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## Rapid Response List Building

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As with any business venture, you will never be successful without traffic. Of course, getting traffic is also the most difficult part of almost any business.

If you want to build an email list as quickly as possible, you're going to need a lot of **targeted** traffic to your squeeze page as quickly as possible. Don't just throw a lot of random traffic at your squeeze page. It's a waste of time and money. Make sure the traffic is targeted to your niche.

There are a few easy ways to get free traffic to build your list. I suggest using only free traffic initially, because your list may not be profitable right from the start. It takes time to nurture a list so they become responsive, and of course it takes time to grow a list of a decent size, as well.

Later, you may wish to use paid methods to build traffic. Once your list is making a nice income, you'll have more money to spend for traffic. Until then, these free methods will help you grow your list as rapidly as possible without spending money you may not have.

# Article Marketing

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Article marketing used to be the primary method of getting traffic for a lot of webmasters, but in late February 2011, Google changed its algorithm and many sites that were used for article marketing immediately lost a tremendous amount of “clout”.

Some of these sites lost as many as 90%+ of their keyword listings, dropping as many as 30 places in the rankings for the keywords that managed to stick. It was a bloodbath.

Article marketing is still viable, but quality is much more important than ever before. Google “slapped” these sites, because they had allowed the quality of content submitted to drop to an unacceptable level, and Google’s visitors were unhappy with search results.

As a result, some sites jumped quickly to action, with new requirements and new rules. For example, EzineArticles.com immediately added new guidelines that bumped word requirements to 400 and made some other changes, as well.

Thus, it’s going to be much harder to use article marketing effectively than it used to be. You will have to write longer articles, pay even more

attention to grammar and spelling, and perform more thorough research to turn out useful articles.

Here are some tips for creating quality articles:

1. **Research your articles thoroughly.** Don't just write an article full of nonsense information that isn't useful. Every single article should demonstrate a thorough knowledge of the subject. Not only will this help your articles get approved, but it will establish you as an authority in the niche. This will help you get more subscribers, and eventually, more sales.
2. **Write longer articles.** Articles should be a minimum of 400 words, which is what EzineArticles.com now requires. Longer articles will help Google see your content as higher quality. You may not have quite as much traffic from your articles, but the traffic you get will be much better quality.
3. **Focus more on quality and less on quantity.** It used to be that quantity was critical in article marketing, but now quality has become much more important. Don't write dozens of low-quality articles. Spend the time creating a few great articles.

4. **Pay less attention to keywords.** Too many people put all their attention into keyword research, keyword density, etc. Instead, just write naturally. Following a specific keyword density will make your article appear unnatural. Use your keyword in your title and at least once in your content, and just write naturally otherwise.
  
5. **Concentrate on writing a good resource box.** With article directories getting less traffic overall since this update, it may take a while for them to recover. That means you need to make the most out of every article. Creating a really great resource box is the best way to ensure you get plenty of traffic from your articles. Your resource box should clearly tell people what benefit they would get from visiting your squeeze page. Remember to make it a bit mysterious, but very exciting!
  
6. **Avoid duplicate content.** It used to be that submitting the same article to hundreds of different sites could get you a lot more traffic and backlinks. Since Google's latest update, however, duplicate content is more of a liability. Google does not want to list the same content multiple times, so submit quality, unique articles to a few top directories instead.

There are tons of sites you could submit to, but I'll list a few of the more important. Remember, these sites have been hit very hard by Google's

update, but they may return to power if they improve their quality and make some changes. They are still very valuable to submit to, and probably will be for quite a while to come.

- <http://www.ezinearticles.com>
- <http://www.buzzle.com>
- <http://www.goarticles.com>
- <http://www.articlesbase.com>
- <http://www.squidoo.com>
- <http://www.hubpages.com>
- <http://www.infobarrel.com>
- <http://www.articledashboard.com>
- <http://www.wetpaint.com>

## Blog Commenting

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A link from an authority blog in your niche can cost you a small fortune, but it's often well worth the cost. However, we're trying not to spend money to build our list in the beginning, right?

Fortunately, you can still get links from high-quality blogs by leaving comments and placing your URL in the appropriate field. Your name will be linked to your website.

Be sure you create only on-topic comments that are thorough and demonstrate you have read the article you're commenting on. Don't just post drivel like "nice article, thank you" or "I agree with you". The blog owner will assume you're just spamming, and probably won't approve your comment. Plus, people won't notice your site if they don't read your comment.

Instead, make sure your posts have a lot of quality information that shows how knowledgeable you are in your niche. People will notice that you seem to know what you're talking about, and they'll be more likely to click your name and visit your squeeze page.



## Guest Blogging

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Blogs are definitely a great source of quality traffic, but sometimes commenting isn't enough. On extremely popular blogs, your comments can be lost among thousands of others. Sometimes, too much traffic is actually a bad thing.

But there is a way to get quality links from a captive audience from these same blogs – guest blogging.

Guest blogging is a bit like article marketing, but you write a unique post specifically for another blog in exchange for a link to your own site. You can contact the owners of the top blogs in your niche and offer to write quality articles for them for free in exchange for a link to your squeeze page.

Be prepared for the fact that you may not hear back from most blog owners. Those who do respond may want to see writing samples before they agree. Just be sure to write very high-quality articles. Ideally, you want to write at least 500-600 words of extremely useful content to make the bloggers happy and impress their visitors.

## Forum Marketing

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Forums are a goldmine of traffic, but it may take some effort to find forums that will allow you to promote a squeeze page in your signature. Some forums do allow this, but many do not. Be sure to read the rules carefully before you start posting.

Sign up for the forum with your real name or pen name in your niche rather than a nickname. Don't register your username as your website's name, because you could get banned for this.

Go into your control panel and add a link to your squeeze page in your signature. Don't draw unnecessary attention to it, but make sure the link sounds enticing and interesting.

Now, just make interesting and useful posts on the forum. Avoid forum arguments. You want to appear completely professional, and you want to ensure as many people as possible like and respect you. As you build your reputation as an expert, people will begin to visit your squeeze page to find out more about you and what you offer.

## Joint Ventures

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A joint venture is a type of partnership that works somewhat like an affiliate program, however money generally does not change hands. Instead, both partners work together for mutual benefit.

Sometimes, that means mailing out product offers, and sometimes it could just mean mailing out about each other's free reports.

Obviously, you need to wait until your email list is of a size where you can offer some benefit to any potential JV partners. Once you have a decent sized list, you can contact other people with similar sized lists and ask them to exchange mailings with you.

You will email your list with their offer, and they will email theirs about yours. Just be sure to research your potential JV partners carefully, and ask for a copy of their offer so you can be sure of its quality. You don't want to risk promoting something that your list would not be happy with, nor do you want to associate with dishonest marketers.

## Social Marketing

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Social marketing is extremely popular these days, and with good reason. It's a great way to stay in touch with your customer base, and it's much more personal than other traffic methods.

With social marketing, you can get to know your audience, and you can have other people promote you for free. That's one of the most effective things about social marketing. If you ask, many people will share your link with their Facebook friends or "retweet" your Tweets on Twitter.

Twitter and Facebook are really the only two social networks you should worry about in most niche markets. You can use niche-based social networks if there are any major networks in your niche, but typically there won't be any that really matter.

Use these networks to funnel traffic to your squeeze page. Build your lists of friends and followers slowly and you should have no trouble getting plenty of traffic to your squeeze page without worrying about getting banned. Remember, this is all about permission-based marketing. As long as you have their permission, you can market to them without fear.

## Paid Methods

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Once you build a large list and have a decent income, you may be interested in pursuing a few paid traffic methods. Some could be very useful for list building, but others may not work so well. Let's take a look at a few of the more common paid methods as they pertain to list building.

1. **PPC** – Pay-per-click marketing is not idea for list building. Since you aren't making money directly, it may not pay to use such an expensive method. It can be profitable in the long run, but it may take a while to make back your investment. This is especially true when you factor in the fact that you may have to pay for many clicks to get a single subscriber.
2. **CPA** – Cost-per-action will allow you to pay for leads rather than clicks. That means you only pay for people who subscribe to your list. This is much more profitable and cost-effective than paying for every click.
3. **Banners** – You can purchase banner ads or links on major blogs and websites. You could get quite a lot of traffic if you advertise a free report this way.

4. **Facebook** – Facebook has a great ad system. It requires you to pay for either clicks or impressions, but the quality can be very good. In fact, many people report Facebook traffic converting much better than other PPC methods like Google AdWords.
  
5. **Magazines** – If there are magazines in your niche, you could consider advertising in them. Some are surprisingly inexpensive, especially in the classified section. If you spend \$75 on a classified ad and get 200 subscribers, you've gotten a great deal.

It's important to choose paid traffic methods that are likely to offer a good subscription rate. If you have to pay a lot of money for questionable traffic, I would skip it.

If possible, run a test campaign with a small amount of traffic first. This will let you find out what kind of return you might expect before you sink a lot of money into a particular method.