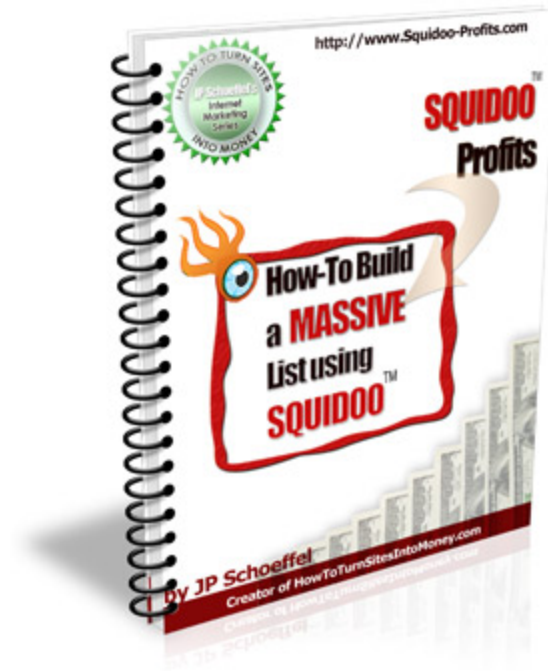


How To Build A Massive List with Squidoo

# Squidoo Profits : How To Build A Massive List with Squidoo



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## **How Tough Is It To Build A List?**

I believe there is a common misconception that building a list takes too much time to do, that it is too complicated, or that it is too difficult.

Building a list is really quite simple once you know how to create an attractive free offer.

There are plenty of sources of FREE PLR content that you can use as bait for e-mail marketing campaigns.

You can have an e-mail marketing campaign set up for a product in no more than half an hour. You just need to know how to utilize readily available content resources to your advantage.

If you are using my techniques for Squidoo to drive traffic to your lenses, you are probably getting a few sales here and there. Your income however is limited by the amount of traffic that you bring to your lenses.

Also, I know that some people have seen lenses appear on Google and then disappear.

There are strategies to get your lens to appear again, but in reality, nobody can guarantee that your lenses will stay there!

That's why you absolutely have to have a way to communicate with your visitors after they have left. You just do not know whether you will always have a steady stream of traffic to your

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lenses. Capitalize on every bit of it!

The best way to capitalize on your traffic is by building a list.

If you are not building a list, you are missing out on a tremendous opportunity with each visitor.

And, you are wasting your energy on making 1 or 2 sales per 100 visitors, when if you just captured 10% of them to your list, you could make so much more! (and with my strategies this is absolutely possible)

Squidoo should be utilized:

#1 to generate a list

#2 to make immediate affiliate sales

Why is the list so important? Any affiliate marketer with a little experience knows why, but if you can pitch to someone more than one, the chance is that they will make you a sale eventually.

Most don't buy on the first pitch. This is a basic rule of marketing that I have learned (the hard way). I have had lenses with over 2000 visitors/week sometimes, and believe me I have made money from these lenses. But if I could have captured a list of just 200, AND made the same amount of money....wouldn't that be a much better situation?

On one hand I can sell again and again, offering bonuses, limited time offers, JVs...I can even sell my list to other marketers! (as long as you opt them in again).

This is why I am going to show you now, step by step, how to create lenses that will drive huge crowds to your list first, and

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then allow you to make sales afterward.

## **How To Create An Amazing Offer That Will Drive Your Visitors To Opt In (With No Writing Of Your Own)**

The most amazing offer that you can give is a FREE one. That is why when you are marketing on Squidoo, you absolutely must have something free to give away. And don't worry, you don't even need to create anything. I am going to show you how to find free PLR information that you can easily convert to bonuses for your niche.

First, you need a source of free PLR information. There are 2 major sources of free PLR information that you can use to create bonuses.

#1.) Yourself. I think this is way too often overlooked, but if I just browse my computer, my websites, my blogs, my online articles, I can find probably hundreds of pages of PLR information that is MY property to do what I wish with.

People are so willing to spend 100+ dollars on PLR content when half the time they might find what they are looking for on their own computer!

Use this information FIRST! How much time can you save if you just copy and paste your own information instead of doing research and creating something new?

You should utilize every article, guide, or piece of text that you have written, to make an e-book bonus report.

It does not have to be good, it does not have to be beautiful. It doesn't have to be much of anything because its FREE! Just

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make sure you include at least a couple useful tips about your niche, otherwise your list will not view you as a credible resource. Don't just spam your bonus with affiliate links, instead include an interesting article or two.

Your visitors will probably not expect something incredible, maybe they just get a little bit of information about your niche, which is TOTALLY FINE.

The idea is to actually have something to offer them for free!

### #2.) Free PLR eBooks/articles

Here is another source of information that you can give away that very few people know about. Here are two links to sources that I regularly use to create bonuses for my e-mail marketing campaigns.

The Warrior Free eBook Section:

[http://www.warriorforum.com/forum/forum.asp?FORUM\\_ID=10](http://www.warriorforum.com/forum/forum.asp?FORUM_ID=10)

Here you can find TONS of Free eBooks to give away to your Squidoo visitors. Some of these eBooks allow you to modify their content, or give them away as free bonuses, some do not. Be sure to find out the rights on each book before you give them away for free.

Either way, you do not have to modify the eBook if you want. If there are giveaway rights to an eBook, go ahead and just keep the book in its original form.

The second thing you can do is simply use other people's articles from

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<http://www.ezinearticles.com>

Make sure that you keep the author's original links in the article. But this is fine, you are just trying to create a useful bonus, and if the article has useful information, you accomplish your purpose and build your list, even if the author gets a little traffic out of it (that's only fair anyway).

Don't forget this, that in your bonus you should put plenty of affiliate links all throughout.

Now that you have a giveaway to offer, you need to create the bonus.

If you want to create your own e-book bonus, with PLR information, then follow these steps:

First download Open Office if you have not yet.

You can download it here: <http://www.openoffice.org>

With this program, you can create PDF reports with the PLR material that you have from the links above.

Basically, go to the start menu and open up "OpenOffice Writer" Copy and paste the text from the articles and reports that you have above.

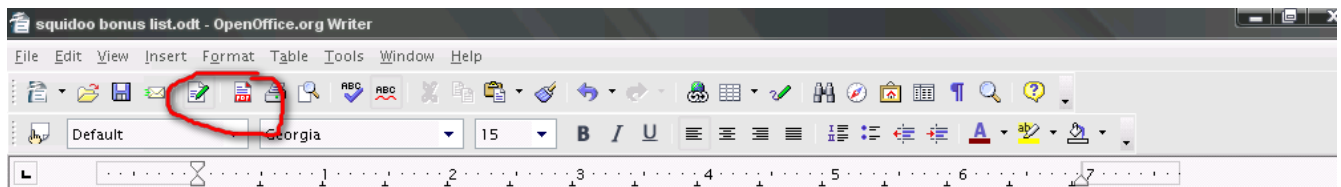
Discussing how to make a report look nice would take a whole new book. But the main thing is to get your affiliate links in the book, and paste some kind of useful information from your articles.

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You can add your affiliate links to the report by highlighting the text and clicking on "insert hyperlink."

These links will open up in a new window and let your readers go directly to your affiliate merchant site.

There is a button at the top that says "Export directly to PDF"  
Click on this button to save your text as a PDF file.



And now you can create PDF E-Books with this program. It's truly one of the most useful free tools out there.



## Getting Your Opt-In Form On Your Lens

I highly recommend [Aweber's](#) e-mail marketing system. They are the most intuitive, have the best service, and will allow you to focus on getting traffic rather than dealing with server issues.

You can sign up for Aweber here:

[Aweber](#)

I have a special video bonus for you showing you some Aweber secrets that you can apply to your Squidoo marketing efforts.

Aweber has a code for your opt-in form that they provide to your for each list. If you have not familiarized yourself with the Aweber system, go through their tutorials and learn how to set up your list. Once you have the html code for your opt-in form, what you'll need to do is:

- 1.) Open a blank notepad document
- 2.) Paste your html form code by itself
- 3.) Save the document as "index.html"
- 4.) Upload the document to your host server

I use [HostGator](#) for my affiliate marketing, they have never let me down, and have very reliable service.

So if my host is <http://www.squidoo-profits.com>,

then the page that I uploaded might be located

at <http://www.squidoo-profits.com/hoodiaopt/index.html>

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When you load the site, this address should be nothing but the opt-in form.

Now in order to get the opt-in form to show up on Squidoo, you need to use the "write" module. With the write module there is an iframe code that you can use in order for your form to show up. The code is as follows:

```
<iframe src="http://www.squidoo-profits.com/hoodiaopt/index.html" scrolling="no"
frameborder="no" align="center" height="325px"
width="325px"><br /></iframe>
```

As you can see, you should replace the address above with the address that you uploaded the opt-in page to, but after you have saved your lens, then your opt-in should show up on your lens. Now you can build a list while making sales!

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Jean-Philippe Schoeffel



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