## *Will D Presents...*

# Build A List – Step by Step Starter Course

## ...List Building in 8 Really Easy To Follow Steps!

**Take your list building to another level!**

**Grab Your Place On This 12 Week List & Profits Course!**

v5

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## Special Thanks

Creating this product did not come easy and it certainly would not have been a success but for some key people. A BIG thanks to Sean Mize of Secrets of Internet Success.com for being generous in sharing his online success strategies.

Thanks to all the warriors and marketers that have influenced me.

Thanks also to my wife and kids for their letting me regularly interrupt their internet sessions to put this project together after some miscreant spread a virus that messed up my trusted laptop.

I thank God from whom all blessings flow for the strength to successfully complete this project.

To you my reader I hope you get a lot of value out of this go on to build a responsive and profitable list.

God bless

**Will DeMarro**

# Introduction

First of all I want to say Thank you for downloading "Build A List – step by step" Starter Course.

I have taken the time to put this step by step guide together so that you can learn exactly how to build your own email list truly from scratch - so you can add subscribers to your list and start to monetize it (I am assuming you want to make money from your online business.)

The steps I show you here are the exact same steps that I use in my own online business.

I don't stop at telling you or explaining how I do it but I go one further and actually **show** you step by step **how to do it** for yourself.

I discovered the hard way that list building was not just for the gurus. I had spent hundreds of dollars on Google Adwords sending my hard earned traffic to an affiliate sales page where I made some sales and my affiliate product owner paid me on time but I was really helping him build his list. Actually when I thought to do something with the buyers I found I had nothing to offer them! I didn't even have an auto responder besides they did not even know me! I had sent them straight to a sales page remember?

I'll quit going back to the old days and concentrate on what's in this course for you  TODAY. Build a list – step by step answers the question that was on my mind at the time...**"how to build a list from scratch without spending a small fortune on software or traffic"**.  I exactly show you how to do just that so you can build your online business on a solid foundation.

Once you have your list building system in place you will be able to build a relationship with your list, find out what they want and provide it for them. This can simply be by creating it yourself or sourcing it. Dare I say you can then give it away for free or at a price.  Your marketing will be far more targeted this way and you will get better results which should translate as money in your paypal account.

**Each lesson in this course is critical to your list building success and involves some work.** This is not a get rich quick scheme! _Be prepared top work doing something that works._ Simply follow the step by step instructions I have put down in this guide.

Now you may already have certain basic things like a domain name or web hosting or even an auto responder. I recommend Hostgator.com and Aweber.com for web hosting and auto responder respectively. This means that due to the different configurations of web hosts and auto responder companies I will not be able to assist you with any setting up of your own webhost or auto responder. I hope you understand.

I will also say, I am aware you may have learnt to do things a certain way, please just do as I show you in this course as I also explain why I have chosen certain options or tools against others. I am not claiming guru status here. I just want you to get the best out of this course I have worked so hard to bring to you. You can add your own stuff later.

## So that you get the best out of this course I have included the following

<u>Action Steps:</u>  There are short assignments at the end of each lesson. You should complete these 'Action Steps' before the next lesson. They are to help you gauge where you are and get you ready for the next lesson so that you can make rapid progress. It's your list we are trying to build.

<u>Email Support:</u> I found personally that a majority of books sold online (I have bought loads by the way) are full of great workable strategies however the price you pay for the ebook does not come with any support. This means <u>you</u> have to sort things out when you get stuck.

I don't want this to be one of those guides that sits on your hard drive gathering cyberdust so I have provided personal consultation via email. **You get 30 days priority email support with this course.** It's difficult to put a price on this. Use it well, if you get stuck on something there is simply no need to agonise over it. Quickly send me an email at: [askwilld@list-building-success.com](mailto:askwilld@list-building-success.com) so we can sort the matter out and get you going again.

List Building is not the be all and end all of internet marketing; however you really cannot do without it if you want to build a strong business online. Whatever you are selling you need a market (a subscriber and customer base if you like) – your list is that market. It makes sense to spend some time to get it right – this course will see to that (if you let it).

Not converting your traffic into subscribers is like a shop owner who only allows window shopping.  You are sending away potential buyers.  *Buyers make you money!*

## The Build A list – step by step outline

The course is broken down into **8** easy to follow Lessons.

**Lesson 1** – your Opt in Incentive (OII)

**Lesson 2** – A Domain name and Web Hosting.

**Lesson3** – Signing Up & Setting up your Auto responder.

**Lesson 4** –  Created your landing page/thank you page & download page

**Lesson 5** – Uploading your Squeeze page/thank you page & download pages to the web

**Lesson 6** – Creating your auto responder campaign

**Lesson 7** – Send Traffic to your squeeze page.

**Lesson 8** – Monetizing your List!

**The Wrap Up!**

**Recommended Resources**

Each instalment comes with background information and instructions. **Please follow the instructions carefully.** There is really nothing complicated about them at all. I have put a lot of work into this so it does me no favours if the course is difficult for you to follow. If you get stuck on something, send me an email. It could take you hours what would take me minutes to figure out. That's what the email support is for – to ensure your success.

Once you have followed the procedures a few times you will find it gets easier and you can do the various activities without even having to look at the instructions anymore.

At the end of the 8 lessons you should have a fully operational list building website ready to receive visitors and an email campaign ready to convert subscribers into buyers. You will be able to send them email messages with valuable information, product recommendations and even get information for your next product.

Once you have this I would have done my part and it will then be over to you to drive more targeted traffic to your website and convert it to subscribers, follow them up and convert them into repeat buyers. This is how you will make money online.

**Action Steps For Right Now!** (you didn't think I'd forget did you?)

1). Ask yourself 'why' am I online and 'what' do I want to achieve?

2). Why do you want to build a list?

3). Do you have unique information you can offer in exchange for a name and email address?

4). Can you present it in ebook format?

These questions are to get you thinking and ready for the lessons ahead. I find it is always more effective to ask 'Why' than 'How'.

Get your 'WHY' sorted and I am here to provide the 'HOW'.

**Okay let's start the course with ...** **Creating Your Opt In Incentive...**

**I welcome any feedback or comment you may have at the end of the course.**

To your Online success!

*Will D*

**Author – Build a List -step by step Course**

# Lesson 1 – Creating Your Opt In Incentive

**This lesson covers...**

1. How to quickly create your Opt in incentive using free software.
2. Transform your opt in incentive to PDF
3. Compressing your file in zip format to save space

Download these...

- **Open_Office – Free PDF Converter/Software**

- **Zip and UnZip software**

- **Adobe.com** (Most computers already have this)

## Introduction:

Welcome to this lesson. I would like us to consider a few important things before we get started. A lot of marketers consider it too much hassle creating products but I can assure you that the real money online is made by marketers who are creating and selling/promoting their own products. I do know that people have made a lot of money selling other people's products but let me just say you will make more money selling your own products.

Just so we are clear here. **I am referring to products that your list has asked for.** More on this later.

**What is an opt in incentive?** - It's simply the product you create or source to give away to your visitors as a reward for their name and email address. It can be a piece of software, an ebook, an mp3 or a video. This enables you to keep in contact with them and build a relationship.

**Why do I need an opt in incentive?** - People generally want to know 'what's in it for me?' They will not just give up their email address because you ask them to. You will have to give something of value in exchange for it.

Your visitor is looking for information to solve a problem or how to do something to make them money or save them time. You must look for what the problems in your niche are and write or source articles, reports or ebooks about them for a fee or for free. People with these problems will happily join your list to get the report and to see if you can really help them.

**How do I create an opt in incentive?**- Creating your OII is not as difficult as it may first appear. In this lesson I show you exactly how to do it.

You can also hire a writer to write your report for you but it does pay to do it yourself. Reason being that you can then write or put together a product to sell using the same skills.

I assume that you have already chosen your niche market or topic and you are ready to follow the simple instructions in this lesson to create your very own opt in incentive.

**Let's get busy!**

## How to create your Opt In Incentive (OII):

You may be worried about how on earth you are ever going to create a product but it can be an absolute doddle if you follow the steps I will show you here.

*We will be using the Open Office software to create this ebook. It is quite similar to Microsoft Word so it is very easy to use...and free of cost!*

Let's get busy (again!)

**1.**

- **Decide what your topic will be about**

(Starting from scratch)

(I can't do this for you-you know your niche better than I do!)

You might want to skip this if you already have your OII ;-)

Okay, Split your subject into 10 topics.

Split each topic into 5 sub topics for a 50 page ebook and into 10 for a 100 page ebook.

Now write 500 words or more on each sub topic.

You can start with an introduction and a reason why you are writing this ebook. Your reason could be because of the problems you have identified in the niche you are writing about.

- **Research your topic –** what are the problems in your niche then offer solutions. Visit forums and article directories for relevant material.

- **Create a Title, Sub Title and eCover**

You should now open a New document and write a title and a sub title (make your title benefit heavy). Don't agonise over it as you can change it as you go along. Write your title in bold letters on the first page (cover of your eBook). (You can also use the front cover of this lesson as a guide). Example...

<div style="border:1px solid black; padding:1em; text-align:center;">

## <span style="color:red">"How to write your eBook In 5 Days Flat!"</span>

**In very easy to follow steps....**

-ebook image-

Your Name

Your Domain Name.

</div>

You can easily create an ebook cover like the one I have at  www.magicecover.com When I say easy I really mean that. Your ebook cover helps people with some idea of what they are getting.

- **Write a short legal notice** let your reader know what they can do with your ebook. The more rights you give the more people will be inclined to pass it on. If it is a 100% commission them the more people will want to promote it.

Something like this will suffice

<div style="border:1px solid black;">

**<span style="color:red">"How to write your eBook In 5 Days Flat!"</span>**

**In very easy to follow steps....**

-ebook cover-

Your Name

Your Domain Name.

**<mark>"Congratulations! You can freely give away this report as long as you do not alter it's contents"</mark>**

</div>

- **Legal Notice  Disclaimer Page**

I normally put this on a separate page as I do not like to overcrowd the front page with lots of distracting text.

<div style="border:1px solid black;">

**<span style="color:red">Terms of Use/Disclaimer</span>**

# <mark>Congratulations!</mark>

**<mark>YES! You Can Give or Share This FREE eBook with ANYONE!</mark>**

(Real value $47.00).

**[YES]** You may give away this report

**[NO]** You CANNOT change or alter this report in any way or form

**<span style="color:darkred">DISCLAIMER:</span>** The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

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</div>

- **Contents Page –** a list showing chapter headings and pages  addressing the problem your opt in incentive aims to solve.

If you have 5 steps to solve a particular problem in your niche then each step becomes a chapter in your report and guides your writing.

Now write out your 5 Chapter headings for solving this problem on a page headed "Contents" and further break down your chapters into sub chapters.

If you have 5 chapters and 5 Sub chapter your contents page could look like this

> **Chapter 1** .....How to gather ideas for your ebook.
>
> **Chapter 2** .....How to properly format your ebook
>
> **Chapter 3**......The fastest way to write an eBook without hiring a writer
>
> **Chapter 4......**Choosing an ecover for your ebook
>
> **Chapter 5**......Where to submit your eBook for maximum exposure...

Not to belabour the point but if you were able to write 2 pages for each of the Sections then Chapter 5 alone would have 10 pages and if your eBook had 5 Chapters in total, then you can see that you would have a book of 50 pages! I hope this make sense.

> **Note:** The beauty of breaking your eBook into Chapters and sub chapters even before writing anything is that each time you write one section or sub chapter you are slowly but gradually completing your book. So each day you simply write one section or two and finish with. You can write the easiest first no problem, just write. Don't try it all in one go or you might be overwhelmed by it all. I hope you can see that writing an eBook is not so difficult after all if you follow this method.

For your information this is how I wrote what you are reading now – one section at a time.

You can do the same and watch your book grow!

- **Write a conclusion**

A simple summary of what your report is about will do. Also include a plan of action at the end. This does encourage people to do something with what they have read especially if you show them what to do next or how in a nutshell they can put the information in your ebook to quick use.

Save your document.

Having saved your document you will now need to present it in an acceptable format for your audience. The acceptable format is pdf though some marketers also use .exe

Be aware that you will be hard pressed to solve all the problems of your market in say 10-15 pages so don't wear yourself out trying. Just give enough information or indication that you can actually solve their problem. It's not about quantity (thud factor) but quality of infomation.

- **Resources**

  You can list links to the resources you used to create the ebook.

- **Add a header and footer**

With your main OO page opened Click on 'Format' on the tool bar then Click on 'Page'

You will see a row of headers simply click on the 'Header' tab

Check the small box to put the 'Header' on

Click the 'Footer' tab and do same then

Click on 'OK'
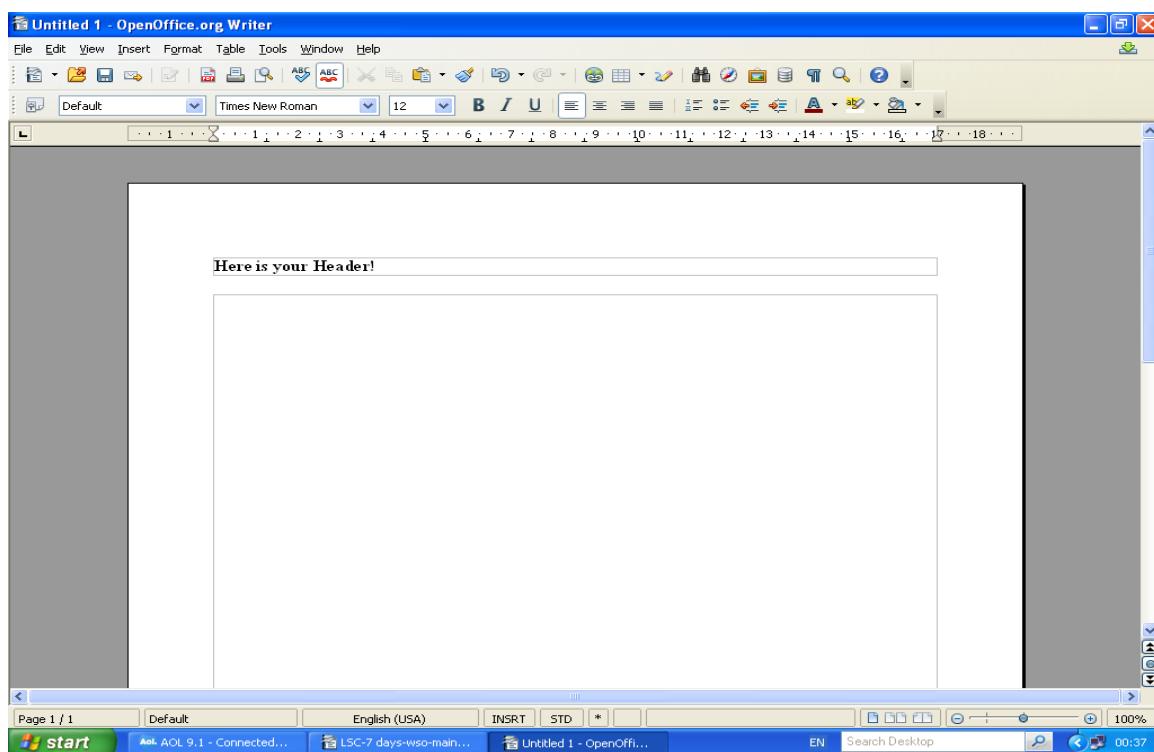


In the Header line enter your header. You may want to 'Align' it to the 'left' 'centre' 'right' or 'justified'. These functions are situated in the same positions as in Word

Remember to save your work.

Now go to the 'footer' tab and repeat the above.

Once done simply enter your text in the space provided at the bottom – footer)

Once saved your header and footer text will replicate onto all the other pages of your report. In addition if you need to make corrections – choose 'insert' then 'header' or 'footer' (whichever you want to edit then 'Edit Header or Footer' by answering 'Yes' or 'No'.

**- Inserting Hyperlinks**

Hyperlinks make your product or affiliate links look more presentable and can be activated by simply writing out your full URL (including the http://www.) where you want it to appear in your report. To do this...

Right click over the full URL link.

Choose 'Edit Hyperlink' and a new dialogue box opens up

Where it reads 'Text', write how you want the link to appear and click 'Apply' then 'OK'

Example http://wwwList-Building-Success.com can become List-Building-Success

Remember to **save your files** to where you can easily find them when you need to use them. Trust me it will save you a lot of time and frustration!

There you are! Your product is now ready to be converted to PDF and Zip format for uploading to your website for your subscribers to easily download.

## How to Convert your saved OO document to a secure PDF

Click on 'File' then

Click 'Export as PDF' (**Note:** The PDF icon on the toolbar has no security features)

You will now see a PDF Options box

Choose 'All' under ranges

Click the 'Security' tab

Check the 'Restrict permissions' box as this then enables the greyed out 'Set permission password' tab

Click the 'Set permission password' tab

Choose a password and enter it twice - use something you'll easily remember.

Under 'Printing' choose 'High Resolution' (choose this for better quality prints)

Choose 'Not permitted' under Changes. This ensures no changes can be made to your content.

Now click the 'Export' tab at the bottom.

Give your file a name and save it.

Now open your newly saved PDF document so you can test its security.

**- Test:** Once you have opened your PDF doc. you will find a padlock at the top left hand side. Click on it to see your security settings. Try to highlight text and see if you can copy it. If you have followed my instructions carefully, you should NOT be able to copy the text from your report neither will your reader.

Check the top left hand side of your file for 'Your File name.pdf (Secured) – Adobe Reader'.

## How to compress your saved PDF document to ZIP format

- Look for your saved pdf file and 'Right click' on it.

- Click on the option that says 'Add to (your file name).rar or winzip whichever is on your computer

- Example – if your file name is Doc1 when you right click on it you should choose the option that says 'Add to Doc1.rar'

You now have a zipped file ready to be uploaded to your website. 'Zipping' compresses your files, so they occupy less space making for an easier and quicker download. Save your work.

> **Note:** When your website is operational you will be able to upload your files as PDF or zips so your visitors can download them. (see later lesson on this).

***The next 2 options just to make things complete but I favour creating your own products.***

You can simply source a relevant Resell Rights product you can rebrand with your affiliate links or a product with Private Label Rights which you simply edit and add your personality to. This is a very quick way of coming up with an opt in incentive but you may not be the only one using the particular resell rights or private label rights product. You really want something that is unique. For that I advocate your very own researched report as I have outlined.

Also, If you have more money than time then you could hire a writer. You will find a few people on the Warrior forum that can help you. That said I strongly urge you create your own product as you will be conversant with the product creation process and know what to look out for if you do decide to outsource it.

# Okay, let's wrap up this lesson

You should now have your opt in incentive whichever option you use, if so Congratulations!

If not go over the lesson again slowly. Once you get it right it gets easier next time. Practice they say makes perfect. I cannot account for all the different software out there so you may have to figure some things out yourself except you use Open Office as I have here. Anyway give it a go and let me know how you get on (Remember you have free email support!).

<mark>Action Steps:</mark>

1. Choose an appropriate name for your free report (keyword rich title)

2. Save your opt in incentive as PDF in your project file for easy access later.

3. Write out the 10 benefits of your opt in incentive and select 5 of the very best.

You should have it ready before the next lesson.

> **Coming up next...**
>
> Building the foundation for your List Building website. A bit more exciting!
>
> Okay, well done and thanks for your participation, now get back to your homework ;-).

# Lesson 2 – Create a web presence online

## Introduction

Welcome to this lesson. In this lesson I will show you how to...

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**Register**

**- a domain name and**

**- get a web hosting account**

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Your overall objective is to have a list building website ready to start collecting names and addresses of your visitors so you can build a relationship with them. In order to do this you will have to do the basics and register a domain name and then get web hosting.

**A few things I need to mention before we go on...** You may already have a domain name and web hosting. You probably do know how to upload web pages to your website too. Good. Please feel free to use your existing domain name and web host for this lesson. That said I will not be able to assist or offer you any technical support if you get stuck unless of course you are using HostGator.com as different web hosts operate differently.

Following my recommendations will allow you to follow me step by step and I can answer any questions you may have.

**With all that out of the way let's create your web presence ...step by step!**

**1. Choose A Domain Name**

Your domain name is simply the internet address of your website, the name in between **www.** And **.com** - like this: www.**List-Building-Success**.com

Go for a short, simple and easy to remember domain name. It is great if you can have your niche keywords in it as this makes it easier to find you in the search engines however don't get distracted with search engine optimization - except this is your niche of course ;-).

It's clear to see my website **www.List-Building-Success.com** is about list building.

Do choose a dot com against any others simply because they are well known.

You can visit **www.NameBoy.com** and enter a few niche keywords and it will help you with your domain name selection. It's free by the way.

Choose 3 domain names just in case your first 2 are already taken. Avoid odd spellings. Think of things from your visitors point of view, make domain name easy to remember.

**Namecheap or Hostgator?** Decide if you will use Namecheap or Hostgator for your domain name registration. The end result will be the same – you'll have a domain name but it will

cost you a bit more if you register your domain name with hostgator. The plus side is that you will not have to transfer your domain name to hostgator and your site will be live quicker.

**2. Web Hosting**

In order to save some money I suggest you buy your domain name separate from your web host. In effect I am saying get your domain name from a company like namecheap.com and then your webhosting from **Hostgator.com**

If you choose to register your domain name at hostgator it saves you having to transfer your domain name from namecheap to hostgator and you may be online faster.

Your web host is the host of your website. Your website sits on the hard disk of a big computer server. This server is connected to the Internet 24/7. So it (should) be there anytime a visitor enters your domain name into their browser.

I use and recommend **Hostgator.com** for webhosting for this course just for consistency (you can use namecheap for your domain name registration as mentioned earlier and point it to hostgator). I have always received prompt responses and help when I have needed it from hostgator.

Okay, enough said, let's get down to the practical side of things and register a **domain name** and set up a **web hosting** account at hostgator.

## How to Set up your Web Hosting Account

Click **Here** to arrive at the main hostgator page

Go to **'Hosting'** and click **'Learn'** to see what's on offer

Once you have had a look I recommend **'Baby'** or higher. Here are my reasons

- Price $9.95 (affordable)
- Good bandwidth (you'll certainly need this)
- Unlimited domains (so you can register a domain name at Namecheap and host it at Hostgator – so 2 websites from 1 webhost.)
- 99.9% uptime guaranteed. (Every webhost will go down sometime. It is how quick they get up that really matters.)
- Support is great. I used it a lot when I first started out with them over 4 years ago having been used to using hosted subscription squeeze pages prior to this. Anyway I finally took the plunge (not blindly) and signed up with hostgator.com on recommendation of a reputable marketer.

Anyway signing up is easy. Just follow the instructions.

Once you have completed your purchase click on **'Verify My Order'** and you will then receive an email from Hostgator similar to this one shown below. In it will be the following link **http://www.hostgator.com/gettingstarted.shtml** Please click on it and carefully read the information contained.

Welcome to the hostgator family!

Your Domain: list-building-success.com
Your Username: joebloggs
Your Password:  opensesame
Your sites IP address:
71.51.288.194

Your name servers:
ns133.hostgator.com
ns134.hostgator.com
----------------------
Until your DNS has changed over to our nameservers, you can access your cPanel at:
http:// 71.51.288.194/cpanel

You can view your site before the DNS has been resolved at:
http:// 71.51.288.194/~xyz/

There is a file called default.html in your public_html folder.  This page will give you basic links on getting started.  You're welcome to delete this file or if you upload an index.html file in public_html, then the default.html file will not come up by default.

Please read
http://www.hostgator.com/gettingstarted.html for all the information needed to manage your account.

Please Note:  Any e-mail sent by your account within 12 hours from now, will not be delivered to the recipient.  After 12 hours time, and any applicable DNS propagation, mail should arrive as normal.

Sincerely,
The Hostgator Team

Keep this document in a safe place as it contains information to access your hostgator account and as mentioned earlier you need to have this information to hand to upload your opt in incentive, squeeze page, web pages, sales pages and so on.

Once you've saved this information do visit: **http://hostgator.com/dns.shtml**

You will find flash movies here to help you if you are using an existing domain name. Just look on the list to find your registrar like Namecheap for instance and watch the flash video on how to transfer your domain name to the Hostgator server – it is quite straightforward.

**Let's recap.** If you followed my instructions carefully you should have a registered domain name, a web hosting account. Congratulations!

Questions? Feedback? Send me an email at: **askwilld@list-building-success.com**

> **Action Steps:**  Please make sure you have...
> 1. **Chosen a domain name and registered it.**
> 2. **Opened a web hosting account.**

**Next! Setting Up Your Aweber Account to create and manage your lists.**

# Lesson 3: Set Up Your Auto responder.

◆ **In this lesson we will work on ...**

1. Setting up your Aweber account

◆ **You should already have...**

An opt in incentive to exchange for an email address

A domain name and web hosting

◆ **Introduction:**

In this lesson I will show you how to sign up and set up your aweber auto responder to build and manage your list effectively. If you are serious about building a list at all, getting an auto responder is non negotiable. You must simply look at this tool as a MUST HAVE.

An auto responder provides the all important html code for you to place on your squeeze page or website for the capture of email addresses to grow your list. It also allows you to send relationship building messages to your subscribers, whatever your niche is.

The relationship building messages I have mentioned above must consist of useful content that will help your subscribers. They can and should include Affiliate or Resell Rights products or your own products which could be an ecourse like this one, thank you messages, reminders and market surveys to mention just a few.

**Your Auto responder is key to your email marketing success.**

I highly recommend AWeber for their high deliverability rate. They already work with the major Internet Service Providers (ISP's) to make sure your email gets delivered. If getting your email into your clients' inbox is important to you then Aweber is a clear favourite.

You also want to look professional to your subscribers. Free auto responders often carry third party advertisements or you have to pay for them to be free of adverts. You want to be able to control the content that goes out to your subscribers.

Using awebers email verification system or double opt in as some in the industry choose to call it means that they will deal with spam complaints on your behalf, leaving you to get on with marketing your products.

I have heard good things about GetResponse but I have first hand experience of Aweber having used it for about 4 years now. I have said enough about Aweber and I think you want to roll up your sleeves and get working.

So here we go!

**1. Signing Up to Aweber**

Go to [aweber.com/order.htm](aweber.com/order.htm)

Click on 'Order' to the top right of your screen

You will then choose their risk free Guarantee and a 30 day hassle free refund. I must say that I have been very satisfied with Aweber and the service. OK moving on

Choose a plan

- 1 month
- 3 months and so on

You will no doubt have observed that the longer the period the more the savings. That said go for what suits your pocket and aim to quickly recoup your expenses. If you are able to afford it I recommend the 1 year package. It just means that you get great savings and don't have to worry about renewing for a year.

Next, complete the account information then

Complete the service agreement.

Complete your order by clicking on the yellow bar that says "I agree, complete my order"

That's it!

Congratulations! You now have an auto responder account to start building your list.

**So what's next?** **Well, you are now ready to create your new list.**


**2. How to Create a New List in your auto responder.**

Login to your new Aweber account and at the top of your screen you will see the following:

**Home| My Lists|Messages| Subscribers |Web Forms| Reports**

Under **My Lists**

Click on **'Create and Manage Lists' (next to Current List)**

To the far right of your screen you will see ([+ Create a New List )](+ Create a New List)

Click on this and you will be faced with... (see screenshot below)
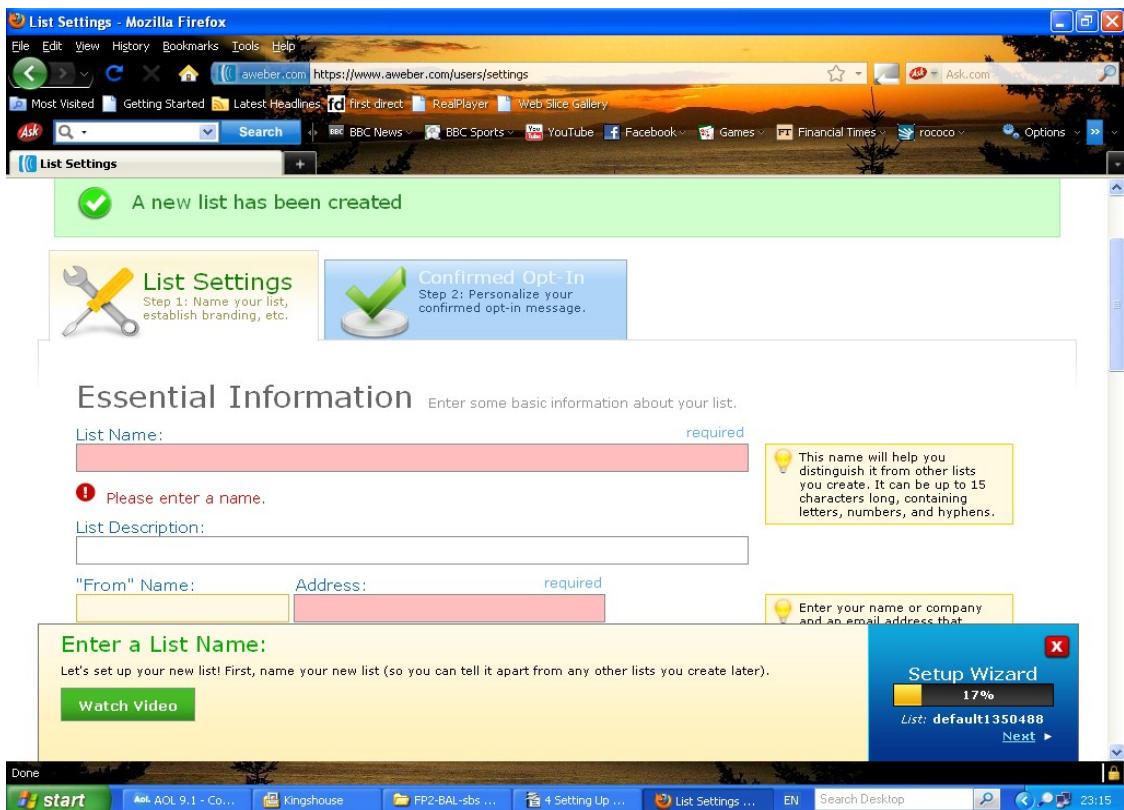
Let's fill the boxes

## 1. List settings

Under 'List Settings' you need to fill out the following

- List Name – The name you give your list which will differentiate it from your other lists. It will also be your Aweber email address i.e. Listname@aweber.com. You can start building a list using this address without a website if you choose to. If the list name is taken simply choose a new one.

- List Description – simply use a name that describes your list

- "From" This is what your subscribers will see when they receive your email. Use a name and email address your list will recognise so they do not view it as spam and bin it! Remember they are signing up to other lists too.
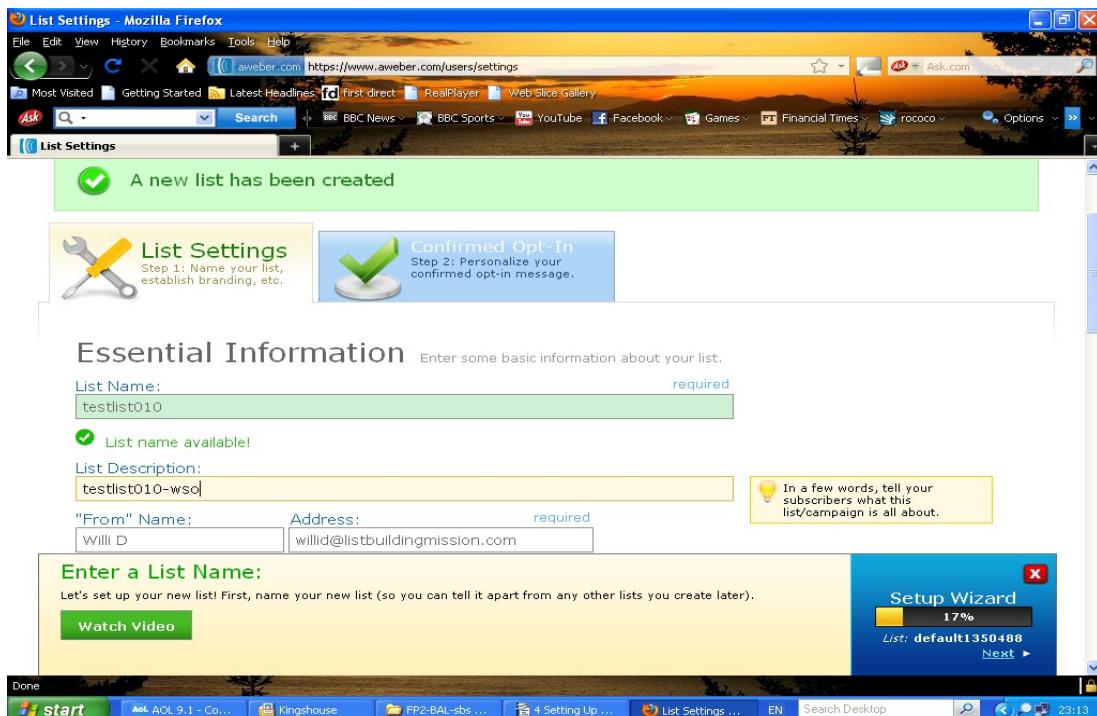
Next – **Company Branding**
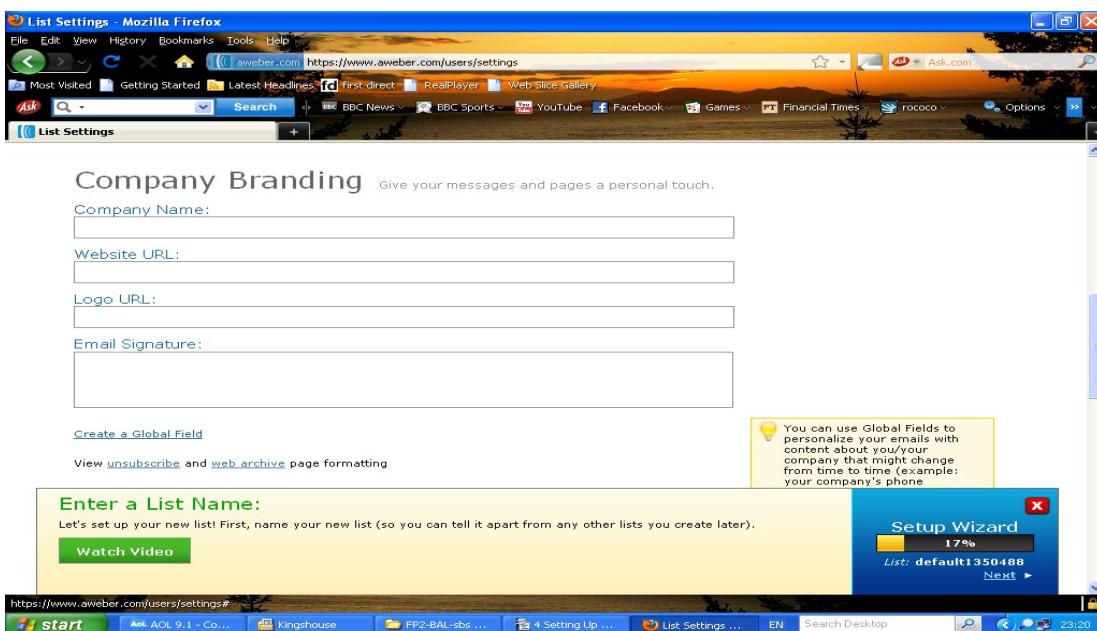


- Company Name: I enter my company name

- Website URL – Enter your full website URL e.g. http://www.lbs.com

- Logo URL – I simply enter my full website URL i.e. including 'http://...'

- Email Signature – Leave blank for now or enter an email signature.

**Social Media Sharing & Notifications**

**Social Media/Sharing**

- I will leave this for now as I want to focus on getting your list created first.

**Notifications**

- Notifications -  Enter an email address for Aweber to notify you that someone has joined your list.

Click **Save List Settings** and click the 'Go to step 2' button and you will then be faced with the screenshot below

2.  **Confirmed Opt In Status**
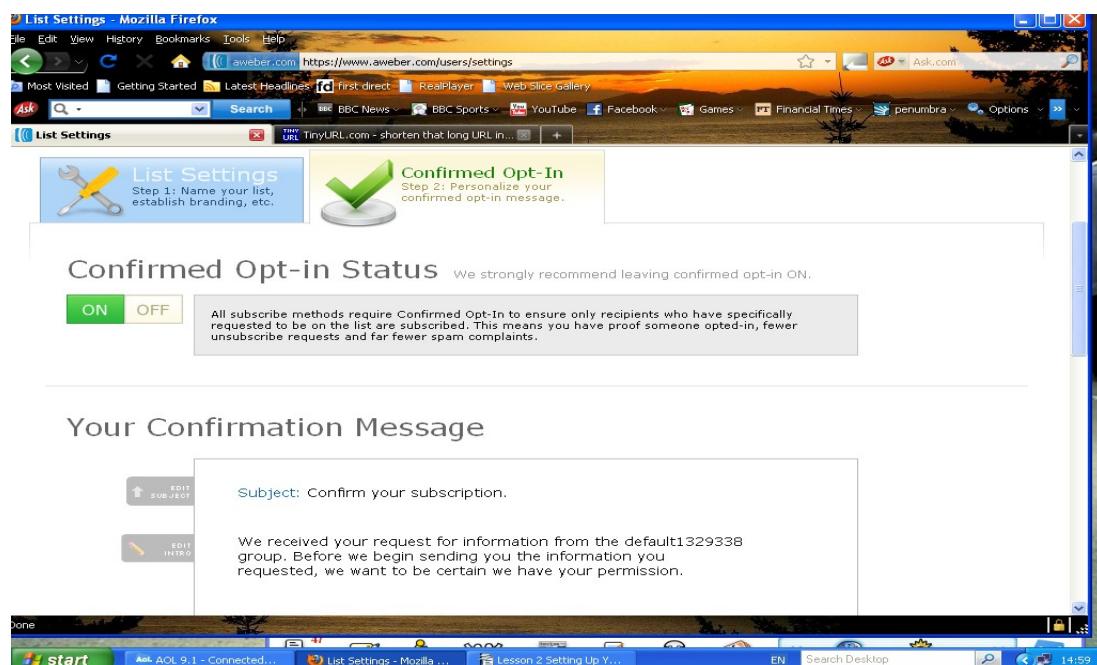


**Confirmed Opt-in Status** - All subscribe methods require Confirmed Opt-In to ensure only recipients who have specifically requested to be on your list are subscribed. This means you have proof someone opted-in, fewer unsubscribe requests and far fewer spam complaints.

As long as you are building a list you will get spam complaints. I don't exactly have a list of 20,000 but I have had complaints. The beauty of the confirmed opt in is Aweber will deal with any spam complaints. You'll have to take my word that some people forget they subscribed to your list and click the report spam button.

I made my decision a while back to just let Aweber deal with managing my lists while I get on with the marketing side of things. They have been in business for over 10 years, have a reputation and certainly know what they are doing. I am a marketer and really have no time to

go dealing with spam complaints each time they come up. I highly recommend Aweber for your list management. The choice however is yours.

Aweber strongly urges you to turn the status **'on'**. Simple reason being it offers you a lot of protection if you get accused of spam. If it is on then it means the subscriber did opt in at some point and may have forgotten they did so.

If you turn it **'off'** then your subscriber will not have to verify their email address and will simply get your messages plus a message asking them to verify their email address. What this implies is that you will get a bigger list. My experience has been that at least 10-12% do not verify their address anyway– you lose them as you cannot follow up. That said if they will not verify their name and address then maybe they are not willing to go the next step and really should not be on my list anyway. I lose no sleep over non verified email addresses

That said, using the verified opt in will mean a smaller list but it will be a cleaner list. It will be a list of those who really want to be on your list in the first place and not those who have entered a throw away email address just to download your freebie.

The verified opt in system ensures your visitor can only receive your opt in incentive on confirming or verifying a proper email address.

Now if you are getting traffic that you know well e.g. article marketing traffic or moving people on your list to another list then you may not want to use the double opt in because they are already on your list anyway and you do not want to make things difficult for them to receive your new offer. Are you with me?

## 3. Your Confirmation Message – double opt in process.

This is the message that will go out to your visitor once they enter their details in your opt in box on your squeeze page. Your opt in is required to verify their email address by clicking on a verification link in the email sent to them once they sign up to receive your freebie. This is to protect them from receiving spam and you the sender from being accused of sending spam.

You can either choose a pre-approved subject line or personalise it. It is a good idea to personalise this message. Remember you are trying to build a relationship with your subscribers so it helps if you address them by name for instance as you would a friend.

**The default reads like this...**

> *We received your request for information from the group. Before we begin sending you the information you requested, we want to be certain we have your permission.*
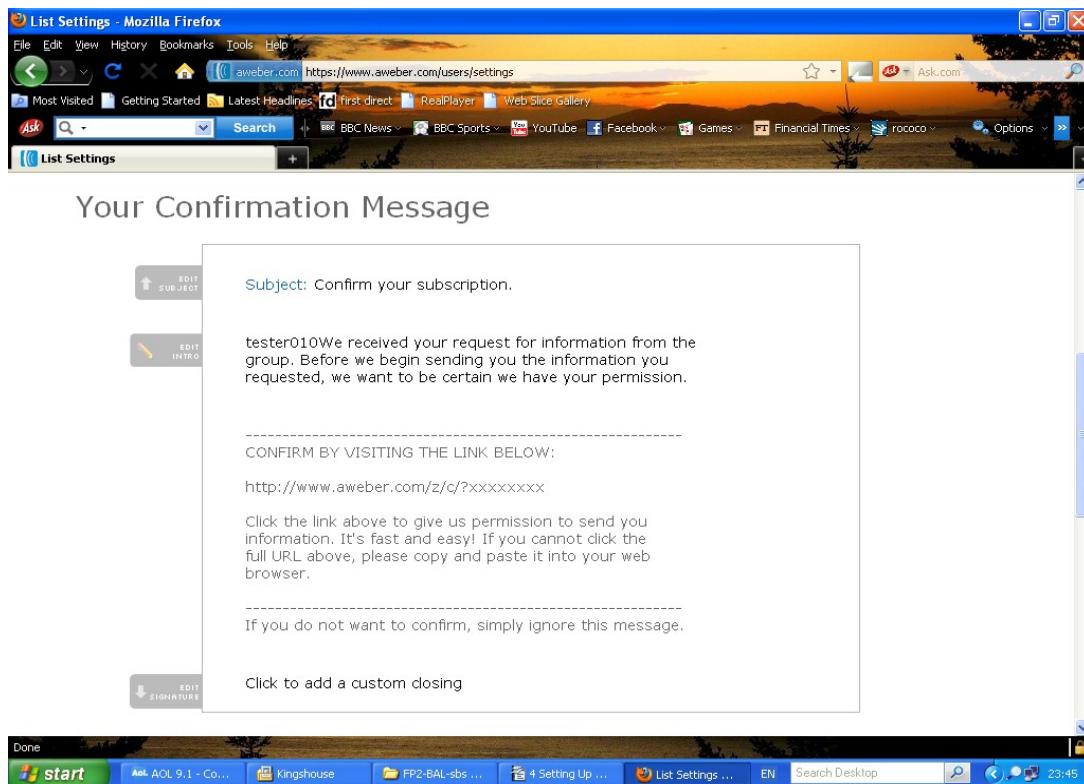
Simply click on the grey parts you see sticking out of the left side of the confirmation message to edit it accordingly. Here is one I presently use on one of my lists. Feel free to modify it and use it.

*Thanks for your interest in the "XYZ product"*

*To make sure I have your permission to send messages, Please click on the link below to verify your email address and receive your free gift and an unannounced bonus.*

*Will D*
*http:list-building-success.com*

Click on the grey **Edit subject** prompt to choose a subject heading

Click on the grey '**Edit Intro'** to edit your Introduction
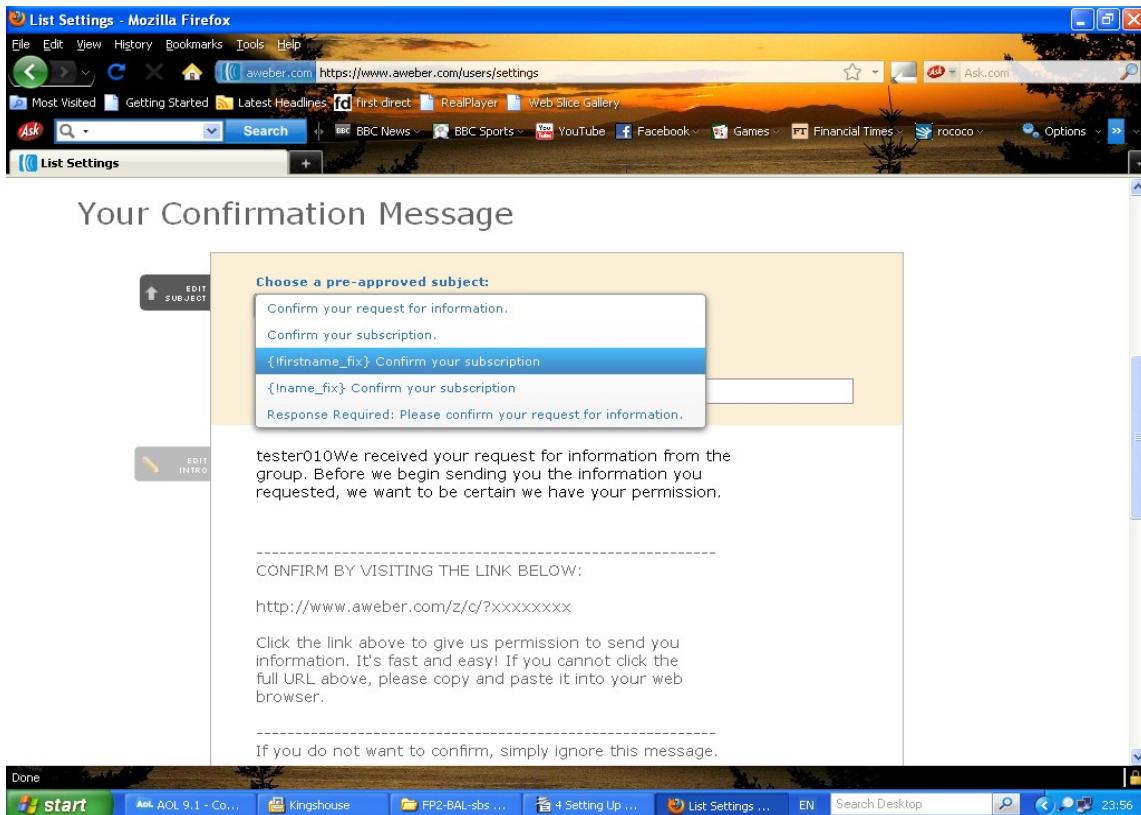
Further down click on the **Edit signature** and close the message with something like-
'Thanks, Your name' as I have done in the screenshot below
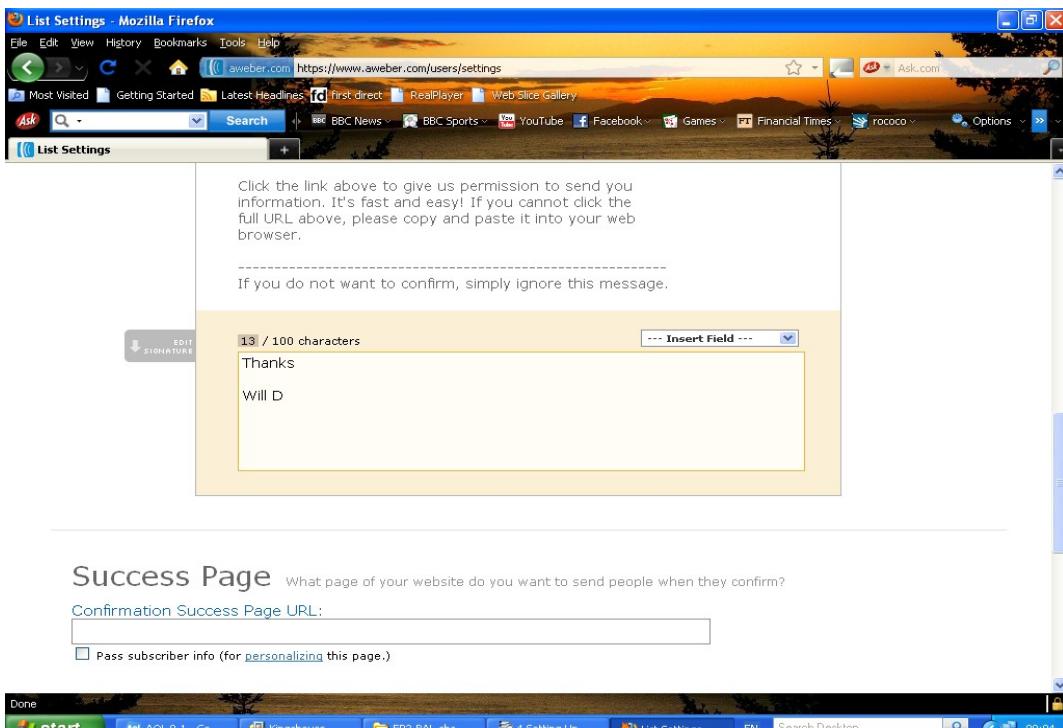
This leads us on to your...**Confirmed Success Page**

This is where you let your subscriber know their subscription was successful (that they are now on your list). It is also also what you want your subscribers to see when they have verified their email address. Without them verifying their email address (by clicking on the verification email link) they cannot receive anything from you.

**Very Important:** put something in here. This is where you can start to monetize your list straight after your subscriber confirms their email address.

It pays to put a web page together with a One Time Offer or affiliate product link so you can start to monetize your list straight after your visitor confirms their email address. How? Well, simply by customizing this page to say something like...

### Success!

'*Thanks for verifying your email. Here is the download link to your free ebook (title).*

*While you are here please check out... (Followed by your sales page or a link to it).*

It is yet another opportunity for your subscriber to view your sales page.

**Tip -** Personally, I still include the product download link in my first email just in case they had problems downloading their free gift from the web page. Remember the promise of the free gift is why they joined your list so make sure they get it before you try to do anything else!

**Note:** If you do not have what to put in here at the present time then leave it blank as you will be able to return to this page once we have sorted out your 'thank you' and 'download' pages later on in the course.

As always...

Hit the **'Save List settings'** button  or lose all your hard work. Ouch!

 You've just created your first list in Aweber! Congratulations.

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**Note:**  Your message has to be approved by Aweber staff so don't expect it to be active immediately.

If you use too many words you will not be able to save your messages so keep it short.

---

**But Before You Go...**

Return to the **'My Lists'** drop down menu (see screenshot) so we can quickly complete the following...

**1. Custom Fields**

**2. Automation**

**3. Email Parser**
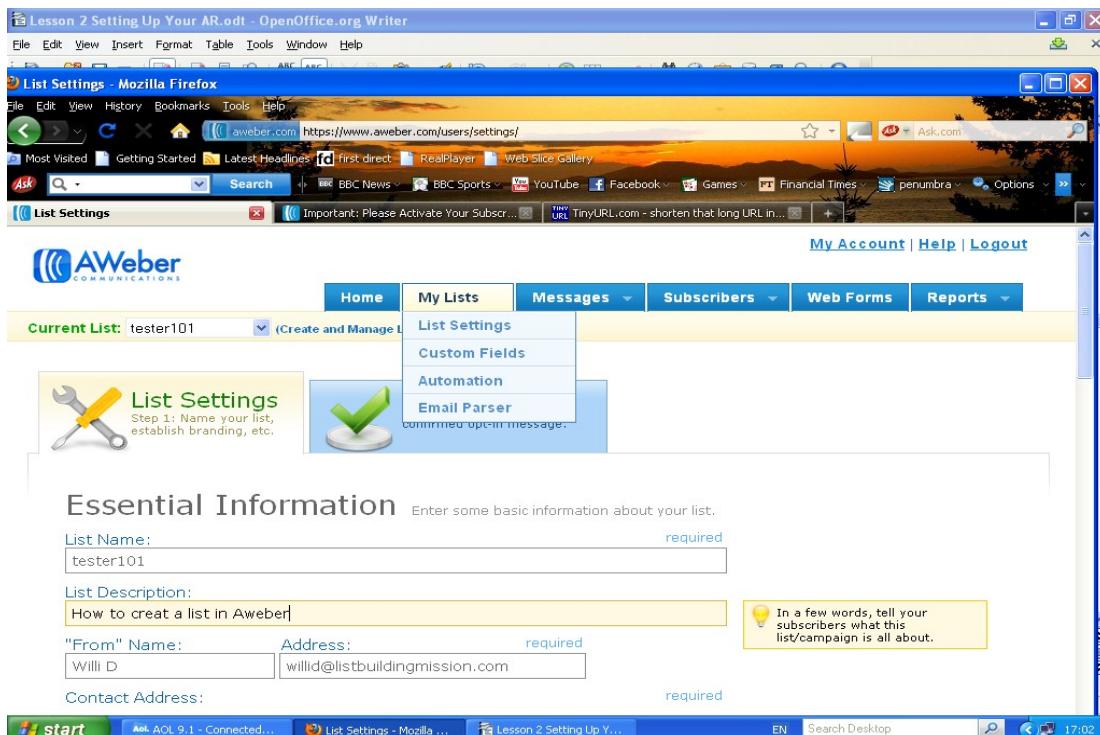


1. **Custom Fields -**You can collect more information about your subscribers than just name and email address!

   Use this page to define what other information you want to collect.

   Then, when you create a web form you can ask subscribers for that information. For instance you can create a field for phone numbers.

2. **Automation -** Use this page to automatically unsubscribe or subscribe someone to this list when s/he unsubscribes or subscribes to another list.

   To make sure you don't create contradictory automation rules, only create one rule per list.

   Automation rules can help you unsubscribe subscribers from your prospect list when they make a purchase. This ensures you are not promoting the same product to someone who has already bought it!

**3. Email Parser-** This feature helps you to automatically add your buyers email address to your list so you can then follow them up. Just so you know, there is another way to do this. I simply create another squeeze page and call it a 'Product Registration' page or 'Confirm Purchase' page where my buyers enter their details to receive free updates and bonuses as well as the download link for their purchase.

Let's wrap this up, I'm sure you've had enough for one lesson!

Remember you are still learning so you will need these steps for some time and the more you practice the better you will get at it. Soon you will not need the prompts.

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**Action Steps for today**

1. Go through this lesson again so it makes more sense and what you have achieved in this lesson will make even more sense. Does that make sense? ;-D

---

**Congratulations!** you are now ready to start **building your Landing Page/Thank You Page & Download Page.**

**Reminder: You should now have...**

**1 - An Opt In Incentive**

**2 - A Domain Name and Web Hosting**

**3 - An Aweber account and a new list created.**

**Well done!**

# Lesson 4. Creating Your Landing Page/Thank You Page & Download Page

◆ **In this lesson we have...**

- **Do this first!**
- Introduction
- What is a squeeze page & Why the squeeze page option?
- Why no outbound links?
- 10 Steps to seriously boost your opt in rates
- How to Create Your landing page
- How to 'Get the html' code for your landing page.
- How to insert your autoresponder code into your landing page
- Creating your 'thank you' and 'download' page.

## Do this first! - Download the following resources

**1. Seamonkey Web Editor** to edit your web pages easily

2. **Your Free Squeeze Page Software**

**3.** Check your bonuses for the **'thank you'** and **'download'** page templates.

**4. UnZip/WinRAR** (ignore if you've already downloaded this)

- ## Introduction

The simple strategy that I use to build my lists is to make my landing Page a squeeze page. This explains why when you visit one of my websites www.list-Building-Success.com you will not be able to go any further except you give me your name and address. A landing page is just the page that your visitor first lands on when they reach your website.

- ## What is a squeeze page?

It is simply a web page specifically designed to squeeze out a name and email address from your visitor so you can add them to your list and keep in regular contact with them.

- ## Why choose the squeeze page option?

At the end of the day I want to effectively use the traffic I generate to my landing page, build a relationship with my subscribers, find out what they want, create or source it then offer it to them for free or at a price. That in essence is all what I have come to understand list building is about. Nothing complicated.

I do not ask my visitors to buy anything at first visit to my website because I already know that building a relationship is more productive. However I do try to persuade them to make a trade - their email address and name for a free gift. The buy persuasion is a job for my sales letters that are later carried in my auto responder messages.

- ## Why no outbound links or such?

I simply do not want my visitors to be distracted and wander off to some other website. I want to make my traffic count. If they come to my website I want them to join my list.

Further, people move from one website to another rather swiftly – thanks to High speed broadband!  I want to focus the mind of my visitor to either opt in or leave – of course I would rather that they joined my list. I need them to indicate that they want what I am offering so I can then start a relationship with them to meet their needs.

Acceptedly, some will not opt in but look at it this way, if they are not willing to give me their name and email address will they be willing to give me anything else? Like their credit card details to make a purchase? So have I really lost all those who fail to give me their contact details? I think not.

Any addition to your squeeze page like an out bound link (a link where people come to your website then leave for another) simply reduces your conversion rate and your opt in rate. The main thing here is that we will be using a squeeze page as your landing page. So whoever comes to your page has only one decision. Opt in or leave.

You can actually achieve an opt in rate of up to 80%. Now not everyone will or can achieve this all the time as there are a number of factors that must be right like the appeal of the opt in incentive, the source of traffic, headline, sub headlines must all be right and so on.

# 10 Squeeze Page Boosting Conversion Tips!

**1. A 'Must Have' opt in incentive:** Of course you must give your visitors a strong reason to opt in (refer to lesson 1.) Offer a solution to problems in your niche. Remember you saved the one you created in PDF and zip format in Lesson 1. Be ready to use it shortly.

**2. A Catchy Headline:** Remember that your headline is the first thing your visitor sees once they arrive at your website. Your headline must therefore make the right first impression. It should be bold and attractive and benefit laden e.g. Discover how to build a squeeze page ... or Drive

targeted Traffic to Your website for Free.

Your headline must stand out otherwise your offer will get ignored. Red has been considered to be best for headlines following testing. I suggest you start a swipe file if you haven't already got one, of headlines that really caught your attention. Find out why they caught your attention and use this to your advantage.

**3. What's In It for Them?** People always want to know "what's in it for me?" You should use bullet points to tell them very quickly what they can expect to benefit from your offer. Tell them why they should opt in to get it - because they need it! Tell them what problems you will be solving. Having done your research, you should have found out what people in your niche are looking for; now tell them that you have the answer to their problems.

Your product may have a lot of benefits and you simply can't put all on your squeeze page so carefully choose the ones that really stand out.

**4. Make it easy for people to opt in.** Don't start asking for phone numbers on the first visit. A name and email address will do or just ask for an email address. You will have time later to get a name a phone number and an address where necessary eg for your CD. By this time you would have built trust anyway.

**5. Your Opt In Box:** This is the name and address box that sits on your squeeze page. An html code is generated for this and supplied by your auto responder service (refer to the lesson on Auto responders). Your visitor enters their details and it activates your auto responder series to start sending out your preset messages (ARMS) on autopilot. This is essentially how you grow your list; it is also why you have to get your list building system in place so you can then spend more time driving traffic to it.

<div align="center">

**More traffic = More Opt Ins = Bigger List.**

</div>

**6. Got photo or Video? Use it.** It can show you are a real person.

**7. Got an ecover? Use it:** An ecover for your book or CD gives people some idea in their mind what they are getting from you. Presentation does count as lot and it can increases the perceived value of your product.

**8. A more defined call to action** Don't assume that your visitor knows what to do. You need to tell them in no uncertain terms what you want them to do. For example - "Get Instant Access Now" "Download Now" Just as they have opted in they can easily opt out so do not make it seem like they are entering a contract with words like "Sign up now" or "Opt in Now" Make it easy to opt in and don't scare them away.

**9. Your privacy policy** --- You must have one of these in order to conform with the CAN SPAM Act. The CAN SPAM Act as you would have figured is set up to foil the activities of those annoying spammers.

Assure your visitors that their personal details will not be sold or abused. No one likes spam. Falling foul of these laws could result in a huge fine or imprisonment. Getting a reputable auto responder like AWeber helps in this regard as they use the verified opt in system that protects you from spam.

**10. Be believable.** $10,000 in 5 minutes flat without any work! Really?

# 1. How to build your Squeeze page and make it your Landing Page

Open the squeeze page software from your desktop and follow the instructions below. Ignore the User manual for now ;-) Here's the link again to **Your Free Squeeze Page Software**

**Step 1** - **Site title** – I will use the dog niche as an example so my site title could be "Discover How to Stop Your Puppy Dog Barking Unnecessarily" This is what will appear at the top left corner of your browser. Once you have done this click >>>"Next step" to proceed

**Step 2** – **Site Description:** This is really for your page ranking when your site gets listed. "Stop your puppy dog barking and disturbing the neighbours" Once done click >>>Next step

**Steps 3, 4 and 5** – **Enter your first, second and third keywords** example **Puppy Dog training, Stop Puppy Barking and Puppy dog obedience training.** Again click the Next step button once done.

**Step 6** – **Your Headline:** as mentioned earlier this is a very important part of your squeeze page so spend some time to get it right. If you need help with headlines I suggest you see what's already available in your niche market by checking out sales pages or better still invest in easy landing pages

**Step 7** – **Sub Heading;** this will appear highlighted in yellow. Example **Here's what you will discover inside today >>**Next step

**Steps 8, 9, 10, 11 and 12** – You need **5 bullet points** that basically tell your visitor why they should bother to get your opt in incentive. It's best to simply put in benefits as opposed to features. For instance, Discover today how to build a list like the pros and so on.

Once you have entered your 5 benefit bullet points click >>Next Step

**Step 13** **Subscription Form html code:** I am assuming you used **Aweber** as I recommended, in that case I will now show you how to get the html code for your squeeze page. This html code will display the Name and Email opt in box for you to start to capture your visitors' details to build your list.

Once you get the html code you need to place it in the space provided in the software. For now simply mark the area with **"AR Code"**

**Step 14:** **Business name -** I leave this blank or simply put in my website url. Click Next Step>>

**Step 15:** Site Map – Enter the url to your site map if you have one otherwise enter your website url here including the http://

And of course Click >>Next Step

**Step 16:** Save as index or text or Simply review.

You Must save your squeeze page as ...**index.html** for it to be your landing page (the first page your visitor arrives at once they enter your domain name in their browser). It is just the way html works.

Save as text option – I don't bother with this.

Preview option – lets you see the work you have done

Previous step – If you don't like the look of your squeeze page you can go back and make the necessary changes

**Save as html option** – self explanatory

The next screenshot is what the squeeze page I created using this software looks like.
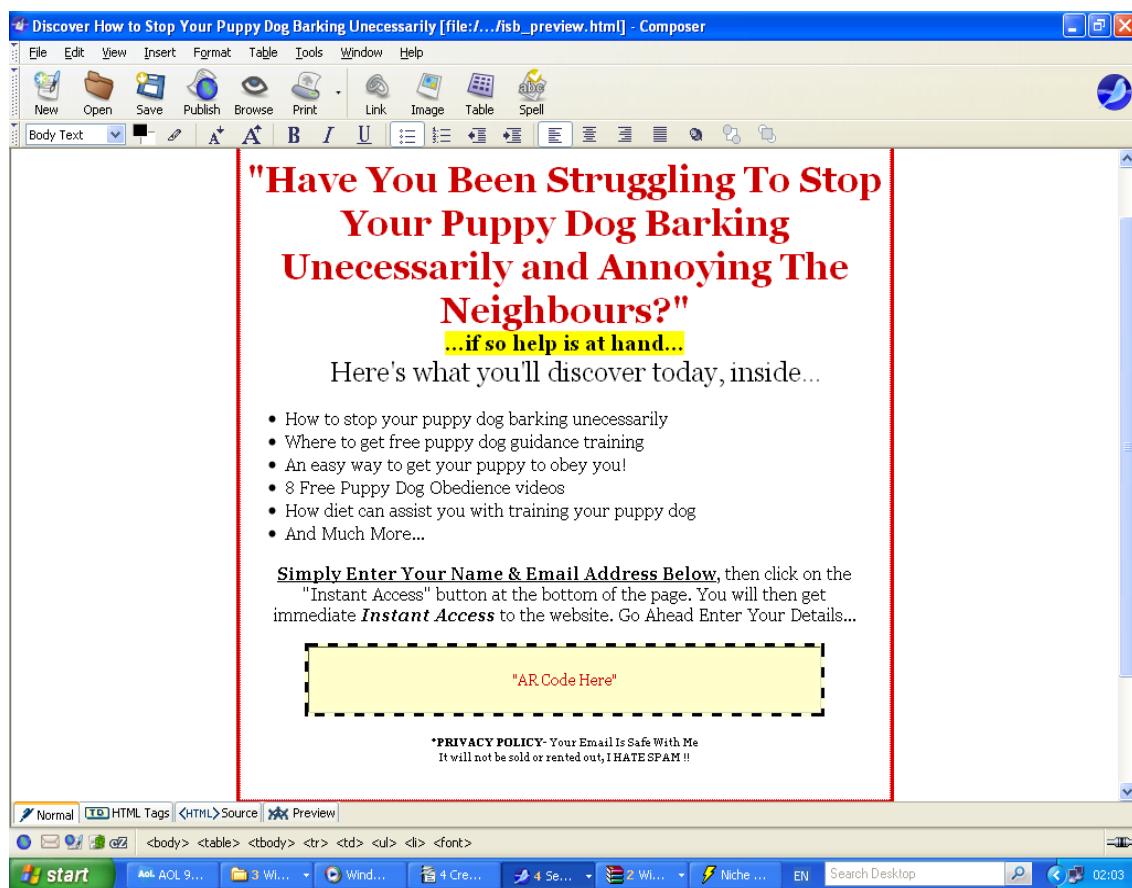


**Congratulations! You have just created your landing page.**

**Note:** we will return to this to insert your auto responder code and then publish your squeeze page to the world wide web.

# How to create a web form & html code for your Landing Page

Remember that without the html code or opt in code from your autoresponder you cannot start your list building. I will now take you through – step by step of course, how to get your opt in code for your landing page. Here we go...

Log in to your Aweber account and click on "Web Forms" and you will be presented with...
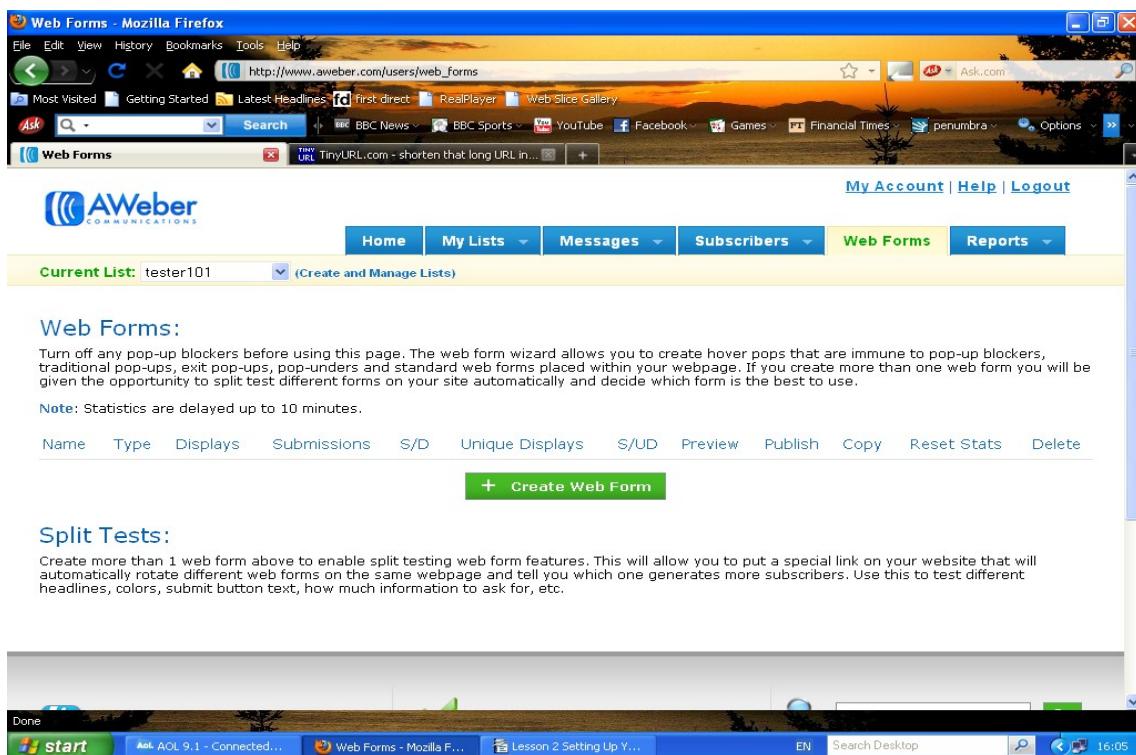


Click the green **"+ create a web form"** and choose a template.
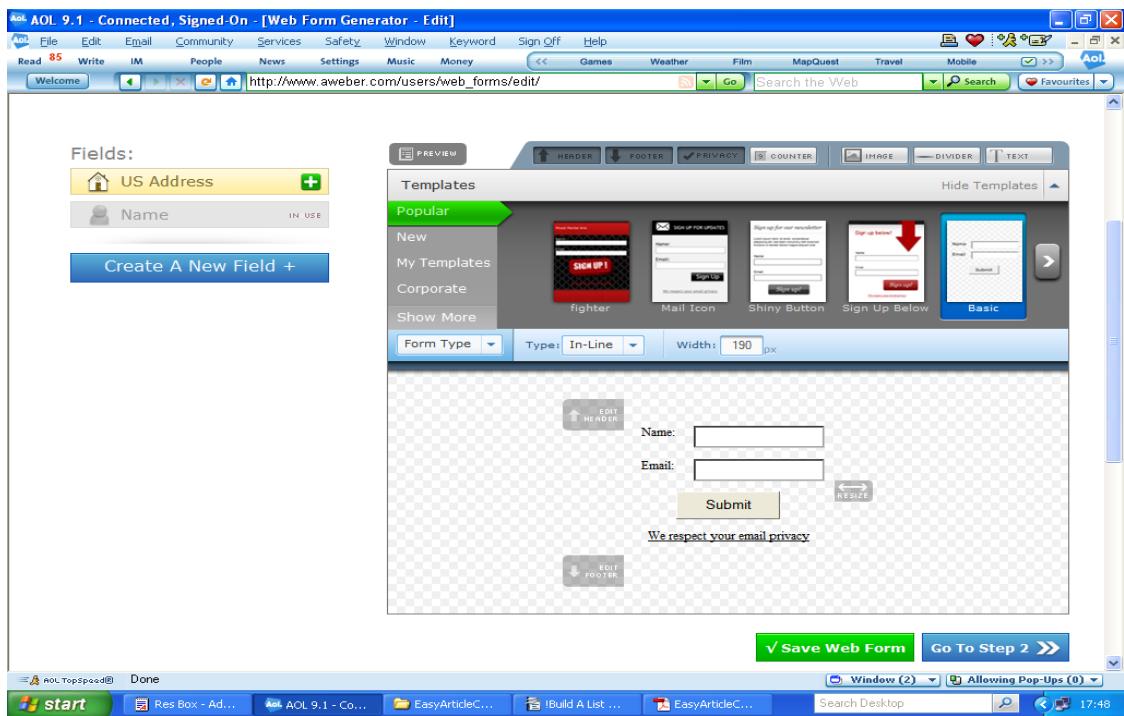
Click on the 'Popular' tab to choose a template. Then simply click on 'Load template' and give it some time to load up.

You can edit this to suit.  To do this click **'submit'** and you' can edit it to something like "Instant Access".
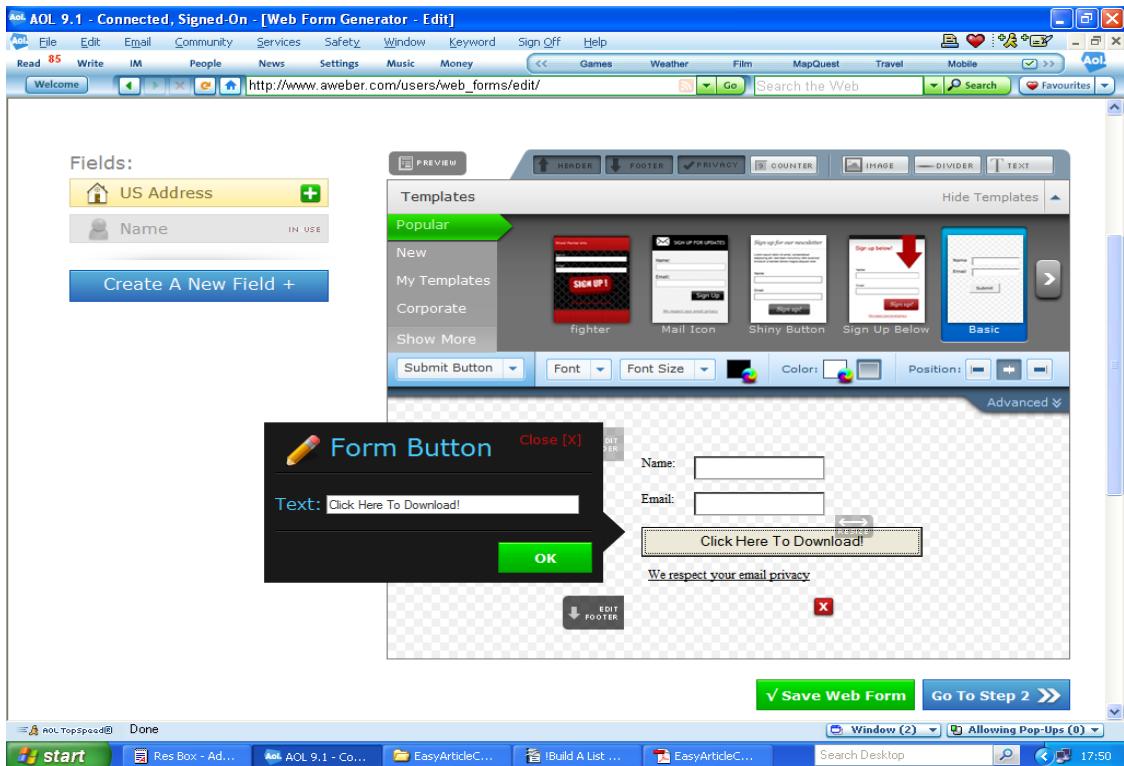


**Put your desired text in the space after 'text' and click 'ok'.**
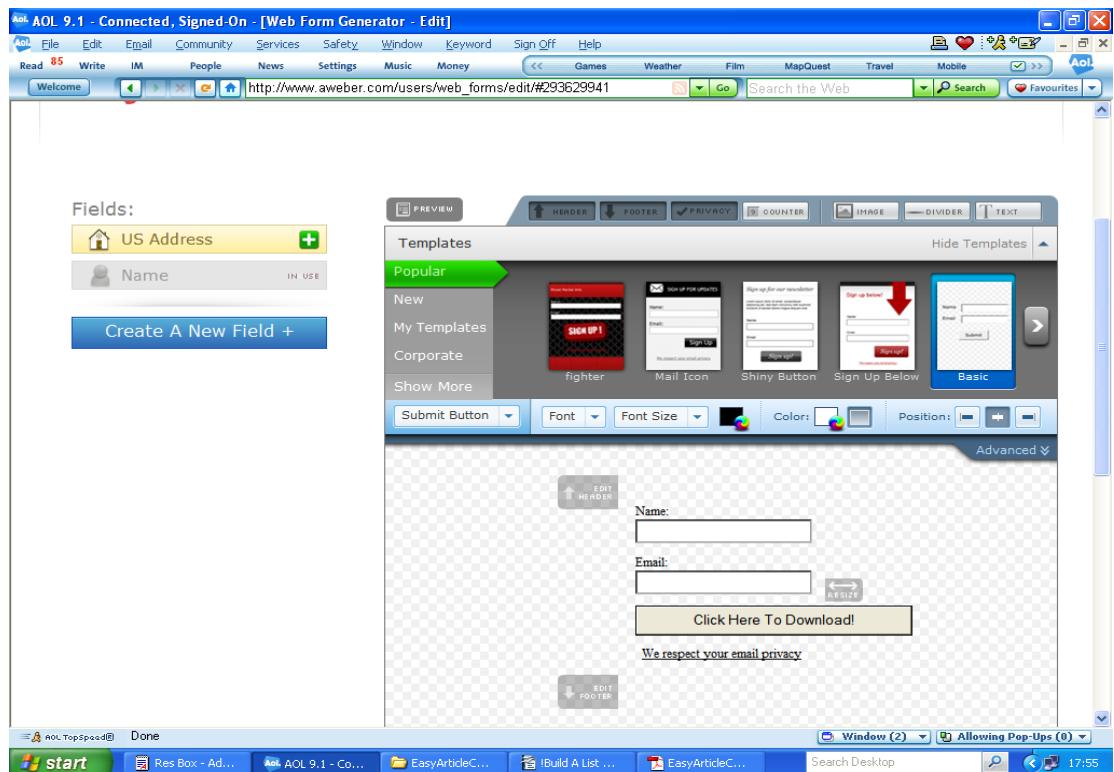
Remember to click on the **'Save Web Form'** button then go to the next step.

**Here is what you will see.**
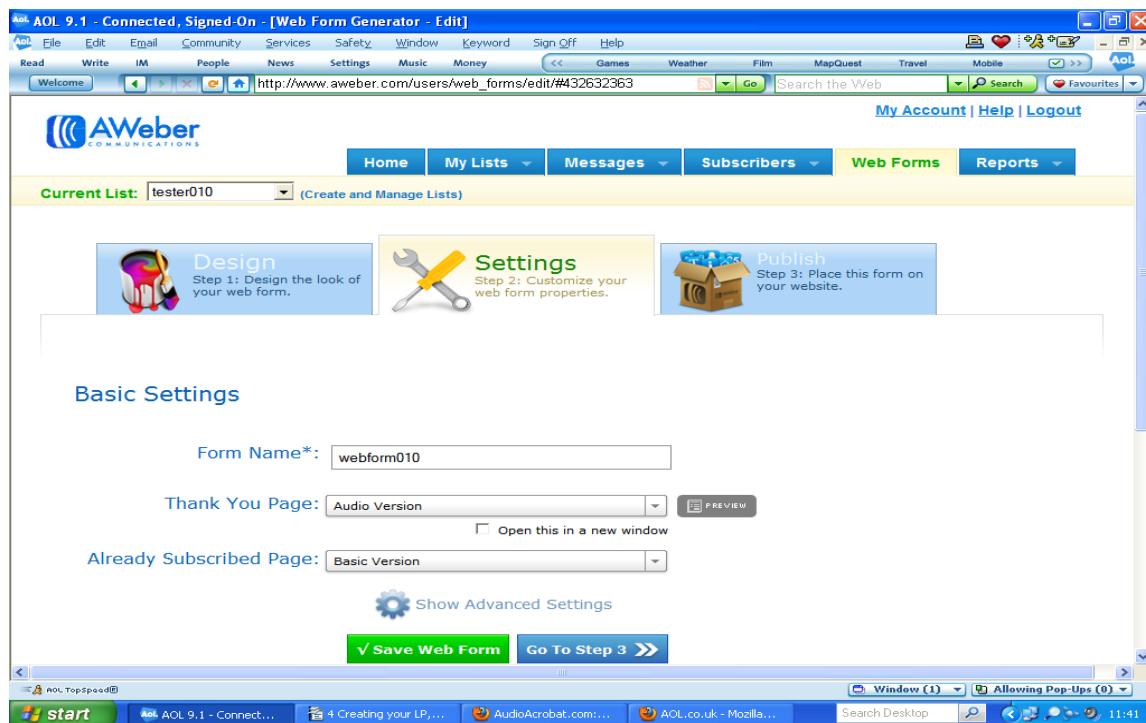
**Basic Settings**

1. **Form Name: -** Give the form a name. You will be able to track where your traffic is coming from so use a meaningful name.

I use my list name for my web form so when the notification comes I can tell the traffic source. This means if there are traffic sources not performing I can tweak or cut them.

bal-wso-010 means they signed up for a wso at the Warrior Forum SQP no. 10

You can create multiple forms for your auto responder lists.

**2. Thank You Page –** Click the down pointing arrow. Choose an option and preview it.

Options available are..

Basic/Audio/Smart video/Custom Page and Stay on current page.
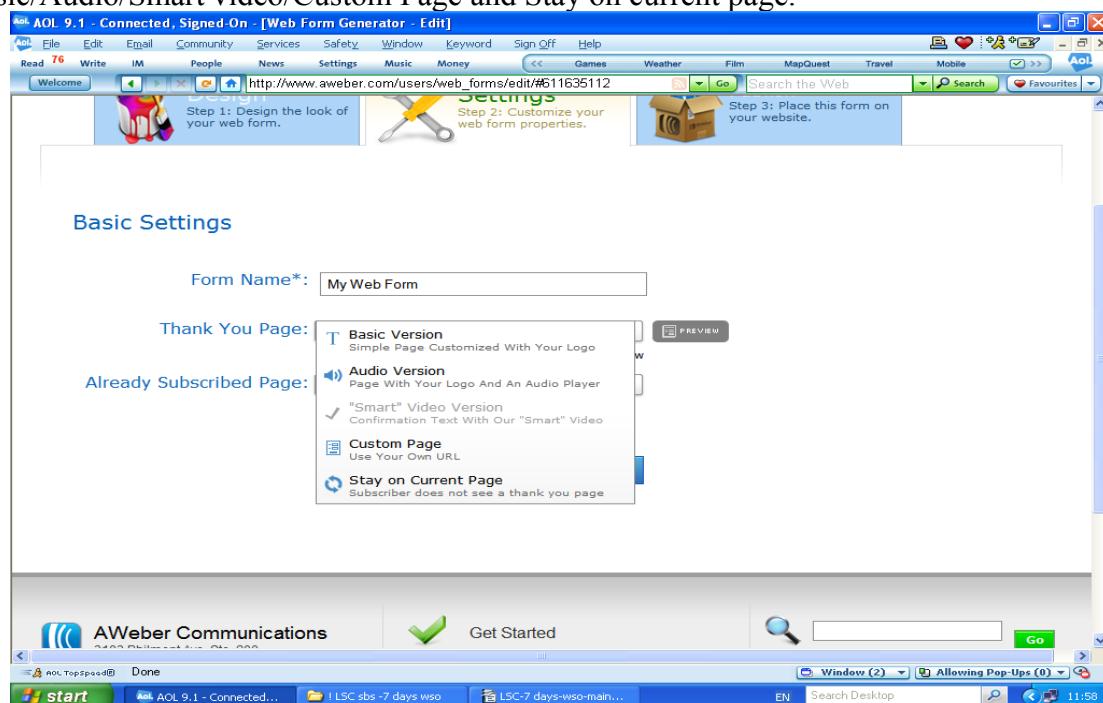


I have chosen custom field as I want to put my own 'thank you' page here.  If you place your own thank you page url here then this is what your subscriber will see after they verify their email address.  If you have nothing to put here yet then choose one of the other aweber options and put something in later.

3. **Already Subscribed Page -** This page is for those of your subscribers who happen to subscribe again to this list. You can add a new sales page or offer here so they are not receiving the same offer as last time. They may not have been interested in the last offer and are looking for something different.

As always **'Save Web Form'** and **Go to step 3>>**  We now need to get the html code for our Landing Page opt in box . Remember that without this we will not be able to obtain the names and addresses of our visitors.

Once you click on go to step 3 from the last step you will be presented with …

'who will publish this form to your website?'

(see next screenshot).
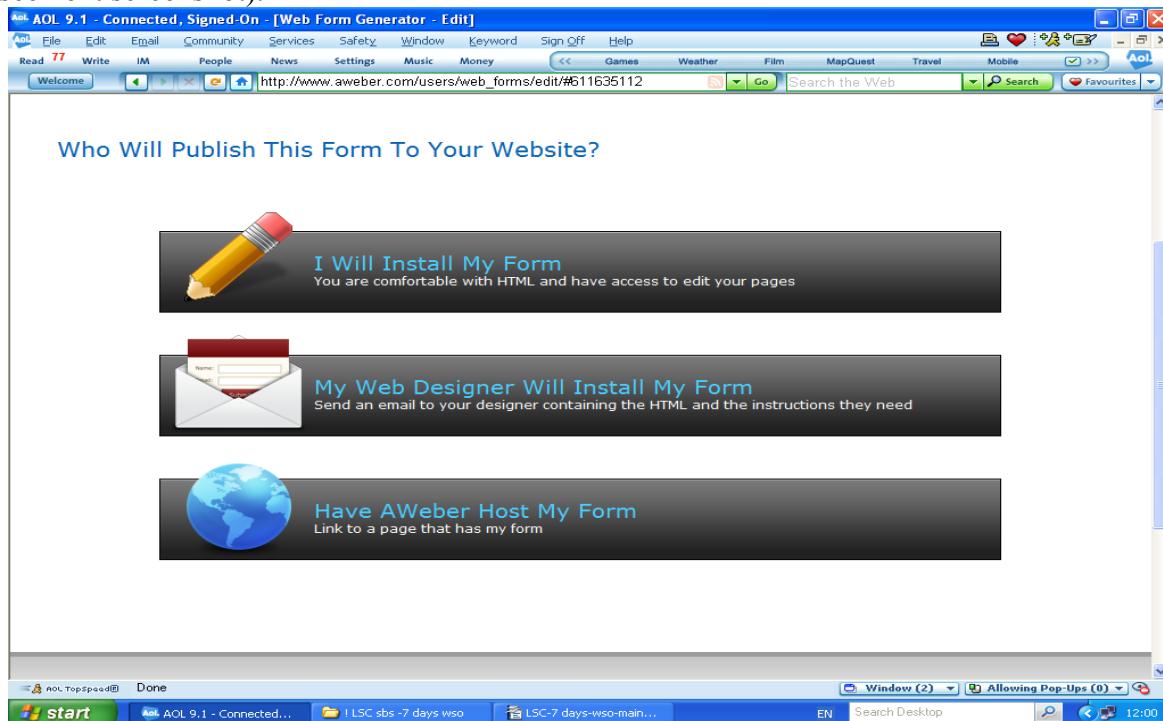


I usually install my own forms so I click on the first option to arrive at...
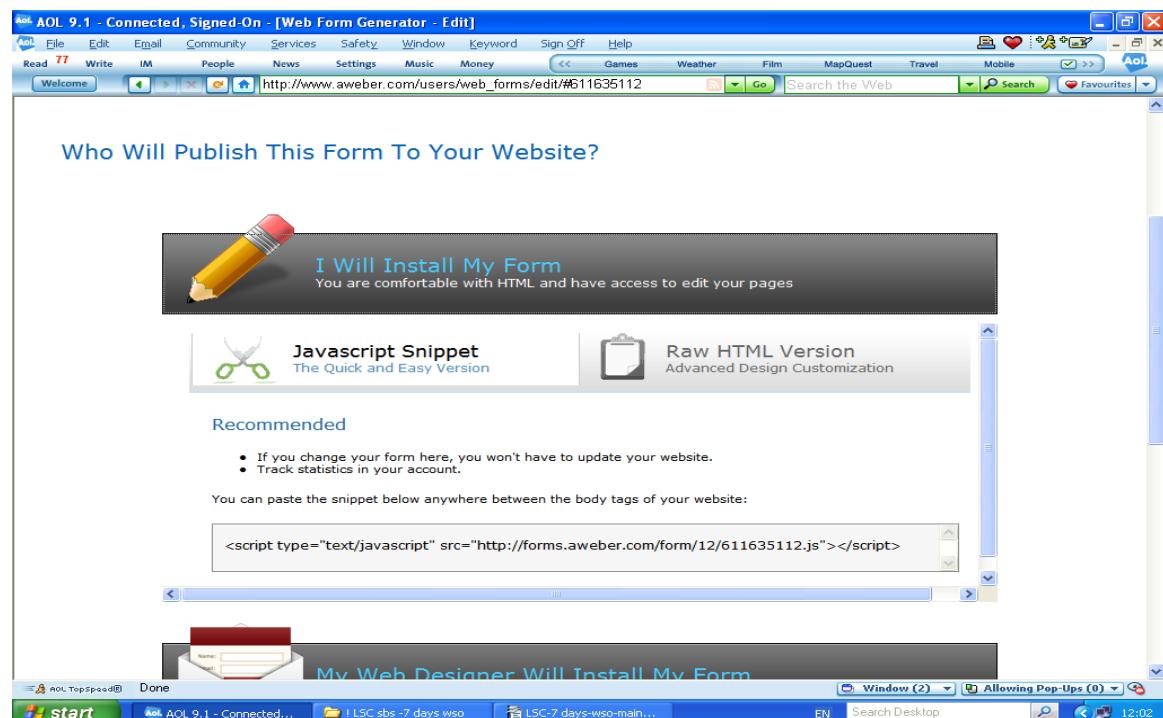


'I Will Install My Form'and underneath this you will find...

2 html code formats –

1. **The Short Code in Java and …**

2. **The Long code looks like this...** Simply click 'Raw HTML Version' to get it.
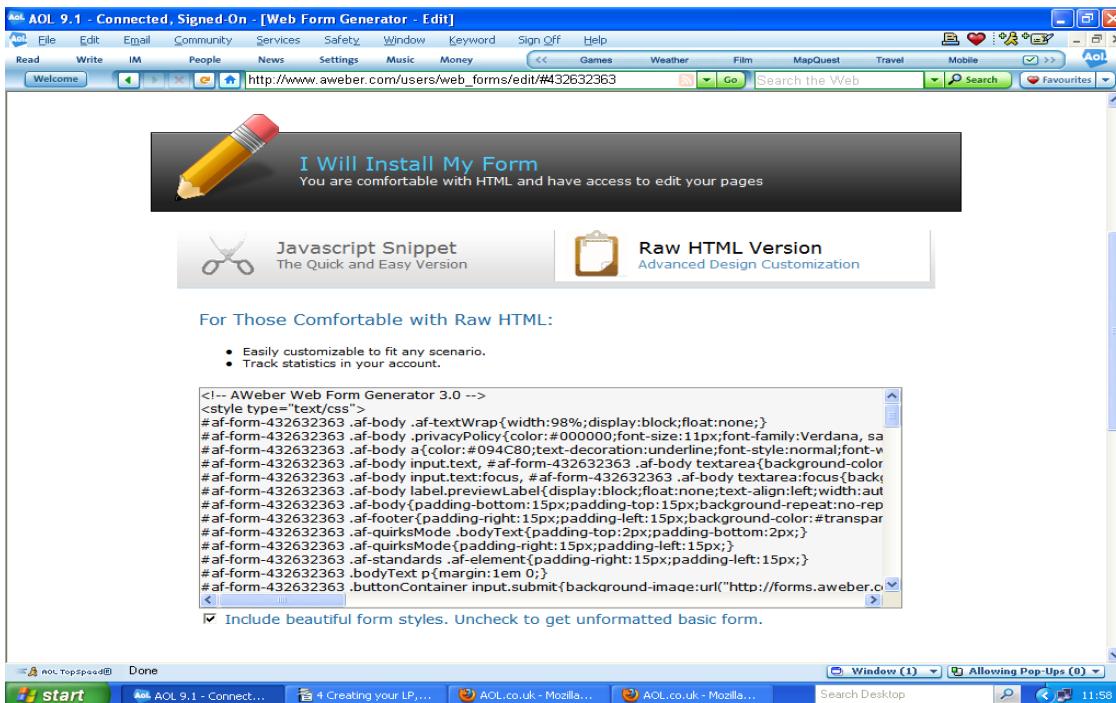


**Note:** Either code works just fine however I find it easier to edit the 'source' in the long code.

Whichever code you choose will work on your landing page. Please copy and save the html code to a word document for inserting into your landing page or squeeze page.

You can scroll up the screen and hit the 'Report' button and choose reports you want - lots to choose from.

Again click the 'SAVE' button and follow the next set of instructions...

**Congratulations! You have just created an Opt in form and html code.**

Remember this is the code you will place on your squeeze page or website sales page to start to collect names and addresses of your visitors.

# How To Insert your Auto responder code into your Landing Page

Having created your web form (sign up box) and got the html code you want to make sure this code is displayed on your landing page so people can enter their names and email addresses to join your list. Let's do it!

Open your saved squeeze page using the SeaMonkey html editor you downloaded or whatever one you have. This is what the squeeze page looked like.
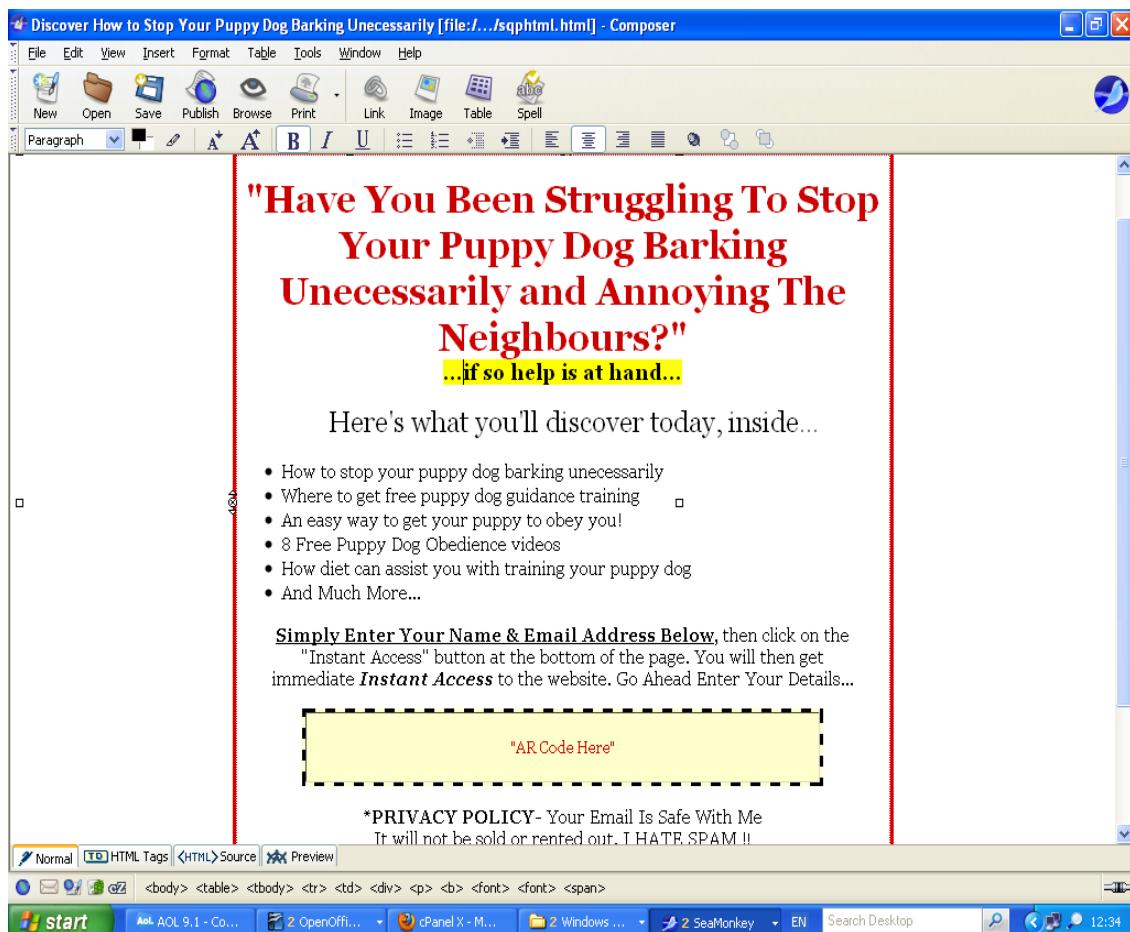


We need to make a small adjustment here.

Go to 'File' then click on 'Edit page' and place your cursor over the dotted line portion with "ARCodeHere" and right click your mouse.

Select 'table delete' and then 'rows' to get rid of the dotted lined sign up box area completely.

Once that is done you should now place 3 zees **'zzz'** where you want your opt in box to be placed.

Your landing page should now look like this.(see next screenshot).
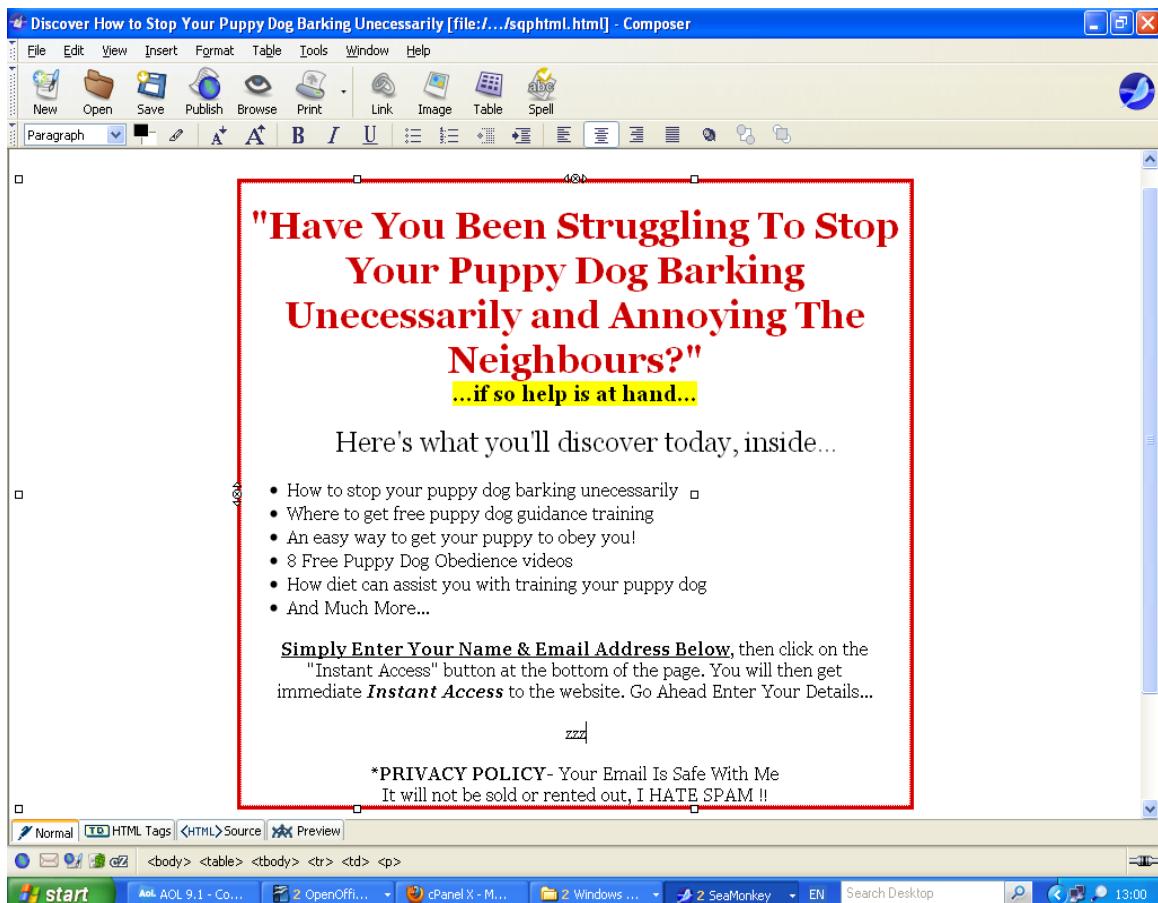
Now at the bottom left of your SeaMonkey or favourite editor you will see the following...

**Normal|HTML Tags|HTML Source|Preview**

- At the bottom left of your screen click on 'html source'

- Go into 'Edit' (next to File) then

- 'Find and replace'

- Enter zzz in the small display box that comes up and

- Click on 'Find Next'

You should then see your zzz highlighted

- Now close the small dialogue box by clicking on 'close'

- Leaving the page as it is, copy in your AR html code and put your cursor at the start of the highlighted 'zzz' text and paste your AR Code in it's place. (I.e. delete the zzz and paste your ARCode in its place)

- now hit Preview to see what your squeeze page looks like and SAVE your work.

**Here is what my page looks like (awaits uploading to the web)..**
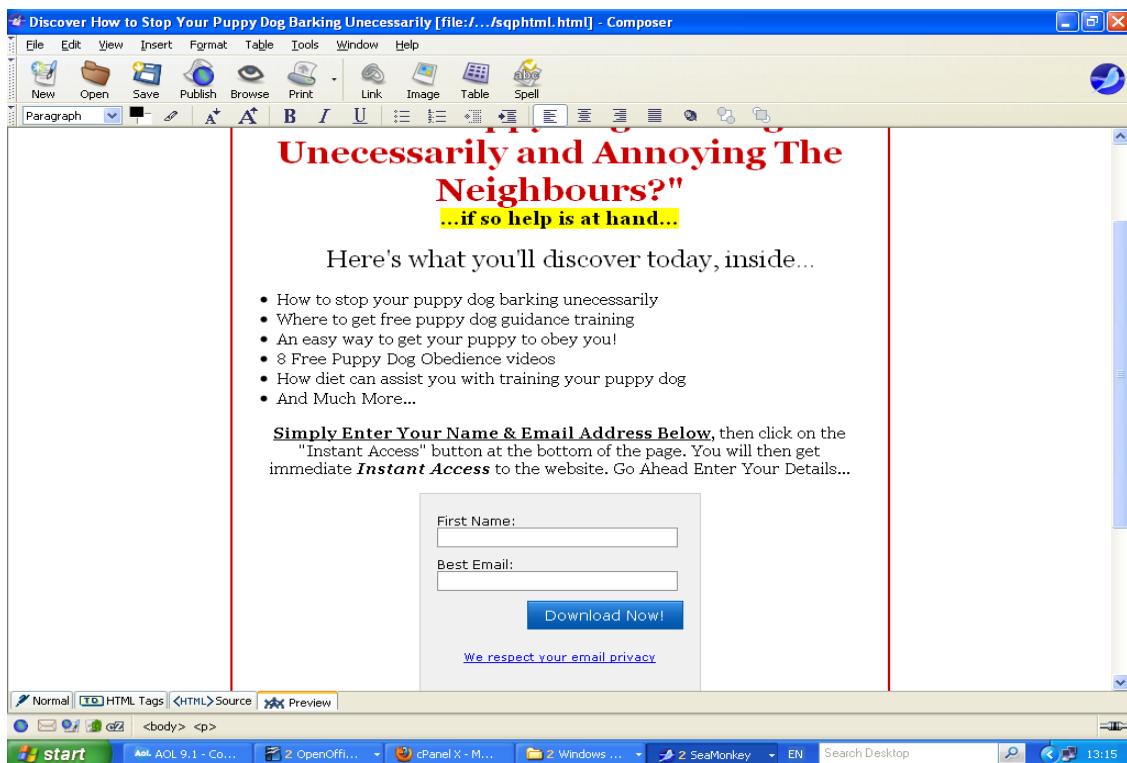


**Nice change don't you think? Well done!**

---

**Important:** You must save this page as 'Index.html'. This is also how you make your Home Page a Squeeze Page.     Yippee! It's now ready for publishing to the world wide web but before we do that...

---

## 4. Let's create your 'thank you' page

Your 'thank you' page is simply a web page that follows after your visitor has entered their name and email address into your web form (opt in box). It allows you to say 'Thank You' to your subscriber for trusting you with their name and email address.

You can also use this page to place a product offer, affiliate offer or one of yours underneath your thank you message. It is an opportunity to make money to cover your advertising costs for example.

I use this page to convert a small fraction of my list into paying customers right after they subscribe to my email opt in list. You should aim to do same. At other times I simply add some unannounced bonuses like in the example on the next page. My emphasis is simply to get them to confirm their email address.

---

Again I am going to use a template as it is cheaper and quicker. No messing about with html. **Here are steps to create your thank you page...**

Open the templates that came as a bonus with this pack using your SeaMonkey or NVU editor

Click on 'File' then locate your 'thank you' template file and click on it.

Click on 'Edit Page'

Enter the following script or something similar to it...

<div style="border:1px solid #000; padding:20px;">

# Thank you for subscribing.

## Just One More Step ...

An email has been sent to you. When you receive the email **open it and click on the confirmation link inside**.
You'll then be directed to the download area to receive your free ebook.

Thanks

Will

email address:...

</div>

Save your thank you page as thankyou-subscriber.htm or something similar to publish later.

**That's it!  Here is one of my Thank You Pages...**
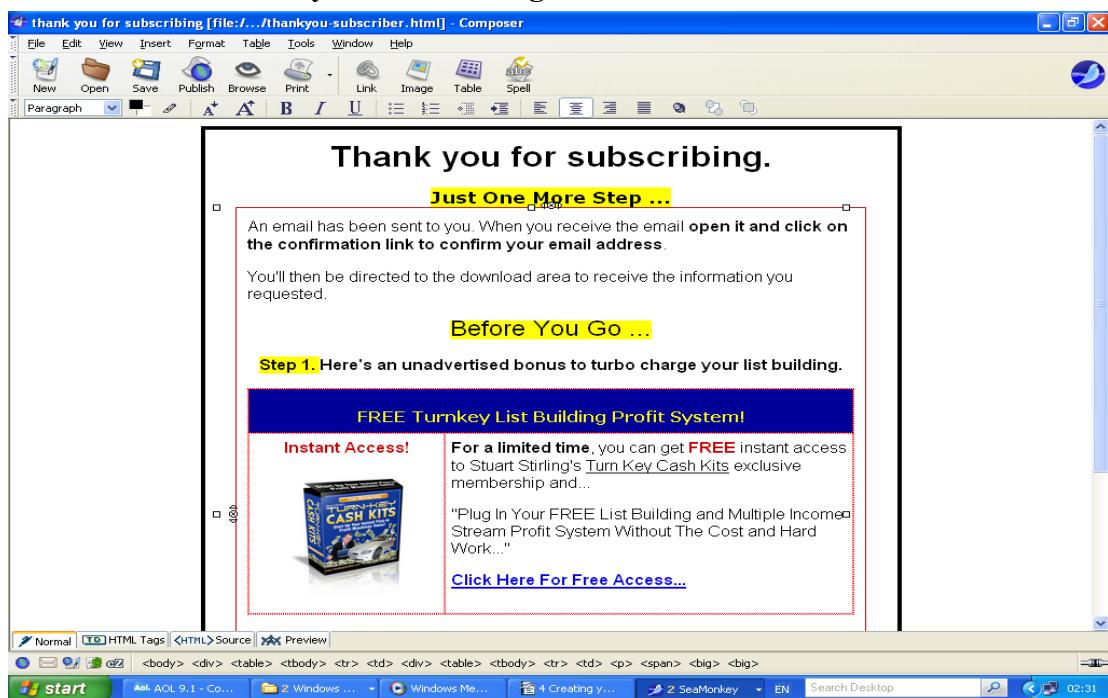
You will see here that I have added my favourite ...'Before You Go' script.

**Remember** that your visitor has subscribed to your list (but not yet confirmed) so you do not lose them by introducing a new offer. You will also have ample opportunity to promote this and other products to this person and others on your list when they **do** confirm.

Of course some will buy your one time offer and some won't. The important thing is that it let's them know you will be making promotional offers. Some people are on your list just for the freebies ;-) and will unsubscribe shortly after they get it.

Anyway, activity on this page helps you make some predictions about your subscribers... you'll have some idea how serious some people are about making money in your niche. The more traffic you send to this page the more subscribers that will take you up on the one time offer and you'll make money.

If you do not have your own product for your 'thank you' page yet, think affiliate products and then simply insert the link underneath your thank you message.

## 5. Creating your download page

Your download page allows your subscriber have exactly what you promised them. Remember that to get here they are now on your list. This page comes after they have confirmed/verified their email address. You **must** give them what attracted them to your landing page squeeze page in the first place. It really is an integrity issue and is a vital component of the whole relationship building and marketing process.

**Here is how to create your download page.**

Open your SeaMonkey web editor, locate your file with download page templates and double click on it to open it

Click on 'File' then

Click on 'Edit Page'

Enter some write up for your download page then copy and paste in your gift download link – remember you saved this in .pdf or .zip earlier on in the course..

**Your page could look like this.**
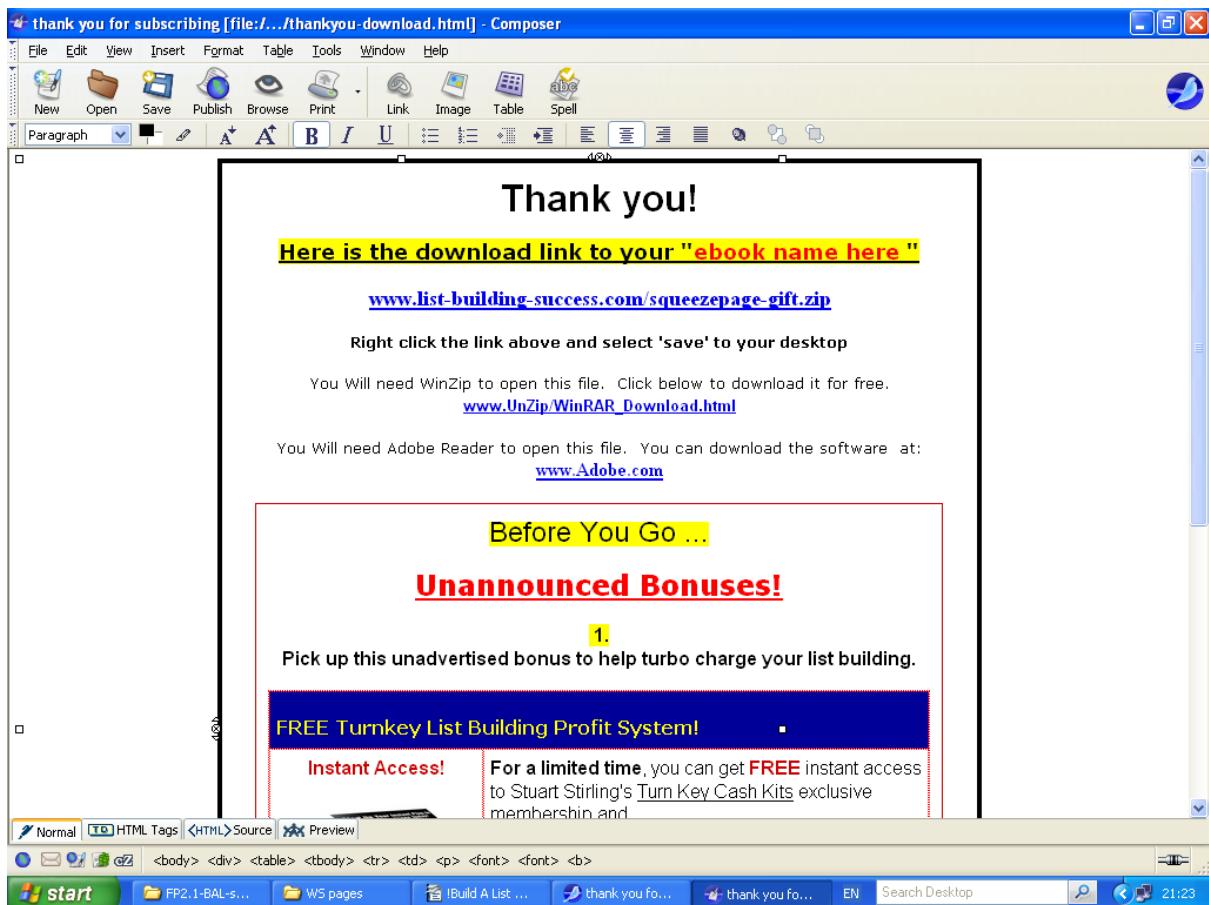
Save your download page as ...**thankyou-download.htm** or something similar.

Now remember where your **opt in incentive**, your **thank you page** and your **download page** are saved and I will show you how to publish them online in the next lesson.

| |
|---|
| <span style="background:yellow">**Action Steps!**</span> |
| Locate the following for the next lesson (just locate the folder where you saved them) and make sure they are all together<br><br>1.    your opt in incentive saved as a .pdf and .zip<br><br>2.    your landing page<br><br>3.    your thank you page and<br><br>4.    your download page<br><br>5.    Log in to your Hostgator account and look around. We will be using Cpanel to publish your web pages. . |

---

# Lesson 5 – Publishing your web pages to the www.

**In this lesson we will simply...** publish your opt in incentive, landing page, thank you page and download page to the world wide web.

**Before we get busy...** If you have been following me then you should have your **Opt in incentive** saved as pdf, a **Landing Page** saved as index.html, your **thank you.html** and **download page.html** ready.

In this lesson we want to upload these pages to the world wide web so so they can be easily accessed by your subscribers.

We will be doing this using Cpanel in our Hostgator webhosting account.

**Let's get busy...**.

Go to your webhosting account. If you are using Hostgator then all you have to do is enter your domain name and cpanel at the end like this

www.yourdomainname.com/cpanel

enter your password and you will be met by the screen in the screen-shot that follows.

Looking through the page you can see there are videos to help you if you need this help, of course you can send me that email if you get stuck or contact hostgator.



**got to 'files' and click on the 'file manager' icon**

---
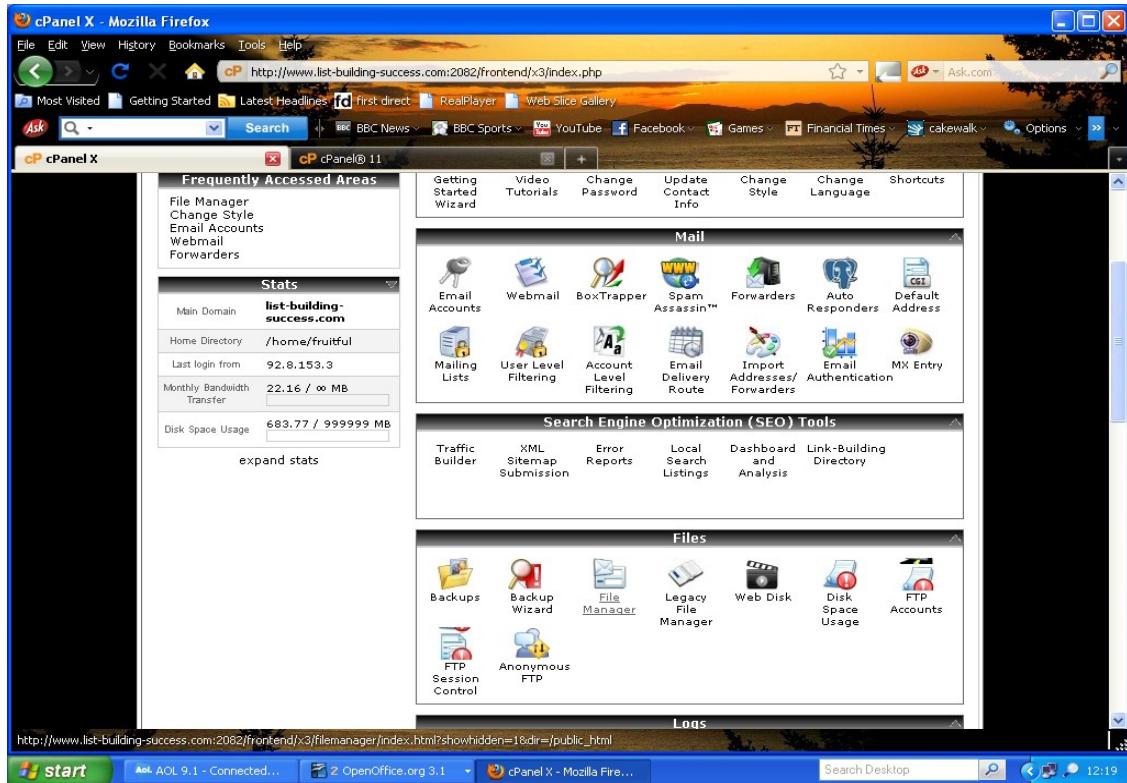
**This is what mine looks like because I already have a lot of files in my account**
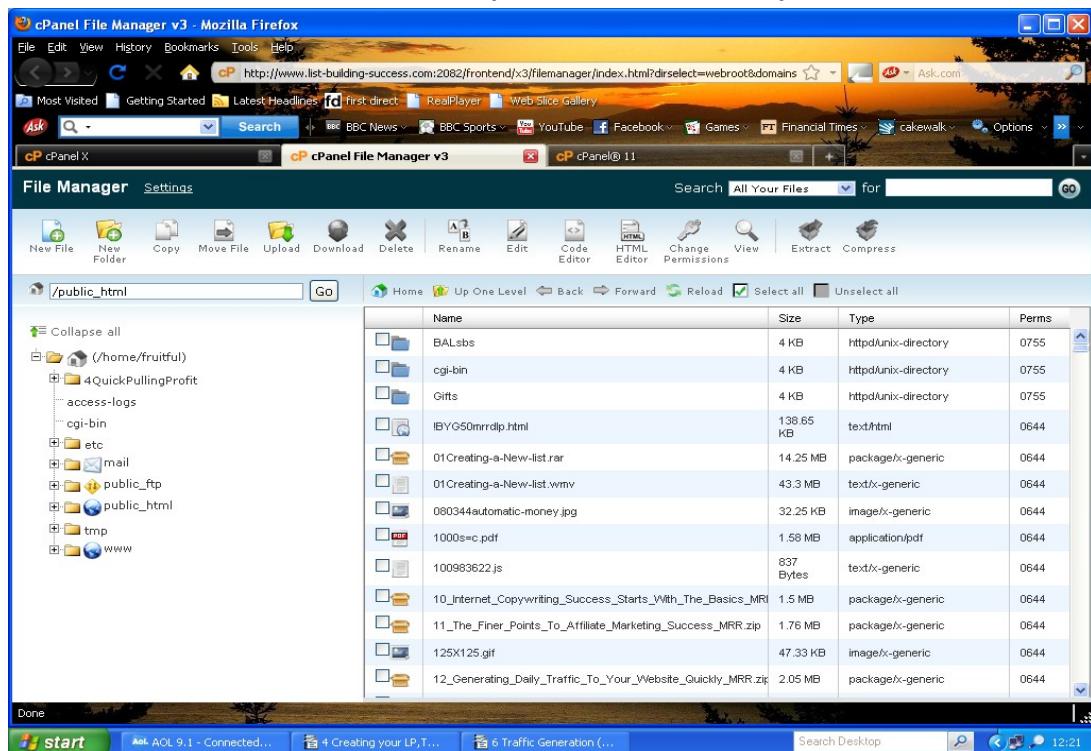


**Under 'File manager' Click on 'upload' with the green arrow pointing down and you'll see this...**
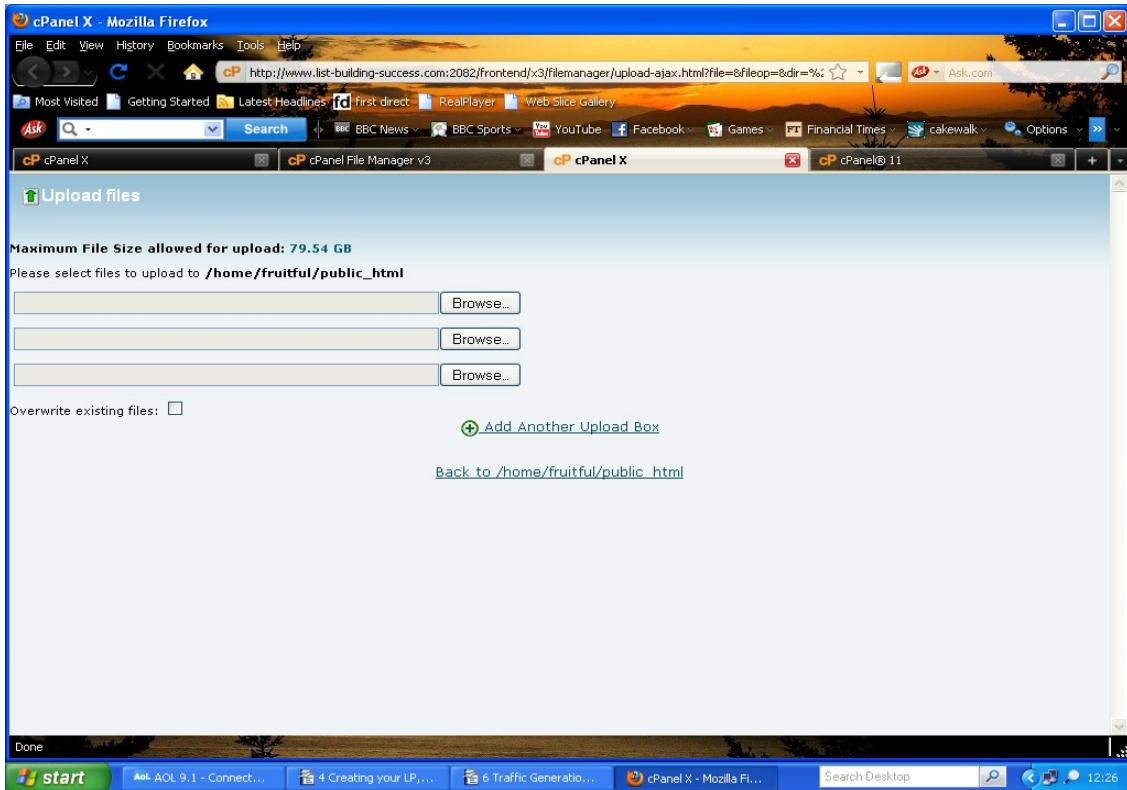
You are ready to upload your files so click on 'browse' to find your files starting with your landing page (saved as index.html)
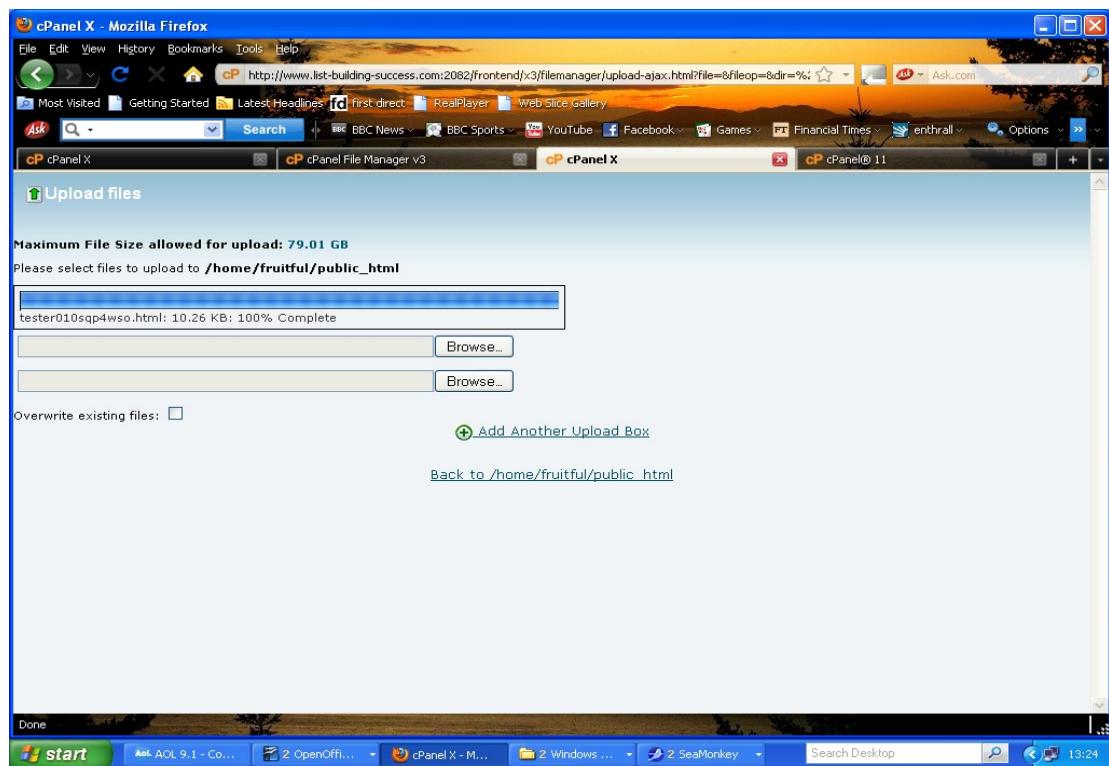
> **Note:** Your squeeze page must be uploaded as index.html for it to be your landing page.

Once the operation is 100% complete enter your domain name in your browser and you should see your landing page. Your website is now LIVE! Now that's cooooooool!

For subsequent web pages, once the uploading is 100% complete, copy the file name under the blue bar and add this to the end of your domain name. Here is an example

Domain name – [www.list-building-success.com](www.list-building-success.com) and uploaded file name thankyou.html

Once uploaded this will become  [www.list-building-success.com/thankyou.html](www.list-building-success.com/thankyou.html)

Whenever people click on this link they will be able to access whatever you have uploaded to your website.

I thinks that's enough for today.

### But Before You Go...

**Let's Test this thing shall we?**

Enter your domain name into your browser and hit the Enter key

You should be looking at your very own website – if so Congratulations again!

Now enter your name and email address into your landing page sign up box to subscribe to your list. Once it works for you it should work the same way for your visitors

Now once your visitors opt in all you have to do is be ready with your auto responder messages. That's what we will do next. Your ARMS!

---

**Action Steps**

**Practice uploading a few files following the steps I have shown you. Just anything in pdf or zip format will do. You'll see it's FUN and not difficult at all.**

---

**That's All for Now!**

# Lesson 6 - Crafting & Uploading Your Auto Responder Message Series (ARMS)

<span style="background-color: yellow">**This lesson covers...**</span>

- How to craft your auto responder messages
- Planning your auto responder message series
- Getting your emails opened
- Writing your auto responder message series
- 6 auto responder message series types to consider
- A 10 ARMS sample
- Uploading your ARMS to your auto responder

**W**elcome to this lesson. Just before we get into the meat and potatoes I need to bring something to your attention. I have found that people often buy a promising ebook online, the try to follow it, get stuck on something and need help. When they can't get that help they simply dump the ebook to gather cyberdust. The sad part is they then buy the next book or software only to experience a similar fate. 10 books down the line and confusion sets in as they are dealing with so many of the **same steps** talked about in so many **different ways** by **different authors**! I do not want that to happen to you because all it does is delay your progress and make you spend more money trying to solve the problem the last ebook created.

**Simple Solution:** Send me an email if you get stuck!

The priority email access is to get your sticking point(s) dealt with quickly and ensure you get the results you are looking for online.


Reminder...At this stage you should have the following ...

**Lesson 1** – your Opt in Incentive (OII)

**Lesson 2** – A Domain name and Web Hosting.

**Lesson3** – Signing Up & Setting up your Auto responder.

**Lesson 4** – Created your landing page/thank you page & download page

**Lesson 5** – Uploading your Squeeze page/thank you page & download pages to the web

If you haven't done this then there is no point going further as you will not get the best out of this course. If you are up to date let's get cracking with today's lesson – your auto responder messages.

**Introduction**

It is a well known fact that there is massive competition for your subscribers email box. Think of what comes into your inbox. I am led to believe that on average people receive about 361 emails a week! Personally I have email accounts with well over 1000 email messages! You not only want your email opened but you also want them to read the content and take relevant action. In the main your email messages carry your sales page links and if people don't open your emails they will not be able to click on the links in those emails to buy from you. You will not make any money!

You need to craft your email headlines carefully otherwise they will be deleted very quickly without being opened. Remember it only takes the click of a mouse to do either!

Okay, moving ahead from your email headlines you need content that is simple and straight to the point.

Depending on your message your emails may be short or long. You may use short emails to get them to click on your links and longer emails to provide useful content. By the way, your emails are not to compete with your sales page! Your emails are simply to ready your subscriber for the visit to your blog or web pages. Let your sales copy do what it was designed for – sell your product.

Okay, moving on...

- **Planning your ARMS**

This is not rocket science but if people are not clicking on your emails then they are not reading the content, if they are not reading the content then of course they are not clicking on the links to your sales pages or blog.

Begin with the end in mind so your email messages stand a better chance of converting into clicks or money or both. What do you want the reader to do?

Remember that people prefer to buy from people they know so it is vital to build a relationship with your subscribers. If your subscribers do not trust you they will ignore your emails and your list will be unresponsive-and you will not make money!

This might hurt but the truth is that if your subscribers are not buying from you then they probably do not trust you enough. That said some people will not trust you anyhow and will simply represent a statistic on your list.

I am sure you would not think very highly of me if I sent you to a sales page for my $197 a month mini coaching program or my $5,000 coaching program knowing me. Even if you had the money to pay you would at least want to know me a bit more before shelling out that money. For all you know I could be a scam artist! Use your emails to build trust.

> **Tip:** Building trust with your subscribers increases list responsiveness.

- **Getting your emails opened**

OK, you have a plan for each of your emails, now you need your subscribers to actually read them. How do you make your emails stand out and shout "Click Me".

If your title is not catchy enough few people will click on it. If it is an outrageous title then you may well get the same effect. What to do? Test!

There is no one formula that works for all lists so my advice is to send out emails to your list and monitor their performance. How many people are opening particular emails with particular headlines and why?

Once you know the emails people are more inclined to open you want to send them more of these with the content you want them to read and dump the rest.

Your subscribers generally want to know <u>'what's in it for me?'.</u>  In other words, 'why should I bother to open this particular email?' It should be because you have something that will benefit them first...tell them what it is.

Let's take a look at some email headlines.

1. **Gift Email headline:-**  A free (niche) PDF report for (subscribers name)

2. **Question Email headline:**   Did you download this? Or Did you get this?

3. **Call to action Email headline:**   Write 10 articles this weekend!

4. **Feedback Email headline:**  What's your biggest (niche) challenge?...

5. **Warning Email headline:**   Price goes up in 4 hours.

6. **Thank you email headline:**  I just want to say 'Thank You' for...

- **6 Types of Follow Up Email Messages**

Once you have got people to click on your emails you must follow up with what the  title promised. Sounds simple but how many times have you opened an email like ...'you have money' only to find you don't have money as someone just wanted you to open the email to read their offer.   Did you go ahead and buy their program? I don't think so.

Let's move along and look at 5 types of emails you can write for your ARMS.

1. **Welcome email**

   As the name suggests this email is to thank your new subscriber for joining your list. Something like this would suffice.

---

Hi (their name)

Thanks for your interest in my xyz ebook.

Here is your download link to get it just in

case you missed it on the previous downloadedpage.

yourdomainname.com/downloadlink

Remember to check your special subscriber offer on

the download page. You can find it at

 yourdomainname.com/downloadlink

Once again thanks (their name).

Speak to you soon.

Your name

Your email

---

## 2. Content emails

- These emails are specifically to inform and educate your subscribers. You are not selling anything apart from goodwill of course.

  Your content can be an article or some other informational like a video or audio recording you have written or put together on a certain topic relating to your niche market showing people how to do something.

**Example:**

---

*Hi XYZ,*

*I have written (or recorded) something for you.*

*Click on the link below to download it (listen to it)*

*Link .........*

*Let me know what you think after reading (listening).*

*Just hit 'reply' to send me your feedback*

*To your online success*

*Your name*

*Repeat link////*

---

## 2. Free gift email messages

These are simply emails with a short message and a download link to a valuable free gift. You need to remember that you are trying to build a relationship and so you should make your free gift emails free from sales pitches.

> **Tip!:** Don't give something away for free simply because it is free to give away. Look for something that has real value and give it away. I give away a lot of resources to my list to build strong relationships and really help their online efforts.

### Example 1

*Hi  James,*

*Here's a free gift for you*

*It shows (tells) you how to...*

*No opt in to get it.*

*Here is the link. Download it now!*

*Link http://www.......*

*Will*

### Example 2

*Hi John,*

*Do You Know How To Choose Your Niche and Determine its Profitability?*

*Here's a very useful resource to help you.*

*This short report in PDF form will help you with choosing your niche and determine it's profitability.*

*Click here http://productlink*

*Well worth reading in my opinion.*

*Will*

## 3. Product Recommendation email messages

These will be products you recommend. It is best if you have actually used these products yourself. They can be created by you, affiliate products or Master Resell Rights Products.

Remember, they are simply product recommendations NOT sales letters. Let the sales letter at your website do the selling.

Your message should encourage your subscriber not only to open your email but to take action by clicking on the affiliate or product link in the email. Examples below...

- **Affiliate email,**

> *Subject line: Create your product in 3 simple steps.*
>
> *Body: Discover how to create your niche product in just 3 simple steps:*
>
> Affiliate URL goes here
>
> To your internet success,
>
> Will

- **Your product email,**

> **Subject:** Do you need help driving targeted traffic to your website?
>
> Introducing my new article marketing Step by step eCourse
>
> Click ere to take a look now...Place product URL here
>
> *Your name*

> **Subject line:** Need a step by step system to build your list?
>
> **Body:** I have just written a book with you in mind.
>
> I take you by the hand and show you step by step how to build a list from scratch
>
> Take a look now.
>
> Your product URL ....
>
> To your online success
>
> Your name

## 4. Feedback emails

These are messages that will help you meet the needs of your list. You simply ask your subscribers what they want to know more about. It takes away guessing and helps establish a proper relationship with your list – a caring one.

I usually send out "I Need Your Help" emails (something else I learnt from Sean) where I ask a number of questions relating to my niche market. I send the answers direct to the questioners inbox.

At other times I simply compile the answers to the most common questions asked by my list in a PDF document and then offer it to my list to download for free. This helps the list know that 'their' problem is shared by others on the list too and that I am willing to help.

It also encourages those who did not respond to my feedback email to consider doing so next time. This encourages interaction - you could use your blog for this.

I have had responses like "... good to know there is a real person behind this and not an auto responder". Sometimes the questions can be many and involved which means it takes me longer to respond to the questions. In this case I would mostly send a message to say an answer is on the way and then send the answer afterwards.

Over time I have written a lot of content so what I do now is to direct some of the questions to a product I have already written that answers the question. This saves me writing the same thing over and over again. I am mindful that I still have a business to run afterall ;-)

Here is an example of a feedback email

David, I need your help!

I am seeking to understand your *Puppy Dog Training* needs better.

*In order to help me create offers that best match your needs, please hit 'reply'* and answer the following question:

*1. What is your biggest challenge when it comes to 'Puppy Dog Training?'*

*Remember, just hit the 'reply' button and answer the question*

*Thanks for helping me out.*

Will

**This is not a one size fits all!** There are sveral ways that these emails can be written and the response depends on the relationship you have with your list.

These emails are easy to reply to though there is no guarantee you will get a very high proportion of your list responding to this particular type of email. That said these emails give

you valuable information about your list. It's a great opportunity to help your subscribers with their problems and they will appreciate your help (at least that has been my experience.)

I have so far resisted the commercial surveys as I think they can become impersonal but that's my personal opinion ;-)

## 5. Testimonial email

Here is where you let your list in on what others are saying about your product (s) – a teleseminar, webinar, workshop or free gift eBook, software or response to your last feedback email for instance. It adds credibility.

.

> *Hey Will,*
>
> *Oh boy! I bought your xyz product and in no time I was able to do ...*
>
> *You laid it all out step by step on how to create a wildly profitable online business from scratch using ....*
>
> *I had struggled with this for months*
>
> *Thanks a lot*
>
> *Walter*

Or

> Toney, ..
>
> Wow, I received a lot of feedback to my last email that I am compiling most of your common questions into a PDF document so you can see what others are asking.
>
> I might add your first name but certainly not your email address for privacy purposes – except you insist of course!
>
> It's not too late to ask your question, simply hit 'reply' to send me your question and yours might be one of those I feature in the PDF.
>
> Thanks again for your helping me out.
>
> Will
>
> list-building-success.com

- ## **Your 10 auto responder message series**

This comprises of a combination of the 5 categories I mentioned earlier. To start you off here is an example of a combination I have used for a number of my lists. Nothing here is written in stone and it is not a case of one size fits all. You can tweak things as you go along. Each list is different and will respond differently to your ARMS.

**Message #1** - Thank you message plus download link to your promised opt in incentive

**Message #2**- Ask if they successfully downloaded the free gift, if so any questions? I usually include that I answer my emails personally and will send a reply direct to their inbox.

**Message #3** Feedback Email. I Need Your Help! - What did you think about (freebie). What's your biggest challenge in (your niche). Remind to hit the reply button and you'll send a quick reply.

**Message #4** If you have received some replies then send the answers and if not send a content email answering one or more of the main problems in your niche -a sort of FAQ's.

**Message #5** Thanks for the response to my 'I Need Your Help' email.

**Message #6** Send a free gift – a PDF compilation of answers to questions asked you.

**Message #7** Did you download this? (re send of PDF compilation in last message)

**Message #8** Your Product email (affiliate or yours) to meet your subscribers needs.

**Message #9** You can Resend message #8 (to make sure they got the stuff)

**Message #10** Content email – relating to the main benefits/testimonials of your product in message 8.

**Message #11** Follow up with content on why they should get the product you have introduced after all it solves their problems in the niche.

I am sure you get the idea by now; you can continue this list, testing as you go long. 10 is not a magic number by the way, this is just something to help you plan your email campaign.

> **Tip:** The whole idea for me is that my ARMS is relevant to my list. If I am answering their problem questions I get better satisfaction and a better response.

Don't overlook this strategy as it will help your emails to be relevant and targeted to your list.

Resist the temptation to send emails just to fill up your auto responder. You run the risk of making your list unresponsive – afterall they are receiving something that they are probably not interested in anyway so why open your next emails?

- ## **Uploading Your ARMS into your Aweber Responder**

Having created your messages in a plain text editor, Notepad or Wordpad or even in Microsoft Word like I do sometimes (Note: MS Word is not a plain text editor) you are now ready to upload your messages to your Aweber auto responder so your subscriber can begin to receive your relationship building messages.

---

**Note:** You can write your emails straight in the auto responder but it's best to do it in notepad then copy and paste into your auto responder.  This way you have a copy.

---

**Here is how to do it...**

- Login to your Aweber account
- Place your cursor on **Messages**
- On the drop down menu select **'Follow up'** and click on it and you will be presented with a screen similar to this...



- Now Point and Click on the green shaded **'+Add New Follow Up Message'** … what you will see is two boxes that need to be filled with your auto responder messages. One is in **HTML** and the other is **Plain Text.**

**Paste your messages in either of the spaces (html or plain text). Here is how to do it... (Going from left to right of your screen)**

---

- **Personalisation -** you will find this next to 'subject' – click on the drop down menu and choose {firstname_fix}. This is the command that will display your subscribers' first name in their email also it will capitalise the first letter if they entered their name as 'will' or 'james'.

- **Subject** –  Enter your subject header here as discussed earlier in this lesson. Remember you want your subscriber to click on this to open the email.

- **Html message** – Simply paste your plain text message here. Note that not all your subscribers will be set up to receive your html messages. You can ask your list to enable their email program to receive html.

- **Plain text message** – Simply paste your text in the space provided by Aweber. Use the 'Wrap Long Lines' button to deal with any overhang. It ensures your messages don't end up looking like this...

> *Dear Friend,*
>
> *Congratulations! I hope this email meets you*
> *>>in good health*
> *>>>Today I have a*
> *>>>very important message for you…*
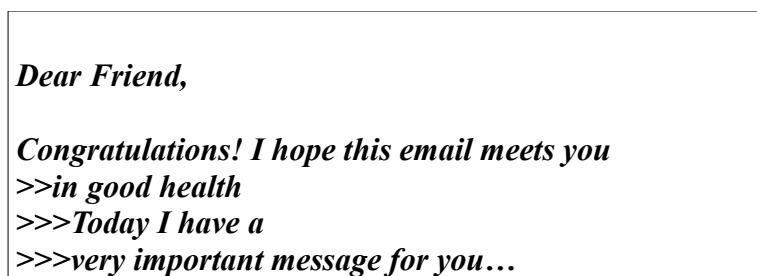
Once you have pasted your message into your auto responder you should ...



- Click **'SAVE Message'** and you will be presented with a screen similar to ...

> **Note:** This is the message that will go out immediately after your visitor confirms their name and email address to receive your opt in incentive.

- Well done! Now check the spam rating of your message using the spam counter.

- **Spam check** – Any score below 5 is ok to send. To reduce the spam count simply change words as necessary to improve the deliverability of your message. There are certain words that make the score high. You will get to know some of them as you go along. This is why you see words like Money as Moneey and Free as Fr.ee or \*Free\* and so on in most emails.

- **'Test'** your message by clicking on **'test'** to send yourself a copy of the email message so you can see what it looks like before you roll it out to your list.

- Set the intervals for your next message. 2-3 days is fine.

- Repeat the above instructions to upload your next message.

- **Copy:** You can copy any of your already written emails to save time. Just click on 'copy' and make the relevant changes to your message.

- **Delete:** This deletes the message you select.

- To add a new message simply click the green **+ Add New Follow Up Message**

> **Tip:** I would advise you to set your intervals based on how much content you have. It follows that less content will mean longer intervals (obviously not a month apart or you'll be forgotten!), More content and you can set for shorter intervals like 1-3 days.

**Broadcast-** It's just like your other message but it goes out to all your list at the same time as opposed to over a period of time.

- **The Wrap Up**

Remember that your emails are to inform, build trust, credibility – make each one count! You will have to get busy writing and sourcing content for your ARMS - check on your hard drive for what you already have available.

Do not wait until your ARMS is perfect. Go ahead and load up the content and products you have and use it. You can then make changes as you go along. Keep testing and tracking all you do.

That's it for this lesson.

*Will D*

1. *Print off the 10 message page and write next to each item the product you will put in there.*

2. *Craft your email messages then*

3. *Once done start to upload your messages to your auto responder.*

Remember, you don't have to wait until everything is perfect, go with what you have and tweak as necessary. **Send me an email if you get stuck.**

---

**Coming Up Next...**

Traffic and how to get it to your squeeze page.

Suffice to say...

- **No Traffic = No Subscribers= No Sales = No Money!**

# Lesson 7: Driving Targeted Traffic To Your Landing Page!

<div>

**...and in this lesson we want to feed our hungry landing page ;-)**

1. SEO

2. Online Directory submissions

3. Article marketing

4. Forum Marketing

5. Email Solo Ads

6. Email Ad Swaps

</div>

## Introduction

**H**aving set up your traffic capture system you now have to drive traffic to it. I may be stating the obvious here but no one will go to your website EXCEPT you send them there!

Here is my mathematical equation for this...

> No Traffic = No subscribers  and No Subscribers = No Buyers = **No Money!**

**It's people that spend money on products so get them to your website in droves!**

There are lots of  traffic sources out there but I am only going to focus on 6. I use 1-5 a lot and I personally think you have to master a few before you try to grapple with too many.

You must seriously consider the quality of traffic you use to build your list as this will determine the type of subscribers you get. They will either remain as subscribers or go on to buy products from you (ideal). You want to convert your traffic into buyers … and repeat buyers.

I have been in internet marketing since 2005 and have tried various sources of traffic, including pay per click, guaranteed hits traffic, safelists traffic and viral list builders to mention a few.

Apart from PPC where I sort of broke even the results of the others were dismal to say the least. Laugh if you want but I remember years back leafleting a huge car park in a city in England for my 2-step online business and did not get even 1 response! Talk about UNTARGETTED marketing.

So I do have a fair idea why you need to choose your choice of traffic carefully. You need traffic that will convert to buyers and make you money. Anyone can quickly flood their list with subscribers but it is converting them into paying customers that really matters. This is where relationship building comes in. There is really no point going after traffic that once on your list will not even bother to open their emails and purchase from you. You will have a BIG list but try spending that in the shops!

The traffic sources I recommend and discuss here require some investment on your part and they are well worth the investment in time and money.

Let's get going then...

## 1. SEO

> **The whole idea about Search Engine Optimization is to optimize your website pages so that you rank high in the search engine results pages (SERPS) and get more traffic for particular keywords you've chosen.**

You could spend a lot of money spinning your wheels on SEO but remember that Search Engines basically exist to get your web pages found. All you are really trying to do is get your web site ranked high by the search engines for particular keywords so people can come to your website. I am about to explain how you can do this without spending a fortune on 'seo experts' fees.

I have been able to achieve top 10 rankings for some keywords and it cost me little.

The bottom line is, you can get into the top 10 ranked spots in Google, Yahoo, and MSN, and how to do it is really no secret.

Keep in mind, you might be able to get into the top 10 search results in a matter of weeks with some low-competition keywords. Some high competition keywords may take much longer, perhaps months.

Be aware that you may be able to rank no. 1 for a keyword that has little competition but it will not bring you the traffic you desire. You'll have to choose keywords that best describe your website and then strategically place them where they will bring you traffic. This could be in articles/content that you post on your website or to the article directories or even to blogs.

You are certainly not the only one using these strategies. You need to be one over the competition. Anyway, as far as SEO goes there are really 2 main things to consider. On-Page Optimization and Off-Page Optimization.

## 1.1 - On-Page Search Engine Optimization

On-page optimization is really all about what happens on your web page to make it noticeable to the search engines. It is not critically important to the ranking process itself, however without on-page optimization a search engine would struggle to find you online to rank you. Put it this way, if the search engines can't find you then neither will your visitors.

**So how does one go about on-page search engine optimization?**

Despite what some others might want you to believe it is quite simple really. You want to make sure you choose the right keywords for starters. Use these keywords to form your domain name (I've presently got a web page that has been on page 1 of Google for some time now and I believe that the domain name among other things has played a crucial role in my page ranking – pre and post panda. I am not going to get into a debate about it though ;-)

Secondly, make sure that your keywords appear in certain critical places like in your

**title,**

**keywords,**

**description,**

**content,**

**headings, and**

**other source code tags.**

I thought an example might suffice so...here is an example of the first few lines of code on an optimized web page: (to make life a little easier the keyword phrase **get more traffic to my web site** is emboldened**)**

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=windows-1252">
<title>Get More Traffic To My Web Site</title>
<meta name="keywords" content="get more traffic to my web site, get more traffic to your web site">
<meta name="description" content="Get More Traffic to Your Web Site Without The Hassle">
<link rel="stylesheet" type="text/css" href="../../stylesheet.css">
</head>
<body topmargin="0" leftmargin="0">
<div align="center">
        <table border="0" width="100%">
                <tr>
```

```
                    <td align="center" height="90">

                    <h1> </h1>

                    <p><font size="7"><b>Get More Traffic to My Web Site</b></font></td>

            </tr>

        </table>

</div>

<div align="center">

<table border="1" width="100%" cellpadding="25">

        <tr>

                    <td bgcolor="#FF0000" width="160" height="3000"> </td>

                    <td valign="top">

                    <h1>

                    <p class="MsoNormal"><b>Get More Traffic to My Web Site!</b></p>

                    </h1>

                    <p class="MsoNormal">Do you ever wonder how you are going to 'get more

                    traffic to my web site'?  I sure know I did when I first got started in

                    internet marketing. </p>
```

Okay, let's go through each of these elements I have mentioned,

## Your Title

Your keyword phrase should be positioned early in your title. Try not to dilute it by including lots of other words. Ensure you use the keyword in a sensible way (a way that reads naturally).

The reason you want to try to limit the number of additional words you use is that the title may be ranked by its percentage of keyword use, so any additional words dilute the impact of the keyword.

So as an example, take the keyword phrase **'puppy dog training'**

An example of a good title would be **"Puppy Dog Training – How to Train Your Puppy Dog"**

A bad example might be **'How to Train Your Puppy Dog Most Effectively"**

Notice how in the latter example, there are a number of ineffective words (for the search engines, anyhow) and the keyword arrives later in the title. Also, the keyword phrase itself is not even used – just the keywords that make up the keyword phrase.

Here is the example from the earlier source code,

<title>**Get More Traffic To My Web Site**</title>

## Keywords

Your keyword tag should also contain your keyword phrase, and perhaps one or two more relevant keywords or keyword phrases.  There is really no point trying to con the search engines by stuffing the keyword tag with lots of keywords. It will only dilute the effect of your main keywords and may get your site penalized. Here is the keywords tag from the earlier source code example:

<meta name="keywords" content="**get more traffic to my web site**,">

## Description

Your description should contain your keyword phrase at least once, not more than twice, and should make sense.

For example, a good description might be:  Puppy dog training tips for effective training of puppies and puppy dogs.

A bad description might read :  A web site dedicated to the development of puppy dog training.  Notice that the keyword phrase is used late, and the description is drowned in otherwise non-essential words.

Here is a source code example of a description:

<meta name="description" content="**Get More Traffic to Your Web Site Without The Hassle**">

## Your content

Use your keyword or keyword phrase early in the content, in the midst of the content, and near the end of the content.

I try as much as I can to start the first sentence of the content of my web site/article with the keyword phrase, and use the keyword phrase as often as seems natural when reading the content.  I hesitate to give you a keyword density figure, as the optimum number varies depending on the keyword, and tends to change. In fact, the way search engines rank web sites according to on-page optimization is constantly changing  and I am simply not an SEO guru to want to keep up with all of it!

> **Tip:** One of the best ways to make sure your content stands the test of time is to write naturally, and in the long run, your web content should maintain higher rankings and not be de-listed or banned on the web.

I also like to use the keyword phrase late in the content, possibly even at the very end of the web page, if possible.

Here is the source code from the earlier example of using the keyword phrase early in the content:

```
<p class="MsoNormal">Do you ever wonder how you are going to 'get more

            traffic to my web site'?  I sure know I did when I first got started in
internet marketing. </p>
```

The other two areas where you should use your keyword phrase is in some heading tags, a bold tag, and an italics tag.

**Headings or Bold tags:**

Here is an example of some headings or bold tags:

```
<h1>

            <p class="MsoNormal"><b>Get More Traffic to My Web Site!</b></p>

            </h1>
```

In this case, you see both the <h1> and the <b> tags on the same phrase. It is probably more effective to do those separately.

This is about it for on-page search engine optimization. You may have found this to be somewhat simpler in nature than many people would have you believe however in reality on -page search engine optimization is a lot less important than off-page, and your time is much better spent on off-page optimization.

You may have already read from some 'guru' trying to convince you with some software for on-page optimization or some downright unethical techniques you can use to deceive the search engines. You will simply be banned if Google finds out. They ultimately will anyway. They've got the right kit to do it.

Is it really worth throwing your efforts away just for some 'black hat' technique that you don't even know how to apply properly anyway?  There are marketers that would promote doing much more on-page optimization than I have recommended.

I say keep it simple, do the basics and with time your web site will attract the traffic you seek. Fads only last for a short while anyway.

# 1.2 - Off-Page Search Engine Optimization

As 'off-page' suggests this is all about what you do off your web page that helps you rank in the search engines or more importantly the actions you take that get rewarded with high search engine rankings.

When someone searches for something online, they get a list of search results from whichever search engine they have used for the search Google, MSN, Yahoo or whatever...

The first page of search results contains the top 10 listings, the second page contains the second 10 listings and so on.

It is natural that if a searcher has found what they were looking for on page 1 they are less likely to go to page 2 to look for additional results. Would you?

So it is very important that your web site shows up on the first page of the search results – now you know what all the competition is about for page 1!

## So what is the bottom line for page rank?

In anutshell, more quality inbound links increases page rank, while outbound links decrease page rank.

> **Tip:** **to increase your web site's page rank, get more inbound links, and keep your own outbound links at a minimum.**

So we have established that the number one thing you can do for your web site page rank is to **Get more links!**

Consider this...

If your web site has 100 inbound links, and your competition for the top ten results in Google has an average of 10 inbound links – all things being equal your web site should make it into the top ten results.

This does raise a tough question...

**\*\*So how do you find out how much competition you have, and how many inbound links you need to get into the top 10 results?**

There are two critical pieces of information.  Thing is, page rank and inbound links counts are generally correlated. So, if you have a higher page rank, you probably have more inbound links, and vice versa.  If you focus on getting more links, your page rank will generally move up in a correlated fashion.

> **Note:** **It also means that you can choose to study either the page ranks of your competitions' web sites, or their inbound linking structure, and end up with approximately the same result ;-)**

## How to know your competition

I'll save you some money and time here.

What are the keywords that best describe your niche website?

Enter that or those keywords in the Google search engine and guess what? The first 10 websites that come up on Page 1 are YOUR competition. Now how cool is that?

Kidding aside, what you need to do now is determine how you are going to knock those sites off the Page 1 spot.

To beat the competition you will need to find out how many inbound links they have as well as their page rank. You can do this with seoquake.com (it's free to download).

It will tell you page ranks at a glance so you know what you are in for.

I don't want to drag this into an SEO manual so if you need more info of that nature check out http://www.list-building-success.com/serguaranteed.html

## 7 Ways to Get Inbound Links to Your Site for High PR

First of all, just about any method that gets another website to link into you, except for unethical methods, will increase your link count.  Here is a list of legitimate ways to get inbound links;

1)  Exchange links with other web sites, one by one

2)  Create an opportunity for other web sites to link to you

3)  Offer testimonials (and include a link to your web site in the testimonial)

4)  Write articles and have them posted to other web sites

5)  Submit your web site URL to the various online web directories

6)  Post your link in the various online forums related to your web site's subject matter

7)  Write press releases and submit them to the press release companies.

Each of these primary methods of generating inbound links is highly effective.  They don't require any special software or fees to pay to 'experts' and they can all be done by you.

You can easily get up to 1000 inbound links to your web site using these methods, and practically guarantee a top 10 search result in any keyword you choose within reason.

Keep in mind, getting 1000 inbound links will take time.

At the rate of 1 per day, it would take you 3 years. At the rate of 3 per day, it would take you one year. The nice thing is, you probably don't need 1000 inbound links – 50 or 100 will probably be enough, depending on your niche.

> **You've been reading an excerpt from Search Engine Rankings Guaranteed. Click on the link to see how to do each one of these 7 ways to get inbound links in detail...**
> **http://www.list-building-success.com/serguaranteed.htm**

# 2. Online Directory Submissions for backlinks

The search engines use backlinks as a way to measure the relevance of your site. More people linking to you means higher relevance and so on.

Directory submissions are probably the most popular method of generating back-links in a short amount of time, however you want the search engines to see a natural pattern of increased back-links to your website rather than an instant flood of irrelevant links pointing to your website.

The best approach to take when building back-links with directory submissions is to gradually increase the number of back-links that are featured within each directly.

In addition, you also want to choose relevant categories to place your website listing in, using targeted keywords in both your listing title and description.

Posting your website to directories can be a time consuming, tedious process, so to save time you could consider using a software program or online services that will submit your website into the major directories while allowing you to customize the description, titles, keywords and anchor text used within your listings.

**Directory Resources**

www.Addme.com will add your url for free to the top 20 search engines and directories.

I have also used http://www.wlmarketing.com/ in the past to save time. They are an SEO company and will submit your url to a number of Directories. They do a lot more but that was all I was interested in.

http://www.submitedge.com/directory_list.html lists Directories according to Page Ramk.

You can also try http://directorysubmitter.imwishlist.com/ (software)

While Directory Submitter will not automate the entire process of submitting your website into the directories, it will reduce the amount of time it takes to create individual submissions.

This is important because with automated software programs that will mass-submit your website into hundreds, if not thousands of directories, you risk having your website flagged for review by the search engines who see an influx of links pointing to your website in a short amount of time.

**Tips:**

1) Focus on one-way back-links when submitting to directories.  It's important to have more links coming into your site than going out from your site (internal links should ALWAYS be greater than external links)

2) Don't get carried away when you get to the url submission sates. Remember this is only one of many ways to build backlinks and indirect traffic NOT the only way!

3) When submitting your website to online directories ALWAYS choose the category or sub category that is closest to the main directory.

4) I recommend focusing only on 75-100 directories, rather than mass-submitting your website to hundreds of directories. You want to build a large number of quality back links however you don't want to end up setting off alarms from the major search engines who discover that your brand new website is suddenly receiving thousands of generic back links.

5) Make sure that you include a relevant description with each submission, including your primary keywords that are focused on your target market.

6) Avoid keyword stuffing when creating your website's description.

## 3. Article Marketing

This has taken a bashing recently and some people have just placed it on the backburner following Google's changes. It all depends on your reason for article marketing. It is a good strategy if you are trying to get your website to rank high. Write good articles and post to your own website. You will be rewarded in time with good page rank.

Write and post your content to high page rank sites like blogs and article directories to get some of their link juice. Link back from these sites to your site. You will be list building and boosting your sites traffic.

**Your article marketing strategy.**

1)  **Keyword research** – this is to find out which keywords will work best with the article marketing strategy.  Because we are article marketing, we have different options regarding

keyword research than if we were just building links. You see, some of the articles you write and publish on some of the article directories will actually show up in the top ten results and create traffic – whether or not your web site itself shows up.

2)  **Writing the articles.**  You simply have to be able to write articles that utilize the keywords that are interesting so people will want to find out more from you.

Can't write? Get someone else to write seo articles for you.

**3) Submitting the articles you have written.** This is a critical stage o the success of your business. You want your articles read and for your readers to visit your website and take action to buy something or join your list.

**4) Submit your articles to the top 5 or so article directories** to get immediate indexing by the search engines.

> Here are 2 popular ones I use
>
> [http://www.ezinearticles.com](http://www.ezinearticles.com)  pr 7
>
> [www.goarticles.com](www.goarticles.com)  pr 6

5)  **Post your articles to your own web site** and ensure your web pages are optimized for each of the keywords around which you are writing articles.

6)  **Mass-submit articles** (for backlinks). Write articles on every topic related to your web site, not just on likely keywords. Remember these articles have to be read by humans for anything of note to happen at your website.

## Outline Your Article

Once you have determined the subject matter and the title of your article, you can begin to outline your article, so that you have a firm foundation on which to write.

I personally write my title first, and use it as a kind of ruler, looking back at it to ensure that my article content is remaining consistent with my title.  However, some authors will write their article first, and then craft a title that is consistent with their article content.  Either method is OK, although

I like the accountability that is created when I craft my title first.  I also do not physically write out an outline, as I can easily do that in my mind, and you should be able to do it easily after writing 20-30 articles.  If you have never written any articles, I recommend writing an outline first; this will help you keep focused and not lose direction when writing your article.

Once you have your topic, you will create an outline that will use as a framework the following parts:

1)  Title – make it keyword rich like ...List Building Success – Your 7 Step Guide

2) Introductory paragraph or sentence(s)

3)  3 or more supporting ideas to your article topic

4)  Conclusion paragraph or sentence(s)

5) A call to action


### Writing a Call to Action

You want your bio to include a direct call to action for the reader.  Sure, you might think you want your bio to tell about yourself, your credentials, and your experience, but the bottom line is, by the time they have read your article and get to your bio, they have already decided whether or not you and your information can be useful to them.  They don't really need to know if you have a PhD or have worked in your field for 20 years to know if your information can benefit them.

A call to action might look something like this:

To receive more information about _____, click here:

To receive a copy of my free ebook on _____, click here:


## 3.  Forum Marketing

I am referring to the Make Money Online niche favourite forum at the  warriorforum  Of course you have to be a member to get full benefits but you can still make purchases at the forum. All you need to join is a lifetime fee of about $40 ;-).

Products are sold on this forum for ridiculous prices. This is where most products start life before they make their way to Clickbank or other markets online. If you catch them quick you could buy them for $3!

Once you join the forum and start to contribute you should consider creating a product of your own and offering it for free or for sale at the WF – Warrior Special Offer section. This is a great way to give something back and build your list of buyers/subscribers at the same time.

The great thing about the WF is that at any one time there are usually over 4000 people in the WSO section.

**You may just be able to see from the screenshot that there were 6100 people in the Warrior Special Offer section on 18.11.2011 at 1709h UK time. That's targeted traffic looking for you!**

On top of that there are a good number that are subscribed to certain niche lists and will be notified once there is a new product. I am on such lists so I do not even need to go searching the forum all the time. You will find there are some really cracking deals on the WF.

Be aware that this is ready traffic that wants to buy so I say again – create your own product!

It costs just $40 to post a WSO and another $40 to Bump it once it falls off page 2 or so. Your WSO can quickly fall off page 1.

You will find a lot of helpful IMers at the Warrior Forum. People like Mike Carraway, Mike Cowles and John S Rhodes to mention a few who are really crushing it on the Warrior Forum.


## 4. Email Solo Ads

Here is a secret (if you did not already know this). This is one of the fastest ways of building a list. Essentially you pay for an IMer with a big list to promote your free (usually) offer to their list. You provide the product and they provide the traffic. My secondary school days would describe this as a mutually beneficial arrangement.

This is more or less like an email swap. The real difference is that you are paying money for a marketer with a list to promote your product. Best if it is free. Your aim being to get them on

your list then you can build a relationship with them and find out how you can help them for a fee or for free.

Do some research to find out how big your intended solo IMers list is. Is it responsive? On the Warrior Forum you can find such IMers and they will tell you the size of their list and number of clicks they will deliver. There is also very importantly feedback on the Forum. They will definitely want to protect their reputation.

Apart from the Warrior Forum you could join safe-swaps.com for a monthly fee and do as many solos as you can afford. If you can afford it then you can have a list of 1000 subscribers in under a week!

I have done a few solos and they really are a quick way of getting people on your list while your other traffic methods kick in.

**Once you have people on your list from this traffic source you must have in place a strong autoresponder campaign to convert them to buyers.**

A big list without conversion to money is a big waste of your time. To do a solo ad you will need a good product, one people really want to have. Once you've done this and got your list up to say even 300 you can do a few email ad swap to grow your list even bigger.

## 5. Email Ad Swaps

Once you have built your list with solos up to say 500 it's time to do a few ad swaps. Not too much noise is being made about this source of growing your list so it is a good time to get in and enjoy the benefits. An email ad swap is where you and another marketer agree to email an offer to each others lists. Let's say I wanted to do an email swap with you. I would ask you if you would mail my email offer to your subscriber list and I would mail your offer to my subscriber list.

Free offers usually result in more opens so...offer a free gift to your Joint Venture Partner (JVP)'s list using the subject line:

> *(firstname) – A Free Gift For You…*

For me this subject line creates a high email open rate and then the free gift language inside provides highest click through rates, also. The whole idea of an email ad swap is to get as many of the subscribers on my JVP's list onto my list. The motive is not about making sales. It is simply to grow my list so that I can email them multiple times in the future with my product offers.

You may wonder, where am I going to get a Joint Venture Partner for an email swap? Well, there are several ways to to do this. Simply set up a free email account somewhere like Gmail or Yahoo to send all your correspondence to. When you are ready to do an email swap,

simply make a list of all the emails of the people who have been mailing you, and send them a one-time email with the subject line:

> ### *Interested in doing an email swap?*

(Nothing at all complicated)

Don't bother mailing them more than once or twice otherwise that is SPAM. Remember they are mailing you because you opted in to their list. They on the other hand have certainly not opted in to yours. Big difference. Remember, only mail them once or twice.

This is not a JV where you go looking for Gurus. Look for people with lists similar in size to yours and make them an offer they simply won't refuse (now where have I heard that before?) You could do a swap with less but it helps if you have a list of at least 500 - 1000. The more swaps you do the bigger your list will be and this can be achieved in pretty short time too.

Remember, you are not asking them to do you a favor. All you are really doing is asking them to take part in something that is beneficial to both of you.

Here is a sample email you can use:

> *Dear (firstname):*
>
> *I appreciate your time so I will keep this short and to the point...*
>
> *I am on your list and have been for some time now, and it looks like we have a similar customer base.*
>
> *Would you be interested in mailing an offer to my list, in exchange for me doing the same for you?*
>
> *My list is very responsive to offers such as yours.*
>
> *If this interests you, just let me know.*
>
> *Will D*
> *(Email address)*

The email is short and sweet. It simply tells them what I want to do, and what to do of they are interested. Now to make this whole thing easier and for your potential JVP to be more willing to accept your offer it makes sense to reduce their workload -make it a no brainer.

Send an email to your JVP tell them they can of course customize it to sound like them to their list. Here is the sort of email you would mail out to your JVP:

> *Subject:  (firstname)  - a free gift for you...*

*Hi (Firstname),*

*My friend Will D has just completed his brand new 'Build a List of Targeted Subscribers with Article Marketing' report, and trust me it's got some really workable strategies in it. You'll want to check it out.*

*The report tells you exactly why article marketing is still one of the most effective methods of driving massive targeted traffic to your website and how to write articles that gets lots of signups.*

*Download it absolutely free here:*

*http://www.list-building-success.com/AMG.html*

*To your online success,*
*(your email swap partners name)*

*P.S.  Remember the report is only free to my subscribers for a short time. Get yours now!*

I simply want to get some of his/her subscribers to join my list.  Now, of course, I have the auto responder routed so that when they come into my list, they are immediately given an offer to purchase something from me – a one time offer.

**The second way to find email swap partners is simply to go to the Warrior forum JV section.** Check their feedback before you dive in. I have had good success using the WF.

**There are also AdSwap sites outside the WF– just do a search at Google.**

Like I mentioned earlier there is nothing complicated here. Don't exaggerate the size of your list as it is really easy to tell if you are lying!

Don't be put off by the smallness of your list as there will no doubt be someone willing to do an email ad swap with you whatever your list size.

You will be getting traffic that is already responsive to offers similar to yours. You can then grow your list and make offers to them in the future. The best part is that IT IS FREE!

## Action Steps

1. **Make sure you insert your keywords in the following areas on your squeeze page - title, keywords, description,  content, heading, and other source code tags.**

2. **Register at the Warrior Forum. It's fair to say the traffic here is targeted and waiting for your product. You'll also learn a lot here.**

3.  **Create your product and offer it to the Warrior Forum as a WSO. You may have to bump it a few times but this will help you get your list building in gear.**

4.  **Once you've got say 500 subscribers it's time to sort out an ad swap. 500 might seem like as big number but once you get going it becomes achievable.**

> **Note:** The sooner you do these steps the quicker your list will grow in size and the quicker you can begin to make serious money.

# Lesson 8: Monetizing Your List for Maximum Profits

This really is where the money in the list is but you will be far from it if you do not have a list in the first place. Your list is your traffic but not just any old traffic. This is traffic that has put up their hands to say ...I am interested. Anyway...

> **To profit from our new list we should...**
>
> 1. Set up a Product Sales Funnel
>
> 2. Offer a One Time Offer (OTO)
>
> 3. Offer a freebie and then Upsell
>
> 4. Ask your list what they want and source or create it for them
>
> 5. Carefully source some Affiliate products for your list
>
> 6. Source Resell Rights Products – as above
>
> 7. Set Up Your Payment Button – so they can pay you when they want to!

## Introduction:

In my opinion one of the most important things that you can do to monetize your list is create a product funnel before you even start to build the list.  It's been said that the first product does not really make you money. It helps you recoup the investment made to get the subscriber on the list in the first place.

But once they have made a purchase from you once and as long as you have another product ready then each additional product you sell to the same customer is additional profit for you.

The general idea is that I start with a free or low priced product and gradually offer the opportunity to buy my higher priced products. It often seems a long route to take especially if you simply can't wait till tomorrow for the money you need today. However it makes sense when you consider that if I asked you to buy my $495 product today you'd think ..what the cheek I've only just met this bloke!

Anyway relationship building plays a very important part in my marketing so once my subscribers have bought my first product, they are moved into my new auto responder list with new marketing messages for the next product. So to get to my $495 product it could look like this... $7....$37 >>$97>>$197>>$495. Now this is not some gimmick but different price points for different subscribers who are at different levels so each successive products will be more advanced. As the customer begins to trust me more, they will spend more with me, on the backend. Nothing says I can't go from $37 to $495, it all depends on the source of my traffic and the needs of my list.

In order to do that effectively, I must make absolutely sure that my products are top quality.  If my subscribers buy just one thing from me and seel it is all hype on the sales page, then they will stop buying from me and my backend will collapse.

# Product Sales Funnel Rationale

In theory, the sales funnel will be very wide at the entry point, just like a physical funnel, and it will get narrower as time goes on.  The wide end of my funnel is where I bring people into my list with the offering of a free ebook.  This is the easiest way to have the largest entry point in the funnel.

Once they have 'purchased' the free item (for free, of course), then I will offer a $17 - $37  item.  This is small enough that they will feel comfortable taking out their credit card and paying me the $17. The risk is not great and though I am providing a quality product at $17 even though it may be worth $67 it is done bearing in mind that my target audience may think it's priced too high and they may be reluctant to part with their money.

I am not looking to make a profit first off. The initial intention is to build a relationship.  But of course, they get far more value than $17 worth in that $17 product.

This product sales funnel can continue for as long as you can add products of value.  You can have a $197 product, a $497 product, a $4995 product – and on up the line as you grow.

**Note:** You need to have a benchmark for monetizing your list.  This should be realistic, taking into account the source of the subscriber.  If it is a junk source, then maybe that number will be 25 cents per month per subscriber.  If it is PPC traffic, then maybe it is 50 cents per month per subscriber.  And if it is quality traffic, then maybe it is $1 per month per subscriber. Essentially, your traffic generation source will impact on the responsiveness of your list.

Fresh lists typically perform better than older ones.  People go through periods of buyer intensity, where they are much more likely to buy than at other periods of time.   They might join 10 mailing lists one week, buy 4 books online, then quit thinking about whatever it was that they were excited about.  Many people join your list at that point, and they will often buy a lot from you the first week. They will open their emails and they will click through to your links.  When there are a high number of recent subscriber additions to your mailing list, your income per subscriber will be higher. Make sure you are bringing in fresh subscribers and matching them to relevant products.

The bottom line is, you need to have an idea of what you should be making.  If last month you made $1 per subscriber on your list, and this month you are only at a quarter of that and the month is half over, why?  What is different?  What kind of changes do you need to make?  Are you providing the right products to the right people?

Send out an email, asking your subscribers what kind of information they need.   They will tell you. And that is what they will buy.

> *Your product sales funnel allows you to progress from one product to the next at a different price level and advancement that matches the needs and budget of your subscribers/customers.*

It is also a very good way to progress to your high ticket item that eventually makes you more money from less effort.

# 1. One time Offers

One of the most valuable things that I have done with my list and opt in procedure has been to add opportunities for my subscribers to purchase immediately after they have opted in to my list.

You may have heard of the one time offer script, which is a script that allows the customer to purchase something at a one-time low price if they buy it there and then. Special scripting allows you to make sure that the one time offer page only shows one time per IP address.

Personally, I do not use the one time offer software, but I use a page that I have put together myself. It still appears to the subscriber immediately after they input their details in the opt in box.

## Where to Place your one time offer

The way I structure my one time offer (oto) is using the 2 redirect pages that my Aweber auto responder service provides after my visitor opts in to my email list.

Here is how it works.

Your visitor arrives at your squeeze page and enters their name and email address.

They are then presented with a Thank You Page saying something similar to this...

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*Thanks for opting in!*

*You have successfully opted in to receive the free ebook "How to Build A List from Scratch". An email is being sent to your email address, simply click on the link in the email and you will be directed to the download page.*

*Before You Go...*

*take a moment and check out this subscriber only offer and boost your list building efforts before the price goes up!*

*At this point, the sales page begins.*

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Now, once they have clicked on the link in the email to confirm their email address you could present them with yet another or the same backend sales offer and have the download link at the top or bottom of the Thank You page and also in your email to them.

Now I don't do this all the time as it depends on what I really ant to achieve – build a list or build a list and make money. I am in the process of building a relationship with my subscribers and I feel that some people might feel that I am 'just trying to sell them something', which of course is true, but I might as well not pester them into buying something from me.  The one upsell is enough for me and I would either have it on the 'Thank You Page' or the 'Confirmation Success Page' (refer to the lesson on auto responders). Test to see what works for you.

## 2. Offer a freebie and then follow with a discounted product

I send out a free gift that has a new product offer attached to it. It is not my highest converting method, but I do get a high open rate on my freebies and I use it a lot to build my relationship with my subscribers so I lose nothing here at all.

It must be that there are probably some people on my lists that open my free gift email that never bother to open any of my other emails.

Just like the oto concept instead of having the free gift link go directly to the free gift, it goes to a free gift download page.  At the very top of the download page so they don't feel like they are being swindled is the direct link to their gift...and underneath is a script similar to ...

> ### *Thanks!*
>
> *Here is the download link for (the freebie whatever it is):  (the download link).*
>
> ### *But wait!*
>
> *Take a look at the specially discounted offer I have put together just for you.  Read this page entirely (or whatever):*
>
> <mark>*Then put the sales page or link here.*</mark>

Now you see what has happened.  No cheating as they can immediately download the free gift and check out my 'before you go' offer.

The bottom line with this is not that I am making money giving away freebies. The point is to try to turn an extra page view into a customer. Open your eyes when you open your emails and you will see marketing strategies in action each time you click on a link!

***So the next question is, where else can you make money with your list?***

Think about all the places where you have page views from your subscribers.  (By the way, this principle can apply anywhere you have visitors, not just subscriber traffic).

## 3. Ask your list what they need help with...

I believe it is vital that you know what your list wants. I simply send out emails asking what they are having problems with. Once I receive the answers I respond with an answer directly to their inbox. At times I will compile all these answers in a pdf and send it to my list if I think they will benefit from it.

I find that this helps me to properly target content that will be helpful to my list. If it is targeted then my emails will be relevant also. I want my emails opened so I can get the right response and if they know that I am answering their problems they are more inclined to open and read my emails and take corresponding action.

They tell me what they want and I simply go and source it or create it to give away for free or at a price. There is more to this strategy than I can include here but I can tell you that you really need to sell to people what THEY want to buy and not what you think they want to buy. You cannot create all the products your list needs so...

## 4. Affiliate products

...you will need to get products from some other source. Now I have not had great success with affiliate programs. About 5 or 6 years ago I initially started promoting affiliate products with Pay per click and I was not building a list. I saw the clicks in my Google AdWords account showing that visitors were coming but I was sending them away when they did not buy from me. Well I still had to go and buy more traffic to get more buyers. Each time I did this I was leaving about 95 per cent of my visitors to (how do I say this...) okay, to join my affiliate product owners list (there said it!)

**Let me ask you now we are on the subject of affiliate marketing, what are you doing with that 95-97% of your traffic that just will not commit to buy on their first visit? Hope that they will come back? OR Build a list so you can keep in touch?**

Anyway, let me fast forward. I now create my own products (though I still promote relevant affiliate products that have the potential to help my subscribers.) You can simply choose an affiliate product that compliments your list and promote it.

One thing though you must consider is not to just sign up for any affiliate program and expect your list to buy from you. You do need to show how that particular program or product has worked for you. Don't copy and paste the general promo either. It just means you can't be bothered. Build an email campaign around your affiliate product and remember people will not just buy because you ask them to so keep sending gentle reminders of the benefits of the product if you really think it's a fit. It's not all about high commissions either.

# 5. Resell Rights Products

**Master Resell Rights Products (MRR) & Private Label Rights Products (PLR)**

These often come with the ability to resell the products and even come with graphics and a sales page you can edit. The MRR products are similar in nature to resell rights products, but these generally come with the ability to resell not only the products, but the right to resell the product. These often cost somewhat more than the resell rights products, but again because they are digital products, you can sell them again and again for additional profits.

Now PLR products are especially nice as they come with the source code to the product (that is the raw Word doc) so you can edit the product, improve it, put your name on it, and sell it as your own. Depending on the rights that come with the product, you can even resell the private label rights.

**Here is a slight twist on the strategy at 2. B**uy a good quality PLR product, offer a Personal Use Only copy to your list and on the download page offer them the opportunity to buy the MRR or PLR.

It's a simple strategy that I learnt from Tony Shepherd a few years back. Thanks Tony!

> **Tip:** Be careful what you do with your PLR. You don't want your name appearing on a product that might be found elsewhere online with someone else's name on that is in effect the same product.
>
> My subscribers need to know which products are original to me so I can keep the value of the product by putting my name on my products but not on the plr products I offer.

# 6. How to set up your PayPal button

I dare say that if you are to make money online you must have a way of collecting money from your customers apart from affiliate commissions. One simple and inexpensive way to do this is to insert a PayPal button on your web page or even collect money via email. Now PayPal has it's off days however having used them in my early days on Ebay over 6 years ago I think they have done well and are great if you are just starting up online.

If you have master resell rights products sitting collecting cyberdust on your hard drive then you can put them to work with what follows and dare I say start to make money from it.

**Here are the steps to create your Paypal button**

1. **Sign up with [www.Paypal.com](www.Paypal.com)  (it's free).**

2. **Click on 'Merchant Services' tab and scroll down to click on 'Sell single items'**

**3. Now choose button type-(Buy Now will do), item name and price (self explanatory)**

**4. Click 'Step 2' and check 'Save button at PayPal'. You'll see this...**



**5. Now click 'step 3' to customize advanced features (optional)**

Actually it's a lot more than Optional as this is where you put in your Registration page so you can build a Buyers List. In effect this is the page you want your customer to see once they make a purchase (finish at the checkout). To make it work you must have a download url or registration page (squeeze page by another name).

I do not just throw in the download link here as I want to build a **buyers list.** For this reason I include a web form (just like on my squeeze page) so that my customers can enter their names and email addresses to receive lifetime updates or upgrades to what they have just bought and bonuses. Once they enter their details they are automatically placed on my new list. Usually this will be for the next product in my product sales funnel.

Once you've entered your download page link or your product registration page link if you are building a buyers list  click  on the orange 'Create Button' and you'll be met by some gobbledegook. This is computer language code for your PayPal Button. This is the code that will generate your PayPal button for your sales page.

Click the 'Select Code' button

You can copy and paste this to notepad and Log out of PayPal

OR

Take it straight to your sales page.

The instructions for installing this code on your sales page are the same as for entering your web form code into your squeeze page which I have shown you how to do in a previous step.

Once you get someone to your sales page and they click on your PayPal Button to buy you make some money!

It is as easy as that!

## Action Steps

1. **Get out a piece of paper and start to plan your product sales funnel. It's alright if you have 1 product to sell but what after that? What is your subscriber supposed to do after buying that? Go somewhere else? For now start where you are and source relevant affiliate products for your list but have in mind to replace them with yours as time goes on.**

2. **Buy some decent MRR or PLR that comes with good graphics, thank you and download pages and insert a Paypal button. I have shown you how to do it ;-)  Send some traffic to your sales page and make some money!**

**That's all for now!**

## *The Wrap Up!: Okay we've come a long way, let's wrap up..*

I have laid out step by step my list building blueprint for you. **Congratulations** if you completed all the steps in this course. If not then know that if you do nothing with this information, the information will do NOTHING for YOU! ACTION is what counts now.

It's my sincere desire for you to get your list building on the road so you can start to profit from it. What you should do now is test your system. Simply enter your name and email address into your very own squeeze page and go through the whole process like your visitor would. If something is not working find out why and make adjustments (don't pull everything down to start afresh ;-))

List building is not the end of internet marketing but for me it is the foundation of my online business hence my landing page is actually a squeeze page. You have to opt in to gain access to any of my other pages. I have chosen list building as my area of interest just as other marketers have chosen to be very good at SEO or PPC or Blogging. There are marketers making big money in these areas.

You've got to be good at something and get better at it. Jumping from one make money scheme to another without any real foundation will only slow you down besides, I do not believe there is a get rich quick program online that really works. Making money online is work, just like any other legal method of income.

Building a list is essential to the longevity of your online business whatever your niche. Fads come and go but your list will outlive them. The one nice thing about a responsive list is that your income is not dependent on the size of your list but it's responsiveness so you can have a small list but make a lot of money when compared to unresponsive huge lists.

I would like to encourage you to create your own product. Take this ebook you are reading for example, I simply write it once but will be selling it over and over again. I could change the format to video or audio and even charge more for it!

Don't shy away from creating your own product. If you have to come home after a 12 hour shift or a 9-5 job to put in 2-4 hours to create a product then do it. Break down what you need to do into small chunks like I have done with this course (one chapter at a time). You can do it too. Think a few products ahead and introduce your funnel products gradually to your list. Aim to meet the needs of your list and remember that they will be at different levels of online experience. Your subscribers are also online to make money just like you and your job is to help them.

> **Bottom Line! -** You do not need a flashy website or a big list, or even great search engine rankings. You want to build a responsive list, find out what it wants, research those needs, create or source the products they have asked for and sell those products or give them away for free. You only make money when someone buys something.
>
> ### Before you go...

## I Need Your Help!

Please head back to the Warrior Forum and leave me honest feedback. The Warriors will appreciate it and in all honesty so will I as it will help me make the necessary improvements to the course for others to benefit.

I've done my bit now it's your turn...

Here is the link back to the WF

**others-say-build-a-list-i-show-you-how-build-a-list-step-step!**

Remember you can email me or PM me and keep your eyes peeled on your inbox for some more cool content I'd like to share with you as a valued customer.

To your online success

**God bless!**

# Will  K D

# Kingshouse@ the Warrior Forum

**askwilld@list-building-success.com**

**Use your 30 Day free email support!**

# Helpful Resources from Will D:

**I hope you enjoyed this report and if so I highly recommend you check out the following reports as I believe you will like them too…**

**1. Take your list building to another level!**

**Grab Your 12 Weeks List Profits Course!**

2. www.newbieknockouts.com
Massive package that covers all the IM basics

3. www.fastprofitguide.com
Serious fast cash strategies for making money in a hurry

4. www.thesupersignupsystems.com
Email series, graphics and products in a box

5. www.thearmyofaffiliates.com
How to build up an army of affiliates the right way

6. www.cpanel4newbie.com
Basics for navigating around your cpanel online.

www.wsoformula.com
Proven formula for fast, repeat cash from the warrior forum

www.howtoputvideosonline.com
Use free software to easily put videos online today

www.howtosellvideosonline.com
Make $1000 or more in 24 hours selling videos

www.magicecover.com
Create killer ecover graphics in 3 minutes w/o Photoshop

www.21emailsecrets.com
Automate email marketing with this killer video series

www.affiliatelinkmagic.com
The most powerful affiliate software on the planet?

www.googlelandslide.com
Get a landslide of traffic from Google using only free tools

www.tellafriendscript.info
Tell a friend script with auto bonus delivery