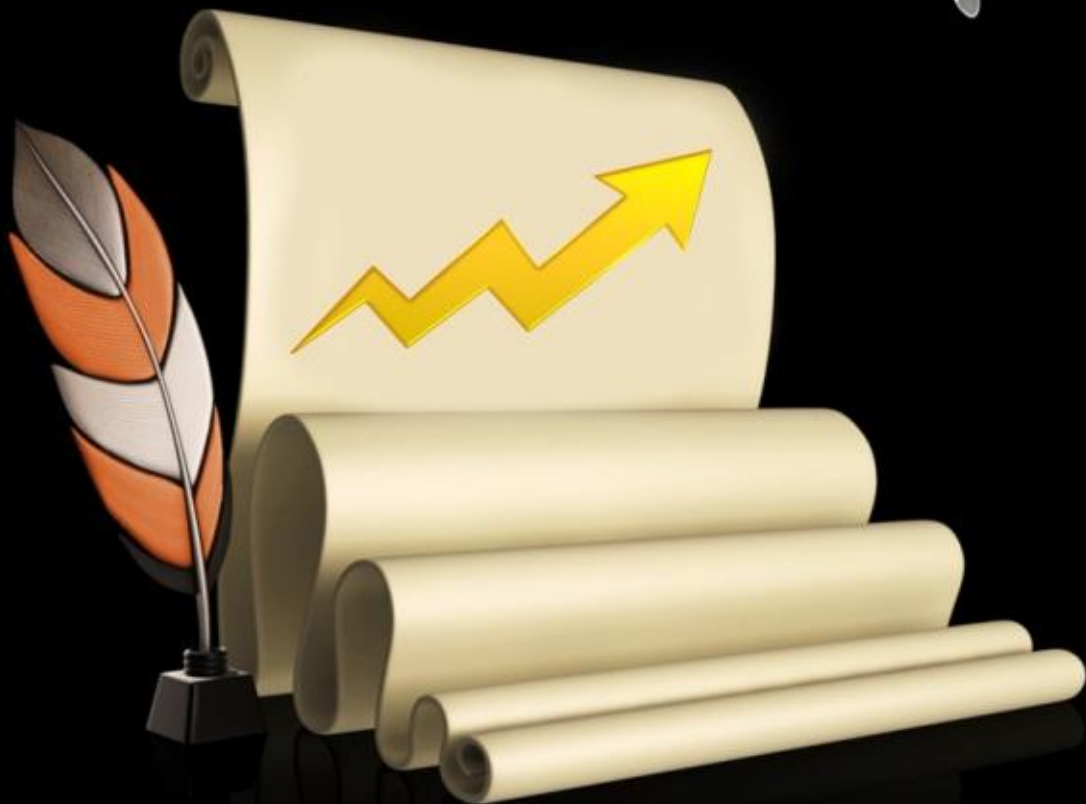


GOLDEN LIST BUILDING

tips



Introduction

If you're seriously interested in learning more about growing your opt-in list, you need to get the basics right. You need to have the right tools, the right squeeze pages, the right emails and be targeting the right people.

But that's just to get started. To really take your list building to the next level you need to think beyond the basics. This informative report takes a closer look at some of the more creative and underground strategies you might not have heard of before.

Some of the ideas in this report could be the difference between you just getting 50 subscribers a day, to pushing that well over 100-200 per day with just a few changes.

So let's get started:

1. The "Specific Date" Technique

Tell your potential subscribers they will get a free bonus for subscribing before a specific date. Tell them the bonus won't be available after that date. You could also say they need to subscribe before midnight or the end of the day.

2. The "So Many Minutes" Technique

Tell your potential subscribers they will get a free bonus for subscribing in so many minutes. You could have a timer running down the time on your opt-in form. If they really like your bonus, they will subscribe before the time runs out.

3. The "Here's Your Lesson" Technique

Tell your potential subscribers they will get a free training course for subscribing. You could just publish each lesson on a daily autoresponder series. People like to take courses one lesson at a time. You could even include an ad with each lesson.

4. The "Free Report" Technique

Tell your potential subscribers they will get a free report for subscribing. You could write up a 5 to 12 page report that your subscribers would really be interested in. You could have it ready to download in PDF format on your "thank you for subscribing" page.

5. The "Tease Me" Technique

Tell your potential subscribers they will get a free sample chapter of a product you are selling if they subscribe. People like to get a sneak preview of products before they buy them. Even if they don't buy your product, you'll still be able to sell them something else in the future.

6. The "Great Deal" Technique

Tell your potential subscribers they will get a coupon or discount to one of your products for subscribing. People love getting a good deal and all they would have to do is opt-in to your list.

7. The "JV Discount" Technique

Tell your potential subscribers they will get a coupon or discount for someone else's product if they subscribe. You could set up a joint venture deal with another information product seller. They would get sales and you will build your list quicker.

8. The "Worth It?" Technique

Tell your potential subscribers how much the free bonus for subscribing is worth. People will feel like they are getting a great bargain for opting-in. You could list the retail price or what other people are selling it for.

9. The "Virus" Technique

Tell your potential subscribers they will get a free report for subscribing that they can give away to others. You could include your ad back to your squeeze page in the report and allow them to give it away or offer resell or master resell rights. It will become a viral marketing tool for your list.

10. The "Swipe Them" Technique

Tell your potential subscribers that they will get the private label rights to the articles or content of your list if they subscribe. People

will be able to read and use your list content as they wish. There is a huge demand for private label content these days.

11. The "Republish It" Technique

Tell your potential subscribers that they can reprint or republish the articles or content of your list if they subscribe. People will be able to read and use your list content with your resource box included. You could include an ad back to your squeeze page under each article they republish.

12. The "Future Goals" Technique

Tell your potential subscribers the goals they will accomplish by subscribing to your list. You could tell them how your information or content will help solve their problems, improve their life or get over their obstacles.

13. The "Future Problems" Technique

Tell your potential subscribers the goals they won't accomplish if they don't subscribe to your list. You could tell them how not reading your information or content could cause future problems or make their life worse.

14. The "Prize Fest" Technique

Tell your potential subscribers what prizes they could win by subscribing to your list. You could tell them that you will randomly select a subscriber every week to get one of your products for free. Also, you could have them complete a certain action to be in the contest.

15. The "Las Vegas" Technique

Tell your potential subscribers how much money they could win by subscribing to your list. You could tell them that you will randomly select a subscriber every week to get a cash prize. You could have many cash prizes, like \$100 for 1st place, \$50 for 2nd place and \$25 for 3rd place. You could also do this with other bonuses.

16. The "Fast Forward" Technique

Tell your current list subscribers to forward your list to their friends, family or associates. If they like it, they'll end up subscribing too and forwarding it to their circle of acquaintances. It's a viral form of word-of-mouth marketing.

17. The "See It Everywhere" Technique

Allow your potential subscribers to subscribe on any page of your web site. You want to put your opt-in form or pop up on every page of your web site. The more times people see it, the higher the percentage of people will be who will subscribe.

18. The "Multiple Choice" Technique

Tell your potential subscribers they can choose between text, PDF or html format. People that like text may not want to subscribe to a list that just offers html. You can lose an awful lot of subscribers by not offering two or more options.

19. The "My Credentials" Technique

Tell your potential subscribers your business credentials. People don't want to opt-in to a list that doesn't have the experience or authority to really give them the information they need and want. They just don't want an ad with every email.

20. The "Confidentiality Agreement" Technique

Tell your potential subscribers you will keep their subscription information confidential. People don't want you to share, rent, lease or sell their contact information. They want you to protect their privacy at all costs.

21. The "100% Pure" Technique

Tell your potential subscribers your content is 100% original. People subscribe to a lot of lists that just publish articles that are found all over the Internet. If you can't always offer 100% original content, at least publish some once in a while to keep your subscribers loyal.

22. The "Look Who's Here" Technique

Tell your potential subscribers about the famous, expert or reputable people who have subscribed to your list. Most people are followers rather than leaders. They want to model themselves after people they respect, admire and look up to. People will think your list must be good if so-and-so subscribed to it.

23. The "Believe Them" Technique

Tell your potential subscribers about the testimonials or endorsements that you've receive from other subscribers. They will see all the benefits those people received from being on your list. People will believe other subscribers' advice before they believe you.

24. The "Collect Them All" Technique

Tell your potential subscribers you offer a free bonus product in every email newsletter you send out. People will subscribe just to start collecting those bonuses. Plus, it will keep people subscribed because they will want to see what the next bonus will be.

25. The "Next Time" Technique

Tell your potential subscribers what type of content will be in your next newsletter issue. They will think that if they subscribe right away, they will be able to read the content in their next issue. It gives them an incentive to subscribe on impulse.

26. The "Ad Less" Technique

Tell your potential subscribers your list has very little advertisements. People sometimes don't subscribe to free lists or lists because they think all they get is a bunch of ads. You could even

offer an ad-free or an all content/article (with a resource box) version of your list.

27. The "Give Me Them" Technique

Tell your potential subscribers that you value their feedback and ask for suggestions about what to email them. You'll get people who will subscribe just so they can ask you questions about their problems, which gives you a great source of information to provide them with great content and also to promote offers that are solutions to these problems.

28. The "Swap Me" Technique

Tell your potential subscribers and other list publishers that you accept list ad swaps. People will subscribe just to submit ad swaps with you and see if you run their ad. Doing list ad swaps can increase your circulation fast.

29. The "Got Friends?" Technique

Tell your current list subscribers they can get a free bonus for persuading 3 of their friends, family members or associates to subscribe or by forwarding your list to them. You could set up a "tell a friend form" on one of your web pages.

30. The "It's Worth" Technique

Tell your potential list subscribers how much a subscription to your list is worth. You could actually tell them you used to sell subscriptions to it (if it's true). If not, you could say that similar lists are charging so many dollars per year for a subscription.

31. The "Targeted Flirt" Technique

Tell or give your potential subscribers a compliment. People like to be complimented and will usually return the favor. It might just tempt them to opt-in to your list. The compliment needs to be something that would be related to your target audience.

32. The "Give It Away" Technique

Tell your potential or current subscribers they can give away your list as a bonus product. Many people need bonuses for their products or services. It will give their prospects an incentive to buy their stuff and build your list at the same time.

33. The "Try A Piece" Technique

Tell your potential subscribers they can read samples of your past content before they opt-in. If people like your content, they will definitely subscribe. It would be a good idea to use some of your best content.

34. The "See The Past" Technique

Tell your potential subscribers that they will get access to all your past issues or messages if they opt-in to your list. You can tell them the benefits of those issues too. You can have them all archived on your web site by date or subject in a password protected area.

35. The "Waiting List" Technique

Tell your potential subscribers that you are only allowing a limited number of subscribers. It will create more persuasion for them to opt-in right away. You could tell them once you hit so many subscribers, they will have to get on a waiting list.

There you have it! That's 35 creative, unique, underground ways to boost your list size. Now get out there and give it a go!

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