a href="#">Source</a> )	
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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.

You can also design the squeeze page with an incentive that visitors need to sign up for, in order to get access to the incentive.

If you know how to build a web page, you can easily create a squeeze page. If you don't know how, there are many sites which provide squeeze pages and landing pages, as per your choice.

You need visitors to see various offers to make them fill out the opt-in form. You can create separate squeeze pages for each offer with strong reasons explaining why a visitor should accept it free of cost



- **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.

There are numerous offers that you can provide for your website visitors, a free report, a free EBook, an FAQ on the topic, a video series, a free trial, a limited access software application and many more.

It doesn't matter which business you are in, high quality incentives and offers give a kick start to your business. You need to really consider what you can utilize as a free give away to get leads.

- **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.

You should opt for a mailing list service provider that you can easily use. So that you spend less time with tools and most of your time tracking and measuring.

Most autoresponders offer a free trial which gives you a chance to try them out to see if they are good fit for you or not. A perfect Autoresponder service depends on the types of attributes they perform best.

Some of mailing services also include technical features for web developers and analyzers who want to provide unique content to their audiences. Before optin, be sure that you will be able to manage their service platform and facilitate communication with your list.

- **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.



You can also get authentic leads through Email Traffic, Internal Banner Traffic, Forum Recycled Traffic and Surveys and Poll Traffic.

You cannot build an effective list without sending your visitors to the squeeze page. Squeeze pages have the capacity to convert your visitors into your customers. As per trusted research, businesses that have an effective squeeze page see approximately 100 to 150% increases in their revenues.

- **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.

Ensure that your e-mails don't always focus on the selling aspect. You need to be careful of respecting the feelings of your customers. On certain occasions, you need to send mails for giving training, content, free gifts, invitations to events etc. to make them develop a feeling of connectivity with you.

All these points ensure that your professional emails are not treated as junk, and they viewed as important. This also facilitates customer attentiveness and retention in the long run.



# 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**

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

When picking a squeeze page or landing page, there are a few very important things to consider.

What we are trying to do here is to build our list as fast as possible and also with the right people.

I know there are a lot of different squeeze pages and many of them are great, others aren't. Many of them have been tested extensively by experienced internet marketers as well, for that reason, there are 7 principal components you



must be aware of and include when creating or choosing the right squeeze page to work with.

### Component #1: Niche Related

The squeeze page you work with should be directly related to your niche. Remember, we are trying to build a list of people directly interested in the topic of your business.

This is something that will save you a lot of money in the process of building a highly targeted list of contacts.

Remember that the most important thing is not the size of the list, but the quality. Focus on the quality more than on the number. Anyway, you will see how your list gets bigger, and eventually you will have a huge list of high quality potential customers and customers.

The coolest thing is that you will be making money while building your list, because even when the list is small, it is built with people interested in your topic and that are willing to do what it takes to know more about that topic.

For testing purposes, I decided to build a squeeze page based on a Diabetes Product on ClickBank, logically focused on the Diabetes Niche, which belongs to the Health Market, which is a very lucrative online market.

**Weird 30-Second Trick CURES Diabetes...**  
(You Don't Want To Miss This!)

If you have **type 2 diabetes**, **type 1 diabetes**, you've been diagnosed as **pre-diabetic** or you have a loved one with any of these conditions, then **stop what you are doing and listen**

- ✓ These conditions and more can be completely reversed by yourself from the comfort of your own home and without having to visit a single doctor or surgery
- ✓ In the next few minutes I'm going to share with you a little-known diabetes curing secret that the \$245 billion a year diabetes pharmaceutical industry is desperately scrambling to try and suppress
- ✓ This CURE would destroy the business model that's making the diabetes pharmaceutical industry billions off this terrible disease
- ✓ I'm going to tell you about something that has been unanimously shunned by the Big Pharma bribed medical community
- ✓ The same method that caused doctors who dare to reveal it to be fined, harassed, sued and even JAILED
- ✓ If you're thinking this diabetes cure is about strenuous exercise or starving yourself of delicious meals... Think again.
- ✓ I'm talking about an all-natural, safe and PERMANENT CURE for diabetes.

In the next few minutes I'm going to share with you a **little-known diabetes curing secret...**

Enter Your First Name & Email Below to watch the video 100% free!

Name:

Email:

**Watch Video Here!**

We respect your [email privacy](#)

[Contact Us](#) / [Privacy Policy](#) / [Terms of Use](#)  
Copyright 2014 [www.DiabetesCureMadeEasy.com](#) All Rights Reserved.



### Component #2: The Headline

The headline will be what people see first. Here you must provide a really big promise.

You have to really get their attention with that promise. It will tell the most important benefit of your product or service, and it has to be something that will grab the visitors desire to get access to. It should be something very hot on the topic that your product or service has been created for.

### *Weird 30-Second Trick* **CURES Diabetes...**

(You Don't Want To Miss This!)

If you have type 2 diabetes, type 1 diabetes, you've been diagnosed as pre-diabetic or you have a loved one with any of these conditions, then stop what you are doing and listen

[Here](#) you can see the Main Product sales page.

I decided to use the exact same headline. This will give a sense of security to the visitors once they go to the sales page, letting them know they are actually getting information from the product owner directly.

I also created a sub headline right here. This is something optional as well.

### Component #3: The Incentive

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.

In the next few minutes I'm going to share with you  **little-known diabetes curing secret...**

You need to be sure that it is of the highest possible quality. You should really give some thought to making it both compelling and well-presented.



There are numerous offers that you can provide for your website visitors, a free report, a free EBook, an FAQ on the topic, a video series, a free trial, a limited access software application and many more.

It doesn't matter which business you are in, high quality incentives and offers give a kick start to your business. You need to really consider what you can utilize as a free give away to get leads.

The main thing inside the diabetes product sales page I created is a squeeze page for a video. A really nice video, and because people love watching videos more than reading something, I decided to promote that video in my squeeze page.

It is a very good thing to use a graphic representing what they will get access to. That will help them to quickly see what they will get, more than reading about it.

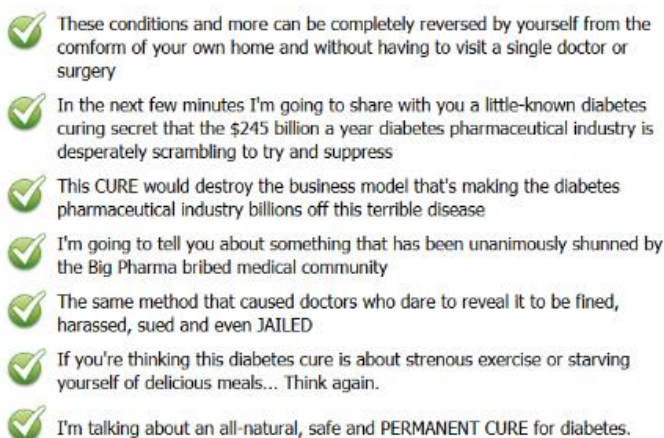
#### Component #4: The Benefits

Some people will need more convincing than a headline in order for them to give you their name and email.

A lot of people really hate spam and won't like to

subscribe to something that will have them receiving emails about Viagra, Lottery and stuff like that every single day.

So you must include a lot more reasons to make them feel sure that they are in the correct place to find valuable information about the topic they are passionate about or need.

- 
- ✓ These conditions and more can be completely reversed by yourself from the comfort of your own home and without having to visit a single doctor or surgery
  - ✓ In the next few minutes I'm going to share with you a little-known diabetes curing secret that the \$245 billion a year diabetes pharmaceutical industry is desperately scrambling to try and suppress
  - ✓ This CURE would destroy the business model that's making the diabetes pharmaceutical industry billions off this terrible disease
  - ✓ I'm going to tell you about something that has been unanimously shunned by the Big Pharma bribed medical community
  - ✓ The same method that caused doctors who dare to reveal it to be fined, harassed, sued and even JAILED
  - ✓ If you're thinking this diabetes cure is about strenuous exercise or starving yourself of delicious meals... Think again.
  - ✓ I'm talking about an all-natural, safe and PERMANENT CURE for diabetes.



But it is extremely important that you offer what you really are going to deliver. Don't try to lie to people in order to get a lead, which will disappoint the subscribers very much.

While creating my diabetes squeeze page for that ClickBank diabetes product, I watched the video and pulled out the main benefits, this way I'm making sure to deliver exactly what I'm offering in the squeeze page.

### Component #5: The Call to Action

Enter Your First Name & Email Below to  
watch the video 100% free!

The Call to action will be what the visitor should do in order to get access to that promise. It should be very clear and not confusing, it should be very easy to do and something that the visitor can do in just a second, and obviously should be providing their name and email address, or at least the email address.

It is very important to be specific. Tell them exactly what they have to do and also what they will be having free access to. Remember to tell them it is 100% free.

### Component #6: The Action Box

The Action Box will be where the visitor will be able to achieve what he is invited to do in order to get access to that promise. The action box is nothing more and nothing less than the opt-in box and

Name:

Type your First Name Here

Email:

Type your Email Here

**Watch Video Here!**

We respect your [email privacy](#)

submit button where the visitor will be able to type his name and email and then click in order to get instant access to what you have promised.



This is a very simple and extremely powerful way to prepare your potential customers to get access to your Sales Page.

### **Component #7: The Legal Information**

[Contact Us](#) / [Privacy Policy](#) / [Terms of Use](#)  
Copyright 2014 [www.DiabetesCureMadeEasy.com](http://www.DiabetesCureMadeEasy.com) All Rights Reserved.

This is something of extreme value. Maybe some people don't read this information, but you must include it there because some people may read them.

This is something that will increase the trust of the visitors in some degree.

Remember there are a lot of scam squeeze pages out there made by people that know the value of a lead, but are desperate to get as many of them no matter what it takes, even illegally.

This legal pages will give the visitor a sense of security that you exist. That you have a unique domain name and that you are responsible.

This will tell them what you will be doing with the information they will provide to you.

Also, this will give them the option to contact you if they need to. That's something very important.

There are a lot of online services that offer you amazing tools to create your squeeze pages or landing pages.

There are 3 places that I would like you to check out for this.

And those places are: [OptimizePress.com](http://OptimizePress.com), [LeadPages.net](http://LeadPages.net) and [BuyLandingPageDesign.com](http://BuyLandingPageDesign.com)

I know there are a lot of options for squeeze pages and landing pages and you might be asking yourself which one to use.



What I advise you to do is to test them all.

Yeah, prepare all of them with the same information.

And get them ready to test, each and every one of them.

Your results will tell you which converts the best.

Remember results vary because there are a lot of things involved in the lead generation process.

### **Step 2: Setting up your Autoresponder**

As we discussed before 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.

You should opt for a mailing list service provider that you can easily use. So that you spend less time with tools and most of your time tracking and measuring.

There are some very popular mailing service providers online, but the most used are [AWeber](#), [MailChimp](#), [GetResponse](#), [IContact](#), and [Constant Contact](#).

Now let me show you how I set up the opt-in box or the Action Box for my squeeze page.

For this I used AWeber, which is my preferred autoresponder service,

In order to create that opt-in box or the Sign up form, you will need to create a list first.



Your Company Name

Your Company Website

Which address would you like to include at the bottom of your emails? [Explain This.](#)

Use an existing address

☒

☐ Use a different address

What sender name and email address should appear with your emails?

Sender Name

Sender Email

[Next Step](#)

For that you will click on  
“Create and Manage Lists”

Click on “Create a List”

Right here you will be able  
to add all your business  
information.

It is very important to fill in  
everything like your  
Company Name, your  
company website.

Your Company address

You can even define what  
sender name and email

address should appear with the emails you will be sending out.

What would you like to name your list?

List Name

Briefly describe the emails your subscribers are going to receive.

List Description 0/400

[Go Back](#) [Next Step](#)

Then you will define the  
name of your list

You will also be able to  
briefly describe the emails  
your subscribers are going  
to receive.

Your subscribers will see  
this if they choose to  
unsubscribe from your list  
at a later date. Providing a



brief and straightforward description of your list helps them understand what they're unsubscribing from.

Finally you will be able to set up the first email your subscribers will get once they opt in, so they can confirm they are actually interested and that they were the ones who submitted that name and email and not other people trying to submit fake information

This is optional, you will see why in a sec, but for now you have to set it up.

Ok great, now let's check out the list settings area.

Right here you can edit the information you just gave while creating the list.

You can update this information anytime.

And right here in the **“Confirmed Opt-in”** area, you will be able to control that first confirmation email message that will be sent once someone opts-in for the first time.

If you are a Business, we strongly recommend leaving confirmed opt-in ON.

This will ensure only recipients who have specifically requested to be on the list are subscribed. This means you have proof someone opted-in, fewer unsubscribe requests and far fewer spam complaints.



### 2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

☒ ON ☐ OFF

Confirmed Opt-In is a process used to ensure that only people who want to receive your emails are subscribed to your list.

It works by sending new subscribers an initial message asking them to confirm that they want to receive your email. Subscribers confirm by clicking on a link in the email.

If you prefer, you can disable Confirmed Opt-In for people who sign up using a [web form](#) that you create and place on your site.

However, **we strongly encourage you to use Confirmed Opt-In for your web forms.**

[Why You Should Use Confirmed Opt-In](#)

### 3 Success Page What page of your website do you want to send people when they confirm?

Confirmation Success Page URL

☐ Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

Save Settings

But more than that, this will guarantee you will be building a list of people really interested in your topic, and that will ensure they are people of action.

This may leave a lot of people aside, because some people are too lazy to go to their email accounts, look for the confirmation email and click on the confirmation link, but remember, we are looking for quality and not quantity.

It is far better to have a list of 100 confirmed opt-in leads instead of a list of 1000 contacts full of not action takers. These people will never buy, and they may never even open one of your emails.

And right here is where you will place the URL you will redirect people to once they click on that confirmation link that comes on the confirmation email.

Here you should put the URL where they will find access to the incentive you promised to them.

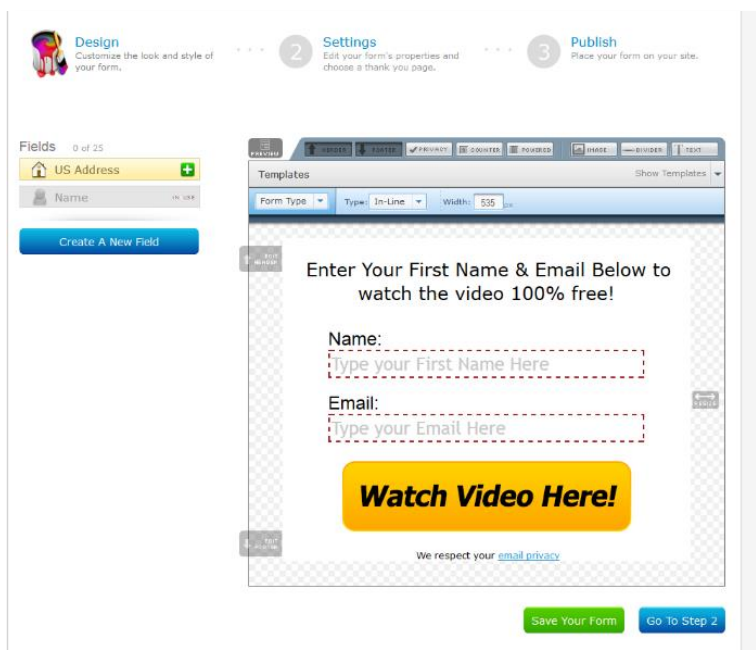
In my case, what I promised in my squeeze page was a video. And that video happens to be the sales video located on the sales page of the ClickBank diabetes product I'm promoting. So here I will place my Affiliate URL, which leads to the main sales page coded with my ClickBank user id.

In your case maybe your Company website is the place where you will be able to deliver the incentive to them. That is what we really recommend you do.



Or maybe you can have a download page giving them access to download that incentive and from there you can invite them to your sales page.

There are so many ways to do this. Just be creative.



Once you are done here, you will then go to the Sign up Forms area to create your opt-in box.

Here in the **Design** area, you will be able to customize your opt-in box however you want.

You can pick any of the templates

You can add or take away parts of the opt-in box.

You can even edit every single element inside of it.

In the **Settings** area, you can customize your opt-in box properties

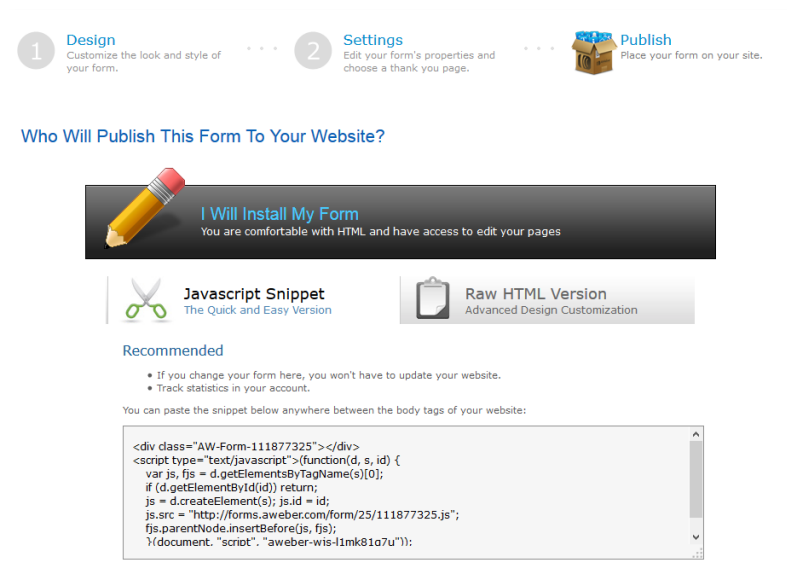
You can enable a Facebook registration form. So people that are logged into Facebook can sign up using their Facebook Account details. This is something awesome, so you make sure real people use their real email.

Here you can set up where you want to send people once they leave their name and email. This is different than the URL you will send them to once they click on the confirmation email.



We advise you to concentrate on making them open up that confirmation email and click on that confirmation link, so we suggest you use the Smart Video Version, so AWeber can be the one to make that happen.

Same with the Already subscribed page. Just leave that like it is.



Finally you can **publish** it and take the code to place on your squeeze page or landing page.

If you want to avoid stress, we advise you to use the JavaScript snipped code.

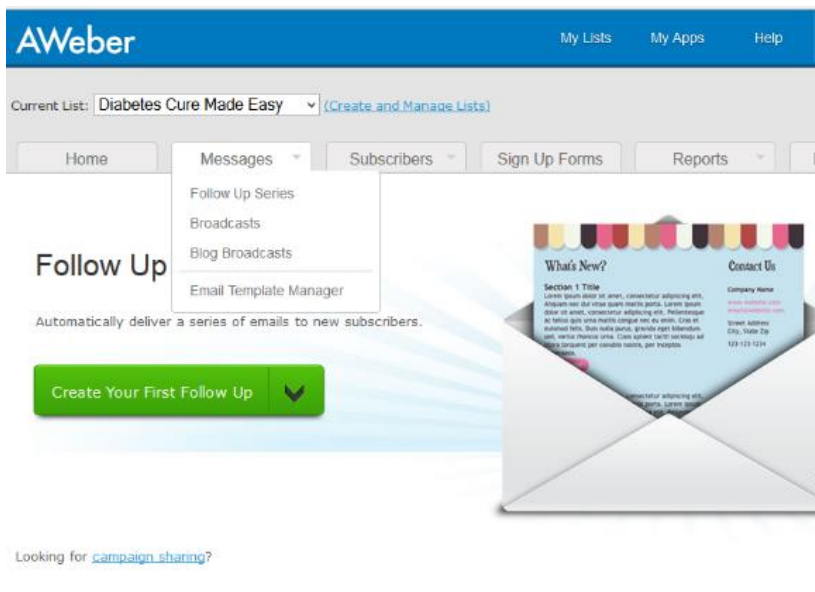
This will help you with

lot of things like making the opt-in form look good on your squeeze page.

Something to notice is that you can edit the opt-in box on AWeber and it will be automatically updated in your squeeze page without having to reinstall the code.

And this is how you set up your opt-in box.

And something else I would like to point out when setting up your autoresponder is about the Messages



There are 3 types of emails you will be able to send to your subscribers.

The first type are the **follow up messages**.

With this you will be able to automatically deliver a series of

emails to new subscribers.

You can create them and schedule a delivery sequence.

The second type are the **broadcast messages**

With this you will be able to send a one time email to your subscribers. This is usually used to inform your new subscribers of important information about something that came out recently like a Product Launch, Breaking News, New Video Training, Update on Legal Terms, etc.

And the third type are the **Blog Broadcast Messages**.

This is simply giving you the ability to convert your latest blog posts into a newsletter to send to your subscribers.



### Step 3: Setting up your Tracking strategy

Tracking is extremely important for absolutely any internet marketing tasks.

If you would like to reduce costs and significantly increase productivity you have to track everything you do online.

The same goes for building a list.

When building your list, you will need to be tracking 2 things: the first thing you must track is how well your squeeze page is converting. And the second thing you have to track is the traffic source you are using.

There are all kinds of awesome tracking tools you can use for this, but I really don't want to be too technical on it.

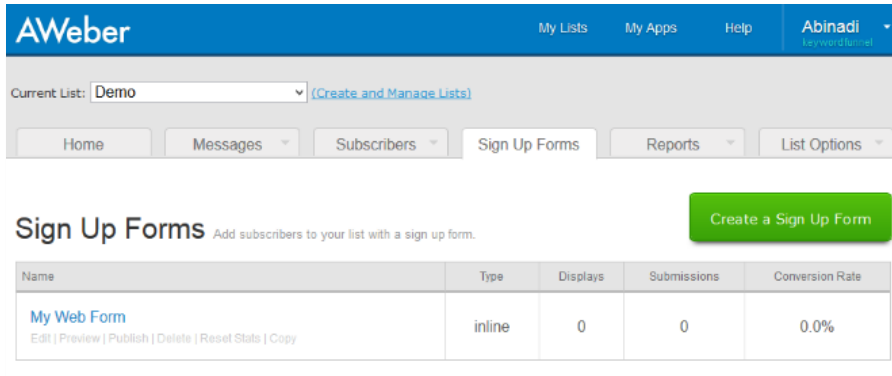
You really don't have to immerse yourself into the complicated website traffic tracking and the opt-in conversion tracking worlds in order to set up a reliable tracking strategy on building your list.

You just need to take it easy and use the simple tools.

Yeah that's right.

And for that we are going to use, your Autoresponder service provider itself.

Yes that's right. I won't send you to some other website to spend more money for this.



Once you have created the Opt-in box you will see it listed there in the sign up form area.

And what you see right there is a lot of useful information.

You will see the name of the opt-in form, the type, displays, submissions and Conversion Rate.

This is all you need to track your squeeze page conversion and traffic sources.

Let me tell you how.

Right here you can see my Diabetes Squeeze Page Tracking Strategy.

As you can see, I have created several opt-in boxes and all of them are created to collect leads for the exact same list.

I used the Name of the Opt-in form to identify the Traffic Source

Name	Type	Displays	Submissions	Conversion Rate
<a href="#">7Search</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	1	0	0.0%
<a href="#">BING</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	17	2	11.8%
<a href="#">Facebook 1</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	73	11	15.1%
<a href="#">Facebook 2</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	65	10	15.4%
<a href="#">Facebook 3</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	69	8	11.6%
<a href="#">Facebook 4</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	0	0	0.0%
<a href="#">Facebook 5</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	33	4	12.1%
<a href="#">Facebook 6</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	61	11	18.0%
<a href="#">Facebook 7</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	36	4	11.1%
<a href="#">HOME</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	9	8	88.9%
<a href="#">HOME 2</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	3	0	0.0%
<a href="#">POPADS</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	547	0	0.0%
<a href="#">POPCASH</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	862	0	0.0%



Displays	Submissions	Conversion Rate
1	0	0.0%
17	2	11.8%
73	11	15.1%
65	10	15.4%
69	8	11.6%

The Displays refers to how many times the opt-in box has been shown since you installed it on your squeeze page, this will then mean how many people have visited your squeeze page.

The same clicks you see on the traffic service you have decided to use should be the same displays shown here.

The submissions are the leads

generated from the displays. And the conversion rate will tell you how well that traffic source and that squeeze page work together. The higher the conversion rate the better.

I also used Facebook Ads for this. But I created several Squeeze Pages to see which one converted the best. So I cloned the exact same opt-in box and installed it on 7 different squeeze pages and tracked each and every one of them.

This way, you can compare which Squeeze Page converted the best, and keep using that one for future testing.

A high converting squeeze page and traffic source will have a success rate from 30% to 50%. We advise you to avoid cheap traffic in order to look for high quality leads for your business.

Cheap traffic hardly converts. What cheap traffic does is kill your squeeze page conversion rate.

Remember you must track your squeeze page and your traffic source.



They have to work together.

Do not trash a squeeze page until you have tested it on several traffic sources.

Testing always takes some money. But once you have reached the sweet spot you will be able to collect as many high quality leads as you want with an extremely low investment by just increasing your budget on something that you know works awesome already.

All that money you have invested will come back again, real quick and then you will be able to make a lot of free money in the future from the same leads you have collected before, plus the new ones.

List building is just amazing.

Some very important advice for you is that once you have installed your opt-in box on your squeeze page. You must test it, first. Just visit your squeeze page, put in your name and email, check your email, look for the confirmation email and click on the confirmation link, and also look on your auto responder service if you are in the list.

Also check in the sign up form area that the display and submission appears there. And then, after you make sure everything is perfectly connected, avoid revisiting your squeeze page.

Do not visit your own squeeze page URLs. Because this will also be shown in the sign up form area statistics. That will mess up the tracking strategy completely because you will be creating fake additional displays.



### Step 4: Driving Targeted traffic to your squeeze pages

The one thing you have to have in your mind about traffic is “Testing”. Yeah, you just need to test.

There is no such thing as the perfect traffic. No one online can guarantee you results because the success of any type of offer depends on many factors at the same time. It depends on:

- ✓ The image you use in the ad
- ✓ The text you use in the ad
- ✓ The country you are targeting
- ✓ The language you are targeting
- ✓ The age of the people you are targeting
- ✓ The gender of the people you are targeting
- ✓ The time of year
- ✓ The traffic source
- ✓ How hot your topic is online
- ✓ And many more

So for that reason it is always better to test.

Here I will tell you a few really important tips you should consider in your traffic efforts so that you don't go blind and can avoid spending thousands of dollars testing.

This is something completely logical. You won't have a lot of success if you decide to send 1,000,000 clicks for \$10 to an offer when you don't know where in the world that traffic is coming from.



For that reason the following tips will tell you where to turn once you decide to get traffic.

**Tip #1: The Traffic should be Niche Related.**

You have to make sure the people you are going to advertise to, are actually interested in your topic.

There are many traffic sources that offer this.

**SEO:**

SEO or search engine traffic consists of getting traffic from search engines. You build a website, write a lot of content relevant to your offer, optimize that website with an endless number of optimization techniques, and then after a few months or so, some of your webpages will start getting at the top of the search engines once people search for a term related to your content.

Then, when they decide to enter to your website, they see your offer somewhere on the page and decide to go and visit it.

That's a basic example of this type of traffic. It is niche related because people are performing a search with a keyword related to your website and your offer. But the process of getting at the top of the search engines like Google (which is the most used one) is really hard.

People call this type of traffic FREE traffic, but it is not. If you are not an expert on optimization you are lost, and if you have to pay someone to do it for a monthly fee, it's not free.

It is high converting, yes. SEO Traffic is amazingly great.



### PPC:

There are various places that offer Search Engine traffic by using paying per click.

The most common places are [Google AdWords](#), [Yahoo Advertising](#), and [Bing Ads](#)

They place relevant ads right at the top of the search engines once people search for a term, so this is a really nice, easy way to get to the top; however, it can get really expensive.

You just need to test it with some money and see what you get. As I told you, testing is important; PPC gets expensive if you don't know what you are doing and decide to get as many clicks as possible without making some changes to your ad.

There are other places where you can get Niche targeted traffic in the form of PPC. Those places are [Facebook Advertising](#), [Twitter](#), [LinkedIn](#), [7Search](#).

These sources of traffic have different ways to set up traffic campaigns. Some of them may ask you for keywords, others might ask you to target by interest, and some others may ask you to pick categories, etc.

### **Tip #2: The Traffic should be Country and even City oriented**

This is something extremely important when talking about collecting leads for your business.

Maybe you are planning to launch a brand new service or a special offer for people from the United States or from a city in particular.

Maybe you would like to see how people from Latin America can actually be a great audience to target your product or services.



Your business can go international without having to build a physical shopping place in any country or city in particular, and you can track their interaction with your products and services by building a segmented list of people from that country or city.

So, it is very important that you come up with a traffic source that can give you the option of targeting the specific countries and cities of your choice.

### **Tip #3: The traffic should have demographic choices**

It is highly imperative that the traffic source has as many demographic choices as possible; let me tell you why.

Every single need among human beings is segmented by audience. Therefore, every product is segmented by audiences too. The same exact thing happens online.

There are some products that are oriented to satisfy needs for women. Others are for men, others are for kids, others are for teenagers and others are for adults.

For that reason, traffic should also be segmented like that.

It's just not good trying to send 1,000,000 people to an offer and hope for the best. You have to make sure what audience your offer has been created for, and then you need to identify as many characteristics of this audience as you can.

A really good way to do this is by searching on Google for a term like Diabetes. Take the top page, which will probably be talking just about diabetes.



Then, you can go to [Alexa.com](https://www.Alexa.com) or [Quantcast.com](https://www.Quantcast.com), analyze those websites, and you will have a really cool vision of the audience that is directly related to your topic.

Now, you just need to look for those traffic websites that offer you as many demographic options as possible.

For this reason one of the most used traffic sources by all kinds of internet marketers is Facebook Ads.

Yeah that's right, Facebook is the largest social media platform on the planet. Everybody is on Facebook, and there is a huge probability that any audience that you would ever try to target is there, too.

And, Facebook has an unbelievable flexibility when talking about demographics. You can even target places from the smallest town to a large city if you want, it's just amazing.

### **Step 5: Analyzing your results**

Finally, after you set up the traffic sources, and you have decided to spend some money on it for testing purposes, it is time to analyze your results.

In this step, the only thing you need to take a close look at in order to analyze your results is the Conversion Rate.

Testing a List Building Campaign requires some money. You can do an easy test with \$50, depending on the traffic source you choose.

If you decide to use Facebook Ads, which is what we recommend because Facebook ads offer outstanding flexibility on the traffic service it offers, then \$50 will be more than enough for testing.



A good amount of clicks for testing a squeeze page and traffic source will be around 50 clicks.

You can use a lower amount if the traffic source you are using is expensive. Expensive clicks means the traffic is of high quality, so you will be getting good results with it, and if you don't get good results, you just need to test a different squeeze page.

Cheap clicks will always bring poor results. You have to get like 1000 clicks in order to find a lead. This type of traffic is not good to use. If 1000 clicks doesn't bring any good results, it will be the same thing for another 1000 clicks.

Name	Type	Displays	Submissions	Conversion Rate
<a href="#">7Search</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	1	0	0.0%
<a href="#">BING</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	17	2	11.8%
<a href="#">Facebook 1</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	73	11	15.1%
<a href="#">Facebook 2</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	65	10	15.4%
<a href="#">Facebook 3</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	69	8	11.6%
<a href="#">Facebook 4</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	0	0	0.0%
<a href="#">Facebook 5</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	33	4	12.1%
<a href="#">Facebook 6</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	61	11	18.0%
<a href="#">Facebook 7</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	36	4	11.1%
<a href="#">HOME</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	9	8	88.9%
<a href="#">HOME 2</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	3	0	0.0%
<a href="#">POPADS</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	547	0	0.0%
<a href="#">POPCASH</a> <small>Edit   Preview   Publish   Delete   Reset Stats   Copy</small>	inline	862	0	0.0%

As you can see on my results. The conversion rate is not that great. I still need to test the 7Search one. The one that I tested the most was Facebook. I used several squeeze pages but as you can see, Facebook is not that great on conversions but at least it brings results.

The good thing about Facebook is that you can get cheaper clicks if many people click on your Facebook ads. You might get a low conversion rate with Facebook, but if the Cost per Click is really low, then you can just keep using it. The most important thing is to build your list with high quality traffic, and Facebook is great for that.



AWeber also brings you some really nice features when it comes to analyzing your results.

AWeber keeps amazing track for every single one of the subscribers coming into your list.

You can go to the Subscribers area. Just pick one of the subscribers and you will see some vital information from that subscriber.

The screenshot shows the 'Subscriber Information' page for a subscriber named Lois Hinkle. The page is divided into several sections: 'Basic Info' (Name: Lois Hinkle, Email Address: lthinkie18@gmail.com), 'Last Follow Up Received' (1001 - Block from receiving followups), 'Date Added' (10/20/14 6:51pm), 'Ad Tracking' (diabetes\_care\_html), 'Subscription Source' (Filled out a sign up form, http://diabetescaremadeeasy.com/30-second-trick-fo/), 'Additional Notes' (empty), 'Status' (Unconfirmed), and 'Location' (Bowling Green, KY, United States, Area Code: 270 • IP Address: 107.77.68.23). There is a green 'Save' button at the bottom left and a red 'Unsubscribe' button at the top right.

You can see exactly when he subscribed.

The exact webpage where he subscribed.

But something cooler is that you will be able to see where that subscriber is geographically located.

This is something of extreme value. Because you will be able to segment them however you want.

The screenshot shows the 'Manage Subscribers' page. At the top, it says 'Displaying 1-20 of 75 subscribers' and has a green 'Add Subscribers' button. Below this is a 'Filters' section with a 'Show All' button. The main filter area has a dropdown menu set to 'Country (from IP)' with a value of 'United States'. There are buttons for '+ Add', 'Search', and 'Save As Segment'. Below the filter area, there are tabs for 'Currently Subscribed' and 'Unsubscribed'.

By using this feature right here, you can search the subscribers with a specific criteria,

segment them and later you will be able to message to them only. Imagine all that you can do with this.

You can segment only your buyers. You can segment people that actually open your emails. You can segment people from a specific city and send them a local offer, or invite them to a local event. This is just amazing.



# 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 fusses 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.

Also, test complete functionality of your messages, ads and images to ensure that it will be landing on the correct page. You can also check the functionality of your registration and call to action.

### ■ **Split test your squeeze page:**

Split testing is the most important thing to run a lucrative list building campaign. A squeeze page is a landing page that includes an opt-in form to get your



visitor's name and mail id. Your squeeze pages should be compelling and attractive with a strong and clear call to action.

After designing an effective squeeze page, you still need to analyze your squeeze page thoroughly. To optimize your page, you can use Google Website Optimizer, which is a completely free tool.

You can test squeeze page basics such as above the fold design, attention-grabbing headline, ultra-specific, benefit rich bullet points and call-to-action. You can go for Video Fakeout by putting a screenshot of your paused video content which will increase your opt-in by 48%. ([Source](#))

You can also try for subtle arrow opt-ins, and cartoon CTAs, which double opt-ins and improve your click through rate, conversion and revenue.

### ▪ Segment and maintain your list:

Building a list in a correct way is important to boost your subscribers, potential customers and sales, and a great way to improve your results. You should use list segmentation for every list building campaign. You can segment your list by integral interests, subscription history, gender, age, membership and defining characteristic, etc. This way you can target your audience with a specified message.

Here are some more segmentation approaches that you can use –

- ✓ Customer profile characteristics (demographics) that include age, sex and geography.
- ✓ Customer value (current and future) which includes most-valuable customers, most-growable customers, below-zero customers.



- ✓ Customer lifecycle groups, you can divide your list according to stages such as when customers first register on the site, but don't buy), customer first purchases online, customer does not purchase for an extended period.
- ✓ Customer behavior in response and purchase (observed and predicted) in which the segmentation is done according to frequency, monetary value and category of products purchased.
- ✓ Customer multi-channel behavior (channel preference); which channels are being used by the audience.
- ✓ Customer personas including psychographics to segment like: mental attitudes, motivations and opinions of customers.

- **Including a pop-up and pop-in on website and blog:**

A pop-up automatically appears in a new browser window in front of the main browser, and pop-ins open up a box within the page rather than a new window without any action performed by the visitor. Pop-ups/Pop-ins can quickly grab visitor attention and drastically increase your list and conversion rates.

Keep in mind that you have a limited space to tell your message with a pop-up/Pop-in. You can use a lightbox pop-up, a tracking pixel so that the pop-up will not be appearing again and again for when the same user visits your website. Your pop-up window content should be focused on your audience interest and benefits. You can also test different layouts and components to find what's best for your business.



- **Determine your sender reputation:**

A delivered email does not mean it dropped into your customer's inbox, it can be in the spam category, junk category or any other category due to email refinement. That's why your email sender reputation score is important, it has a direct impact on whether your emails reach the inbox or not and will affect your conversion rate and email opening rate. Sender reputation is scaled from 0-100 for your entire IP address.

If your sender reputation score is low, email providers will possibly utilize standard refinement for your entire IP address as well as every list building campaign.

If your Sender reputation Score is high, email providers will not tend to utilize standard refinement for your entire IP address and it will start paying attention to filtering criteria for each list building campaign and individual subscriber engagement.

You can test your sender reputation score on SendMail Reputation Tool, AOL Postmaster, Live.com Postmaster, Outblaze Reputation Check, Barracuda Reputation, and Sender Score etc.

- **Alternate your emails content:**

If you are sending mail only to build a list and sell your product, you are doing it wrong. You need to make it simple for your audience with relevant information that motivates them to leave their name and mail id.

You can send a welcome email when they first visit you. There are numerous items you can use to grab their attention and build trust on your business such as –



- ✓ You can motivate your visitors with an eBook that is related to your niche and allow them to give their opinions.
- ✓ A video series training that is similar to your training guide.
- ✓ You can provide them reports that include information, features and benefits.
- ✓ Give them a free “how to” guide about a topic regarding making or completing a task.
- ✓ You can provide FAQs about a product your customer purchased.

You can also provide a free video series, Sales Page Templates and Themes, Online Courses, Checklists, Cheat sheets, Resource lists, E-courses etc. All of these will help you to improve your revenue and conversion rate.

### ■ Test your traffic sources closely:

It is important to test the squeeze page, but also the traffic sources might be the problem. Testing your traffic sources can be the most exciting step to know where your visitors come from, whether they got you on a search engine, social media or someone referred them to your website.

You can track your traffic sources by using tracking pixels in your blog, forums, social media, seo ads, or images email, and they can be segmented to target them according to their behavior. You can also target them by their geographical area.

Direct traffic comes to your website without tracking pixels, referral traffic includes a link of promotion or branding, and search engine traffic is sent by search engines. Social media traffic also has a tracking pixel to help you out



- **Using free Viral E-books to get new subscribers:**

If you need to have millions of subscribers without spending a cent on advertising, viral marketing is a good option. Well, as we know, Viral Marketing isn't a new concept but it is an important way to advertise your site. You can create the sites as a FREE product. Also, you can charge them and you can give them the rights to re-print them.

The basic goal is to build a list, and get subscribers - not only to make money from the sales of an e-book. What you can do is search for the publishers in your market, give them a mailing promotion to use and tell them that they can use the book without any charges. This will be a good step towards earning easy money for them and to get more subscribers for you.

Opting for an Audio Interview with experts can be a good idea to build a list of subscribers. Also you can inform all the publishers that you are giving away these MP3s for free for their lists by setting up a section on your website with a download link to these MP3s and putting a subscribe link.



# 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.

- **Solo Ads List building:**

Solo ads are the most suitable method to generate traffic towards your website. If you don't have a list and subscribers, you can make use of solo ads to mature your list rapidly. Solo ads is a paid option, so you can buy solo ads according to your budget niche from the websites and people who have a large email list.

"The Directory of Ezines" is a great resource to find solo ads. You need to set your budget and goal for your list building campaign. You are paying them and they will redirect immense and high quality traffic towards its squeeze page which requests those visitors to provide their contact details.

You can build your own seller list and for a safe swap. You should lineup and track your solo ads to enhance your campaign result.

- **Blog List building:**

Brand's blogs give you an opportunity to introduce your integrity and persona in the same marketing niche. You upload your exclusive content on to the blog to drive potential customers. Your blog is also a great way for lead generation by encouraging them to become your newsletter subscribers.



You can add a sign up section on your blog with a commanding call to action and you can include this at the bottom of every blog post. These things will improve your brand awareness with a loyal readership. This also will help you to build an immense list.

- **Video List building:**

Videos are the best methods to present your products and services to grab the attention of new visitors in numerous ways. Because with it, you will be able to do face to face interaction.

There is so much video making software available in the market that will help you create a professional video and upload it to a popular video channel such as [YouTube](#), [Vimeo](#), [Dailymotion](#) and [Metacafe](#) etc.

You can add slides in the beginning and ending that have the URL of your squeeze page or landing page. You can make use of a call to action in your video. You can urge them to join your channel and RSS and link your opt-in form to your YouTube channel page.

Video helps you to increase your trust factor and brand awareness, and tends to get people to purchase from you. You can create some video to solve their problem instead of answering their question in text format. You can use this to maximize your success to build a list.

- **Creative Guest Posting:**

If you are a superior content writer and write the content that delivers a lot of value to your audience, then Guest posting can be a method to build your list slowly and steadily.



With guest blogging, you are going to work on a platform which already has a mass audience. You can include two calls to action, once in the beginning and secondly at the end.

You can write informative and engaging articles for forums, blogs and websites related to your niche. You can add the URL of your website or opt in page in your guest post and this can be the best call to action for your potential audience. This list building strategy is an excellent way and has the highest success rate.

- **Social Media List building:**

If you want to add more potential customers in your list, you can use social media because it is the best way to raise your voice and share around the world. You can use social media adequately using hashtags, social proof paradox, tweets which grab attention instantly, and be creative with your Facebook posts to drive more traffic towards your website.

Twitter, Facebook, and Myspace allows you to build your brand and advertise your services. You need to find out where and on which social media platform your customers are most active for targeting purposes.

You can enhance your images for social shares and keep sharing easily so that your customers can share your content on social media. You can also create a social landing page.

A social Facebook opt-in form allows your audience to opt-in for your newsletter when they connect with Facebook. It automatically collects people's email addresses and adds them in your list. By doing all these things you can generate a huge list.



### ■ Website List building:

Websites are extremely important to building a list. Your website should be focused on information delivery. You can create a tangible subscriber form and all of your webpages should have a unique subscription link so that you can get maximum opt-ins.

Making use of pop-ups and pop-ins, also increases leads in your list. You can encourage your blog visitors to subscribe to your newsletter and RSS with a call to action included in the opt-in form.

You can offer a sign up incentive such as eBooks, FAQs, reports, etc., to build the interest of your website visitors and request your visitors to refer and share your website to others. Developing a high converting squeeze page will help to improve your website integrity with subscribers in exchange for valuable information.

You can share testimonials, guest postings, videos and other activities, to make a successful list building campaign. Also remember, your conversion rates depend on the accessibility of your webpage. You need to speed up your websites to increase your conversion rates.

### ■ SEO List Building:

When you are advertising your products and services in numerous channels, it is also equivalent to making your landing page and squeeze page findable on search engines. You need to focus on the following –

- ✓ A low competitive keyword phrase with high search volume
- ✓ A Keyword rich domain
- ✓ Some "keyword dense" body content, headline, and subheadings



- ✓ Links pointing to your site

Your landing pages are designed according to the primary words for high ranking in search engines. You can also advertise your newsletters on the web by using Google AdWords, LinkedIn ads, Facebook ads and other pay-per-click advertising with a strong call to action.

You can create ads that are dependent on specific keywords. You need to test and track your list building campaigns to maximize your list. You can use blog posts, Social media, email marketing and mobile applications to rank higher in search engines. All of these things make your visitors find you on search engines and help you create a huge list with it.

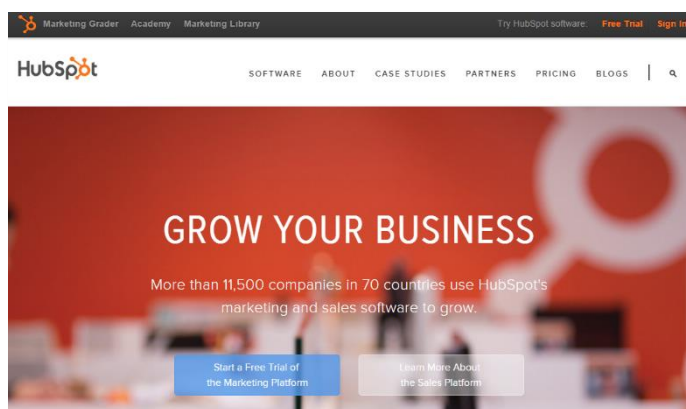


## Chapter VII: Shocking List Building Case Studies

### 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.

Mike Volpe, the CMO of HubSpot said “LinkedIn’s Sponsored Updates are the perfect marriage between its professional audience and our promotional content. This tool doesn’t just deliver leads – it brings us quality prospects in our

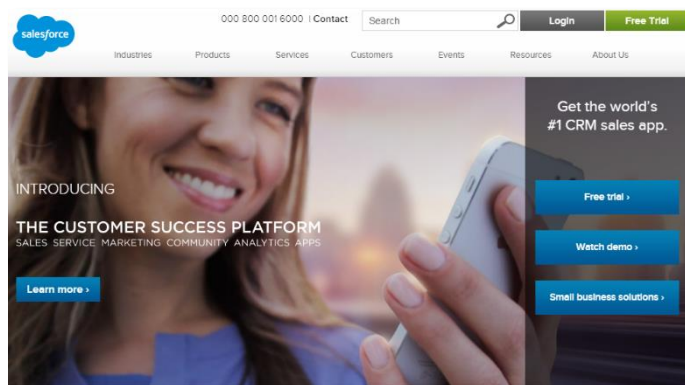


target business-to-business product, at a cost per lead that makes sense for our business.”

And “Actively participating on Facebook has engendered a valuable, open line of dialogue between HubSpot and its internet base. We announce product updates, get feedback directly from customers and gain inspiration all while generating new leads.”

### 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.

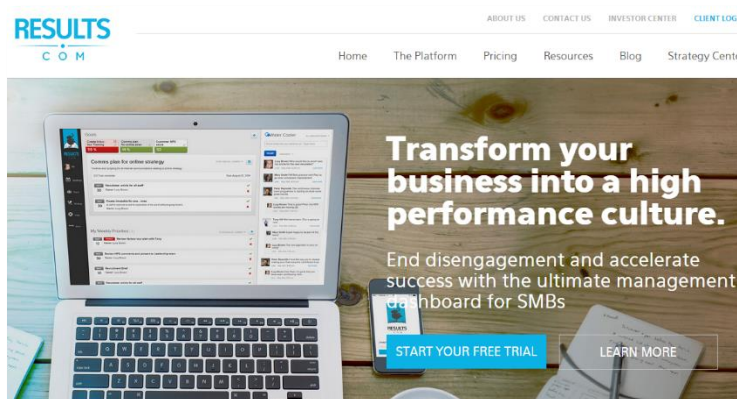
Salesforce generated 3.5 times more high-quality and cost-effective leads, cutting its cost-per-lead goal by more than 50%, and 24,000+ new fans connected to the Salesforce Page.



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.

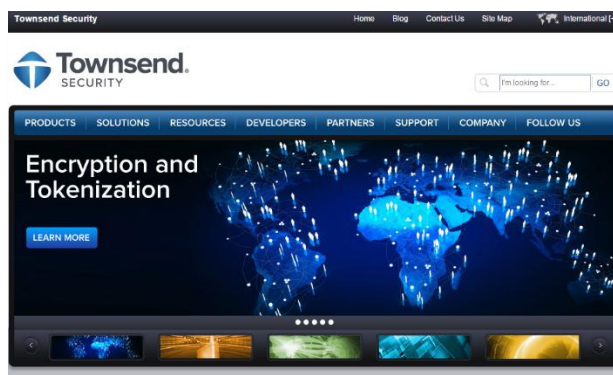
There was also an increment of 133% in traffic toward result.com.



### Townsend Security:

Townsend Security enables customers to secure data using their software and hardware products. They mostly work with highly reputed businesses like

retail, finance and Medicare to fulfill their customers' requirements. They were unable to create great content and wanted to drive more qualified leads toward their business.



Townsend teamed up with HubSpot in order to get success. They used HubSpot SEO tools and uploaded blog posts to resolve queries about email security regulations and data security options. To grab audience contact information from blogs, they utilized HubSpot Calls-to-Action and Landing Pages. They created an eBook "Encryption Key Management Simplified" that had a conversion rate of 63%.

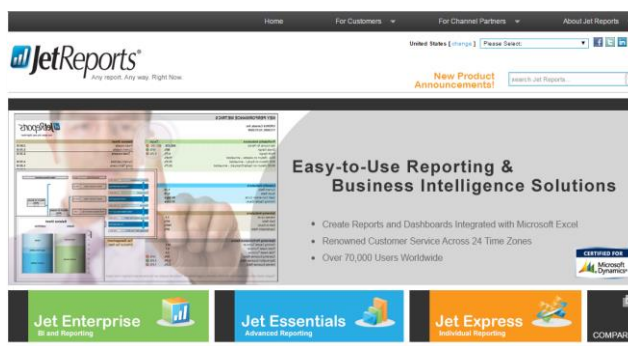
Townsend Security achieved 10X more traffic toward their website, they received 77% more leads year by year, and 127% more qualified leads year over year.

Luke Probasco, Marketing Manager of Townsend Security said "HubSpot really provided a lot of resources. Also, they helped us understand what a marketing team should be."



### Jet Reports:

Jet Reports is dedicated to providing powerful, convenient reporting tools and business intellect solutions that enable their businesses to make informed decisions around the globe.



To maintain Messaging delivery, consistency and effectiveness and growth of leads, Jet Reports required a flexible solution that had time-saving features at an affordable price.

Jet Reports used Salesforce Pardot to customize product messaging and delivery systems. Salesforce created new efforts for Jet Reports and easy-to-apply opt-in forms to re-establish their website. Segmented messaging was used to enhance their product base.

Jet Reports website visits increased by 107%, page views boosted by 105%, average per visit time on the website drastically increased by 35%, and unique visitors were increased by 115%.

### Crystal Cruises:

Crystal Cruises was founded in 1988 and is one of the World's Best - a #1-rated luxury cruise line. The company is bound to present superior services to their customers who book and support the products - whether it is shipboard or shoreside.





A demanding economy and competitive environment with aggressive pricing from other cruises influenced Crystal Cruises' business. Crystal Cruises needed to prevent the occurrence of competition, but they also wanted to achieve their aggressive growth goals.

The company increased the potential of rental lists with modeling, segmentation and profiling, used numerous response channels, mail frequency and encouraged testing, tracking and implementation that focused on creativity, messaging, format, offers and lists.

Crystal Cruises saw an increase in response rate. Key segments delivered 6-10X times more than the normal response rates. Customer's responses were increased 77% and the conversion rate increased by 94%. The company continued marketing to its non-responding visitors and got a 2,381% ROI.

### ZIZZI Restaurants:

Zizzi was opened in 1999 and was the first restaurant opened in Chiswick. Its basic aim was that it wanted to create a separate entity for itself and stand out from the crowd.



The basic objective for list building of Zizzi was that it wanted to capture new diners to build an email database, gain exposure on various websites and track leads so that they can be called back.

Looking to fulfill these objectives, Zizzi Restaurants launched their first affiliate lead generation campaign with Affiliate Window.



Zizzi achieved fabulous results from this campaign. It achieved 32% click to registration, 24% average voucher redemption rate, it got 53% new customers and a 500% increase in registrations with every quarter.

### SEERhealth:

Established in 2011, Seerhealth entered as a healthcare solutions and technology enabled- services firm.

Seerhealth works in close connection with healthcare delivery systems for modernizing and reengineering their quality assurance operations.



Seerhealth's main goal was to create brand recognition in a niche market-place. It also wanted to improve ROI, lower administrative costs and enhance risk management. So it used inbound marketing to enhance relations and ensure credibility with the healthcare community.

The company used a specifically targeted inbound marketing automation approach to deliver numerous offers for customer's assistance. Sheerhealth and HubSpot Gold Certified Agency Puma worked jointly to achieve their goals. The Puma Agency generated Smart Calls-to-Action (CTA) and lead nurturing Marketing Automation Workflows to enhance lead conversions with effective and helpful strategies.

As a result, it was able to get 4X times as many leads as compared to its goals, 10% lead conversion rates were reached and also a 2X times increase for its landing page conversion rate compared to the prevalent industry benchmarks.



### Pitney Bowes:

Pitney Bowes develops technical solutions for small, mid and large size firms to build their brand awareness and increase revenue. The



company's solution incorporates direct mail with transactional mail and call center communications for digital channel messaging for their Web email and mobile applications.

The main goal of the Pitney Bowes sales team was to implement a multi-threading approach and think oblique in order to achieve the final buying decision and to become successful.

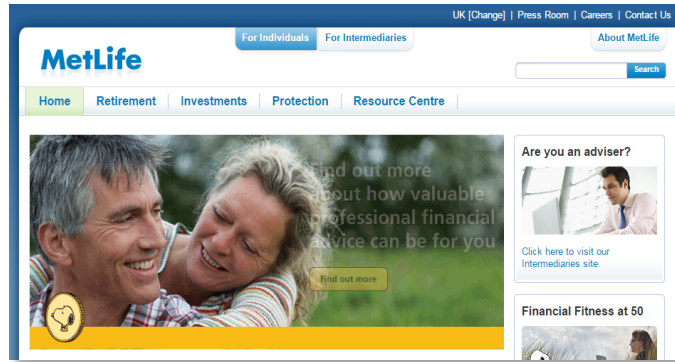
Pitney Bowes utilized LinkedIn sales solutions to build brand awareness and leads through content. The company found key decision-makers through LinkedIn Lead Builder & Premium Search and a shared connection through TeamLink. It also used Salesforce integration to share their techniques.

As a result, the sales team is fully engaged with LinkedIn Sales Solutions, in which 80% of its customers have over 300 connections, average 150 people searches per user each month, and nearly 70% are using the platform 5+ days per week.



### MetLife:

MetLife is a leading provider of insurance, premiums and employee benefit programs. The company has been using Facebook since 2010 to



interact with its users. With an actual shift in life insurance industry towards online research and marketing, MetLife was seeking more efficient digital marketing tactics to drive qualified life insurance leads and policies.

The global life insurance company used Facebook Ads to find qualified leads for its Final Expense whole life and Simplified Issue Term products in the first 6 months of 2014, achieving a 49% decrease in the cost per lead.

MetLife saw a 2.4x increase in lead-to-sale ratio compared to the next best performing channel in 2014, a decrease in cost-per-lead in 2014 was 49% and the cost per premium of display channels in 2014 was less than a half.

Wendy Buzzeo, Director of Digital Marketing, for MetLife stated that, “For a high-touch product business, entirely dependent on maintaining a strict cost per acquisition, the performance of our Facebook Ads has already exceeded our goals within only weeks of launching.”



## 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 our Live Video Training [clicking here](#) (Insert your Upsell offer URL).

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,

**Your Name**



# List Building Resources

## Videos

- ✓ <https://www.youtube.com/watch?v=ec5oZHNWMJE>
- ✓ <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=xdlRTaAhse4>
- ✓ <https://www.youtube.com/watch?v=uSr5npf2-zM>



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