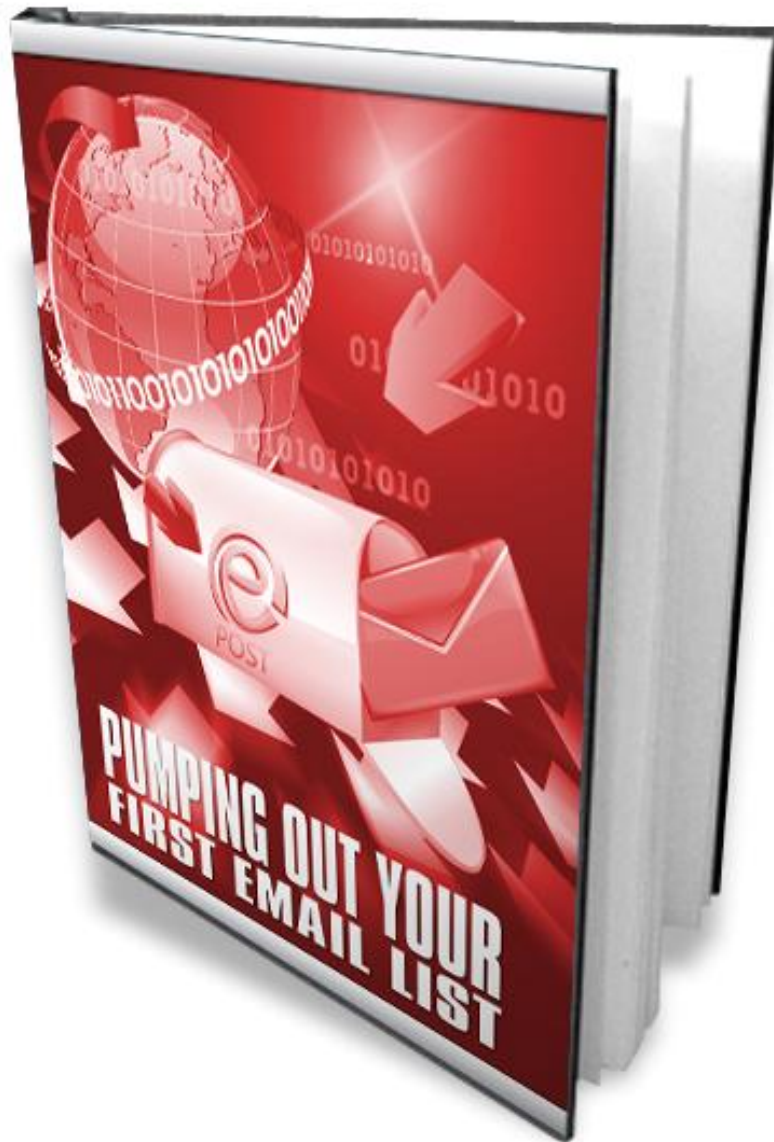




Pumping Out Your First Email List





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Introduction

Almost one of the first 'rules of the game' that anyone new to online business or internet marketing ever hears about is the notion that you have to build a mailing list if you expect to have a successful business. After all, as every expert who is worth listening to will tell you, 'the money is in the list'.

This is essentially true because although it is *possible* to run a successful business without building a list at the same time, it is an awful lot harder to do so. And why would you make life any more difficult than it already is, right?

Hence, the objective of this book is to show you how to start building your first mailing list from scratch in the most effective and ultimately profitable way. It will also demonstrate why creating a list is so important and why doing so in the right way is of even more relevance.

This is not some hypothetical 'if you do A, then B *might* happen' theoretical guide. It is an exact replica of the plan I used to build a list of 2500 new subscribers from scratch in one month, a plan that has been tested in the heat of the online marketing battle and shown to be a winner.

And here is the final thing to understand before we move on.

There is nothing difficult or complex about building a mailing list. Once you understand why you are doing things a certain way and you have





put in place what you need to make sure that things happen the way they should do, list building is actually pretty easy.

However, there is some work involved because it is a fact that in every aspect of online business, work is an integral part of the deal. In online marketing as with everything else in life, what you get out is always in direct proportion to what you are willing to put in. Without work, your list building efforts are consequently almost certainly doomed to failure.

With that proviso in place and understood, let's get started.





The basics of list building

Before beginning to consider the specifics of building a mailing list, it is important to understand some of the basics that relate to building any online business. Without grasping these central concepts, the idea of building a mailing list makes little sense. This is therefore a natural starting point.

If you are planning to launch any kind of online business, it stands to reason that net users represent your target market. In other words, people who go online every day are your potential customers. It is therefore essential to have some understanding of how people use the internet and what they are looking for from it.

Although the net is becoming an increasingly important centre of business and commerce, it is still a fact that the overwhelming majority of net users do not get online each day to purchase goods or services. Instead, they come online because they need information of one form or another, and they therefore turn to the World Wide Web as the biggest source of information mankind has ever known.

Each and every day, there are millions of people all over the world who have problems that need solving or questions that need answers that they have not previously been able to find elsewhere.

If you have ever used the net to search for information yourself, you probably already know that this is true. You are also probably aware of something else that is critically important (in online marketing terms) too.





The majority of people who are searching for information on the net want that information without paying for it if at all possible.

From these two simple facts about how people use the net, there are a couple of conclusions that you can arrive at.

Firstly, in order to have a successful online business, you need to establish a way or have a system for making contact with net users who could be potential customers for your business. Secondly, you need to ensure that these people are both capable of and willing to spend money, because if they are not, it makes it far more difficult for you to generate the online income that you want to generate.

Hence, the first thing that you need to do is some market research.

As suggested in the introduction, there is some work involved in building a mailing list, and this is where it starts.





The targeting and niche concepts...

Why targeting is essential

Although the vast majority of people who get online every day do so to find information, they are not all looking for exactly the same type of information. If they were, it would be very easy indeed to connect with them because you would know exactly what they were looking for without any research whatsoever. However, because this is clearly not the case, you need to dig a little deeper.

Most people do not seek information from the net on a completely untargeted, general level. On the contrary, they usually have a specific questions need answering or a distinct problem that needs solving. In other words, they are looking for information of a definitive nature, which means that it is your job as a marketer to discover the specifics of what they're looking for.

If you can do this, you can make the information that you provide the central product or service that your business sells. By doing so, you satisfy their specific requirements or needs, hence they are happy because they have the answers that they needed whilst landing a successful sale ensures that you are happy too.

In order to do this most effectively, you cannot expect to provide information to every individual who logs onto the internet every day. To be effective, you have to narrow you own targeting down far more strategically.





Hence, you have the idea of trying to set up a business that is focused on a particular market sector or niche. By doing so, you can identify and then provide the exact information that people in that niche really want, thereby creating satisfied customers.

However, you must fully understand the concept of narrowing down your business focus very precisely because if you try to take on too much, you will inevitably fail.

For example, there are billions of people who turn to the net every day to search for information about health.

There is a massive potential market for entrepreneurs who can provide valuable health-related information via the internet. On the other hand, the general concept of an online 'health market' represents a massively diversified market. It covers everything from people who are looking for cures for the common cold to seeking ways to comfort those in the final stages of terminal cancer.

Without putting in the work of several lifetimes, there is no way that one individual could do any more than scratch the surface of such a massive market, hence focusing on 'health' would not work. It does not represent a niche market of the kind you must look for as online marketer.

If however you were to focus on providing information to people who are seeking solutions for a long-standing eczema problem, you have found a market niche. In this case, you are looking at a small subsector





of the health market where people are seeking very specific and definite information.

If you can provide that information and if what you provide is of enough quality and value to convince eczema sufferers to spend money, you have the core of a business.

Spend no more than five minutes thinking about it and you could probably come up with a list of several hundred niche markets within the health sector, as you could if you thought about almost any market on a general level.

However, remembering that your primary objective here is to build a profitable mailing list, it is a fact that some niche markets are far more attractive than others for reasons that I will explain in the next section.

Every niche is not the same

Every online marketer who has been around the business more than five minutes knows that 'the money is in the list' but what exactly does this mean? How or why is there money in the list, and perhaps more importantly, how do you put some of that money in your bank account?

For the time being, let's continue to run with the idea that your primary business model is based on selling eczema related information to sufferers who are willing to pay for it.

In this situation, the first thing you might look for is a suitable product or service that you could sell into this market. Once you have done this, the next step might be to 'contact' as many eczema sufferers as





possible by targeting all of your marketing and advertising efforts at people who suffer from this particular complaint.

Through your marketing and advertising, you bring these people to your eczema focused website and convince them to subscribe to your mailing list.

Now you have the ability to send promotional e-mail messages to these individuals as often as you like because by their action of subscribing to your mailing list, they gave you specific permission to do so.

In every e-mail message that you send to them, you now promote a product or service. Do this and over time your activity inevitably generates sales, which is where the idea that the money is in the list comes from. As long as you keep promoting, you will keep selling, adding extra profit to your account with every outgoing e-mail message.

But think about this example for a moment.

The individual who either suffers from eczema or knows someone who does subscribed to your mailing list. They might possibly have bought your 'eczema treatment' product or service because they have a medical problem that needs to be solved.

Assuming that this initial product or service does the trick, what are you going to sell them now? After all, they had a problem that you have solved, so they obviously don't need more information or product recommendations about eczema treatment.





You can probably see that you also have a problem here.

By choosing this particular market niche around which to build your mailing list, you have made it difficult to profit from your list in the future because your list members only have one problem (that you know of) and you have already solved it.

Thus, in order to build a mailing list from which you can profit on a long-term, consistent basis, you must focus on a market sector or niche where there is a degree of longevity and continuity.

For example, self-improvement is a massive online market and one in which people are always looking for extra information or assistance. After all, it is a very rare individual indeed who is entirely satisfied and happy with everything about their life. Certainly, I have never met anyone who is interested in self-help or self-improvement who ever reached this particular stage of contentedness.

In a similar manner, any market niche that is related to hobbies or interests is one where there is a natural degree or level of longevity and continuity. If you sell products, services or information about radio controlled models to an enthusiast, you know for a fact that they will soak up anything else you can provide about radio controlled models like a sponge.

Take model railway enthusiasts, those who are interested in knitting, quilting or crochet, those who collect butterflies or love fly fishing and you have exactly the same picture in every case. As long as you keep sending e-mail messages that are directly related to their hobbies,





interests or obsessions, every one of these individuals will keep opening your mail messages. Furthermore, a significant proportion will act upon your instructions or directions as well, thereby guaranteeing a few sales from every outgoing e-mail messages you send.

If you want a successful mailing list-based business, you have to target a niche where continuity and longevity are intrinsically tied up with that niche.

Where does the money come from?

Once you have established that a market niche that you are thinking of has the necessary continuity, the final thing to confirm is whether there is any money being spent. This is important because there are certain markets where it is generally assumed that most of the information that people want is available for free and there are others where the logistics of the market legislate against money being spent.

For instance, there are billions of net users all over the world who love to cook. There is therefore a big market for people searching for online recipes. However, because there are thousands of websites where ordinary people publish their favorite recipes for free, creating a business based on the idea of selling recipes is going to be very challenging.

This is not to say that it would be completely impossible to sell your recipes – if you are a Michelin starred chef for example, it would probably work. However, assuming that this is not the case, you might





have the most popular recipe website in the world and it is still going to be very difficult to make money from it.

Similarly, there are some markets where the demographics make it difficult to generate money. As an example, there are hundreds of websites which you can buy ringtones for your mobile phone. This is all very well but the main markets for services such as these are populated by the under 16's and they generally don't have a credit card.

If you sell information about how to deal with the worst effects of arthritis, the majority of your potential prospects or customers are probably pensioners, and most pensioners don't have a great deal of disposable capital or income available. Thus, you have exactly the same problem at the other end of the age scale.

Hence, as well as looking at your market niche in terms of continuity, you also have to consider it in terms of whether there is any money available in that market.

You can break this 'money question' down into three separate sub-questions:

- Do people have the money in the first place?
- If so, do they have the ability to spend it online (i.e. do they have a credit card?)?
- Is the product or service you are thinking of offering the kind of thing on which people *really* spend money on the net?





Having dealt with the first two of these questions, let us consider the last one which is, in fact, the most important (because the first two simply lead to this third question).

If there is money in the market and people have the physical capability of spending it online, do they actually do so?

The easiest and quickest way of answering this question is to look at search results pages because all the major search engines carry paid advertising materials on these results pages. If advertisers are willing to spend money to have their adverts featured, you can be certain that there is money being spent in that market. If not, why would any sane business spend money on advertising?

If you were considering building a business and mailing list based on radio controlled cars as an example, this Google search clearly indicates that there are businesses or individuals who are actively advertising within this market:





Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▾



Customized based on recent search activity

Results 1 - 10 of about 3,110,000 for [rc car](#).

Web [Video](#) [News](#) [Shopping](#) [Images](#)

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[Everything RC Cars - Remote Control & Radio Control Car & Trucks ...](#)
Everything to do with rc cars (radio control & remote control car & trucks)! Find up to date reviews, comparisons, FAQs, pictures, videos and a whole lot ...
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Video results for [rc car](#)



[200+ mph rc car](#)
1 min 17 sec
[www.youtube.com](#)



[Wimote RC Car Control](#)
1 min 58 sec
[video.google.com](#)

[RC Car Summer Camp](#)
Teens Build & Race RC Cars Near Boston. It's Worth the Trip!
[www.ComputerCamps.com](#)
New York

[New York Hobby Shops](#)
Hobby & Craft Stores & Supplies in your area - models, rc cars, more.
[Hobbies.YellowPages.com/NewYork](#)
New York, NY

[Cheapest RC Hobby Stuff](#)
All types of radio controlled stuff Guaranteed lowest price online 100%
[www.HobbyPartz.com](#)

[Hobby Shop](#)
Search Businesses At Local.com For Hobby Shops Near You!
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New York, NY

This can be further confirmed by scrolling to the bottom of the page, looking for a link underneath the column of advertisers on the right-hand side of the page for 'More Sponsored Links':

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[www.grandhobby.com](#)

[Rc Car](#)
RC Cars, Planes, Boats, Parts & Batteries at American RC Outlet
[www.americanrcoutlet.com](#)

[More Sponsored Links »](#)

Follow this link to see a list of all advertisers that are called up by Google for this particular search term:





Results 1 - 12 of about 200 for rc car (0.075 seconds)

There are 200 businesses or individuals advertising information, products or services related to remote-controlled cars. This is therefore a huge market where there is plenty of money being spent. This in turn means that it is a niche market where you can successfully and profitably build a list-based business.





What do people really want?

You have now established that there is potential for making money in the remote-controlled model car market. However, you need to go a little further than this because whilst it is all very well knowing that there is money available, you need to know how to get that money from people's credit cards and pocket books into your bank or PayPal account.

In other words, you need to find what it is that you can supply to these people that will encourage them to spend money and get them to subscribe to your mailing list.

The simplest and quickest way of doing so is to go where the enthusiasts in your market congregate in the online cyber-world. No matter what market niche you are targeting, there are online 'meeting places' where devotees gather together to discuss their passion, ask questions and find information. All you therefore need to do is 'tap into' these meeting places in order to establish exactly what people are looking for.

These sites are forums or noticeboard sites. Once again, irrespective of the market sector or niche you are thinking of targeting, there will be forums or noticeboards that are focused on your market sector.

The first step towards finding these sites is to run a standard Google search using the most common description of your primary target market together with the word 'forum' or 'noticeboard'.





In our example, I would start by searching for 'rc car forums':

Results 1 - 10 of about 1,330,000 for [rc car forums](#).

I would also broaden things out a little, because those who are interested in remote control helicopters or airplanes are not far removed from individuals who are radio controlled car fanatics.

Hence, there could be plenty of valuable information available in 'rc forums' as well:

Results 1 - 10 of about 15,100,000 for [rc forums](#).

As you can see in both these cases, there are plenty of forum sites available in these examples. However, even if you operate in a market where there are only a handful of forums, they will normally provide more than enough information for what you need.

The beauty of using Google to search for forums in this way is that you automatically know that Google always displays their results in order of popularity. Thus, the forums that appear at the top of the search results are those that are most popular with radio controlled car enthusiasts.

This usually means that the sites at the top of the Google search page are the liveliest forums as well. These are the sites that you need to get involved in because by becoming involved in active forums in your niche, you quickly and easily discover exactly what people want or need in your market.





For example, if you hang around the top forums in your niche, you will quickly begin to recognize that there are certain questions that are asked in a slightly different format time and again. Similarly, many people will bring up the same problems over and over again too.

Once you see the same questions and problems recurring on a regular basis, you have a clear indication that the answers or solutions are what people in your market niche really need.

You will properly find that most leading forums have a 'Frequently Asked Questions' section as well. This is by definition a section that highlights the questions that most members need answering. The FAQ section therefore presents a very clear indication of the kind of information that people in your niche are desperate for.

You should also become an active forum member as well. By doing so, you can quickly discover and learn how people communicate with one another in your particular market niche.

Although this may sound a little bizarre and perhaps unnecessary, it is a fact that people who have similar hobbies or interests generally have a certain way of talking with one another, an 'insider slang' or language of their own that is often used as a mark of 'an insider'. Learn how to talk to others in your market niche most effectively and you give yourself a huge advantage when it comes to promoting products or services to people within that niche.

Incidentally, you can also research the forum and noticeboard marketplace by using major directory sites which list niche sites of this





nature. Try either [Big Boards](#) or [Forum Showcase](#) to see what you can find for any market which you are considering.

Whilst the forums and noticeboard sites are superb research resources, you should also be aware that their major strength can also sometimes represent a weakness as well.

Because everyone who joins a niche market focused forum site is automatically an enthusiast or a devotee of the core subject around which that site is built, forum members are obviously a tightly targeted bunch of individuals.

However, they can sometimes be too tightly focused which means that the site can give you a slightly skewed or false picture. Looking at some forum sites, it would be all too easy to believe that the world revolves around the subject of that forum, whereas this is simply not the case.

Focusing only on forum research can therefore give you a slightly false impression of your market. Consequently, in order to get a clearer picture of where your market niche fits into the big world as a whole, you should extend your research activities still further.

For example, you could get a far better picture of whether average people are interested in buying products or services in your market by checking what is selling on [eBay](#):

10419 items found for: rc cars ([Save this search](#))





It is valuable to know that there are over 10,000 remote control car items for sale on the site but it is even more valuable to establish what has already been sold (or what eBay users want to buy).

To do this, scroll down the left-hand side column on the eBay homepage, looking for the 'Search Options' box:

Search Options

Location

Worldwide 1

Items within 200 miles of

Show only

Items listed with PayPal

Buying Options
Auctions

More Buying Options
Add Store Inventory

Free Shipping

Completed listings 2

Listings
Ending within
1 hour

Items priced
to

3





Make sure that you are looking at the 'Worldwide' market (1), check the box for 'Completed listings' (2) and then finally click the 'Show Items' button.

This will bring up a complete list of every remote control car related product has been sold on eBay on a worldwide basis over the past couple of weeks. This information will give you a very clear indication of the products and services that people are buying in this market:

22877 items found for: rc cars ([Save this search](#))

Location: **Worldwide** [Show all](#)

Show only: Completed listings [Show all](#)

Once again, there is no shortage of information available, giving you an even clearer picture of what the general public are interested in buying in your market niche.

The importance of the information that you gain from eBay is that you are researching using one of the world's most popular websites. Hence the information that you gain has a significant degree of validity.

Another similarly popular site is Amazon.com so use this research resource to add to your own knowledge base of what is selling in your market. Simply type in your search term at the top of the page, click the 'Go' button to see what people are buying from one of the world's most popular online retailers:





Gifts & Wish Lists Gift Cards

rc cars

When you are shown the results page, scroll down the page looking for those products that have the most reviews, because these are likely to be the most popular products in this particular market:

<p>1.</p>  <p>Tyco R/C Cars Lightning McQueen 1:16 <u>Buy new:</u> \$34.99 <u>8 Used & new</u> from \$29.48 Get it by Friday, April 24 if you order in the next 20 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping. ★★★★★ (10) <small>Show only Amazon items</small></p>	<p>2.</p>  <p>Kid Galaxy Mega X Morphibian Komodo dragon <u>Buy new:</u> \$69.99 \$64.23 <u>9 Used & new</u> from \$59.99 Get it by Friday, April 24 if you order in the next 19 hours and choose one-day shipping. Eligible for FREE Super Saver Shipping. ★★★★★ (17) <small>Our recommended age: 5 - 9 Years</small></p>	<p>3.</p>  <p>Remote Control Car RC Mercedes Speed Demon 4WD Racing Car Radio Remote Control 1:10 <u>Buy new:</u> \$99.99 \$40.00 <u>3 Used & new</u> from \$39.99 In Stock ★★★★★ (1) <small>Show only RCJunk.com items</small></p>
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With all of this research completed, you now have a clear idea of the market into which you are going to move. In addition, you have established that there is plenty of money in this market and the necessary degree of continuity and longevity that will enable you to make money from your list members on a consistent basis.

You have plenty of information about the kind of things that people in your market are likely to spend their money on allied to a clear indication that outside the relatively narrow confines of niche market targeted forums, there are plenty of 'ordinary' people interested in what you are planning to offer.

With all of this research completed, it is now time to move on to the next stage of your list building efforts.





How do you build a mailing list?

Give them what they want, *not* what you want to give them!

In order to start building your mailing list, you need to convince people to subscribe to that list. To do this, you have to have a place on the net from where they can subscribe.

In short, you need your own website to which you can attract targeted visitors who you can convince to subscribe to your mailing list.

However, before starting to build your website, it is extremely important to grasp the underlying concept of doing so from the specific point of view of list building. This is something that many marketers (even people with a good degree of experience) often get tragically wrong, but you cannot afford to do so.

From what you have read so far, you already understand that the plan for any online business is to sell 'stuff' that is related to a niche market as a way of generating an income.

You might therefore imagine that the next step is to create an information product – an e-book or special report for example – which you can sell from your website. Whilst this might be one option, it is certainly not the one that you should be focusing on if your primary objective is to build a mailing list.

What you should be focusing on is giving people exactly what they want as a way of convincing them to subscribe to your mailing list. Only after





you have achieved this should you turn your attention to selling products or services to make money.

For instance, we have already established that the vast majority of net users are looking for information and that they want that information for free if at all possible.

So, why not keep them happy by giving them exactly what they want? If you keep them happy, it is far easier to convince them to sign up for your mailing list which is after all the primary objective of your present activities.

Here's the step by step mailing list building process laid out in very simple terms:

- They want free information about remote control cars (in our example).
- Hence, you build a website that gives targeted visitors a ton of free information about exactly what they want (i.e. information about remote control cars in this case).
- At the same time, you make it abundantly clear that there is a plethora of *extra free* information available to anyone who subscribes to your mailing list. You also offer 'incentives' to further encourage visitors to subscribe.
- It is only *after* a visitor has become a list subscriber that you start to try to make money out of them. Prior to that, the only thing





that you are doing is communicating with your visitor and giving them exactly what they want.

So, when building your list building website, you need to focus on providing niche targeted information. In particular, you need to provide the information that your research has already highlighted as representing what people in your niche are really looking for.

For instance, you should already have a list of the most commonly asked questions in your market sector. Thus, your site should be constructed to answer as many of these questions as possible. You already know what kind of things people are looking for in your market, so feature information about where they can find these things as well.

Understand that the focus of your website should never be on making money. Instead, your website is nothing more than the 'open door' to your business, a place where visitors can interact with what you are doing whilst learning what they need to know.

Building a site of this nature is critically important for another reason too. By doing so, you establish your authority and expertise in your market niche. By giving your targeted visitors the information that they most want or need, you immediately impress upon them your connection with and knowledge of your market.

It naturally follows that if you establish itself as a recognized authority and expert, it becomes far easier to convince people to subscribe to your mailing list. After all, if an expert about any topic in which you have a great deal of interest offered to send valuable information to you





by e-mail two or three times a week for free, you can be pretty certain that you would snatch their hand off.

By establishing your expertise with an information packed site that is focused on providing exactly what people need, you very quickly put yourself in this favored position. Thus, by focusing your site building efforts on providing information, you actually accelerate the rate at which you build your mailing list.

As long as you never forget that, in order to be an effective mailing list builder, you have to give people what they want rather than what you want to give them, you will never fail to build targeted mailing lists.

Setting your site up...

The first thing that you need to be a successful list builder is the right image. Part of this can be attained by establishing your expertise but well before this, you have to create an image that shouts 'professional' at anyone who might be considering doing business with you or of subscribing to your list.

In order to do this, the first step is to have your own domain name and web hosting account because whilst you can build a website using free resources, nothing is likely to give potential clients and subscribers a worse impression.

Given that the total cost of registering a domain name and paying the first month hosting fees is less than \$20 in total, it really is not worth taking this chance. It is a fact that potential subscribers will have a negative impression of your business if you use free resources (such as





free web hosting). You should never even consider doing so if you are genuinely serious about building a successful and profitable list.

In order to register a domain name, you need to use the services of a domain name registration website such as that offered by [The Internet Company](#).

When you attempt to register a domain name, try to choose a name that is relevant and appropriate to the market in which you are operating. Doing so helps potential subscribers to understand what you are about and it also helps the search engines to categorize your site correctly as well.

However, you will find that many popular niche linked domain names have already been taken. Hence, you should try to come up with a shortlist of at least half a dozen names before starting the registration process. For my remote control cars site, this would work:

▶▶ Enter a domain name: ?

RcCarsRealm .com Search

.com .net SAVE! info \$1.99* .org .biz .us .in .ws .at .be .cc .de .jobs .jp .nz .tv .uk

Note that the primary term around which I am building my list is featured at the beginning of the domain name. This again helps human visitors and the search engines to understand that this represents the primary description of my site:





 **RCCARSREALM.COM is available!**

Check the domain names that you would like to register below.

Next, you need a web hosting account and whilst there are literally hundreds of web hosts on the net, there is only a small handful that you should give serious consideration to using as an online marketer.

For example, do not fall into the trap of using a web hosting company simply because they are the cheapest. There is almost certainly a reason that they are the cheap. This reason will usually only become apparent when things start going wrong and you find that they do not offer (as an example) a 24 hour service to get your site back online immediately after it has crashed.

Furthermore, there are some web hosting companies who are far more comfortable with the idea of hosting for online businesses than others, and of course you want to use a net business friendly host.

Amongst companies who fall into this category, perhaps the best-known and most widely respected is Hostgator.com. Their \$7.95 a month shared hosting 'Baby' account is more than adequate for your needs, so there is no need to look any further than Hostgator.

The final job that needs to be done to get your site live is to link your domain name to your web hosting account, a process that is technically known as 'Changing name servers'.





Whilst this might sound complex, it is in fact a remarkably simple process, one that is explained in a series of Flash videos that appear under the title of 'Managing Your Domain w/ Another Registrar' that appear approximately 70% of the way down this [Hostgator support page](#):

Managing Your Domain w/ Another Registrar

- **Enom.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **GoDaddy.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **NetworkSolutions.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **Register.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Registering name servers](#)
 - [Preparing a domain for transfer](#)
- **Yahoo.com**
 - [Updating domain contact information](#)
 - [Changing name servers](#)
 - [Preparing a domain for transfer](#)

Incidentally, although The Internet Company does not specifically appear in this list, changing the name server information is a fairly standard procedure. Consequently, you can follow the instructions for any other registrar listed and you will not go far wrong.





Building your site in double quick time...

As previously suggested, the primary purpose of your website is to provide your visitors with the information that they want whilst persuading them to subscribe to your mailing list.

In effect therefore, your site can be as simple as you want it to be, because there is no need for anything complex or complicated. The only page on which there needs to be any degree of activity is the page that is designed to capture subscriber information.

You can create this site any way you want. If for example you want to go the '[traditional route of using HTML](#)' to build your site, this represents one valid option, whereas on the other hand, you might choose to use [WordPress](#) to make the whole site building process double-quick simple.

WordPress is certainly an option that an increasing number of online marketers are using, mainly because it is extremely flexible and even easier to install as the instructional videos near the bottom of the same Hostgator [support page](#) you were looking at earlier make very clear:





Wordpress 2.7

- [Installing Wordpress via Fantastico](#)
- [Installing Wordpress manually](#)
- [Configuring settings](#)
- [Managing themes](#)
- [Resetting your password](#)
- [Managing users](#)
- [Updating your profile](#)
- [Managing posts](#)
- [Managing pages](#)
- [Managing categories](#)
- [Managing comments](#)
- [Managing plugins](#)
- [Changing the header colors for the default theme](#)

Wordpress 2.6.5

- [Installing Wordpress via Fantastico](#)
- [Installing Wordpress manually](#)
- [Configuring settings](#)
- [Managing themes](#)
- [Resetting your password](#)
- [Managing users](#)
- [Updating your profile](#)
- [Managing posts](#)

Irrespective of how you decide to build your site, the main thing is that you have an article page on your site that answers each of the questions that you know people in your niche need answering.

On each article page, you should ensure that there is a small subscription form from which people can sign up to your mailing list, preferably featured at the top left hand corner of the page which is statistically the point of the page where the eyes of your visitor will first alight.

Whilst this mailing list subscription form is important because some of your visitors will read your articles and subscribe to your list if they are





sufficiently impressed with what you have written, it is not the main focus of your list building efforts.

On the contrary, the main focus of your list efforts should also be the main focus of your site, which is your squeeze page.

What is a squeeze page and how do you create one?

A squeeze page is a page on your site which has one purpose only, which is to convince anyone who visits that page to subscribe to your mailing list.

The first thing to say about your squeeze page is that whilst every other page of your site should be linked together, your squeeze page should have no links on it at all if possible.

For example, if you have used HTML to create your site, you will have a homepage from where your visitor can use a site map to navigate to every other page on that site. At the same time, all of those individual article pages will also be linked back to the homepage, so that in effect, the whole site is linked together, barring the squeeze page.

If on the other hand you have created a site using WordPress, it probably makes sense to use a [static homepage](#) so that once again, you can create links from and to that page with all of the other internal pages of your site.

However, the squeeze page should be a 'stand-alone' operation, a page where the site visitor has only two options available.





Either they choose to subscribe to your mailing list or they close the page and leave if they decide not to subscribe.

Offering visitors only two choices in this way may sound a little brutal or perhaps even a little self-defeating but it is important to understand that squeeze pages have to be 100% focused on the objective for which they have been designed. If on the other hand you were to include links to other pages on your site, you offer your visitor many options for leaving your squeeze page without subscribing which is something that you do not want to do under any circumstances.

An effective squeeze page can be as simple as you want it to be with many successful squeeze pages being nothing more than black type on a plain white background.

For example, this is one of the most [powerful and effective squeeze pages](#) in the ultracompetitive 'online dating for men' market:





“You’re About To Learn Secrets That Most Men Will Never Know About Women...”

Inside you’ll learn...

- “The Kiss Test” - How to tell if she’s ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use “secret” body language to keep a woman’s attention.
- How to approach a new woman that you’d like to meet - and exactly what to say to start a conversation without “pick up lines”.
- Fun places to take women that are FREE - no paying for expensive dates...
- And you’ll also get a FREE trial-subscription to David DeAngelo's exclusive Dating Secrets e-Letter...

Just use your first name and valid email as your password - then click the “Free Instant Access!” button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

Free Instant Access!

On this page, you can see all of the essential elements of a successful squeeze page.

Firstly, you need a powerful headline which in this particular format is generally featured in enlarged red type. This headline should be designed to match one of the most common ‘hot buttons’ in your market (in this particular example, it promises ‘secrets that *most men* will never know’ and who wants to be just one amongst ‘most men’ –





we all want to be exclusive and different, right?), whilst a degree of scarcity or rarity value is also a powerful 'selling feature'.

An example that might work in our radio controlled market could be something like:

'Free report reveals how you can find brand-new remote control cars at never-to-be-repeated rock bottom prices. Only 15 copies left, then it's 'Goodbye' forever!'

Next, you need a list of bullet pointed benefits that clearly sets out for the visitor exactly what they can expect to gain by subscribing to your list. From your earlier research, you know exactly what people in your market are looking for. Hence, these bullet points should indicate in no uncertain terms that by subscribing to your list, they will get 'insider' information that exactly relates to what you already know they want.

Your bullet points should highlight how subscribing to your list will help new subscribers to solve their problems or answer their questions. After they have read this short bullet point list, they should be under no illusions that they *have* to subscribe to your list, that subscribing is a clear 'must do' that they cannot logically ignore.

After the bullet points, all you need is a quick summary plus a clear call to action that tells the visitor to subscribe to your list, and exactly what they have to do in order to do so. Perhaps surprisingly, if you do not include a call to action that tells the visitor exactly what to do, you will find that a significantly lower number of visitors will subscribe, whereas telling them how to subscribe always increases response levels.





And that is it, your squeeze page created. However, there are a few more important aspects of squeeze page creation to clarify.

Other squeeze page considerations...

You will note that at the bottom of the squeeze page example shown earlier, there is a two line subscription form which asks for the subscriber's name and e-mail address.

In my own recent testing, I have experimented with asking for only the e-mail address. So far, the results have indicated that asking for only the e-mail address seems to be far more effective than asking for two pieces of information.

This is probably partially because subscribers are lazy, meaning that completing only one line of information is obviously easier than having to complete two and partially because not asking for their name seems to allow them to retain a higher degree of privacy or confidentiality.

Whether this works effectively in every market, I do not know, but it is certainly something worth trying.

Secondly, when you are compiling a mailing list, the most essential tool that you must have in order to do so effectively and profitably is an autoresponder account. Whilst the dictionary would define an autoresponder as a computer system which is designed to answer e-mail for you, in online marketing terms, an autoresponder is way more than this, being a tool that rapidly becomes the central automated heart of your business.





For example, when you create your list subscription form, you use your autoresponder to do so. Consequently, every time someone decides to subscribe to your list, their e-mail information is sent to your autoresponder system rather than to your usual e-mail inbox.

Most professional online marketers operate what is known as a double opt-in list meaning that when someone tries to subscribe to that list, they are not immediately or automatically signed up. Instead, the autoresponder system sends the would-be subscriber a confirmation message which contains a link that has to be clicked to confirm their desire to become a subscriber.

This is a system that online marketers use because it protects them against false or malicious spam e-mail complaints. It is therefore a system that you should adopt as well.

Fortunately, this double opt-in system is a standard feature of most top level autoresponder systems such as those offered by the two leading companies in the market, [Aweber](#) and [GetReponse](#). Although to use either of these systems involves paying a monthly subscription, the services they offer are so far ahead of those offered by 99.9% of their competitors that you will make back many times your monthly subscription every month simply because you use them.

Once again, we are talking about professionalism here. These are the top people in the autoresponder market, widely recognized as such by the vast majority of the online marketing and internet using





community. Thus, you should not risk 'cheapening' the image of your business by using an inferior quality autoresponder system.

The final thing that you have to appreciate is that although it is attractive to believe that people will subscribe to your mailing list simply because of the quality of information you make available, the reality of the situation is somewhat different. Nowadays, with millions of people marketing online, all of whom are trying to collect e-mail information, you have to do something a little different to stand out from the crowd to give yourself a realistic chance of persuading someone to subscribe.

In short, you have to offer people a free gift of significant perceived value as an 'incentive' (or perhaps a 'bribe') that is powerful enough to convince them to subscribe to your list. Moreover, the effectiveness of offering an incentive of this nature is generally greatly enhanced if the gift that you are offering is only obtainable from your site, something that is unique that cannot be obtained anywhere else.

Obviously, if you have the time and inclination to sit down to write a 40 or 50 page e-book about remote control cars, you will have a superb incentive to offer that will convince many of your site visitors to subscribe as a way of grabbing their copy.

However, there is a far easier and quicker way of creating your own unique incentive gift, one that will work for almost any website.

Firstly, visit a leading article directory site like [EzineArticles](#) or [GoArticles](#) to search for articles that are related to your niche market:





Web

Results 1 - 10 of about 6,940 from ezinearticles.com for rc cars. (0.15 seconds)

[How to Build Fast Electric RC Cars \(RC Car Kit\)](#)

14 Dec 2008 ... It may difference from each manufacturer of remote control cars) ... Article was base on author's experience and knowledge in rc car world, ... ezinearticles.com/?How-to-Build-Fast-Electric-RC-Cars-(RC-Car-Kit)&id=1787342 - [Similar pages](#)

[Electric RC Cars - 3 Great Advantages](#)

Electric Radio controlled cars are among the most popular variety of RC cars in use nowadays. Most beginners also use electric RC cars for their first RC ... ezinearticles.com/?Electric-RC-Cars--3-Great-Advantages&id=1660731 - [Similar pages](#)

[Enjoying an RC Car Hobby](#)

5 Feb 2009 ... Enjoying an RC Car Hobby. ... A hobby that involves RC cars is really a lot of fun. You will find that you can evolve from someone who ... ezinearticles.com/?Enjoying-an-RC-Car-Hobby&id=1961957 - [Similar pages](#)

[Gas RC Cars - Cheap Way To Enjoy Racing Thrills](#)

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[Chain Reaction Boys Toyz](#)

Discounted prices on RC Cars Free Post UK - Low cost worldwide [www.ChainReactiontoyz.com](#)

[Excavators for Dealers](#)

Used CAT, Komatsu and more Ask for photo & our bottom price [www.kinki-Truck.co.jp](#)

[New Remote Control Toys](#)

RC Airplanes, Helicopters, Tank Low Price & Fast Shipping [www.BananaHobbv.com](#)

There are just short of 7000 articles on the EzineArticles site that focus on remote control cars, so there is plenty of information available.

Open articles that appear as if they might be of interest to people in your market niche and when you find articles that have some merit, download them by clicking on the 'Ezine Publisher' link at the top right hand corner, next to the article title:

HOME::Home-and-Family/Crafts-Hobbies

Electric RC Cars - 3 Great Advantages

By [Abhishek Aqarwal](#) ★

Article Word Count: 476 [\[View Summary\]](#) [Comments \(0\)](#)

Ads by Google

[2008 RC Pro Cars & Trucks](#)

High Quality RC Cars Here Same Day Shipment [R2Hobbies.Com](#)

[Build Your own HH0 Kit](#)

We've found the best Hydrogen Kits Compare Them on Our Chart and Pick! [GasConversionKits.com](#)

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Electric Radio controlled cars are among the most popular variety of RC cars in use nowadays. Most beginners also use electric RC cars for their first RC car kit. Operating an electric RC car is quite simple enough even for children. Thus, it is an ideal option for a beginner RC car enthusiast.

The many advantages of electric remote controlled cars make them the most appealing to everyone. These were initially manufactured as toys and went on to be accepted as adult hobby items. The following are some of

Ads by Google

[Electric Car Kits](#)

How To Convert Your Car Miles For Less Than \$1. [Electricity4Gas.com/Electric-](#)





With articles that you download from directories of this nature, you are allowed to republish them in any way you like as long as you include the original author information when you do so.

Consequently, what you do is collect together 12, 15 or even 20 articles that your previous research indicates will be of interest to your site visitors.

Grab each of these articles by 'copy and pasting' them into a standard Word document. Next, write a short two or three page introduction to this collection of articles which you are going to publish as an e-book, remembering to mention your contact information and site details.

Create a back page that gives more information about you and your business (including your photograph) before making sure that the whole thing is correctly formatted. Each article should, for example, begin on a completely new page and of course you need to ensure that the original author details are always included with each.

Once you're happy with the formatting, you can create a secure PDF document using a free online service like [Primo PDF](#) or [PDF995](#) and you have your unique remote control car focused e-book ready to give away to your list subscribers.

Now that you have your information packed site ready and your squeeze page set to start collecting subscriber information, the next step is to begin sending targeted visitors to your website.





You live or die by targeted traffic!

Your ability to send targeted visitors to your website is probably the most critical aspect of list building. If you do not send highly targeted visitors to your site, your subscription rates will be depressingly low, whereas the opposite is also invariably true. The more accurately you target your visitors, the more new subscribers you will attract.

Fortunately, generating targeted traffic is not particularly difficult nor is it necessarily expensive either. In fact, a significant proportion of the most effective targeted traffic can be generated free.

Find others in your niche

One of the easiest and quickest ways of generating targeted visitors to your site is to do something that very few online marketers do. This is good news to you because it means that the competition is extremely limited.

Go back to Google to search your market for other websites which are competing in your market:





Google™

rc cars

Search

[Advanced Search](#)
[Preferences](#)

Web [Video](#)

[Exceed RC Nitro Gas Cars](#)

www.NitroRCX.com 1/10 Scale Nitro 2-Speed RC Truggy Promotional Price: \$149.95 for RTR

[Tower Hobbies - Radio Control \(R/C or RC \) Cars, Trucks ...](#)

The world's premier supplier of radio control models. Tower Hobbies has been serving R/C modelers since 1971 and is widely known for its professional, ...

[Airplanes](#) - [Cars & Trucks](#) - [Electric Motors, Engines & ...](#)

www.towerhobbies.com/ - 72k - [Cached](#) - [Similar pages](#)

[Everything RC Cars - Remote Control & Radio Control Car & Trucks ...](#)

Everything to do with rc cars (radio control & remote control car & trucks)! Find up to date reviews, comparisons, FAQs, pictures, videos and a whole lot ...

[RC Nitro Cars](#) - [Electric RC Cars](#) - [RC Car Parts](#) - [RC Trucks](#)

www.everything-rc-cars.com/ - 42k - [Cached](#) - [Similar pages](#)

[RC Cars | Remote Control Cars | Nitro RC Cars | Electric RC Cars ...](#)

RC Cars (Radio Control & Remote Control Cars) Plus Over 1000 RC Car Parts In Stock Today. Nitro RC Cars, Gas RC Cars, Nitro Methane RC Cars, RC Drift Cars, ...

www.trendtimes.com/rccars1.html - 138k - [Cached](#) - [Similar pages](#)

[RC Cars and More](#)

A complete list of all RC Cars and other remote control toys available through Hobbytron.com.

www.hobbytron.com/RCCarsandMore.html - 115k - [Cached](#) - [Similar pages](#)

Natural search results

As indicated, the results on the left hand side of the page are the natural search results, individual web pages that have been optimized for the search term that you have used to generate this results page.

Each of these is an individual page on a website that is run by webmaster that obviously has an interest in the same market as you. Indeed, it is likely that owing to their obviously prominent position in the market, they have probably been in the business for many years.





In this case, they are probably building a mailing list of their own meaning that two or three times every week, they are looking for valuable information to send to their list members about remote control cars.

All you have to do is to contact them to offer the unique free gift that you have just created as an incentive for your own subscribers so that they can offer it to their members too. Create an e-mail message that they can send to those members recommending that they visit your subscription page to get their own copy of your remote control car e-book, reminding them that this is a gift that is not available elsewhere.

Some of these webmasters will be more than happy to help you out because finding valuable, unique information to send their list members eight or 10 times every month can be a struggle at times.

However, there will be a significant number of webmasters – most likely, many of those at the top of the search results pages – who want to know what is in it for them.

This is no problem either, because as part of the list subscription system that you set up, you are going to promote a product or service to your new list subscribers on the 'back end' of their original subscription. In other words, once they have signed up and confirmed their subscription, your autoresponder sends them information about a niche targeted product or service that your previous research has indicated they will be interested in buying.





Offer the webmaster a share of any revenues generated by this offer and you have a sound financial reason why they should help you.

As I suggested previously, this direct approach is a vastly underused method of generating superbly well targeted traffic (and remember, the visitor receives a personal endorsement of your product from someone they trust). Consequently, this strategy is deadly one you should adopt as it will generate dozens or even hundreds of subscribers almost instantly.

Simplified keyword research

As mentioned many times, at the heart of effective marketing lies the ability to target the visitors that you bring to your site. In order to do this, you need to match your promotional materials to the search terms that people use when they are looking for information of the kind that is available on your site.

To do this, you need to undertake keyword research to find terms that you can use in your marketing materials to pull targeted visitors to your web pages. The objective here is to find niche relevant phrases that people use to search for information of the kind that you offer where there are a relatively limited number of competing web pages. Armed with this information, you can then create promotional materials focused on these phrases that will drive visitors to your site.

To establish how many people are searching using terms or phrases relevant to your market, check with the [free Word Tracker keyword](#) research tool:





rc cars

1,097 searches (top 100 only)	
Searches	Keyword
414	rc cars
59	gas powered rc cars
45	1/4 scale rc cars
28	nitro rc cars
28	rc nitro cars
23	fastest rc cars
20	rc drift cars
18	electric rc cars

There are approximately 414 Google searches every day using terms that include 'rc cars'. Unfortunately, there are way too many competing web pages that also use this phrase for that to be any realistic chance of driving traffic to your site by using it:

Results 1 - 10 of about 2,240,000 for "[rc cars](#)".

However, 'gas powered rc cars' attracts approximately 59 Google searches every day, and the competition is far less keen:

Results 1 - 10 of about 23,500 for "[gas powered rc cars](#)".





In order to be attractive, you are looking for keyword phrases with less than 30,000 competing web pages, so this is the kind of thing you're looking for as is this for a term which is searched approximately 45 times every day:

Results 1 - 10 of about 22,400 for "1/4 [scale rc cars](#)".

All you therefore need to do is build a list of phrases that match these criteria – a reasonable number of searches every day and less than 30,000 competing pages – so that you can use them in all of your promotional materials from this point on.

Video marketing

Video marketing is undoubtedly the online success story of the past two or three years. It is therefore no surprise that an increasing number of successful online marketers are using videos to drive targeted visitors to their websites.

On the other hand, there is still a significant minority of the online marketing community who shy away from using videos, perhaps because they believe that doing so is difficult in some way. Nothing however could be further from the truth.

All you need to do is shoot a two or three minute video that is somehow related to your niche market. The connection between the video subject matter and your market does not have to be particularly strong or even that obvious to the viewer as long as the video that you create is entertaining and watchable.





How you make the video is up to you. You can use a video recorder, digital camera or even mobile phone to shoot some 'live action' that you either see happening or 'stage' yourself, whilst if there is something that you can demonstrate on your computer monitor, you can capture the video using free software like [CamStudio](#).

With your video captured, spend a few minutes editing out all the unnecessary delays, glitches and hesitant moments using either Windows Movie Maker (you should already have it on your PC) or a free video editor like [Wax](#) or [ZS4](#).

With your video ready to go, the final job is to prepare it for publication, but although this is the final job, it is probably the most important one as well. This is because in order to drive targeted traffic to your web site, you need to make sure that targeted visitors find your video.

To do this, the single most important factor is to make sure that the most important keyword phrases are included in the title, description and keywords tags that you upload to sites like YouTube when you publish your video.

This is an example of how you would create this information using YouTube as the example site to which I am going to upload this video:





Title
Gas powered rc cars | 1/4 scale rc cars **1**

Description
<http://www.rccarsrealm.com/gaspoweredrccars.html> **2**
Many enthusiasts love gas powered rc cars, whilst others are far more keen on 1/4 scale rc cars that are powered by batteries or electricity. For me, both gas powered rc cars and 1/4 scale rc cars have a fascination that I have not yet managed to overcome, although all remote control cars have a great deal of excitement attached to them. Of course, there is no way that you can say that gas powered rc **3**

Tags **4**
gas-powered-rc-cars,1/4-scale-rc-cars,remote-control-cars,remote-controlled-cars,rc, remote-control-mo

Category
Entertainment **5**

The video title (1) is made up of two of my primary keyword phrases, and these same keywords phrases are mentioned several times in the main body text of the description (3).

However, the first line of the description (2) is the URL the specific (squeeze) page on my site that I want the video viewer to visit after they have finished watching. Note that you never call the squeeze page a squeeze page because that will almost certainly put your visitor off!

By including the URL as the first line of the description, I ensure that an active hyperlink appears right next to my video, making it considerably easier for the video viewer to go straight to my site after they have finished watching. It also creates a one-way link from the video to my site which as far as Google search rankings is concerned is an extremely powerful strategy for pushing my page up the results page.





Finally, the keyword tags are combined phrases joined by hyphens (4) and the category I have chosen is 'Entertainment' (5), primarily because this is one of the most popular categories of video.

Write your title, description and tags in this way every time you create a new video and you will drive plenty of targeted traffic to your squeeze page. However, using videos for promoting your business is a numbers game, so that the more sites that your videos appear on, the more traffic you will generate.

You should therefore use a free mass uploader like [TubeMogul](#) to ensure that the video appears on as many networking site is possible, or failing this, you might choose to pay a site like [HeySpread](#) to extend your market reach still further. Create a video or two every week whilst using these mass uploaders to get your video on as many sites as possible, and if you do nothing else to generate targeted traffic, this will be enough to build a significant mailing list in record time.

Articles

You have already used a couple of major article directory sites ([EzineArticles](#) and [GoArticles](#)) earlier. In exactly the same way that other authors have published articles on these sites, you can publish your work there as well.

Write an article of between 400 and 500 words that is focused on one of the keyword terms that you discovered earlier whilst researching. The purpose of your article is to do nothing more than send a curious reader





to your website to find out what more you have to offer. The whole thing should be written from this angle.

Remember that you have built your site around the notion of answering the questions that people in your niche have, so you should make it clear in your articles that this is what you do. At the same time however, you cannot include hyperlinks in the body of your article because these links must be included in the description or biography that you add to your article at the end.

Moreover, the majority of links from your articles should not point at article pages on your site. Bearing in mind that your main priority is to build your list, the majority of links that you include in your biographical information (generally included in what is known as the 'resource box' by most directory sites) should point at your squeeze page.

As this page offers a unique free gift that is directly related to the information that brought this visitor to your site, it is reasonable to assume that most people are going to be more than happy to subscribe to your list to get this information, hence this makes good sense for both your visitor and for you.

Nevertheless, to create some variety, you should occasionally point hyperlinks from the resource box at article pages on your site, rather than at the squeeze pages. This is relevant because you will otherwise end up with a link network that appears somewhat unnatural, with all incoming links pointed at the same page.





Google uses incoming links as one of their primary considerations for deciding where individual pages of your site should be ranked in the search results. Having an apparently natural search network attached to a site is extremely important as far as they're concerned. You should therefore avoid the temptation to point all your links at the same squeeze page, instead focusing some of them on article pages instead.

Once you have created your article, you should submit it to the following article directory sites:

<http://ezinearticles.com/>

http://www.articlecity.com/article_submission.shtml

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

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

<http://searchwarp.com/>

<http://goarticles.com/index.html>

However, when you do so, make sure that you submit first to the number one article directory site, EzineArticles and that you wait until they publish it before sending your work to the other directories on this list.

EzineArticles insist that everything they publish has to be unique. Thus, if you were to send your work to all of these directories at the same time, you risk one of the others publishing first. This would destroy your chances of the most popular article directory site publishing on your behalf, which you obviously don't want them to do.





One final thing to understand is that publishing articles to publicize or market your site is again a numbers game (as it was with videos).

The more articles you publish, the more targeted visitors you will drive to your site. Thus, if you can write a handful of keyword focused articles every day, you will quickly see visitor numbers and traffic volumes increasing very rapidly.

Forums

You have already investigated the major forum sites in your market sector or niche.

Whilst doing so, you probably noticed that most leading forum sites allow you to create what is known as a signature file. This is a short two or three line text description of your business or the business that you are promoting that you add to your profile. It is then automatically added to every forum post that you make, so your signature file is effectively promoting your business every time you post on a forum.

Whilst your signature file cannot be a blatant advertisement, creating a signature file can nevertheless be a very potent way of promoting what you do to an audience of people who are already devotees or enthusiasts about the market niche in which you are operating.

In effect, by using a signature file to promote your business in any forums in which you are already active, you are preaching to an audience of like-minded individuals who are already convinced of the merits of your niche.





For instance, by including a signature file promotion with every post that you make on your favored radio controlled car forums, you are putting your message in front of other radio control car fanatics.

In these circumstances, it is almost a given that other forum members will sign up for your mailing list. It is this reason that forum marketing can be one of the most effective free marketing resources, particularly if you have previously used your forum membership to establish your expertise in your particular market niche.

Press releases

Another relatively underused method of promoting your business is to create a free press release which is then given to an online press release agency who in turn distribute it to the major news sites (Google News, Yahoo News, AOL etc) completely free of charge.

However, it is important to understand that in order to use press releases effectively, you have to have something newsworthy to announce. On the other hand, it does not need to be something of an earth shattering importance, so it is entirely possible to create a new angle with just a little thought and application.

For example, net users love competitions or contests, so you could use your press release to announce that you have set up such a thing. Alternatively, if you chose to support or promote a local charity or some other worthy cause, this again represents a sufficiently newsworthy angle to justify creating a press release.





If you have never created a press release before, there is a widely agreed [standard format](#) for doing so. However, many of the free press release sites have their own format for submitting your information to them so you should use whichever format is most appropriate.

Once you have your release created, submit it to [Free-Press-Release.com](#) or [PRLog](#), and then wait for the sudden traffic deluge when the release is published (how long this actually takes is difficult to determine, so don't get too anxious if nothing happens for a week or two).

Other traffic sources

There are literally dozens of different ways of driving traffic to a website, ranging from using paid advertising services such as [AdWords](#) (which although they have the ability to drive supremely well targeted traffic to your site can work out very expensive until you know exactly what you are doing) to other online classified advertising resources that are completely free such as [Craigslist](#) and [US Free Ads](#).

Then there are social bookmarking sites like Digg, StumbleUpon and Reddit (all of which you can submit your information to en-masse using a service like [OnlyWire](#)), social networking sites like [MySpace](#) and [Facebook](#) and many other sources of traffic that you can focus on.

However, if you use videos, articles, the forum marketing and press releases whilst also submitting your information to other leading webmasters in your market niche, you will generate enough traffic to





build a mailing list several thousand strong in a matter of weeks or (at the outside) months.

Anything you do beyond this should therefore be considered to be icing on the cake.





Your back end offer

As suggested earlier, when you set up your autoresponder to subscribe new people to your list, you should do so in such a way that you give yourself a chance of earning some cash on the backend of this initial sign up.

The way that you do this is by setting your autoresponder so that as soon as someone has confirmed their subscription to your list, they are immediately sent to what is known as a 'One Time Offer' page, a page that offers a tightly niche focused product or service offer that is made available at a significant discount compared to the normal price. However, the subscriber is only ever going to see this offer once, hence it is a 'One Time Offer'.

It is because of this OTO that you have the ability to ask other mailing list owners in your niche market to help you market your business to their list members because you can offer them some share of the revenues from this offer as an incentive to work with you.

The OTO also opens other avenues too. For example, if through your membership of forums, you have managed to become friendly with some of the recognized experts and specialists in your niche, you can offer them a deal on the same basis. They send information about your offer to their list members and in return, you give them a share of the OTO proceeds.

Another advantage of offering an OTO immediately after someone has subscribed to your list is that it immediately shows them how you





operate. You make it abundantly clear that you are running a money making business and not a charity shop where everything is given away all of the time. This will have the effect of encouraging some people to unsubscribe from your list, but this is in truth a good thing rather than bad one. Subscribers who get upset because you make a commercial offer to them are never going to buy from you anyway, so why bother with them?

Some people will take advantage of the OTO whilst others obviously will not. There is therefore no reason why you cannot include another OTO in your initial subscription process. You could for example offer them another discount from the price of the first OTO – this will 'land' those who were only dissuaded by the price – or you could offer a completely different product.

Doing the latter allows you to test the two OTO products one against the other, thus helping you to establish which is the more successful, which is the one that should be offered first, in other words!





Mailing patterns

The primary objective of creating a mailing list is to market to your list members and you should never lose sight of this fact.

This is how I would recommend that you should do this.

Before your list building efforts go live, you should create a series of e-mail messages that are uploaded to your autoresponder which are going to be sent out to your list members automatically every few days. The exact time delay between one message and the next is up to you and is at least partially dependent upon the market that you are operating in, but most marketers tend to send a new message every three or four days.

The information in this message cannot be particularly time sensitive because this mail series should be preloaded to our autoresponder to cover the first six months at the very least. You cannot therefore use these messages to discuss latest market news or product launches as an example.

However, every message that you send out from day one must have a product recommendation or suggestion in it. This should not be a blatant advert and it will work far better if the recommendation can be seamlessly blended into the natural flow of the rest of your e-mail message.

Nevertheless, there must always be a product recommended because again it comes back to 'training' your prospect (or customer) as to what





they should expect from you (it's a business, remember, not a gift shop).

Before you start creating this mail series that will automatically be sent to your prospects and customers, pick a short list of products or services that you know are 'evergreens'. What you're looking for here are products that are popular now and will still be so in six months or a years time.

These are the best kind of products to recommend in this mail series because you have to use something that will still have value a little further down the line. Sticking with familiar, popular products helps you to create an image of consistency and reliability as well.

Push each product 8-10 times in consecutive email messages and then move onto the next product (unless of course they buy, in which case, you move on to the next product immediately).

Run through the whole product 'series' that you have lined up and then go back to the very beginning to start all over again (assuming that the products are still in demand).

Doing this can be surprisingly effective because once you start pushing 'oldies but goldies', your prospect will remember that they have seen it somewhere before (although they will probably not remember where). Nevertheless, because it is 'somehow familiar' already, they will immediately feel more comfortable with it, meaning that they will often buy the second time around.





The main body of each message should provide valuable information that is laser targeted to the interests of your subscriber and, of course, this information is completely free.

This is part one of your mailing campaign covered.

Part two should be a regular weekly or by-weekly newsletter 'broadcast' in which you discuss the latest news in the market, highlight some of the latest product information and so on.

Your newsletter is your chance to 'really get to know your prospects', a factor the strength of which should under no circumstances be underestimated. Although very few marketers take the time or make the effort to *really* get to know their subscribers, you absolutely must do so. By making a real attempt to build a relationship with your subscribers, you make it obvious that you are a genuine, warm blooded, real person, someone who is much more three dimensional than two (as many of your competitors will appear).

Don't be afraid of letting your prospects get a glimpse inside your real life either. Assuming that you have a real life outside your business that has at least something interesting about it, tell your subscribers about your real life. If for example you go away for the weekend, tell them – the chances are that they have probably never been where you just went so this has a real 'human interest' angle.

If you go to a great concert or sports game, again, make it a feature of your newsletter to tell your subscribers what you are up to because as





the never failing popularity of reality TV indicates, people are fascinated by other people's lives.

Allowing your subscribers a window into your real life in this way enables you to build a genuine relationship with them. This not only increases the amount of business they will do with you, it is also without a doubt the best way of protecting your business in the long run.

After all, if your list members genuinely feel that they know you and that you are a friend, they are extremely unlikely to ever consider doing business with anyone else in the same market or niche.

My own experience indicates that very few marketers ever make the effort to become anything other than a strictly one or two dimensional character. Hence, through the simple act of becoming a real person for your subscribers, you put yourself way ahead of your competition.





Conclusion

As suggested in the introduction to this report, there is nothing difficult or mysterious about building a mailing list.

Whilst there is undoubtedly some hard work involved, as long as you do things the right way, it is hard work that will ultimately be handsomely rewarded.

For instance, there can be no doubt that with a list of members all of whom consider you to be (at worst) an authority or expert in your niche or (at best) a trusted friend and adviser, you really cannot fail to make a respectable living by promoting laser targeted niche products to your members.

Furthermore, whilst many marketers take months or even years to create a mailing list which is substantial enough to support them, there is no real reason why this has to be the case.

All that is necessary is to focus your efforts on nothing beyond list building for a period of a few weeks, taking the time necessary (for example) to create a suitable outgoing e-mail message series which can unquestionably be a time-consuming task.

You need to make sure that you have the proper systems in place to make the whole list building process run as smoothly as possible and you must be willing to invest a little money in your business to make sure that your processes and systems work as effectively and efficiently as possible.





But, really, once all of this is done, your list building efforts come down to your ability and willingness to spend time promoting and marketing what you have put in place.

As long as you do this on a regular basis, there is absolutely nothing that can stand in the way of you creating the mailing list that you have always wanted to own. And as this means as much money in the bank as you want as well, what could be better?

