

Secret List Building Tactics

By Jason Fladlien

Intro

There is a certain "competitive gap" you can exploit to immediately build a good, responsive list. So few people know about this "loophole" that if you act on the information in this report - you will be *dominate*!

List building is simple - you position yourself to stand in front of huge amounts of traffic. As a result, a tiny portion of that traffic will "stop by" your website, and join your list.

We'll show you how to put yourself in front of a million people or more, so even if 1% stop by and join your list, it will be enough to make good money online.

Let's do it.

Step 1 - Free Resources Gurus Recommend

In any information market that has a large online presence, there is ALWAYS certain resources that the gurus of that market place recommend.

The gurus are the ones who control the traffic. The traffic goes to google usually to get these resources - since these resources are FREE and common place so there is no affiliate program - and that's the end of it.

That sucks. Think about it - how many times have you heard a guru in internet marketing recommend "filezilla"? It's an ftp program for uploading files to your site. Gurus recommend it all the time.

If you go to the google keyword external tool at <https://adwords.google.com/select/KeywordToolExternal> and type in filezilla - you'll see it gets about 2,240,000 searches... *per month*.

Secret List Building Tactics

Maybe we can't get ranked high in the search engines for that term - but I'm sure we can for some of these terms...

filezilla ftp client - 9,900 searches

filezilla 2.2 - 4,400 searches

filezilla download free - 12,100 searches

filezilla windows - 14,800 searches

tutorial filezilla - 12, 100 searches

These are just a few of MANY that are low hanging fruit that you can build a high ranking website - or better yet a video (we'll talk about this in a bit) - that sends them to a squeeze page where you can capture a name.

That's just *one* ftp program. There is also coffee cup, smart ftp, cute ftp and more that people are constantly recommending.

And that's just FTP programs. What else is there? Jing. Jing is a free screen capture software that everybody is always giving as an alternative to camtasia. It's found at jingproject.com - but a lot of people *search* for jing project - 5,400 a month usually.

Right now there is a youtube video ranked 7th in the search engines. It is not very well optimized - and it only has about 13 inbound links. You can go to <http://siteexplorer.search.yahoo.com> and put in the URL of the page to see how many inbound links it has.

So this is something anybody could easily beat. At that's just one keyword for Jing screen capture software. There are others.

Want more examples? WORDPRESS. There is a gold mine here, especially when it comes to plugins. For example "all in one seo pack" gets 14,800 searches a month! There is a video ranked 13th in google for this with only 5 inbound links.

That's it!

And that's just one of the many popular wordpress plugins that gurus are constantly recommending.

You get the idea - find popular software people are recommending and create a whole site centered around it that will get ranked in the search engines for it.

Step 2 - Creating And Ranking Your Site

The first thing you want to do is get a keyword rich domain - this seems to be one of the biggest factors for getting your site ranked high.

So for all in one seo pack, guess what domain we'd try to get? allinoneseopack.com - unfortunately it's already taken... No biggie. You can add an "x" or a "1" on the end and get basically the same search engine love as if you had the domain. Or you can grab another keyword and put it on the end.

In this case we went with allinoneseopacktutorial.com - it's available at the time of this writing... we'll leave it up to one of our readers to snag it :)

Now that you have your domain - time to set up your site. If you don't have hosting, get it from a place that has a cpanel. We recommend hostgator.

You log into your site with yoursitename.com/cpanel - so whatever your domain is that's attached to your hosting, add "/cpanel" to it to log in. Then find an icon called "fantasticos" and click on it.

Then on the left hand menu, click on wordpress. Leave the directory name blank so it installs it directly on the domain.com name. Then fill in the rest of the info, and make sure you make the title and the description KEYWORD RICH.

Then click install. You can set up a site like this in under a few minutes, and the search engines LOOOOVE it.

Set up your blog, and then do a search for "Free wordpress themes" and find one you like. Download it, then install it by clicking on themes, add new, upload... and there you go.

The next thing, you want to install the "all in one seo plugin" on your wordpress site. It's easy. just log into your wordpress admin panel, and click on plugins, then in the menu underneath it click add new. then do a search for "all in one seo" and install it.

Now you can modify your SEO stuff easily to help you get ranked higher. The first thing you do is change the home title to something with a keyword rich description.

Secret List Building Tactics

Next, you put in the "home description". This is what google usually shows as the text underneath the link when you do a search in google. So you want to write it to also be keyword rich, but with a call to action for people browsing google to click on your site.

Next to configure is the "home keywords", which you separate by a comma. Here's a really easy way to do this. Put up your site with some content first. Then go to google keyword tool, but your site in and have google scan it for keywords. Then put the most targeted of those keywords into your "home keywords" field.

That's really all you need to configure with this plugin.

Next, you're going to want to go to google keyword external and get your ten best keywords. You're going to write a blog post for each of these 10 keywords. It doesn't have to be long, just about 200 words is good enough.

Just make the title of each blog post the keyword. And mention the keyword ONCE in the opening paragraph, and ONCE in the concluding paragraph.

If you know how to edit your footer.php file, do so and put the keyword in there as well. If not, no big deal, just move onto the next step - getting backlinks.

Here's why backlinks are important - what others say about you says more than what you say about you. At least that's how google looks at it. Meaning they will deem you more relevant - i.e. rank you higher - if you have a lot of people linking to your site.

However, it's not that simple. Google is smart. If you just all-out BLAST links and get 1000 sites linked to your over night - duh, you gamed the system!

Instead of getting high rankings - you might get no rankings at all.

So the first thing you should do is - outbound links. Meaning YOU link to other sites. This is counter-intuitive to most of what you'll hear... which is why it works. While everyone else is just building links TO their site, in hopes to get it higher...

You start by putting LINKS to other sites. I like to go with 4. And these are not affiliate links. These are "no strings attached" link. Like a link to a really good authority site specifically on the subject that is ranked very high for a general keyword. Or a site like wikipedia. Or a government site. Or a youtube video.

Secret List Building Tactics

Puttings links in your site using wordpress is easy. You log into your wordpress admin panel, and on the left there is a tab called "links". Click on it. Add links. Then if you want to put those links on a sidebar, you can literally drag and drop it. Just click on apperance, then widgets, then links. That's the easiest way.

Or you can create short blog posts with the links in those posts. Whatever.

Now let's talk about getting links to your site. There are a variety of tactics - none of them work all the time, but all of them work some of the time. So I recommend you experiment until you find results that work good for you.

Youtube videos - create at least one - it could be you going to jingproject.com, getting a free screen capture software program that allows you to record up to 5 minutes of video at a time... and just shoot a video where you talk about your blog.

Then post it on youtube. In the description put in the FULL URL to your site starting with http. You know you did it right if the link is clickable.

Squidoo.com is another simple place to get a link. Create a lens. Don't make it spamming at all. Make is simple, straight forward and informational, and include JUST 1 link to your site. This is also where you want to LINK OUT to regular authority sites with no commercial intent, so you look less like a marketer and more like someone who is just creating an informational site.

You can do the same thing with hubpages.com.

fiverr.com is a great site to experiment with. This is a place where you pay people \$5 to do simple tasks. Go there and in search type in backlinks.

For example, someone posting there says they will create 5 .edu backlinks for your site for \$5. That's a good deal, and one I would experiment. EDU sites GENERALLY are worth more because they are higher quality links.

You can also use fivver.com for people to set up wordpress blogs for you, do your keyword research for you, do stuff for twitter for you and more. It's a really good site to explore.

Other places to get backlinks - social bookmarking sites. <http://onlywire.com> is a good resource for this.

Step 3 - Send them to a squeeze page

The whole purpose of the blog is to get them to go to your squeeze page. So you want to constantly put calls to action at the end of each post where you send them to a squeeze page where they can get a free tutorial or something to that affect.

Like with all in one seo pack, you can say "how to master all in one seo pack in less than 5 minutes and get up to 5 times more traffic". And the gift could be a short video or report of you going through how to use all in one seo pack.

So you'll put ads to this all over blog. So people find your blog through the search engine, some see your ad for your free gift, some sign up.

Also, people see your youtube video both in the search engines and through searching youtube.com, some go to your site, some sign up.

The idea is that you have 50 to 100 of these sites out there, all bringing you in new subscribers completely hands off. THAT is how you build a list.

Resources

How To Write Near World Class Sales Letters In Less Than 3 Hours!

<http://3hourad.com>

How To Create 60.4% Coverting Squeeze Pages In 4 Minutes Or Less

[Click Here...](#)

Internet Marketing Profit Equation - Traffic & Conversion Training

[Click Here...](#)

Secret List Building Tactics

How To Create An Info Product In Under 48 Hours

<http://48hourreport.com/48hour>

How To Write A 400 Word Article In 7 Minutes Or Less

[Click Here...](#)

Get 6 Squeeze Pages, A Sales Letter & 12 Products Created For YOU

<http://48hourreport.com/nichecopywriter/>

How to Invade ANY Niche In One Day

<http://goldmembercoaching.com/5minuteniche/>

Why the 80/20 Rule Sucks - & How To Triple Your Productivity!

<http://goldmembercoaching.com/timemanagement>

**How To Get \$6.34 Per Click To Your Website With
This Simple 4 Step Process**

<http://www.valuemultiply.com/>

**How I Put Together A Product Launch in 90 Minutes
That Pulled in \$10,520! It Only Took 4 Step!**

<http://goldmembercoaching.com/poorman/>

Secret List Building Tactics

**Amazing “PLR Repurposing” Secret Creates
100% Unique Products In Under 19 Minutes...**

<http://goldmembercoaching.com/plrsecrets/>

Personal Development for People Who Hate Wishy Washy Self Help Gurus

<http://goldmembercoaching.com/wishywashy/>

How to Become An Expert At Almost Any Skill in 27 Days or Less...

[Click Here](#)

How To Become a \$40 An Hour Ghostwriter In Less Than 7 Days

<http://goldmembercoaching.com/ghostwritingsystem/>

The Gary Halbert SWIPE FILE

<http://halbertswipefile.com>

16 Web 2.0 Website Templates For Your Sales Pages

& 7 “Fill In the Blanks” Sales Letters

<http://goldmembercoaching.com/templatefactory/>

Wanted 48 Savvy Individuals to Participate in Covert “Mind Experiments”

<http://goldmembercoaching.com/mindstatechange/>