



How To Grow Your List

Module One

Of

James Gladwin's List Building Course

The Legal Stuff

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WELCOME!

You already understand the potential power of email and whether you're just getting started or hoping to improve your email marketing process, by purchasing this course, you're ready to unleash some of that power for your business – and that's exactly what we're going to do. Starting with *Growing Your Targeted List*, we move onto *Knowing Exactly What Your List Wants*, *Communicating & Selling* and *Keeping the Profits Momentum*.

Some of your assignment questions will be quick and easy to complete, while others will require some more long-term planning. Regardless of what you actually complete, please ensure you make a commitment to put all your plans to action, no matter how long they take you.

Over-Riding Email Marketing Principles

Before we get started, I wanted to take a moment to go over a couple of principles that will guide throughout this course.

- **Forget about growing the biggest list possible.** Instead, your goal is to have the most targeted and responsive list possible. As in all marketing, the more targeted your efforts, the easier it is to track and continuously improve your results. Seriously, size really doesn't mean a thing if most of your list isn't targeted to your offers and leaves most of your emails unopened.
- **Let's minimize your workload.** Email marketing doesn't have to be a long and laborious process, so as you go through these lessons listen to the tips that show you how to streamline things and incorporate them into the way you do things. Of course, there will be some planning, initial work and sweat involved...but together, we're going to ensure that you work smarter and not harder.

With that said, let's get into building your targeted list. This guide has been divided into two parts. The first is List-Building Tools that include 9 key tools that you can use to market your list. You should make it a goal to ensure you have all 9 tools available to you. The next section includes Promotion Methods that allow you to use your core tools. You may use some or all of the methods, just make sure to test out what works best for you.

Your List-Building Tools

- **Autoresponder:** The first thing you absolutely need is an autoresponder service or script, if you don't have one already. Ideally, you want to have the following with your autoresponder.

Have the ability to:

- Set up multiple lists.
- Send out prescheduled and broadcast emails.
- Move list members to other lists (this is particularly useful in managing correspondence with customers).
- Send html AND text.

Those features will help you to best implement the strategies and techniques covered in this course – with the ultimate goal of easing your workload and building highly-targeted lists.

- **Cool Free Stuff:** One the easiest ways to get people to sign up for your lists is to have some valuable freebies ready and waiting. By signing up to your list/newsletter, your subscribers also get access to something valuable, making them more likely to want to sign up.

Your freebies can be anything that is easy to deliver and are something that your target audience (the people that would **buy** your products) would find valuable. Some ideas include:

- Free report
- Ecourse delivered via email
- Handy spreadsheets
- Checklists
- Software
- A full self-study course
- Access to a members area
- Coupons and special offers
- Access to product reviews and information

The important thing is that your freebies are targeted and represent YOU and YOUR business. Don't give away a resell rights product or something else created and branded by another company. Create something that is branded with your company name (or individual name if you are your company). If it's content, make sure it represents the kind of content you will continue to deliver. Relevancy is very important.

To start with, create 1 freebie to attract subscribers and make it a good one. As you have more time and a better understanding of what your target market wants, you can create more. Ultimately, the more goodies you have to offer, the more you can target your promo campaigns.

- **Sign Up Box on Every Page:** Each page of your website(s) should include a sign up box. This includes content pages, blog pages, administrative pages, etc. For sales pages, you want to be more careful with the placement as you don't want to detract from your offer, but you still want to capture the email addresses of your visitors, especially if they don't buy.

Note: You'll also see another option for sales pages – in the form of “name squeeze” – a little bit later in this section.

Your sign up box should include a short and compelling offer. A simple “Sign up for our newsletter” with the form isn't enough. You need to give them a reason why. Tell them what they will receive when signing up – whether it's the content of the mailing list itself, a free ecourse or downloadable report. You can also assign a dollar value to your offer. For example: “A \$37 Value is Yours Free...”

You can test different placement of your sign up box, but top left or right of the page seems to work well.

- **Sign up in the Body of a Page:** It's definitely worthwhile to get your sign up box on the top right or left of all your pages, but you are leaving things up to chance by pushing that offer off to the side.

That's why it's also very appropriate to mention your free sign up in the *context* of your page where it most relevant. For example, if you have an article or blog entry on the "Benefits and Drawbacks of Credit Consolidation" and you also offer a free credit consolidation report with mailing list sign up, be sure to mention it in the context of the article/post. If they are engaged in your content, it's the perfect time to make this free offer, so they can get more.

You can just simply invite them to sign up and include a link to your opt-in page or you can test out putting the opt-in box right into the page.

- **Make a Freebie-Focused Opt-In Page:** An opt-in page is a web page designed only to "sell" your mailing list. It is a simple page without distractions and gives your visitor only 2 options when visiting your page - they choose yes or no to sign up.

Without the added distractions of other content, products, etc. you'll find that you'll get more people to sign up for your list than if you just leave it to chance on a regular, distraction-filled content page.

Some of the key components of an opt-in page are an attention-getting headline, benefits and a call-to-action. You might also include a graphical depiction of your newsletter, report, etc. and testimonials from satisfied subscribers.

To help you put together an opt-in page, you can find the template that came with your Email Marketing course at:

Opt-in pages are great for generating leads by luring your visitors in with your free offer. Promote your opt in page on your business cards, in your article bylines, in your signature lines, in your paid advertising (which will be talking about a little later in this guide).

- **Make a Product Focused Opt-in (Name Squeeze) Page:** If you're advertising your product (rather than a freebie or mailing list as we just discussed), you can also make an opt-in page for these purposes. This type of page is often called a "name squeeze" as you bring your visitor to a page where you squeeze their contact information out of them before you give them the product information.

The logic behind this type of technique is that most people won't buy on their first visit. But having your visitors give their name and email address prior to viewing the site accomplishes two things:

1. **It qualifies your prospect even further.** They will read your squeeze page and are all the more interested in what you have to offer if they complete the form.
2. **You can follow-up with your first-time visitors that don't buy.** Again, since most visitors won't buy the first time around, you now can follow-up with everyone who completes your name squeeze form.

The structure of this type of opt-in or name squeeze is essentially the same as the opt-in page, but is often much simpler than the freebie focused one. Basically, your goal is to get the visitors attention with a big promise (make a promise that your product can do in the headline), list a few benefits of your product and let them know that if they fill in their name and email address, they will find all that information on the next page. You might also include a short audio message that guides your visitor to do the same.

- **Author Bylines:** An author byline is often called a resource box and is typically placed at the end of an article submitted to another website or article directory. It gives the reader more information about the author and a link to the author's website or websites.

This is an ideal space to promote your mailing list by linking to your opt-in page in your byline. If someone sees your article and likes what they read, they are very

likely to sign up for even more content. Don't waste the valuable advertising space in your byline by sending them to a page that has all kinds of links and distractions because they won't know what to do when they get there.

Instead, give them a specific call-to-action to sign up for your mailing list, claim a free report or some other goodie.

When crafting your author byline, keep it interesting and user-focused. Avoid the dull:

“Samantha Jones is a full-time Internet Marketer, mother of three who resides in Canada with her husband and 2 children. She enjoys writing and teaching others to market online. Visit her at www.website.com.”

YAWN! Try something like:

“Samantha Jones is a full-time online business owner that thrives on helping others say good-bye to their J-O-Bs forever. Sign up for her "Internet Marketing Prescriptions" to cure what ails your online business at <http://www.website.com>”

Of course, this is just a general byline. The more targeted you can make your byline to the specific piece of content, the better. For example, if you have an article about canine dental health, you might offer a free video showing how to brush a dog's teeth in your byline (of course, they'll need to sign up to access the video).

- **Signature Lines:** Following the same logic as author bylines, a signature line on a forum or in an email is another great place to promote your list or lure them in with a freebie giveaway. If you're making a helpful post on a forum or sending some information via email, your readers are already primed for more.

Plus, if you send them to your opt-in page, they are more likely to say YES and sign up then if you send them to a main website page or sales page (unless you know they are a targeted prospect for a particular product).

The way you present your signature, will depend on the rules of where you are posting it. If it's your own email signature line, you have no rules binding you. However, if it's a forum or email discussion group, there may be rules you need to follow, so keep that in mind.

- **Multiple Targeted Lists:** Is one list enough? Maybe or maybe not. If you're targeting a very specific niche, your main list may already be very targeted. But in most cases, our main list may cover a number of different topics, even though we're focused on one main market. A general list is good for building a large database and testing out different offers. A more targeted list makes it easy for you to target your information and offers even further.

For example, if you sell baby products, you might have a parenting list targeting the parents of babies. However, as you probably know, parents have all kinds of specific concerns and the more you can help them with their specific problems, the more they'll pay attention.

Just a few topics of interest to parents of babies:

- Feeding baby
- Nursing issues
- Colic
- Getting baby to sleep

...and the list could go on and on.

But of course, you might be concerned that making multiple lists is too much work. Well, yeah...it's extra work, but it doesn't have to be a lot of *ongoing* work and the results can be very well worth it.

If you offer content on a specific topic and have a product to sell that solves a particular problem, a list focused around that topic can be a very valuable piece of virtual real estate.

However, this doesn't mean you're going to be publishing multiple newsletters each week. You can simply set up a free report or ecourse and then preschedule a series of emails that go out to people on these lists. That way, everyone who signs up, gets the same set of emails and you're not having to come up with new topics each week. Obviously, the initial set up will be the most labor-intensive, but once you have it running, you just need to do some maintenance and tweaking, add new messages to the sequence now and then.

Promotion Methods

Now that we've covered the basic tools for building your mailing list, let's talk about promotion. Each of these promotional opportunities could be included in its own intensive coaching program, but for our purposes, we are going to cover the basics and where appropriate, I'll include extra resources where you can further your education.

- **Adwords / Pay-per-Click:** If you're not familiar with pay-per-click, it includes advertising on search engines for particular keyword phrases. A keyword phrase is simply a string of words a search engine user would enter to find what he or she is looking for (ex. how to get rid of red wine stain, how to stop teen bullying, etc.).

For pay-per-click, your ad shows every time your chosen keyword phrases are entered, but you pay only when someone clicks on your ad.

Major pay-per-click programs include:

- Yahoo Search Marketing – <http://searchmarketing.yahoo.com>
- Microsoft adCenter – <http://adcenter.microsoft.com>
- Google Adwords – <http://adwords.google.com>

All three provide tutorials on how to get your campaigns set up, so be sure to educate yourself before jumping in head first. Adwords is Google's pay-per-click program and one of the most effective and easiest to learn, so if you're going to get your feet wet, it's a good place to start.

Basically, to build your list with Adwords or other pay-per-click opportunity, you will be creating a variety of opt-in pages that are specifically targeted to the keyword phrases you are bidding on. The key is to be highly-relevant so you can increase the clicks on your ads and get more people to opt-in to your list.

The way to be targeted is by:

- Crafting each ad so it is very relevant to the search term.
- Crafting your landing page (the page where the advertiser goes after they click) to be relevant to the search term as well.

Yes, this means you'll likely be creating multiple ads and landing pages, but the improved results will be well worth it. You may offer different freebies, depending on the keywords you choose or you may just change a few words to specifically include the keyword phrase.

Keep an eye on your campaign to ensure it continues to be profitable. To do this you'll need to know how readily clickers sign up for your free offer and what your per subscriber value is.

- **SEO (Search Engine Optimization):** Instead of paying for all your keyword-driven traffic, you can also acquire your own fair share of free traffic by optimizing your pages for search engines. Careful optimization helps increase the chances of your website appearing when a user enters a particular keyword phrase in a search engine.

However, do consider that building up your organic search engine rankings can take time, whereas pay-per-click can give you near instant results. Add to that, with testing on pay-per-click, you can discover which keywords convert to opt-ins, so you know where to focus your SEO efforts.

Search engine optimization can be a complicated, life-long study (especially since search engines change the way they rank pages ALL the time), but if you know the basics, you can go far.

Here are 9 basic steps for SEO:

1. **Do some basic keyword research** at <http://www.wordtrackerservice.com> to find keywords that can help attract your target market. Choose very specific keyword phrases that are less likely to have a lot of competition.
2. **Name your file appropriately to fit the page content.** For example, if your particular page is about a baby teething remedy, make a descriptive name for your file. For example: parent-site.com/baby-teething-remedy.html (separate your words with a hyphen).

Please note: The effects of doing this may be very small when it comes to search engine placement, but it is certainly worth including on your checklist.

3. **Include descriptive title tags on all your pages.** Title your page that has information about teething remedies “Baby Teething Remedy”. Don’t call it “Parent-Site.com” because that’s the name of your website. That’s not descriptive.

Your title tags go in the head of your html document and look like this:
<title>Baby Teething Remedy</title>

4. **Include descriptive description tags on all your pages.** Make sure your description tag really describes what your page is all about.

Your title tags go in the head of your html document and look like this:
<meta name="description" content="Need a baby teething remedy? Try this natural teething remedy to help your baby.">

5. **Include informative content based on your title and description.** Again, if your page is about baby teething remedies, you will use the words baby + teething + remedy throughout your content, right? Good writing demands that you say what you are talking about, so I hope you have this covered!
6. **Use informative headlines and subheadlines on your page.** These headlines will help your visitors scan the document for useful information and may help search engines determine how relevant your content is.

Your headlines go in the body of your HTML document and look like this:
<H1>Baby Teething Remedy</H1> or <H2>How Baby is Affected by Teething</H2> (with the number in the tags corresponding with size of the font)

7. **Include ALT tags on your graphics.** ALT tags are the descriptive text attached to graphics. It's the text that appears when Internet Explorer users put their mouse over the graphic. It's also the text that appears if your graphic hasn't been uploaded to the server or a visitor has graphics turned off on her browser.

The ALT Tag looks like this:

```
<IMG SRC="URL"ALT="Insert your Alternative Text Here">
```

8. **Make sure your website is easy to navigate for visitors.** Can they find each major section of your website from every page? Do you have a Site Map where visitors can go to learn about the various areas of your website? If your visitors can find their way around, search engine spiders should be able to as well.
9. **Have quality incoming links to your website and it's important pages.** Creating links is an important part of search engine rankings and where possible, those links should include important keywords to let search engines know what your page is really all about.

For example: If your website is about parenting babies, make sure your link text includes a keyword phrase like "Baby Parenting Advice". The keywords should be in the actual hyperlink, not in the description.

Incoming links include links from other websites AND the internal linking system of your own website.

You can optimize articles you post on your website to build your mailing list. You can also optimize your opt-in pages, but focus on off-page optimization (building incoming links) instead of optimizing the text on your page.

- **Article Marketing:** For our purposes, we are going to limit the term article marketing to the distribution of articles. You should also publish articles on your own website, but that is part of SEO that we discussed in the previous section.

Articles can be distributed to:

- **Article directories:** For example, ezinearticles.com, goarticles.com, ideamarketers.com and there are many more. Also search for directories directly related to your market.
- **Targeted websites:** Search on Google and other search engines to see who is ranking well for your top keywords. You can also use Alexa.com for a very basic guide to how much traffic the site might be getting.

- **Email newsletter and ezines:** Search on Google for your keyword phrases + “ezine” or “newsletter”. You can also check out directories like
- **Magazines:** Look for magazines at your local bookstore, search on Google or find plenty of ideas at Magazines.com.
- **Newspapers:** Search on Google or try resources like <http://www.onlinenewspapers.com/> and http://dir.yahoo.com/news_and_media/newspapers/ to find a variety of publications from around the world.
- **Community newsletters & publications:** If you know of local publications that could use extra content, be sure to contact them to see how you can help.

Learn the submission guidelines of each publication before you submit your content. Some will want completely original content, some might want first rights to your content (meaning they are given the right to publish your article for a specified period before you submit it anywhere else) and some (like most article directories) allow you to submit articles available for unlimited reprint.

Another consideration is that some publication will only allow links or self-promotion in your author byline, while others will allow links in the context of your article. If you are allowed links in the context, always take advantage as these tend to be more powerful than promos hidden away in your byline.

- **Press Releases:** A press release is a newsworthy story about your business that you submit to the media for consideration. If the media is interested in your story, they might publish your press release as you submitted it or might want to interview you for a unique story.

Media exposure is the perfect opportunity to spread the word about your freebies designed to build your list.

A few press release ideas to build your list include:

- Announcing your free report
- Giving away free software or other tools
- Announcing a teleseminar
- Announcing a local, offline event

Basic Press Release Writing Instructions - Your press release should have six basic components and they are:

1. Release Instructions:

"For Immediate Release";
"For Release Before [date]" or
"For Release After [date]"

Use one of the latter two if your press release is of a time sensitive nature. For example, if you are holding a public speaking event, you will want to use the "For Release Before [date]" and make sure you input the final date for registrations. If you are using the "For Release Before [date]" ensure you are sensitive to media deadlines. Send your release out well in advance.

2. Headline

Write an attention-grabbing headline. Make it benefits-oriented (why would it be of interest to people?) and descriptive. Avoid hype and promotional language ~ remember, this is a news story.

3. Contact Information

Include as much information as possible here. Make it easy for the media to contact you. Include your phone number, address, company name, fax number, email and URL. Include the hours you are available at the listed phone number and add an after hours phone number, if applicable.

4. Summary

Before you get into the body of the release, write a sentence or two to summarize your press release. Make it interesting, you want the recipient to keep reading.

5. Content

This is the meat of your press release. Again, write a benefits-oriented story. Think of the target audience as you are writing. Your target audience is partly the editor or reporter who will be reading the release. Ultimately, however, your target audience is that editor or reporter's readers or audience. You need to write a story that will be of interest to them.

The first paragraph should answer all the important questions - Who, What, Where, When, Why & How?

Add some quotations to add credibility and to break up the story. Quotations can be from you about the topic. Testimonials or commentary from your customers are very effective as well.

6. Signify the End of Your Release

The end of your press release is shown by a few simple characters. Place ### at the end of your release.

Distribute Your Release: You should distribute your press release to online newswires (like prweb.com and prleap.com), targeted websites and local publications. Here are some tools to build your media list:

- NewsLink: <http://www.newslink.org>
 - ABYZ News Links: <http://abyznewslinks.com/>
 - Yahoo News & Media:
http://dir.yahoo.com/News_and_Media/
- **Blogging:** Your own blog is a perfect list building opportunity. Of course, you want to offer an RSS option to subscribe, but chances are many of your readers will want to receive information by email and want to claim any freebies you're offering through email sign up, so be sure to offer the option.

Your blog can be a place of real connection with your readers and anyone who loves your blog and then joins your list is more likely to pay attention to your messages.

Definitely add your sign up box to your blog pages and place in context links promoting your freebies, newsletters and topic-specific lists.

- **Guest Blogging:** Guest blogging involves making posts on other people's/company's blogs. The terms of guest blogging vary, but here are some things that it might entail:
 - Posting original or possibly syndicated blog entries.
 - Some may have length requirements, while others may not.
 - Some may require a certain number of posts per month, but some may be more casual.
 - The blog may allow you to include links in your entries or they may limit your self-promotion to a byline.

- The blog might add you to a blog roll or allow you to create a special "About Me" page.

What you should expect from a guest blogging opportunity will depend on how much time you can commit and you should also consider the potential exposure from the blog. If a blog receives a lot of traffic and is a highly-targeted opportunity for you, you might accept more rigid requirements than from lower traffic blogs.

Sometimes guest blogging opportunities are publicly advertised, but not always. Make connection with like-minded bloggers as you never know when opportunities should arise. And if you'd really like to post on a particular blog, simply make an offer to the blog owner.

Just be careful with your time and regularly evaluate each opportunity to see if it continues to be valuable. No matter what opportunities you take, they are a chance to build your mailing list. If the blog gives you a blog roll or about me page, link to your opt-in page. You should also include links to your lists and freebies within your entries, where appropriate.

- **Social Networking:** Even though it seems like the term social networking is the latest buzzword around, social networking has been around the Internet for a long time.

Although social networking sites have become more sophisticated and seem to be in greater abundance, there have always been places online to connect with like-minded individuals. Whether it's a simple message board, a Yahoo Group or the more recent Facebook, MySpace or Twitter, you're social networking.

A few examples:

- **Message boards:** Search for your target market + "message board" or "forum" on Google.
- **Yahoo Groups:** <http://groups.yahoo.com>
- **MySpace:** <http://www.myspace.com>
- **Facebook:** <http://www.facebook.com>
- **Twitter:** <http://www.twitter.com>
- **More Social Networks:** Search for your target market + "social network"

The way these sites work, varies from site-to-site and you may find that you enjoy working with some and aren't so fond of others.

The key is not to try to work them all, but to find what works for you. One of the biggest drawbacks to social networking is people get sucked into it so much that

they let it take up so much of their day, with little return and sometimes they even fool themselves into thinking they're working.

Always keep your efforts in check and don't get caught up in the "gotta try them all" mentality. The reality is that the more networks you join, the more likely you're to see the same people over and over again and that's just wasting precious time you could be doing productive things for business.

Another thing to consider is that social networking isn't a promotion method known for high-conversions. It's more of a relationship-building tool and that's why your freebie offers and mailing lists can be the ideal thing to promote on these networks, rather than trying to sell your products to people who are socializing.

If you participate in social networking *with other Internet marketers* (find groups for online business owners or look at Ryze.com), make your focus on creating mutual beneficial relationships that can help you build your list over the long-term. Other Internet marketers can help you spread the word about your business and mailing list - so nurture those relationships. Find other business owners who reach a similar market to yours and these might be people who can join your affiliate program, work on a co-project with you or even be a good source of education for building your list (or any number of marketing methods).

- **Social Bookmarking:** There are sites that allow you to create bookmarks or vote for some of your favorite content, websites, etc. One of the obvious ways you *might* use social bookmarking is to promote and bookmark your content, freebies, newsletter. If you want to do it this way, I'm not going to stop you, but mind your time and keep track of your results.

The problem with the self-bookmarking method is that if other people don't also find your stuff remarkable and bookmark/vote for it also, your results are going to be minimal. In addition, many sites frown on this activity and if you're only using your account to bookmark your own stuff, you may find your account suspended.

A better way to approach this is by being buzzworthy enough to have people willingly bookmark and vote for you. Of course, that can be a challenge when you're starting to build your following, but you can encourage the process a little bit.

You can:

- Use the ShareThis.com tool on your blogs and content (and don't forget to include promos for your mailing list on this content).
- Join or create groups for mutually beneficial bookmarking.

Some Social Bookmarking Sites:

- Digg.com
 - StumbleUpon.com
 - Reddit.com
 - del.icio.us
- **Affiliates:** Having your own affiliate program is the perfect opportunity to build a list. The best part is, you can still do this, even if you don't have your own product.

How? It's simple.

You can offer a pay-per-lead opportunity, instead of a traditional pay-per-sale one. In other words, you pay your affiliates a small fee when they refer a new subscriber to you.

How much you can afford to pay will require some calculations on your part. For a guideline, calculate your current subscriber number and divide that into how much income you make over a year from your list. By the way, you probably don't need to offer payouts anywhere near your per-subscriber value, but this can help you understand what you are able to afford. If you don't have those numbers, you can still start a modest PPL program and increase your payout over time.

Pay-per-lead can be pretty competitive with some programs paying out \$20 or \$25 per lead or more. But realize those are for high-pressure offers (mortgages, life insurance) where personal information is often sold to others. I have run successful PPL lead programs giving only 25 cents per lead. I did this by positioning myself effectively, so conscientious affiliates would see the value in my program.

I did that with the following:

- **High conversions.** Because I'm making a free offer with high value, referrals are more likely to sign up.
- **No hoops to jump through to get free offer.** Often free offers in higher pay-per-lead programs, require long sign up processes and extra requirements that end up being a pain for the person signing up.
- **Information provided by referrals is not shared or sold.**
- **No high-pressure or phone sales.** Yes, I make product offers via email to the referrals, but the focus is on helping the subscriber, delivering content and quality product offers.

Plus, some enthusiastic affiliates just love to promote free stuff. It's always good to have those on your team.

Whether you have your own product or not; or whether you use a pay-per-lead and/or pay-per-sale model, here are some ways your affiliates can help build your list:

- Send leads to sign up for a newsletter
- Send leads to sign up for a teleseminar
- Promote your free report or course
- Promote any free goodie you're giving away to build your subscriber list.

- **Newsletter / Ezine Ads:** One effective way to get people to sign up for your list is by reaching individuals who are already on similar lists.

You can simply do Google searches for targeted publications and see if they accept advertising. Even if they don't publicly state advertising opportunities, contact the publisher directly to see if they would be interested in selling an ad spot. You might find ad swaps as well, but instead of giving away your subscribers to other newsletters, buying ads might be a better way to go.

The key to success of your ad will be relevance and offering the publication's readers something of value.

- **Directories:** There are plenty of directories that will list your newsletter, freebies, etc. Although some may be good for creating a link back to your website and may bring in some traffic, I don't recommend dedicating too much time to directory submissions. They are just another way to increase the overall exposure for your mailing list.

You can search for topic-focused directories, but here are a few general directories you might want to check out.

- <http://www.ezine-dir.com>
- <http://www.ezinehub.com>
- <http://dir.yahoo.com>
- <http://www.dmoz.org>

- **Encourage Word of Mouth:** We touched on this in the affiliate marketing and social bookmarking sections and one of the most effective ways to promote your mailing list/freebies is to get others to talk about it.

You can encourage word of mouth by:

- Being truly remarkable and buzzworthy
 - Simply asking your readers to spread the word
 - Encouraging your readers to pass around your newsletters, reports, recordings, videos, etc.
 - Running referral contest
 - Offering a referral rewards program (kind of like an affiliate program, but maybe giving your readers points, discounts, etc.)
 - Trying tell-a-friend scripts
 - Allowing rebranding of your freebies
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- **Post Your Archives:** Don't let all that content you send by email go to waste by only using it once. Keeping a readily available online archive of your emails can generate traffic through search engines, encourages others to link to it and can draw in new subscribers to your list.

On each archive page, be sure to include a note about where your great content originally appeared and include your sign up box, so they don't miss any more great issues of your newsletter.

You might make a special section of your website just for archives or incorporate them into your blog or where you post updates for your readers. You might even reformat the content for distribution to others (see the Article Marketing section). The key is to reuse the content and use it to further gain new subscribers.

This Week's Assignment

Some of the tasks may take you some time to complete, but the important thing is to make your plan and schedule the completion.

1. If your sign up box is not on all your pages, make a commitment to update this. Feel free to submit your sign up text for a critique.
2. Make or submit an opt-in page for critique. An opt-in page is an indispensable tool and I really encourage to set aside the time to get feedback.
3. What freebies or bribes do you have available? Which do you plan to create?
4. Submit an author byline and/or signature line for critique.
5. Are there some more targeted pre-scheduled lists you could create? Make a plan to get these started.
6. Pick at least one promotion method and commit to work on it.

