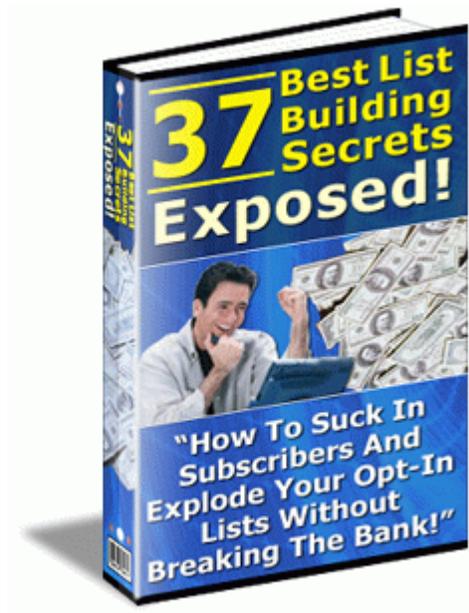


# **“37 Of The Best List Building Secrets Exposed!”**



**How To Suck In Subscribers And Explode Your Opt-In Lists Without Breaking The Bank!**

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# Introduction

Dear valued customer,

Thank you for purchasing "37 Of The Best List Building Secrets Exposed!" My name is Tammi Metzler, and I am Chief Copywriter of The Write Associate.

You can find me online at <http://www.WriteAssociate.com>

If you ever need to contact me, please feel free to shoot me a note at [info@writeassociate.com](mailto:info@writeassociate.com). I look forward to hearing from you! ☺

## How To Use This Guide

The best advice I can give you is to read everything over once. If you can, do it in one sitting, then re read it again. Then, read the sections again that you are not sure about, and be sure to take notes (studies have shown that we retain info much better if we write it down!).

There are plenty of website links in this book, so it probably is best to read these pages while you are online so you can see exactly what I'm talking about throughout the book.

## What This Guide Is About And Who It's For

The money is in the list, the money is in the list, the money is in the list; how many times have we heard every guru on the planet say this? Hundreds, thousands? And with good reason.

The money *is* in the list!

And in this book, I'm going to show you how to add thousands of quality subscribers to your list without spending a fortune in the process.

So let's get started!

**Tammi Metzler**

## **List Building Secret #1 – Publish Interesting, Relevant Content, Which Keeps Your Subscribers Happy And Boosts The Amount Of People Who Will Recommend Your Newsletter To Their Friends.**

One of the biggest problems I see newsletter and ezine publishers having online is that they write about subjects no one in their market is interested in. They just write about whatever *they* think people want to know about without doing any of the research, which is a huge no-no. You must give your readers content that they want to read, or they will quickly unsubscribe!

Oftentimes, publishers who have a well-defined market don't write the content in their newsletters that interests their readers. There is no use having an ezine on coin collecting and running articles on stamp collecting just because you couldn't be bothered to find the right content for your ezine.

This is easily overcome. Just send out an email asking your readers what they want to read. Also, sign up for other ezines in your market and see what they are writing about.

## **List Building Secret #2 - Add More Subscription Boxes To Your Website.**

Sounds simple enough, but few people actually do it. If your website has 100 visible pages, you should have 100 newsletter subscription boxes on your website.

You can integrate a subscription box just about anywhere in a website. You could add one just before an article starts, in the middle of an article or even at the end of the article. Or, if possible, place the subscription box in your website's template (particularly if you're using a Wordpress website), either in the header or the sidebar, and it will appear automatically on each new page, without any extra effort from you. Doesn't get much better than that! ☺

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

## **List Building Secret #3 - Offer An Outstanding Giveaway.**

The best (and quickest) way to offer a freebie is to spruce up an article you've already written and that contains a wealth of useful information. You want it to be unique, and you want it to be something that plugs your newsletter heavily.

Do you know what makes a good giveaway? Back issues of your newsletter! They're already written, and they give readers a great taste of what to expect from your ezine. Talk about win-win! ☺

### **List Building Secret #4 - Use Free Viral Ebooks To Get New Subscribers.**

Want to get thousands of new subscribers for your ezine without spending a cent on advertising and you've tried all the methods above but you still want more?

Viral marketing is the way to go! Writing viral ebooks that get passed around

Writing viral books is nothing new, but it's still a great way to get your newsletter noticed.

There are a few methods you can use when creating viral ebooks.

You can either create them as a free product, or charge for them and give people the reprint rights to the product so they in turn can give your product away while making some money in the process.

The key here with the reprint route is that once the momentum of the first book wears out, write another and another and another and another! All in the same method, all with reprint rights and all with your newsletter subscribe form (or links back to your website) plastered in them.

The goal really isn't to make money from the sales of the book, it's to get more subscribers.

So again, find a group of publishers in your markets, let them know you created a new ebook with sales letter that they can use and plug straight into their website and give them a mailing promotion to use and tell them they can have the book for free and that they can either sell the book or the book and the reprint rights to their customers.

This is easy money for them and more subscribers for you!

## **List Building Secret #5 – Interview Experts to Gain Exposure and Credibility.**

Doing audio interviews with experts in your field also is a great idea to get more subscribers. I'm not going to get into how to create audio products as that's a whole other book, but interviewing experts over the phone and recording it on mp3 will get your newsletter splashed all over the Internet, especially in fields other than Internet marketing where people don't expect to get this much quality information for free

When you take marketing tactics from the Internet marketing field and apply them into other niche markets where they have never been seen before, you will get noticed more. It seems that everything has been done in the Internet marketing field, making us all immune to even the most brilliant marketing tactics as we see them almost every day, but other niche markets will love your ingenuity.

Creating audio interviews isn't hard at all equipment-wise, and finding experts to interview is a piece of cake.

Do you know an easy way to find experts in any field almost instantly?

Well, most product and service websites have a FAQ page that talks about the person responsible for the product/service, and often provides an email address for them. These people are obviously knowledgeable in their fields, and they would make great experts to interview.

Tell them you want to interview them because you've read information they've written, and you think your subscribers would appreciate the information.

Most will do this without charging you a cent - they will just get a thrill out of being interviewed.

Once you have these interviews, tell all the publishers you've been in contact with recently that you have this great set of mp3's just completed and you want to offer them for free to their lists.

Set up a section on your website with the download link to these mp3's, put a newsletter subscription form near the download (don't make it so these people have to sign up for your newsletter before they get the mp3's), and you will be surprised how many people will sign up AFTER they listen to your mp3's.

## **List Building Secret #6 - Use Pop-Up Windows to Grab Attention from Your Visitors.**

Pop-up windows are still effective ways to get subscribers, especially in niche markets.

Creating pop-ups on your website is as easy as pie. There are, however, a few different types of pop-up windows you can use.

Some examples are the pop-up window on exit, which pops up after you leave a website, and the pop-up window on entry, which - obviously - pops up when you first go to a website.

I prefer the exit pop-up. So, when someone leaves a page on your website, they get a pop-up window asking them to subscribe to your newsletter.

To avoid annoying return visitors, you can use a pop-up that only appears for new visitors, or perhaps after a set number of return visits (say, every 5 visits they'll see the pop-up again).

You can find free pop-up scripts at.....

<http://www.nowsell.com/pop-ups/exit-popup-scripts.html>.

Or if you want a piece of software to do it for you, check out:

<http://www.dynamic-popup-generator.com/gindex.htm>.

## **List Building Secret #7 - Use Name Squeeze Pages.**

Name Squeeze is a big buzz word lately, and it really does work.

Name Squeeze is nothing new - it's just that Jonathan Mizel gave an old technique a new name and new appeal. Good marketing on his part.

The best way to explain a name squeeze page is to show you an example:

<http://email-marketing-report.writeassociate.com/>

Basically, a name squeeze page is a simple page that tells more about your free giveaway and includes a subscription form. Once they subscribe, you can lead them to any page you wish: the home page for your website so they can check out your other products and services; the free report download page; or a sales letter for an upsell product.

Again, I'll refer you to the above name squeeze page (<http://email-marketing-report.writeassociate.com/>) for an example of how to structure your own name squeeze page. And if you enter your name and primary email address in the subscription box, you'll see the back-end page as well.

## **List Building Secret #8 - Buy Leads With Co-Registration.**

Co-registration is a quick and easy way to get subscribers, but not – in my opinion - the best way.

Some marketers swear by it and have great results, while others fail and have to throw out the entire list they bought due to fake email addresses, spam complaints and basically freebie seekers.

So, what is co-registration?

Basically, it's building lists by buying subscribers from a 3rd party service.

Here is how Dr Ralph Wilson put it.....

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

Have a look at the two best Co-registration companies to see what I mean.

<http://www.worldwidelists.com>  
<http://www.profitinfo.com/leadfactory/>

What you do is you pay a fee to these companies per subscriber. So every time they supply you with a new lead you pay them a fee. Usually around 15 cents to \$1 depending on the niche market and if you want double opt-in or single opt-in.

Always go for double opt-in if you can.

The best way to make money from these types of subscribers is to first give something away for free. Build trust with your subscribers. Sign them up for a free course, give them the free giveaway created before and remember: if anyone asks to be removed from your list, just do it! Don't argue with them, ever!

Refusing to remove subscribers is the quickest way to get your newsletter shutdown. And besides, look at it this way: if they don't want to be on your list, they're never going to respond to your emails, so they're just essentially taking up space that could be filled with your ideal customers who will be eager to hear from you.

### **List Building Secret #9 - Write Free Articles.**

While you should definitely put the link to your newsletter subscription page in the resource box at the end of the article, this is not the best way to get people to subscribe to your newsletter.

The best way is to write a few free E-courses that people can subscribe to via an autoresponder and weave the links into your article.

Here is what I mean, and I can tell you now that HARDLY ANYONE is doing this.

Let's say you have a newsletter on ice fishing and you're in the middle of writing a few articles to send out for publication. Here is what I would do.

I would go to Aweber.com, buy a monthly subscription to their service, and then start writing 2 or 3 free e-courses on all things to do with ice fishing – those e-courses will then be plugged into the autoresponder.

Now, why would I want to do this if I really want people to subscribe to my newsletter? Well, article writing has come under attack by people who believe that cutting people's article bylines out of their articles is acceptable. These people just steal the content as their own. So instead of trying to fight these people every day of the week, you can accept that this is going to happen and make provisions for it. In fact, it will probably work in your favor.

So in the article, let the readers know there is this great e-course for free they can sign up for. You don't even need to mention that it's your e-course. Just weave it into your article as a great free resource that you want to share with them.

Then provide them with the autoresponder link and tell them how to sign up.

Also remember that when you write your resource box for your article, you don't have to make them visit a web page to sign up for your newsletter.

You can put your newsletter subscribe information in your resource box like this....

"To get more information on how to catch more bass on a weekly basis, sign up for our newsletter by sending a blank email to [youremail@address-here.com](mailto:youremail@address-here.com)"

## **List Building Secret #10 - Use A Sales Letter To Get Subscribers.**

More and more people are using direct sales letters to get new subscribers for their newsletter. They are actually creating a sales letter like they would for a product they are selling, and at the end of the page, instead of an order button, they have a subscribe here button.

You wouldn't even know by reading the sales letter that its not for a product until the very end.

This gives people the WOW factor. You make your newsletter sound so valuable that when they find out it's free, they go "WOW, I can't believe they are giving all this information away for free!"

This is pure marketing at its best. Isn't it exciting? ☺

## **List Building Secret #11 - Archive Your Newsletter Copies.**

Sometimes people are hesitant to give any sort of information away over the Internet, especially their email addresses - even if what you are offering is free - due to spam concerns.

But if you allow people to read your back issues without having to sign up for your newsletter, this will show them what type of content you share, and if they're an ideal subscriber, the articles will pique their interest enough to make them want to sign up.

You might think that having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get issues without giving their email address away, but this is not true.

Here's why: Not only can you give them a sneak peak – offering the newsletter articles several days or weeks before the rest of the world gets access, but you can also give exclusive discounts and deals to your newsletter subscribers that no one else gets. Finally, they get the convenience of receiving your issues in their inbox, without having to try and remember to visit your site on a regular basis to find fresh content. Make sure that you make all of those points clear on the sign-up page!

## **List Building Secret #12 - Use A Paid For And Well Known Autoresponder.**

I can't stress this enough. Don't use free Autoresponders or mailing lists! These services can go down at anytime and are not professional looking at all.

Plus, they also get used for spamming and are abused badly.

I use iContact.com and have never had any problems at all. They're less expensive than some of the other options, including Aweber.com, yet they offer all of the features I need for my newsletter.

## **List Building Secret #13 – Take Advantage of Free Forum Posting.**

This is a great way to not only get more subscribers for your newsletter but to also get recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started; just follow the steps below.

- 1) Find forums in your niche. If you're a business coach who works primarily with virtual assistants, try doing a Google search of "virtual assistant message boards" or "virtual assistant networking forums" and take a look through the forums that pop up. Once you find a few good forums, move on to step 2.
- 2) Read some of the back posts and see who the forum moderators are, who posts good content, what people are talking about, and what the rules are.
- 3) Start posting with informative information, and be sure to include your little newsletter byline at the end of your post or in your signature line.

## **List Building Secret #14 - Trade Ads With Other Publishers.**

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers' newsletters in your newsletter, and they do the same for you.

Before you try this for yourself, there are a few tips you should know.

Trading ads for ads with other publishers works well when your mailing list is small and growing rapidly. It's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ads? Easy! Do a Google search for the following.

"{your market here} ezine"

For example:

"Gardening Ezine"

"Gardening Newsletter"

Then, when you find a few compatible newsletters, just contact as many publishers as you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezines, look at their websites, personalize any contact you make with them so they know you're not just harvesting email addresses, and you should get good responses.

Some of the times you can go outside your immediate market to get subscribers. If you run a gardening ezine, for instance, consider trading ads with a landscaping ezine.

### **List Building Secret #15 – Set Up A Contest.**

This method involves you coordinating a group of publishers who will all agree on running a contest to their lists, and then you run the same contest to your list.

To enter this contest, subscribers from your list must subscribe to the other publishers' lists, and vice versa.

The contest could be for anything, depending on your market. If the publishers you contact all have ebooks for sale, you could send a free copy of each ebook to the winner. But really, anything with value with work.

You then setup a domain for this specific contest, and put all of the information for the contest on a web page on that domain. You then tell your list about the contest and show them where and how to enter. Everyone on your list who enters then gets subscribed to the other publishers' ezines, and you get their subscribers as well.

Here are the steps.....

- 1) Find 4 or 5 publishers in your market.
- 2) Contact them, share your idea, and tell them that you are willing to do all the work - all they need to do is give you their sign-up information and something to offer for the contest.
- 3) Set up a domain name and website/sales letter that gives people the necessary information and tells people how to enter.
- 4) Write an email promotion that each of the publishers can use to promote the contest.
- 5) Get a firm date for when these publishers should run the contest mailing piece and how often they should mail to their list.
- 6) Once you start getting contest entries, send the other publishers the names and email addresses of subscribers so they can add them to their mailing lists.
- 7) Add the subscribers to your list, making sure to check for duplicate email addresses so you don't add people already on your list.
- 8) Pick a winner! If your autoresponder program allows you to export contacts onto an Excel spreadsheet, which is numbered, go ahead and export the names. Then go to Random.org, which will randomly choose a number for you. Just match the number up with the contest subscriber, and you've got your winner!

### **List Building Secret #16 - Do An Article Recommendation.**

For this method, just get together with 4 or 5 publishers again (they could be the same ones as before if you'd like) and ask them to run an article that you wrote.

That's it, nothing tricky, and if they agree to running this article, they can get thousands of new subscribers virtually overnight.

When you've lined up your publishers, you can then write an article about the best newsletters in your market, and those would of course be the publishers who agreed to run your article (ethical side note: only write what you truly believe, of course – if you don't think the other newsletter truly provides useful info, don't promote it or you could risk damaging your own reputation).

Make the article objective; don't just blatantly plug newsletters, but instead write it like a news reporter would. Everyone who runs the article will get subscribers, and you will get subscribers, and everyone will be happy. ☺

This method will also work for paid products as well. You don't just have to plug newsletters - you could get a few newsletter publishers together and write an article about the best products in your market. This way, everyone can make sales and affiliates sale just by running the article.

### **List Building Secret #17 – Create a Thank You For Subscribing Page.**

Simple enough. Get a group of publishers together and tell them you want to send new subscribers of your ezine to a page that recommends signing up for their ezine and that they do the same.

You see it all the time. You subscribe to an ezine you see on a website and once you subscribe, you are taken to another page that recommends other peoples' newsletters that you should join.

This is pretty much a localized version of co-registration, but it costs you nothing.

### **List Building Secret #18 - Buy Ezine Solo Ads.**

Solo ads are sent out by themselves in a separate email promotion, unlike classified and other ads that go out in the ezine itself.

Where classified ads are typically only a few lines long, solo ads need to be a fairly good length. While some people may argue that shorter ads work better for the simple fact that the reader has less to read, in reality, a very well-written longer solo ad will pull much, much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry.

You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads to be.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

## **List Building Secret #19 - Submit To Ezine Directories.**

The best ezine directories require paid memberships. The top two are:

Topezineads.com and Directoryofezines.com

A list of the top 18 ezine directories can be found in the Resource Guide that you should have gotten along with this purchase.

## **List Building Secret # 20 - Use Classified Advertising In Ezines.**

Classified ads are short advertisements, usually four or five lines long, that go out in the ezine itself. They don't work near as well as solo ads, but they are inexpensive and could bring new subscribers. The secret here – as always with email marketing– is to write a very compelling headline to attract interest.

The best way to use classified ads (actually, the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free course via autoresponder that gives an intro to your paid product. Once you have the subscriber's email address, you can continue to contact them with useful information and promotional materials until – hopefully – they decide to buy your product.

This is by far the best method of advertising with classified ads.

## **List Building Secret #21 - Use Top Sponsorship Ads In Ezines.**

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well.

Sponsorship ads are usually 5 to 8 lines long, and again, you should really concentrate on writing a compelling headline, and then use the body copy to lead them straight to your newsletter subscription form.

## **List Building Secret #22 – Network, network, network!**

Everywhere you go, network with people. You never know exactly who you might run into. Tell as many people as you can about what you do and who you help.

Going to seminars and trade events is a great way to network with people in your markets and also a great way to start building relationships with key online business owners.

You never know who might be an ideal client, a potential joint venture partner, or just a good friend who helps spread the word about your business. ☺

## **List Building Secret #23 - Create And Sell Ebooks With Reprint Rights.**

This is just a very quick overview, as this topic is too vast to cover in just a few paragraphs, so we'll cover the nutshell version.

You may already know that having your own product gives you more flexibility in your online advertising...and can drastically increase your rate of success in the pursuit of online profits. Believe it or not, compiling an ebook can take no more than a week's worth of work (part-time even, if done correctly), but the resulting profits can come in for life.

You can have checks coming in two, five, even ten years from now for work you complete today, thanks to the power of residual income affiliate programs and viral marketing ebooks.

Ok, let's get down to the nitty gritty. Earlier in this ebook, we talked about viral marketing ebooks and why you should create one, but let's go over a brief refresher, shall we? ☺

A viral marketing ebook is a book whose sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book is full of your affiliate links to other people's products, and every time someone gives away or sells your book, (depending on how you want to do it) more people will be seeing your affiliate links, and this is costing you absolutely NOTHING in extra time or advertising costs. How cool is that? ☺

The best examples I could give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from those books, plus he has become one of the most well-known Internet Marketers to date.

So, how do you go about creating your own viral marketing ebook?

Here are the steps:

**1) Come up with a product idea based on an affiliate program you've already chosen and/or are already promoting.**

Coming up with ideas isn't hard. For example, if you are going to be promoting an internet marketing affiliate program, you could create a book on article marketing or perhaps social media marketing. Then throughout the book, you would simply recommend your favorite internet marketing affiliate program, complete with your affiliate links.

**2) Get the tools you need to succeed**

You are going to need a few tools here.

A) A domain name

A good place to register domain names is <http://www.namecheap.com>, which sells domain names for under \$9 each. You want a fairly short domain name that describes the content of your book fairly well.

B) Web hosting

Let me say first that you get what you pay for. This has never been truer than with web hosting. You NEED a good, reliable web hosting company with 24/7 technical support. If your site goes down and you can't contact anyone to help you get it back up, you will lose sales – possibly a lot of them!

I highly recommend [HostGator](#) for the simple fact that they offer everything you need at a very reasonable price.

C) Autoresponder

An autoresponder program can help you stay in touch with prospects that don't purchase your products and services right away. When you give away your free course or something else that will entice website visitors to give you their email address, you'll use your autoresponder program to automatically deliver the free giveaway and then contact your prospects periodically with new content and

promotional offers.

#### D) Credit card processor

Consider <http://www.clickbank.com>, which will let you accept all major credit cards and start an affiliate program for a one-time setup fee of under \$50. They do take a percentage of every sale, but it's still much cheaper than getting your own merchant account.

As an alternative, you can also use PayPal, which has a simple (and free) shopping cart system you can place on your website. While they do allow users to pay via credit card, buyers will still have to go through PayPal, making the process a bit more complicated than using your own (or ClickBank's) merchant account.

#### E) Ebook Software

You will more than likely want to create your book in PDF format so everyone can read it. Some ebooks come in EXE format, but Mac users can't read that format, so I find it best to use PDF. You can create your book in PDF format for free with [CutePDF](#).

#### F) Graphic Design Software

If you are anything like me, your artistic abilities peaked at age 7. So instead of busting your hump to create great ebook covers, consider <http://www.ecovergenerator.com>. This is a great piece of software that you can use if your budget won't let you hire graphic designers (yet).

### **3) Outline your book chapters into articles**

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible.

All you have to do is brainstorm 12 to 15 related article topics and write about them. Each article should have roughly 700 to 1000 words of useful, unique information – preferably not information people could get elsewhere for free. Just be yourself, and put your own spin on the content – and you'll be fine! 😊

### **4) Write your content**

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free,

and this lowers the value of your book, which means less people will pass it around and even less will read it.

If you are really stuck with your content, I suggest that you do the following: The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find a few local experts who you could interview in person, over the phone or even via the Internet, and you can then put all of that fresh information in the book. The experts will get free publicity (because, of course, you'll name them and give readers their contact information). Having those experts in your book is also a good selling point, especially if you're new to the field and haven't yet established a name for yourself.

Also remember when you're writing to keep in mind the main point of the book, which is to give you an ongoing commission through affiliate programs, so don't forget to sprinkle a few affiliate links in - but make sure they're tactful, helpful to your readers and relevant to the content.

Another good idea is to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but you can also generate leads without doing any extra work.

## **5) Create your sales letter**

The sales letter will contain all of the information people need to make a purchase of your ebook – this step critically crucial to your success and should not be taken lightly!

Creating a sales letter takes a lot of work, especially if you're not a seasoned copywriter. Your best bet is to hire a copywriter who can craft a compelling sales page for you. If your budget just can't handle bringing in professional help, as a last resort you can mimic successful sales letters of others.

I recommend you have a look at the following sales letter for an ebook:

<http://email-marketing-guide.writeassociate.com/>

Remember that if you're selling this book with reprint rights, when people buy the book they can sell it as well. This is a huge selling point for you because you will also be giving them your ebook cover and sales letter to use to sell your product – so you are basically doing all of the work for them! ☺

## **6) Plug your ebook with a free 5-day autoresponder series**

A free 5-day e-course – which is basically a series of emails that are sent out once per day over the course of five days – can be a great way to attract interest in your ebook. The best way to create your free 5-day e-course is to take information out of your book and structure it in the course as a free teaser.

Remember to emphasize a sense of urgency. You want to make these prospects who don't buy right away feel like they are missing out on an opportunity of a lifetime.

## **7) Advertise!**

Depending on your topic, you will want to target different people. However, no matter what topic you're writing about, there is one market who will want your book for the sole purpose of selling it – and that is the Internet Marketing group.

No matter the topic, all that Internet Marketers care about is the fact that they can sell your ebook as their own. This is why this type of ebook always does well.

The key is to target people in your market first, and then reach out to the Internet Marketing crowd.

## **List Building Secret #24 - Start An Affiliate Program To Promote Your Newsletter.**

If co-registration doesn't appeal to you, you could start your own affiliate program solely to promote your newsletter.

This has been done before with some success, especially if you know how much your subscribers are worth to you, money-wise.

If you know that every subscriber to your newsletter is worth \$5 to you in terms of average product or service sales (you can find a rough number by taking your sales that came from your subscribers for any given month or year and dividing them by your number of subscribers), you wouldn't mind paying \$.20, \$.30, \$.40 or even \$.50 per subscriber to your affiliates – which would work out to a pretty good deal for you and them.

A less risky way (financially speaking) is to do the following: Create an ebook, or some sort of digital product with value, sell it for around \$20 to \$30 and give affiliates 100% of the sale.

You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers but future customers who you already know are interested in what you have to sell.

### **List Building Secret #25 - Use A Dynamic Email Signature.**

This is so simple, yet people either miss this simple advertising method or don't know how to do it effectively. If you send out quite a few emails every day, an email signature line is a great method to pick up some new subscribers.

All you need to do is include a short text ad for your newsletter at the end of each email you send out. You could use a classified ad you've already written for ezine advertising if you'd like, or just put together a one-line statement promoting your free giveaway or the ezine itself.

### **List Building Secret #26 - Press Releases: Not Dead, Just Evolved.**

Mark Twain once said the rumors of his death had been greatly exaggerated. The same may be said for the press release. It's not dead, but its mission has evolved.

The people who are spreading the death rumors about press releases would have you believe that press releases should never be written or distributed.

Now, inundating the media with press releases has never been a good idea. Any competent PR person has known for years that garnering media coverage almost never directly happens due to a press release. However, that is fodder for another article.

Let's talk about the evolution of the press release into a solid tool for helping organizations deliver key messages to multiple audiences in the digital age.

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets. The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it.

Organizations today are able to bypass the media filter in a number of ways, thanks to the 'net.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web. And, every month, US web-

users conduct 27 million searches at Yahoo! News, Google News or other news search engines. According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn of journalists that:

- 98 percent go online daily
- 92 percent do it for article research
- 76 percent use the internet to find new sources and experts
- 73 percent are specifically looking for press releases

In addition, your regular Tom, Dick, and Harry use the internet too in alarming numbers:

- 68 million Americans go online daily
- 30 percent use a search engine to find information
- 27 percent go online to get news

But you need to think differently about writing your press releases in this new age. You can extend the power of your press releases beyond the media by positioning them for search engines to pick up. In effect, your press releases become a long-lasting, online, searchable database about your organization.

Once properly written with both readers and search engines in mind, you need to distribute the release. PR Web™ and PR Newswire are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases to between 60,000 - 100,000 global contacts points each and every day.

Journalists, analysts, freelance writers, media outlets and newsrooms, as well as your average web users, are signed up to receive this information. Also, PR Web distributes releases via FTP, XML feeds and through a network of its own websites. PR Web-related sites are in the top 2,500 most visited sites. Every release sent out through PR Web is optimized for search engines, and PR Web guarantees your release will be picked up by Yahoo!, which is the number one most visited website on the internet.

The granddaddy of press release services is PR Newswire, which distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

It reaches a total of 22,000 media points in the US alone. All releases are distributed to and archived in more than 3,600 web sites, databases and online services. Additionally, PR Newswire's website is in the top 2,000 most visited sites on the Internet.

Finally, let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information. An organization also should place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology-savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences across the digital divide is smart PR. Practitioners who believe the press release is dead need to evolve, or they will find themselves left behind.

### **List Building Secret #27 - Give Your Newsletter Personality.**

What makes you different from any of the other newsletters out there in your market? One thing and one thing only:

YOUR PERSONALITY.

Don't be a lifeless drone – add some spark to your writing! Be funny, be witty, be controversial, whatever – just don't be boring!

Tell a story. Stories are a great way to get people hooked before they realize you are actually selling them anything at all.

Tell readers how you happened upon success in your field, and then launch into your promotion about how they can use your ebook to get similar results.

### **List Building Secret #28 - Make Sure To Keep Your Newsletter Off Spam Lists!**

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

Here are a few tips to help you avoid spam issues:

- \* Make sure your email messages are compliant with the CAN-SPAM laws (most autoresponders will take care of this for you – yet another reason to use a reputable autoresponder program).
- \* Make sure your list is double opt-in (which ensures that people truly meant to sign up for your newsletter – again, most autoresponder programs will do this for you).
- \* Keep detailed records of all subscribes and unsubscribes (yet another feature of autoresponder programs! ☺).
- \* Don't ever purchase bulk email lists or harvest emails from the Internet.
- \* If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.
- \* If you have an affiliate program, make sure you include an "anti-spam" provision in your agreement.
- \* Try to avoid using spam trigger words in your emails like "spam, free, special, guaranteed" etc....

### **List Building Secret #29 - Don't Buy Mass Email Lists.**

I was just reading a post on a well-known marketing forum today, and I saw a post from one guy who said he had access to a list of 800,000 email addresses from people who were interested in making money.

He said his friend owned the list and was willing to let him use it for a mailing, but the friend said not to mention his name at all in the mailing.

This should have been the first alarm bell for this guy. Not to mention the fact that this guy wasn't sure how the list was gathered or how the people subscribed to this list.

It wasn't even just one big mailing list - it was a bunch of lists stuck together.

If this guy does decide to mail to this list, he will likely be accused of spam, will get into major trouble, and will most likely NOT make any money for his effort.

Never EVER send emails out to lists you don't know anything about - EVER.  
Never buy bulk email lists.

## **List Building Secret #30 – Set Up A Membership Site Just For Subscribers.**

Want to really boost your subscription rate? Start your own membership site solely for your newsletter subscribers.

The key here is to make sure your content is fantastic, so much so that you could actually have customers paying you for it.

But the key is to keep it updated constantly with fresh content – so if you feel like you can't commit to that, you may want to skip this step for now.

## **List Building Secret #31 – Write A Free Report to Get New Subscribers.**

This step doesn't have to be difficult – it's similar to the free e-course mentioned earlier. This free report is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, your newsletter (which is a given) or your own product. It will also be the catalyst that allows you to contact these leads as often as you want.

First off, you need a compelling title for your report. No one is going to sign up if the title doesn't grab their interest.

This is where a lot of business owners really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles.

Make Money Online

Migraine Relief Report

Create Your Own Products Easily

I might have been a little harsh to say that they are poor titles - they just lack any spark or imagination.

Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In 7 Days With Residual Income Affiliate Programs

Stop Migraines In 5 Easy Steps

Instantly Create Sizzling Digital Products That Sell Like Crazy

Bat Like Border And Bowl Like Lee, Play Cricket Like A Pro!

So what is the easiest way to create your own free report?

The best way to create your free report is to write one or two informative articles on the subject you're promoting, and craft them into a free report.

The problem most people have when they try and do this is that they think they need to write thousands of words – pages upon pages of content – and they get overwhelmed, giving up before they even start.

If you break it down into a simple article or two, it's a lot easier. The information has to be of high quality and not just a blatant plug of your services – which will annoy readers and potentially cause them to unsubscribe from your list.

### **List Building Secret #32 - Start Your Own Forum.**

This is a great way to get new subscribers to your newsletter. Building a community within your website brings back repeat visitors, which means people will be more likely to see your free giveaway and – eventually, if not right away – sign up for your newsletter.

The best way to start your own forum is to do it yourself with software and host it on your own webhosting. Don't use a 3rd party service, especially free ones.

A good choice of forum software can be found at <http://www.vbulletin.com/>.

### **List Building Secret #33 - Contact Previous Customers.**

This is just another simple method most people overlook, often because they don't realize just how powerful it is.

If you already have a list of customers or prospects, tell them you're starting an ezine and let them know they can subscribe – and get your free gift, along with all of your ezine information for free.

These people have already proven their interest in you or what you're selling, so it makes perfect sense they would want to hear from you more often than they already are – if you're staying in touch with them at all!

### **List Building Secret #34 – Set Up A “Thank You For Subscribing” Page.**

This is something that not many – if any – people are doing, so it's a good way to stand out. When someone signs up for your newsletter at your website, your autoresponder can take them to another page that confirms their subscription.

A thank you page is exactly as it sounds: a page thanking new subscribers for requesting your free giveaway. But it can also do several other things:

1. Give the subscriber specific instructions, such as checking their email for the download link
2. Tell new subscribers what to expect – such as a confirmation email where they'll need to click a link to confirm their subscription before they will get their free giveaway
3. Invite subscribers to tell their friends about your giveaway

For an example of a thank you page, please visit <http://writeassociate.com/copywriting-to-get-clients-ezine/> and sign up for my free report – you'll then be taken to my thank you page, which you can use to spark ideas for your own page.

### **List Building Secret #35 - Give Permission To Let People Use Your Newsletter In Their Own Publications.**

Tell people who are already subscribed to your newsletter that they can pass your newsletter on to friends (as long as they forward the newsletter intact) and also use parts or all of your newsletter in their ezine (again, you want them to give you the credit – and a link back to your website).

This is sort of like article writing, just with your newsletter issue in place of articles.

## **List Building Secret #36 - Send Testimonials For Products You've Used.**

This is an easy way to get a trickle of new subscribers daily to your newsletter. Whenever you use a product or service you really like, send the manufacturer a great, glowing testimonial, which they should gladly put it up on their website – along with a link to your website.

The trick here, though, is to get as many people who read your testimonial as possible to visit your website and subscribe to your newsletter.

The best way to do this is to register a new domain name – something catchy, preferably – solely for catching subscribers from testimonials, and put a name squeeze page as your main page.

You will slowly get a nice stream of new subscribers every day for as long as the product or service is available for sale.

## **List Building Secret #37 - Get Other Newsletter Publishers To Mention You Constantly.**

One of the best ways to get free subscribers is to get other publishers to mention you constantly. This helps you build a relationship with their subscribers, so when they join your newsletter, they will already know a lot about you – and they'll be eager to start receiving your emails.

So, how do you get other publishers to mention you in their newsletters? Do something newsworthy! Hold a contest, claim to know something no one else does, tell publishers about a little tip that you learn and invite them to share it with their subscribers as well.

Basically, build relationships with these publishers and become their friends!