Easier Internet Marketing
Incorporating Multiple Income Pathways

www.easierinternetmarketing.com

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List Building Special Issue!

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Welcome to Issue Number 1!

I will happily hold my hands up and admit it – when I started out developing my internet marketing business I was incredibly naïve. I honestly thought that if I built a website with a simple product then people would flock to it and the money would pour in!

How wrong could I be? I don't think that anybody actually clicked on my site. I was just wasting my time and effort. I continued with my innocent ways, but eventually I lost all interest and just let my website fade into the ether.

Eventually I came to my senses and accepted the inevitable – I had to build a list! But before starting, I had to make sure that there was actually a market interested in any potential product.

I would then have to target my market, identify its needs, and then either create or locate a product to fill those needs.

In this special 'List Building' issue I will share with you some of the secrets of building an incredible list – I hope you enjoy the contents!

Build The List and They Will Come!

So what is this 'list' that everyone keeps going on about? The list is your collection of email addresses that potential customers have left on your site in return for some inducement. You've probably seen the opt-in pages many times, and upon typing in your name and email address you are sent a free eBook or similar.

It is possible to buy lists rather than go through the slog of attracting people to your site, but with purchased lists you never have the opportunity to build the initial relationship, and any emails sent will inevitably be deleted.

Below is an example of a typical opt-in list, taken from my own site:

By leaving you their details, potential customers are effectively giving you permission to send them information. They will also be given the option to unsubscribe from your list at any time, so your information better be good!

As you develop content on your site, hopefully more and more people will visit, and a proportion of these visitors will inevitably leave their details.

At this point it is important to emphasise the need for an autoresponder such as AWeber. An autoresponder, as the name suggests, will automatically send out a response when anyone leaves their details.

You will have set up these responses beforehand, and they will enable you to build the all-important relationship that will hopefully lead, in time, to a purchase being made.

The autoresponder messages can be organised so that the reader receives them every day or so. It is important not to bombard your prospect with too many emails, but at the same time you need to keep them interested and looking forward to your next instalment.

Autoresponders make the task of building your list much easier, and any subscription charges are well worth it. Have a look at:

www.aweber.com

Driving Traffic To Your Site

OK, we now know the important basics about building a list, but how do we drive traffic to the site so that hopefully they will sign up? Let's have a think …..

We could pay to drive traffic using something like Google Adwords, but if you're just starting your internet business then it's highly unlikely that you'll have the necessary funds to really make a big impact. What can we do that won't cost us any money?

1. Blogging. A good and established way of driving traffic to your site is by blogging. Many successful internet marketers use blogs exclusively to drive traffic to their opt-ins. The majority of information posted to blogs is useful information based on a specific topic or theme. However, personal information may also be shared on the blog – it's all part of building that relationship!

An important point you have to keep in mind while designing your blog is to ensure that your blog is posted with content that is of some use … useful but incomplete is a good way of describing content, the intention is to make your readers seek out more.

2. Article Marketing. Writing and submitting articles is a powerful way of getting your product or site known by the wider internet circles. I submit my articles to a distribution website, and they are then submitted widely to online article directories. These article directories will publish my articles as content for their own websites

Articles generate back links to your site, and they also generate direct traffic. The more articles you manage to produce, the more readers will click on your website, see your offer and make a purchase

3. Video Marketing. The production and uploading of videos to sites such as YouTube is becoming increasingly popular as a means of driving traffic to your site. The video recording may be of yourself, delivering an important message about your site or product. However, if you don't want to appear in the video yourself then you can use screen capture software to record a simple presentation.   This is the method I currently prefer to use, and I have developed a number of 'How To..' videos, all with links back to my site.

Product Review: New Power List Building

New Power List Building is one of the really inspiring and informative products created by my good friends Neil Stafford and Neil Travers. I have been using their products for nearly five years, and I have never been disappointed.

In this product, the two Neils describe the three easy steps to building a list – the process (online / offline), the name capture device, and the inducement. Much importance is placed on building a relationship with the list, and how this will take time and effort.

The emphasis is firmly on the art of story-telling, and personalizing the message.

Much relevant detail is also given about the 7 key tactics for driving traffic to your site, including pay per click, using articles, and using video.

I have personally worked through this product from beginning to end, and have applied the many ideas. I really recommend it – go to my site at

www.easierinternetmarketing.com
and click the link for
New Power List Building
under 'Recommended Resources'.

Recommendation:
"How I Made My First Million On The Internet"
By Ewen Chia
This is one of the books that I am constantly dipping in to. It really is an honest account of the struggles we all face, but it is full of fantastic advice – buy it!

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**In the next issue:
Key words – what are they and how to use them effectively!**