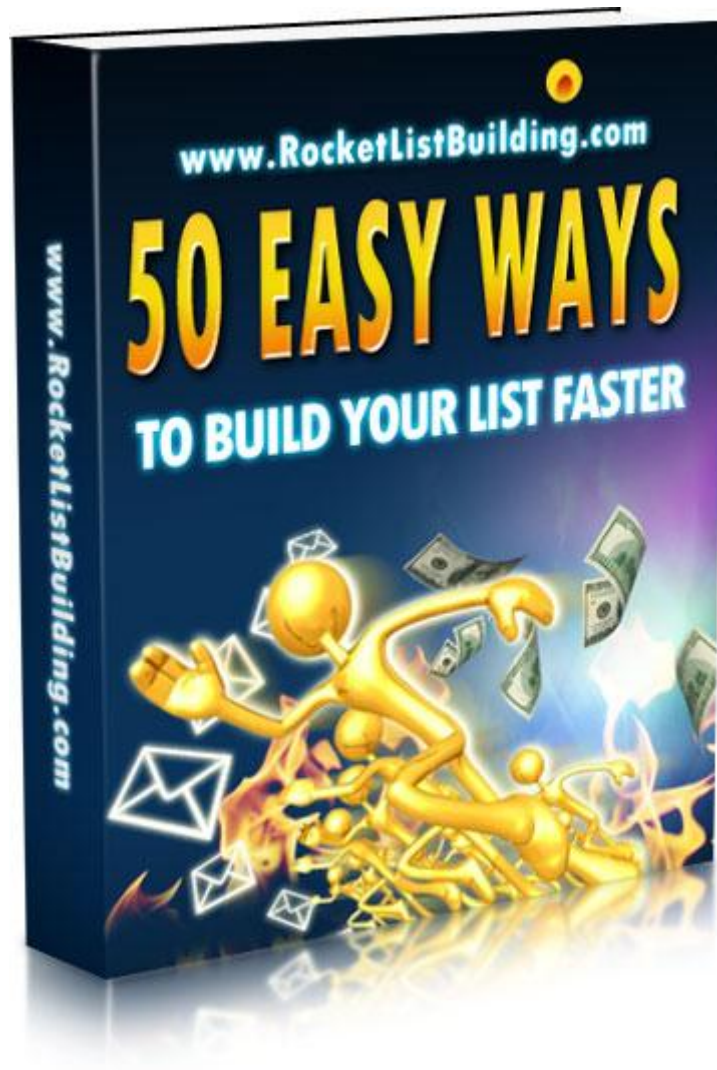


# 50 Easy Ways To Build Your List Faster!



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## Introduction to List Building

If you don't yet have an email list, you're really missing out on huge profits online.

It doesn't matter what you're selling or promoting, a list of names and emails of prospects is an essential marketing resource. It creates a community of people who understand your business and have an interest in it. And it allows you to easily and profitably communicate with this inner circle on a daily basis.

**In short, if you don't have a list, [start building one today!](#)** Your business will thrive with one and struggle without one.

If you have an unresponsive list, or a small one, then you need to begin developing a bigger and better list and cultivating the people on it so your list can be a profitable marketing channel.

With that said, building a strong, responsive list is no easy task. If it were easy, everyone would have one. Fortunately for you, I created this book with people like you in mind: people who know that list building is essential, but who have yet to build a robust, profit-generating list.

In this book, I will introduce 50 different powerful ways in which you can build a list of subscribers. My hope is that you will settle on at least a handful of these techniques; and **put them to work immediately**. If you can do that, you will see your list grow rapidly in both size and responsiveness.

For a complete course on list building from scratch, check out the new [Rocket List Building video study course](#). It's perfect for beginners who want a step-by-step plan to put up their own list building website don't know where to start.

## **1. Do Ad Swaps with other marketers in your industry**

If you haven't heard of ad swaps before, the concept is quite intuitive: in exchange for incorporating someone's ad into your mailing, they agree to do the same for you. Typically, this is either done with someone in the same industry or in a related, but non-competing industry.

If done correctly, ad swaps can be both easy and profitable. You can initiate one by first looking for high traffic sites in your niche and in related niches. As you find them, start signing up for their respective newsletters. Monitor the content and decide whether or not it would be a good idea for your idea.

Once you have made the call, contact the list owner and initiate the swap. Let him or her know that you're a subscriber on his/her list; and then tell him/her all about your own list and your proposed idea.

Use this technique every 2-3 weeks and you should see your subscriptions climb rapidly over time.

There is a service dedicated to doing Ad swaps. You can find hundreds of other marketers willing to swap email promos with you. Check out [Safe Swaps](#) for more info.

## **2. Join Safelists networks**

A safelist is a list of email addresses of individuals who have agreed to receive emails from other individuals on the list. By joining safelists, you can gain access to a large group of individuals who may be interested in joining your list.

Of course, as with any other marketing technique, when a particular medium is saturated with ads, the responsiveness to any one of those ads will fall. For this reason, expect your pitches to get relatively small responses.

With that said, if you join enough relevant lists and make your pitches periodically (to avoid the appearance of being a spammer), then you should have no problem picking up quite a few good leads from this strategy.

There are thousands of Safelists that are free to join and then there are some which cost. If you buy ads, you can send ads without receiving them. Google "safelist ads" to find a heap of safelists.

### **3. Place an opt-in form on your blog**

Another good way to get subscribers is to simply put an opt-in form on your blog.

You can only do this if you have a blog already. If you don't have a blog, I highly recommend you [get yourself a wordpress blog](#). It's easy to set up on your own website with just a few clicks.

Then putting an opt-in form on it is a piece of cake with Aweber's plugin especially made for Wordpress. You'll need to have an [Aweber](#) account for the plugin to work, but setting it up is a piece of cake.

If people like reading your blog content and find themselves coming back to read more, they may decide to opt-in to your email newsletter, too, so make sure your blog posts keep readers interested.

### **4. Create a Facebook fanpage**

If you're a Facebook user, you've no doubt seen countless "fanpages" for various businesses and just about everything else.

Virtually all businesses that wish to have a social media presence have a FB fan page. This is a practice you should adopt, too, if you want to develop a social media presence and use it to generate a list of subscribers.

In short, setting up a Facebook fanpage is not very different from setting up a profile. Facebook makes it very simple.

Just remember to incorporate all of the relevant information about your business on the page, along with links to your list sign up page and to other various web pages of yours. Also, consider giving people who "like" your fanpage extra freebies, discounts or coupons for various products.

## 5. Use banner advertising

Banner advertising has long been a mainstay of webmasters. It can be very profitable if you spend the time to 1) create a good banner; and 2) find the right networks to place them on; and 3) target the right crowd with them.

To get a good banner made, consider spending \$10 to \$30 on [www.Elance.com](http://www.Elance.com) or go to <http://99designs.com/> for a designer.

When you have your banner design, place it in a **rotating exchange** (you add your banner and then put the code for other banners to show on your own site), such as this one: <http://www.nuacco.net/> (for 125px x 125 px banner ads), <http://www.1800banners.com/> (huge banner exchange) and this one <http://startmytraffic.com> (an all-in-one free traffic exchange).

Alternatively, you might want to consider purchasing banner ad space one of the following two sites: <http://www.bannergarage.com/> or <http://www.adroll.com/> .

## **6. Create viral videos**

When it comes to enticing people to join your mailing list, another good avenue you can take is to create video content and use it to promote your site.

For example, you can create a series of instructional "how to" or tips videos for something related to your niche and include them as content that will be available to newsletter subscribers.

Furthermore, you can build up the value of this method further by providing a couple free examples of these videos on YouTube and elsewhere.

Remember, when making videos for youtube, make sure you mention your website and offer and/or have your website name watermarked in your video. Also add a clickable link in the video description.

## **7. Be a guest on teleseminars/webinars**

Online live seminars are yet another promising way in which you can generate list subscribers.

Approach a few marketers who already do teleseminars and offer to be a guest speaker. Then pick a date for the conference call with your JV partner (ideally, in the evening, when people will be free) to discuss your area of expertise. You might find this intimidating at first, but after you do it for a while, it will become easier and more natural.



You can use GoToMeeting or GoToWebinar (<http://www.gotomeeting.com>) to host your teleseminar or webinar for a reasonable fee.

Of course, before you do the call, you should spend some time to plan out the content. Make sure that you know what you're going to say and how you're going to say it. During the call and at the end of the call, make explicit pitches for people to join your mailing list (and explain how it is even free to start with).

While you might think that hosting teleseminars is the slow path to gaining subscribers, keep in mind that these new subscribers are much more likely to be active than your others. They will feel a personal connection with you—having talked to you (or at least heard your voice) over the phone. This can easily translate into much more sales per person than your average prospect.

Then when you have grown your list, have the JV be a guest speaker on your own teleseminar so you can help him in return.

## **8. Set up joint ventures (JVs)**

A powerful way in which you can generate list subscribers is to setup joint ventures (JVs). A JV involves teaming up with other marketer(s) and working together to produce a business deal.

In your case, you'll be making some sort of exchange related to list building. For instance, you might consider creating a product or writing a sales letter for which you will share the revenues; and your partner may in turn agree to do all of the relevant list-building activities and promote one of your websites.

The method above in #7 about being a teleseminar guest is a form of a joint venture.

## 9. Run an affiliate program

You may be familiar with Affiliate marketing, but this time, instead of you being the affiliate, turn the tables and get affiliates building your list.

The best way is to use a script like the [RAP script](#) or [Butterfly marketing script](#) where you can set up a free product to give away on the front end and have an upsell right after new subscribers join.

Offer a commission to your affiliates for sales of the upsell offer they generate and they will be happy to promote your free offer in hopes to get a sale of the upsell.

The [Butterfly marketing script](#) also allows you to run referral contests so you can give more incentive to affiliates to give you more sign ups.

If you sell your ebooks via another channel (not on your own site) such as on Amazon's kindle store, make sure you insert links within the pages that suggest the readers sign-up for your newsletter. Affiliates can still promote and sell it for a nice commission. They'll make money; and you'll get subscribers.

## 10. Pay for leads

Rather than indirectly using affiliate sales or blogging to generate subscriptions, you could also consider paying directly for referrals. You can do this by either purchasing leads formally; or by seeking out webmasters who are willing to divert traffic to your site. I.E. solo ads.

Of course, if you wish to do the latter, you will have to setup a transparent system, so that your offer appears believable. In particular, you will have to setup an easy-to-check traffic counter that allows your referrers to check how much traffic you received from them. You will also usually need to pay an attractive price for the referrals you receive.

## **11. Add a picture to your landing page**

One way in which you can increase the number of subscriptions you get is to increase the your conversion rate. And an old trick for doing this is to make your landing page more personal. For starters, add an image of your signature.

And furthermore, you will want to consider including a picture of yourself on the page somewhere. Just little things to improve the conversion rate can see you receiving twice as many subscribers with the same traffic.

## **12. Split test landing pages**

Another important part of generating subscribers is testing your existing system. If your existing system does a poor job of converting, then it needs to be improved. You can do this by a process call “split testing.” This involves sending identical traffic streams (perhaps generated by Google AdWords) to different landing pages.

Things to test are headlines, length of page, introduction, call to action, opt-in button text, p.s., images (with and without) , colors, etc.

You can then test which landing page generates a higher conversion rate; and can adopt that exclusively for future use.

### **13. Create a squeeze page**

If you don't already have one, it is critical that you build a squeeze page, which is specifically used to capture email addresses for your list.

A squeeze page is a short 'pitch' page with very short copy--or, more than likely, a headline with just a few bullet points. After the copy, include your signature and a box for visitors to enter a name and email address. Keep distractions minimal; and attempt to build the strongest pull for your newsletter using the fewest words.

The best way to get a nice looking squeeze page is to use a template. There are many available for a very affordable price like the [Point and Click Squeeze page](#) template. This is a universal squeeze page template that is easy to use, as the name suggests, it's totally editable by pointing and clicking.

### **14. Use Google AdWords to generate traffic**

As mentioned earlier, one good way to generate prospects for your list is to advertise using Google AdWords: <http://www.adwords.com>. If you're not familiar with AdWords, it is a pay-per-click (PPC) advertising medium.

That is, you create a text ad, select relevant keywords for it, and then pay only when someone clicks on your ad. In general, it is considered to be better-targeted and more cost-effective than other sources of paid traffic generation.

With this said, using Google AdWords can be expensive. If you're a beginner, you might want to study it very hard or hire an expert to manage your campaigns for you.

It's effective when you make an ROI (return on investment) so it calls for a fair bit of split testing of ads and landing pages, and revising campaigns.

## **15. Give Away Free ebooks**

Often, getting people to join a list is as simple as providing them with the right incentives. If you simply tell people to join the list because the email content will be good, they won't know whether or not to trust you and usually, they don't want to wait to get your emails. However, if you provide them with a free ebook that they get right after signing-up, they'll be much more likely to join.

Now, you might think "Won't they just cancel their subscriptions after joining?" And, in reality, some of them will. Your focus should be to draw people in, expose them to your content, and then attempt to convert them by impressing them with your information.

But first, you need a good incentive to get them to join your list when they first come into contact with your web site.

## **16. Free reports**

Similar to giving away free ebooks, give away free downloadable reports. These are often shorter than ebooks and provide a more specific explanation on a topic.

I personally suggest targeting a specific theme or creating a "how-to" report on a timely topic.

Just like ebooks, you can create a simple report in Microsoft Word or Open Office and convert it to a PDF file. Upload it to your website and link to it from your download page.

Get the subscriber to opt-in at the squeeze page and then re-direct them to the thankyou page after they sign up or confirm their email address. I prefer the latter method.

## **17. Add content to your site**

When it comes to generating subscriptions, one of the most important things you can do is to put your subscription form in places that receive traffic. e.g. your website or blog.

The more content you add to your site or blog, the more readers will come and will want to learn more (if the content is good) so they will join your list.

To get content, you can write it yourself, or you could hire a writer from <http://www.elance.com> to produce several articles based around relevant keywords/topics for your site. You could then add those articles to your site with a subscription form either in the margins, in the middle of the content, or in a pop-over box.

The more articles you add, the more traffic you will generate, and the more opportunities you will have to generate subscriptions.

## **18. Keep customer information private**

One thing that visitors dread is that you will resell their name and email to a third party; or will use it to spam.

This is why it is important that you include a note below your opt-in form that explains that you will never sell subscriber information—and you will never spam

people who join your list. This should help to increase your conversion rates and lower unsubscribe rates.

## **19. Reward subscribers unexpectedly**

While getting more subscribers from external sources is an important part of keeping your list active and growing, energizing your existing members and giving them a reason to promote and share your website will help you build your list with little effort.

One way in which you can do internal promotion is to reward your subscribers unexpectedly with a free ebook, informative article or special video.

When they receive some product or service that they weren't expecting to get, they will be pleasantly surprised and will be happy to share it. You can also suggest they share your newsletter sign up page or re-publish your article or video.

This can potentially become free viral promotion for your list. It also keeps your list active and unsubscribe rates down.

## **20. Promote high-value products and services**

In many cases, the most important thing you can do as a business owner is to provide and promote high-value products and services. That is, whenever you sell your own products in your newsletter or whenever you refer people to affiliate products (or JV partners' products), make sure they are good and offer value.

If you gain a reputation for promoting every new product about "how to make money" - not caring whether or not it's even a good product—you'll quickly lose

rapport with your list; and, as a result, you can expect them to stop reading your emails and making additional purchases. Ultimately, they will unsubscribe.

## **21. Buy ezine solo ads**

Ezines offer a wide variety of different advertising options, but most of them amount to taking up a small portion of the total ezine. In the case of an ezine solo ad, you actually purchase the rights to all of the content in a single mailing.

Now, you might be tempted to rush to the closest ezine solo ad broker, buy up a bunch of solo ads, and then send off the first mailer you can draft, but this is definitely not the best approach. And, in fact, most who do it ultimately end up getting almost no traffic.

So, instead of doing this, here's what I suggest: start by finding a copywriter. Since you'll be writing a short solo ad, it won't cost much (in, comparison, say to 15 pages of long copy). Working with your copywriter, come up with a great deal to offer readers; and an accompanying great piece of copy.

Once you have your copy in hand, begin methodically seeking out good ezine matches. Start by subscribing to relevant ezines, and taking notes on the content style. For instance, is it typically loaded with ads? And how frequently does it send solo ads? And finally, is the content typically good?

Answering all of these questions is an important part of selecting your ezines. Once you have done this and have made your choices, either proceed with a purchase (if the option is available) or contact the list owner to see if he/she is willing to allow you to purchase a solo ad.



As a final word, I personally suggest that you run only one ad at a time, wait for the results, and then decide whether to proceed with the next ezine solo ad submission.

Again, Google has a huge list of ezines that sell advertising space and solo ads. Search for "ezine solo ads" or "ezine ads" to find them.

## **22. Cross-promote with banners**

If you don't have a lot of resources to sink into expensive forms of advertising, cross-promotion may be your best option.

Simply put, cross-promotion involves finding other webmasters or list owners; and forming an agreement to promote each other's sites to your own visitors.

Say you agree to put banners that promote each other's websites on your thankyou pages. Then your new subscribers can join your JV's list and vice versa.

In addition to an informal arrangement like this, there are also more formal ways to exchange ads.

For instance, there are banner exchanges, <http://www.neobanners.com/>, which gives you promotion credits to go towards your banner displays whenever you promote someone else's (via a banner they add to the system).

In general, cross-promotion provides an inexpensive alternative to other methods of list advertising.

If you're in the "internet marketing niche" traffic exchanges like <http://startmytraffic.com> are great places to exchange ads and traffic for free or little cost. StartMyTraffic has a built in banner and text ad exchange system.

## **23. Keep your opt-in form 'above the fold'**

Getting subscriptions isn't simply a matter of sending thousands of visitors to your site. It involves both traffic generation and conversion strategies.

One such strategy is to place your opt-in form above the "fold"—or the imaginary line that separates the content that visitors will see when the page loads from the content that they won't see, that is further down the page.

Whenever the opt-in form (and your pitch) is placed above the fold, visitors are more likely to see it before leaving the page; and are subsequently more likely to use the form to subscribe to your list and get your free incentive.

## **24. Ask for and offer guest articles**

Another strategy for keeping your list active, energized, and interested in spreading the word is to periodically get guest posts for your newsletter and offer to write for other marketers' newsletters.

You can select prominent individuals from your niche or outsiders who have relevant information. Whatever you do, make it sure it's a win-win-win situation, like all JVs should be. Good content, and a reciprocal event between you and JV partner.

Keep the information relative, interesting and engaging; and it will make your newsletter readers want to stay and look forward to getting more. If it's really

good, they may post the article to their site (if you give permission) which can bring you more traffic and subscribers.

## **25. Run or participate in a JV give-away**

Running a product give-away is an excellent way to generate attention, improve your relationship JV partners, and gain new subscribers.

A JV giveaway is where many marketers contribute a free gift at one website and everyone promotes that one website and marketers share the sign ups. Running a JV giveaway is a pretty big project but the rewards can make it pay off.

First, you'll need to get a website up where the giveaway will be held. There are several website scripts that have been developed especially to run these JV giveaway events.

The most popular JV giveaway script is the [Ultimate JV giveaway script](#). It has a free trial period and then you can pay after that. But running a giveaway the right way can pay for itself many times over.

Once you have your site going, you will need to find some marketers in your industry who have a product they can add to the giveaway.

The more JVs you can get on board, the better your giveaway will go. But the real success comes when everyone promotes the giveaway. Make sure there is enough incentive for all who participate to promote the event.

For starters, the easier way to benefit from JV giveaways is to just be a contributor and add your free gift. There are new JV giveaways running all the time so keep a look out for JV invites for them or find them by searching Google.

But when you think you're ready for it, run your own giveaway as the benefits for running one are many times greater than for just the contributors.

## **26. Word of mouth advertising**

While paid advertising and formal cross-promotional methods are an excellent way to boost subscriptions, informal word of mouth advertising is often the lifeblood of both small and large businesses. And when you start building your list, you can encourage your subscribers to tell their friends about you.

How can you do this? First, make sure your content is worth sharing. Ask yourself would you want to share this with your friends?

Next, suggest that they promote your newsletter or website; and give them incentives to promote your list. i.e. a free product, cash or prizes.

If you want to improve the chances of a good outcome, you might consider sending people through “tell-a-friend” system in order to automate it and make it easy, and also to deliver access to a product download page.

*See below for the chapter on "tell-a-friend" for more.*

With social marketing dominating the web these days, it's easier to share content than ever before. Put a [Re-Tweet button](#) and a [Facebook like button](#) on your web page for your readers to click and share.

## **27. Ask your readers to forward good emails**

Every few emails, suggest and allow your readers to forward your newsletters that they like to friends. Additionally, make sure that these emails contain links people can use to subscribe to your list.

If your readers like the email, and forward it to friends as a result, then you may easily be able to pick up some extra readers without putting in much additional work.

## **28. Use 'Thank You' pages effectively**

Another good way to build subscriber rapport—and this word of mouth advertisement—is to send new subscribers to a “thank you” page after subscribing to your list.

Usually, you would have the download link of the free report or info you offered on the front squeeze page, but it's a good idea to have additional freebies to show you are by 'over-delivering'.

This page might contain free unadvertised bonuses, such as reports, audio content, and video content. Reaping this unexpected windfall of benefits for simply subscribing will encourage your new subscribers to pay you back via promotion.

And having a tell-a-friend form or Re-Tweet button or Facebook button will make it easy for them to share.

## **29. Add more subscription forms**

In general, adding more subscription forms to your sites gives visitors more pathways through which they can find your list and join it.

So take some time to work through your sites and decide where you can add new subscription forms. To save time, you might think of adding it in the same place on each page (i.e. on the right margin).

If there is no place suitable, you could have a pop-up or slide in window with your optin form in it. If you use a [Wordpress blog](#), there are several plugins that will do this.

### **30. Eliminate barriers to signing up**

In many cases, we can make it difficult or confusing for visitors to become subscribers. Through complicated or long forms, poorly-written instructions, or misplacement of the sign-up form, we make it harder for people to subscribe.

Remember: when it comes to list-building (or any other type of marketing), simple is best. So keep it simple and concentrate on getting all of your visitors to become list members. Once they're on your list, let them decide whether or not they want to stay, and whether or not they want to buy.

### **31. Offer free examples**

Before someone signs up for a list, they will want to have at least a rough idea of what they're getting themselves into. That is, they will want to know if they're signing up to be spammed legally; or whether they're going to get regular, high-quality, inspiring content that makes a positive contribution to their lives.

One way you can help to remove the doubt that people might have about your list is to give them free examples. For instance, you might consider creating a video that is freely viewable and at then ask them to opt-in for the next video.

Another idea is to have an archive of all of your past newsletters or ebooks freely accessible. Visitors can then browse this archive to see how frequently you pitch products, how frequently you provide good advice, free products, and how good the quality of your content is.

## **32. Setup JVs with other list owners**

As I mentioned earlier, cross-promotional methods are some of the least expensive ways to promote your business. And while they might take a while to take full effect, they can often generate tremendous results that will massively grow your list.

One particular type of cross-promotion is a cross-list joint venture partnership. This typically involves identifying a number of list owners who might be able to provide some type of joint venture partnership value. Below, I've included some of the possible cross-list JV partnerships you might consider:

### **i. Product Partnership**

Very frequently, two partners will collaborate on the creation of a single product, which they will then promote to their own lists and to others. At first, you might see this as a means to sell products, not grow your list, but think again!

When your partner promotes the product to his or her list, your name and your site will now be associated with him/her. This will immediately endow you with the trust of his/her readers, which is something that could otherwise take you years to gain.

With these types of partnerships, more is almost always good. As long as you have enough time to manage each of your partnerships, adding additional

products and promotional events to your calendar will only serve to expand your influence and gain you subscribers.

#### ii. Promotional Partnership

Instead of collaborating on the creation of a product, you might consider collaborating on a joint marketing scheme. That is, rather than simply agreeing to cross-promote each other on your own lists, you could agree to promote each other in a more broad sense. This collaboration might involve referring each other to clients and to individuals in the inner circles of your respective businesses.

#### iii. Specialized Partnerships

Instead of adopting either one of the strategies above, you might consider adopting a more specialized partnership. That is, you might focus on product creation (and, thus, back-end promotion of your own site), while your partner focuses on promotion of the product through his or her list.

This type of partnership arrangement has the potential to provide both profits in the short run; and, in the long run, back-end subscriptions. However, in general, it will be hard to maintain unless you have a JV partner who you can trust and are able to work well with.

### **33. Allow republishing**

Many site owners and list owners see republishing as a process that has the potential to lower the value of their “unique content.” Unfortunately, in perceiving the republishing process this way, they deny themselves the opportunity to grow their influence and to gain additional subscribers.



In particular, republishing allows list owners to spread access to their content, gain influence, and encourage new people to join their list.

Furthermore, it is relatively simple to do: whenever you create an article (either in your newsletter or elsewhere), simply include a resource box below (or a header above) that contains information about you, the author and a link to your newsletter. You should explain that you allow the content to be republished, provided that it is unaltered and references you.

In addition to simply allowing republishing, you should make proactive attempts to get your articles republished. Seek out relevant sites, and try to get them to consider your content.

Of course, you can use the usual sources, such as <http://www.ezinearticles.com> to self-publish your articles in a prominent place. However, a better strategy may involve seeking out high-profile Internet-based magazines and attempting to get your work featured as a feature article.

## **34. Add testimonials to your squeeze page**

When it comes to getting subscribers, it is always a good idea to try to increase your conversion rate. Why? Because it is the quick and easy way to add more people to your list at a faster rate without changing your traffic generation strategies at all.

One way in which you can convert at a higher rate is to add testimonials to your sales letter or squeeze page. Of course, the central focus should be the opt-in form; and you should avoid distracting visitors away from it. However, dressing the margins with testimonials or including them after the opt-in form is never a bad idea. It will build rapport with your visitors and encourage them to trust you and your list.

How do you get testimonials? Simple. Just ask your current subscribers to send an email with their testimonial.

Written testimonials are fine, but if your readers are capable, it might not be a bad idea to include audio or video testimonials. These, of course, are more difficult, but having them on the site will greatly improve the image that visitors will develop of you.

### **35. Add a "tell-a-friend" form to your site**

As mentioned in earlier tips, word of mouth advertising very frequently forms the lifeblood of businesses. It often brings in higher quality prospects, since a close friend has told them they can trust your business. In short, it is effective method for advertisement.

One way in which you can do this—initiate a word of mouth campaign—is to use a “tell-a-friend” script, such as this one: <http://www.freetellafriend.com/>. This should be available on your website and possibly linked to infrequently in your mailings. It will give your subscribers a quick way to tell their friends about something good or interesting you did.

I've already mentioned the re-tweet and Facebook Like buttons, but there is another cool tool called [Pay with a Tweet](#). Basically, it's like a tell-a-friend form for Twitter. But this works by offering some kind of incentive to "tweet". You can offer a free report or video and ask them to pay for it with a tweet.

### **36. Make a list that you would join and enjoy**

To keep your subscribers happy, you need to be providing good content and communicate with them on their level and keep them active

If you don't share good quality, your list will die off and it will be hard to get other's to share your content.

So when you start building your list and writing newsletters, ask yourself whether or not you would sign up for your own list if it wasn't yours. Try to be as honest as you can with yourself.

In general, of course, it is difficult to evaluate our own work, and to understand how others might perceive it. For this reason, it is a good idea to look at old archives, so that you can feel a sense of distance and unfamiliarity—and evaluate it from the perspective of an outsider.

Finally, consider comparing your list content with other lists in your niche. Ask yourself the following questions truthfully about both your own list and competing lists:

- i. How frequently does the list advertise?
- ii. How much space do advertisements take up?
- iii. Are there many solo ads?
- iv. Are there high-profile guest writers?
- v. Are there interviews with experts in the industry/niche?
- vi. How frequently does the list give away reports and ebooks?
- vii. How frequently does the list give away audio content and video content?
- viii. How personal does the writing feel?

If you feel you can't answer these items objectively, consider asking a friend for help. As harsh as it may be to hear someone close to you criticize your work, it'll

be worth it in the long run when your subscribership rises dramatically through word of mouth.

### **37. Create a short e-course**

When it comes to build a strong subscriber base, getting new subscribers isn't the only thing you should focus on. Rather, retaining and energizing existing subscribers can be just as important. If they become inactive or leave your list, you'll have to cover that outflow with even more subscribers.

So what can you do? My suggestion is that you introduce new members to your list with a short e-course. That is, rather than simply adding them and then contacting them with the same material you sent to other members, including advertisements and other items that might turn off new subscribers, give them a pre-made course.

Not only will the course make the individuals gain some value from subscribing (and, thus, build rapport), but it will also give them a chance to get to know you and your business better. Through the course, they can learn what you're all about, and it will make them less anxious about buying from you and from following your content.

In short, creating an e-course to buffer new members from the normal flow of advertisements and ad hoc newsletter items can go a long way in building a connection between you and your readers; and ensuring that they won't drop off the list.

### **38. Design a good "hook"**

When it comes to marketing, hooks are important. This is doubly true when you're trying to 'pitch' your list from your squeeze page.

If there isn't some clear, defining feature or benefit that your list provides that others do not, then you'll be passed over. Why sign up to be bombarded by mediocre content when a visitor can simply leave the page, and search Google for something better?

So spend some time designing a hook. Think about how will you separate yourself from other sites. Will you be the fastest to spot and comment on trends in your niche? Will you provide slow-to-react, but thoughtful and expansive commentary on important happenings in your niche? Or will you be the first to test new products and services and to incorporate reviews of them into your newsletter?

Whatever you do, make sure you can claim to do something unique that people just can't get anywhere else. If you truly have important features that separate you from the other list owners in your niche, then your visitors should know about them when they're deciding whether or not to subscribe.

## **39. Continuously improve your content**

Many people approach the maintenance and growth of their business in an ad hoc way: from time to time, they'll decide that it is time to "revamp" everything or to make major changes. However, in many situations, this simply isn't the best policy—especially when it comes to maintaining a list.

Rather, you should consider adopting a more active approach. On a daily basis, think about what you could be changing to improve your content.

Solicit feedback from readers; and try to use it constructively.

Thinking about and making changes for the better will improve your readership's experience; and will ultimately help you through word of mouth advertising and reduced subscription cancellations.

## **40. Reduce the amount of ads on your site**

If your website is currently inundated with ads, consider cutting away some of the clutter and focusing on what is most important: your opt-in form.

While you might be going for direct sales or affiliate commissions—since it gets you the cash today—most sales are made on the 5, 6, or 7<sup>th</sup> contact, so step back and think about the long term.

Build a list first then you can offer them the product. Make capturing names and emails the top priority of your website. That's why squeeze pages work so well. But if you don't want a squeeze page and want to share content, minimize 'outgoing' ads or replace them with opt-in forms.

So, today, start by thinking about how to adjust your site. Get rid of blocks of ads, banners, and other distractions, and replace them with subscription forms, salescopy, and other tools for generating subscribers. In the long run, when you're making sale after sale to the same people, you will be glad you didn't throw everything away for a single click or direct sale.

## **41. Add a pop-up to your website**

If you're not using a squeeze page, then a pop-up ad with your opt-in form in it is the next best thing.

Some people believe that pop-up ads have fallen out of fashion. In fact, many browsers come pre-loaded to block certain categories of pop-ups, so many believe that pop-up ads can no longer be effective.

However, this belief couldn't be less true. Many sites are using variations on pop-up ads (hover-over or fly-ins) that aren't typically blocked and can do an excellent job of generating subscriptions.

There are several free pop-up scripts that you can use with any type of website (static HTML, PHP, Wordpress etc). Just Google "free pop-up script" or "unblockable popups" and see the results.

On a slightly different tangent, there is the "exit pop up". This is good to use on any type of website including squeeze pages and especially sales pages.

It will show a pop-up ad to your visitors when they try to leave your site. The best way to use this is to direct them to a squeeze page before they leave your site forever.

There are many on the market, but by far the best one I have seen is the [Exit Splash](#) script. It is used by hundreds of internet marketers because it is unblockable, it's easy to use and it works like magic to save the traffic and turn them into subscribers.

## **42. Improve your email subject lines**

It is easy to spend all your time searching out more subscribers and paying more for new traffic, rather than focusing on existing subscribers.

Writing better email subject lines will draw more views, re-energize existing list members, and generate more clicks on links to offers and other pages you want to share.

I suggest using one or more of the following tricks to improve your email headers:

- i. Personalize the subject line. Use special tags that your autoresponder gives you to automatically insert your readers' names into the email header. [Aweber](#)'s autoresponder system has a handful of these special tags that you can use for personalization. Tests have shown that personalized subject lines with the reader's name gets 3 times more opens than without the name.
- ii. Avoid spam filter trigger words. Email's worst enemy is the spam filter and using some words can trigger the filter and trap your emails. Avoid using words like “free” and “\$\$\$” and “guarantee”. These may work well as psychological triggers in salesletters, but when it comes to email headers, you should use them more carefully. [Here is a big list of words](#) that you should avoid to stay out of the spam box.
- iii. Split test different subject lines. If you are running a new campaign or setting up a follow-up sequence, you should test subject lines to see which one gets the better response. The body of the email can stay the same or not, it's up to you. Again, [Aweber](#)'s service allows you to set up split testing with your email marketing.

In general, finding ways to boost your email opening rate will tend to help you retain and re-activate subscribers and turn them into customers. This will mean that you can generate more profits with the subscribers you already have, rather than aggressively promoting your website, only to ultimately lose those subscribers to an ineffective system for subscriber retention.



## **43. Retain your subscribers**

As mentioned previously, subscriber retention is a critical component of generating and maintaining a strong list. When thinking about your list, remember it's easier to keep subscribers than to generate new ones.

That is, think about the difference between your losses and gains. If you can simply retain an additional 50 subscribers per week, that is no different than gaining at least 50 subscribers a week.

So, when designing your follow-up series and promotions, keep this in mind. Think not only about generating more traffic, but about retaining your existing subscribers. Give them incentives to stick with you, be engaged, and to promote your list to others when given the chance. In short, concentrate just as much effort on retaining and energizing subscribers as you do finding new ones.

## 44. Use viral ebooks

Viral ebooks is one of my favorite methods of generating free subscribers.

You can turn any ebook or report you have already or are planning to write into a viral traffic and list building machine easily.

There are several ways in which you can do this, but I personally suggest the following approach:

- i. You'll need an ebook or report on a popular subject in your niche. It needs to be good enough that people will want to read all the way through it. You can write it yourself or hire a ghostwriter to do it for you. You may also want to design an ecover for it.
- ii. You can find a writer and a graphic designer on <http://www.elance.com> or on <http://fiverr.com>. Contract them to complete the book for you, according to the outline you've designed. Work with both the writer and graphic designer to ensure that the project turns out according to plan.
- iii. Insert links throughout the ebook that go to recommended resources (affiliate links) and related web pages, but most importantly, point to your sign up page. Don't add so many links that it delegitimizes the book, but instead enhances it. Additionally, include links to free products on your site that are related to the material, so that you can send people to more locations where they are likely to subscribe to your list.
- iv. State in the early stages of the book that the reader has "free giveaway rights" to your ebook. This will ensure that it can potentially circulate all

over the web. You can also consider giving people the right to resell it, which will give him or her an even stronger incentive to circulate the book but for a bigger spread, free giveaway rights will work better.

- v. Contact other list owners and offer them to share your viral ebook. Allow them to give it away to their respective lists for free. In many cases, these list owners will be hungry for free content. And, if it is good, they will snap it up and give it to their subscribers.

That is the basis of creating viral ebooks. However, to make a viral ebook really take off, you should **make it rebrandable also!**

This will let your readers rebrand the links inside the ebook with their own affiliate links and links to their website. This will give them more incentive to share the ebook because they have the chance of building their list too and making money through the recommendations throughout the ebook.

I have made several rebrandable reports using the [Easy Viral PDF Brander](#) script and experienced some amazing success. It's one of the easiest scripts to use and it's dead-easy for your readers to use it. No complex or annoying software for them to install. They can do all the rebranding online. If you're going to use rebrandable ebooks, then [Easy Viral PDF Brander](#) is the one to use.

In short, your goal should be to create a high quality ebook, to incorporate links to your squeeze pages and other recommendations throughout the ebook, and to let people rebrand it (but leave links to your squeeze page in there) then let them circulate that ebook to the widest audience possible.

The more people see and pass on the ebook, the better for all involved. If your venture is successful, it will pay off for years to come in terms of new subscribers and sales.

## 45. Podcasting

Podcasting is a great way to reach a different area of your niche on the web and share your knowledge and tips with them at the same time.

You don't always have to stick with writing reports and ebooks to build your list.

Many list owners have found success in integrating their newsletter into their website. That is they simply use the newsletter to update their blog or website or notify subscribers that they have added a new issue to the website.

But using don't have to stick to text all the time. Instead, you can record an audio (podcast) and **share it on your blog or website** to draw traffic and get people to subscribe to your list.

For one, audio recordings have a higher perceived value over written ebooks. It takes a while to get comfortable talking to an audience but once you do, you can start interviewing important people in the industry; and you can then incorporate them into your newsletter and vice versa (make some JV deals).

To get a really wide scope on your audience, you can upload your podcast to several podcast directories such as <http://www.podomatic.com/login> or [submitting to Apple itunes](#) podcast section.

Not only will this generate traffic directly to your site, it can also work as a viral tool if you provide good and interesting content and encouraging word of mouth advertising. You can use archived audio interviews as content to convert visitors into subscribers.

## **46. Promote your list on forums**

Another way in which you can promote your list is to post on forums regularly. You can start by finding a number of forums related to your particular niche. Start at <http://www.big-boards.com/> and browse for related forums. As you go, make a list of the URLs and the primary subject matter of the forum. Also, consider how much traffic and how many subscribers each of these forums have.

Ultimately, your goal should be to select a number of high-traffic, active forums with many subscribers. You will then want to frequent these forums and post on them whenever you get the opportunity. Make an overt attempt to be helpful whenever possible and to demonstrate your expertise.

After you have been a member of the forum for a while, you'll want to add a signature that promotes your newsletter or your free offer. In addition to providing the actual link to your subscription page, include a short, 5-10 word pitch that will entice readers to at least consider clicking the link.

Of course, your efforts shouldn't stop there. Once you have the signature in place and have gained a strong reputation, you should continue to cultivate relationships on those forums, to post regularly, and to gain exposure to many forum visitors, so that your signature has more chances to be seen.

## **47. Run a competition**

As mentioned before, it is vital that you get your own readers involved in the promotional process of your site and newsletter. If you already have a large list, then the potential to grow even larger is higher.

Running a competition is a fun and effective way to build your list with the help of your current subscribers and your new subscribers.

Not only will it allow you to interact with current subscribers, but get them to bring in new people, and those new people will bring in new people—thus growing your list size very large, quickly.

For example, you could run a simple competition on your blog where people who link back to your site or leave a comment or answer a question can win a prize of some sort.

The same kind of competition can be run on social media sites with incentives for sharing your link or web page. You could get people to "like" your facebook fan page or "re-tweet" your link with a hashtag and you would pick a random winner.

If you have a special website script that allows you to run competitions, such as a referral contest, using it would be a very powerful way to build a list.

Whatever you do to encourage your readers to provide referrals, keep in mind what it is they want most—whether it be cash, advertising space, or products. If you can't offer them what they want or need, then they are unlikely to have an interest in promoting your list.

## **48. Know and seek out your target audience**

One important part about generating new subscriptions is knowing your audience and where they hang out online.

If you don't know who you're marketing to—that is, the “type” of person who has an interest in your list and business—then you'll have both a hard time persuading them that they should join your list and a hard time finding them.

In short, if you're not familiar with the “typical” buyer or subscriber in your niche, it is time to get to know them better. Find out what they want, the problems they are having etc.

Ways to find out about your audience is to seek them out on forums, interact with them on blogs, join their newsletters, in social marketing groups and do whatever you can to understand them better.

Once you know where your audience is spending most time online, you can focus on targeting them there that rather than spreading yourself out thin over many avenues.

## **49. Get backlinks to your squeeze page**

A backlink is a hyperlink on another web page that points to your web page. When people click on that link, they end up on your site.

Backlinks can do two things for you.

1) Give you direct traffic by people clicking on the link, and 2) it can boost your rankings in the search engines, thus resulting in more traffic, and more subscribers.

To get backlinks, you can buy them in bulk at places like <http://fiverr.com> , but beware that some backlink packages are quite low in quality and won't do much for you at all.

You'd be better off going to an expert SEO backlink service or using software like [Traffic Travis](#) yourself to get quality backlinks. [Traffic Travis](#) is an all-in-one SEO software that is easy to use.

For a more easy way to get backlinks, you can post comments on blogs, in forums and in article resource boxes when you submit articles to directories.

You may want to outsource these tasks as they can be quite repetitive and time consuming.

## **50. Use Offline advertising to build your list**

Yes, offline ads do work great for building your list online. There are a heap of ways to advertise your website and free offer and direct people to your sign up form.

- Yellow pages
- Classified newspaper ads
- Magazine ads
- Public notice board ads
- Business cards and other paraphernalia
- Direct response mailing
- Networking at live events/seminars
- Radio station ads
- Hold live events
- Billboard ads

Whenever you advertise offline, just make sure to have a call to action with your website address clearly visible. For example, "Visit [www.xyz.com](http://www.xyz.com) to get your free start up kit today!"



## Conclusion

In this ebook, we've sifted through a vast array of different strategies you can employ to gain more subscribers; however, throughout this exercise, we have seen some common themes repeated.

So where can you go from here? Start by concentrating on building your list first from now on. Put list building first when it comes to online promotional efforts.

Remember, once you have a list, you can contact them over and over again with offers, gifts and recommendations, meaning you can sell to them again and again. But it can become more than just a quick cash generator. Your list can be your little community of fans that follow your advice and recommendations.

If you treat your list well, follow the strategies outlined in this ebook, and work hard to build and retain subscribers, you'll find that having a list and sharing great value offers to your readers will be more profitable than any other marketing technique you will likely encounter.

And with that—I leave you to build a list with the methods I've outlined in this ebook. It may be hard to do all, so start with just one and see what results it brings you. It's all about trying different things to see what works best. So put these tips to work, generate some subscribers, and start making sales!

Thanks for reading and best wishes!

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