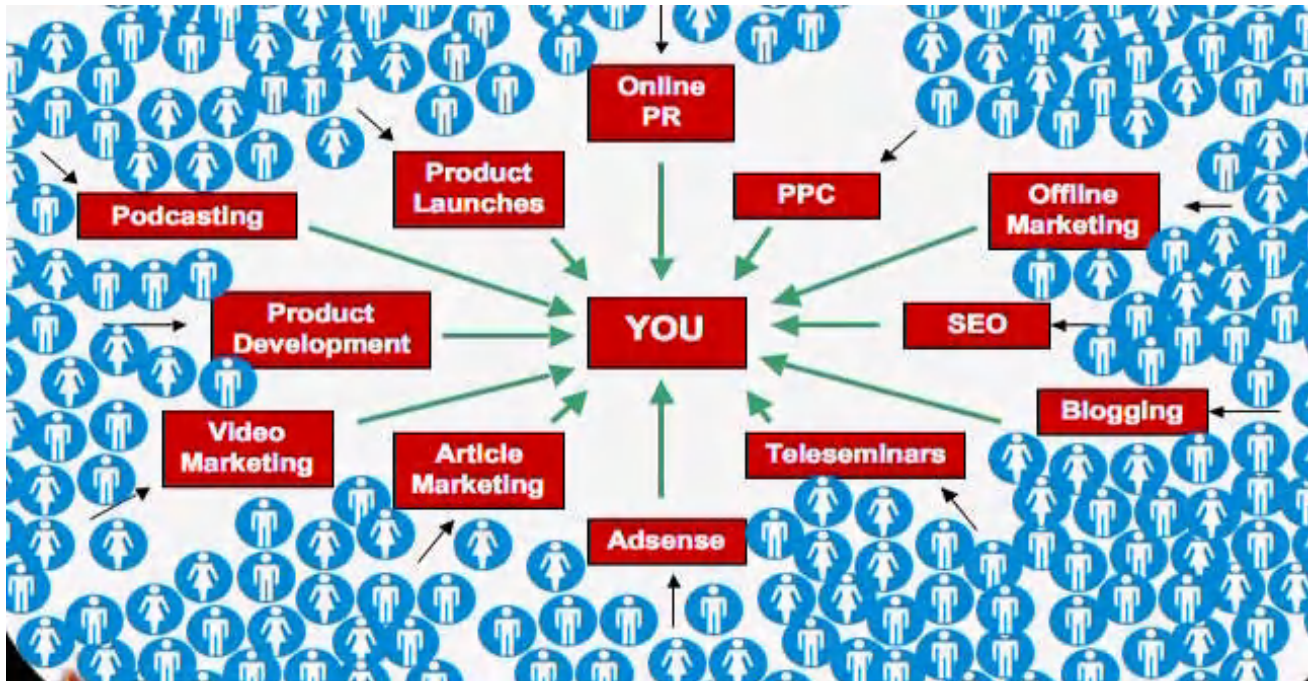


# **Fast Start To Building a List on a Shoestring Budget**

THE LIST IS YOUR HERD! BUILD THE HERD AND HAVE A SOLID FENCE AROUND THEM.

## **Go where the traffic is!**

- ❖ SEO takes a while
- ❖ PPC is a good way to test a market
- ❖ PPC is quickest and best way to generate traffic when spending money.
- ❖ Right now we are going to talk about building a list for FREE.
- ❖ I built a \_\_\_\_\_
- ❖ Stuff we won't get to today but will cover in detail later are Affiliates, email marketing, and CPA Networks.
- ❖ -
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## **A. Lay the foundation**

1. Look for hungry buyers
2. Know their top 10 problems
3. Position your solution

## **B. Pick the right target market (characteristics)**

1. Searching for solutions online
2. Always hungry for more
3. You must have an advantage (passion, expertise, leverage)

## **C. Go where they are**

1. Leverage other people's traffic
2. Position yourself to get attention
3. Offer them a taste for what they are hungry for

**Not whole meal... But satisfying enough to get their attention and keep their interest**

## **D. Top Priority**

- ❖ Battle skepticism and short attention spans of Internet buyers.
- ❖ Barrier of distrust that you must break through
- ❖ By offering something of high perceived value you can get past these obstacles and get the customer's interest

1. Convert free traffic into captive traffic that repeat buys
2. Exchange high perceived value of opt in
3. Require confirmation of their opt-in data

## **Why Confirm?**

- Weed out unmotivated (everything about moving them through the buying process)
- Protection (SPAM accusation)
- Deliverability
- Positioning
- Conditioning to be responsive (take your direction, follow instructions)

## **4. Measure!!**

- a) Traffic
- b) Opt-in rate
- c) Confirmation rate
- d) Profit per member/subscriber

1. Monthly or Annually
2. By offer or campaign

# Setting The Mood – You Don't Just Jump Into Bed, On The First Date, With Someone You Want To Marry!

- ❖ **You Entire Goal is to become the expert in your field, The Oprah To Your Customers....**
- ❖ **You do this by building a Deep and Intimate Relationship**
- ❖ **Your Mindset:** "You got a huge problem and I understand that problem, and I understand it because I had it or I experienced it, and I'm here to tell you something - It's not your fault" "New developments, new research in \_\_\_\_\_ have discovered that ....IS THIS FOCUSED ON THE CUSTOMER? Yes. **IT'S ALL ABOUT EMPATHY.** \
- ❖ **Your Outcome is To Push The Free Line** – Your customers will tell you when they are ready for your product. They will start asking you. Then you move from Free to \$20, then on to the \$199 etc. etc.

## **\*\*Strategy #1 - Start Your Blog\*\***

**\*\*Wordpress – Practice for 2 -3 days then start publishing publicly.**

- ❖ Popular and non-threatening
- ❖ Get traffic automatically...ping directories
- ❖ Opt in on blog
- ❖ RSS
- ❖ This Becomes your community where everyone comes together
- ❖ WP Blog - Build list - e-mail sending them to your blog

## **STRATEGIES**

- ❖ Begin by writing something in your area of expertise 4 – 7 times per week.
- ❖ Use The Strategy Of Polarization. Email 2 -3 times per day.
- ❖ Use lots of involvement mechanisms such as polls, giveaways, encourage and reward comments, ...get them doing something and Interacting with you .
- ❖ Personally respond to all emails quickly.
- ❖ Personality and/or content driven – BEGIN TO ADD YOUR STORYLINE, PERSONALITY, AND CHARACTER.
- ❖ Pictures, stories, reviews
- ❖ Target titles with keywords
- ❖ Allow moderated comments
- ❖ Categorize posts for Technorati (blog directory)
- ❖ Tag and Ping
- ❖ Add categories
- ❖ Search Keywords
  - <http://del.icio.us> (will help find categories to use)
- ❖ Blog Resources
- ❖ OPT – IN ON ALL PAGES

## **\*\*Strategy #2 – Article Strategy\*\***

- ❖ Pick a problem from top 10
- ❖ Pick TARGETED Title
- ❖ Place Keywords EARLY in Title
- ❖ Write 3-5 tips about your solution (500 words or less)
- ❖ Resource box: offer more in exchange for opt in

## **Resource Box ideas: offer more in exchange for opt in**

- ❖ Part 1 of (offering more of the article Review of best products)
- ❖ Survey
- ❖ Quiz
- ❖ Ebook/report
- ❖ Membership

## **Where to post**

- ❖ **submityourarticles.com**
- ❖ **ezinearticles.com**
- ❖ **articleannouncer.com**
- ❖ **goarticles.com**
- ❖ **Google: article directories + your niche**
- ❖ **eBay has an article posting directory**

### **\*\*Strategy #3 - The Ultimate Free Traffic Driver – Forums and Like-Minded Websites\*\***

- ❖ Compile a list of everyone in your area expertise and sub niches and find the top Guru's and top websites.
- ❖ Create a rotating schedule of going to their Blogs or Forums and posting comments with your signature including website.
- ❖ Comments need to be informative and full of education.
- ❖ Don't just post "hey this is great" type of comments.
- ❖ Make 3 -5 or more posts per day.

### **\*\*Strategy #4 – The Power Of Social Media\*\***

- ❖ Open a Twitter Account
- ❖ Go to google type in Free Twitter Backgrounds get one
- ❖ Include your URL on your Page
- ❖ Make sure your bio is interesting
- ❖ Create an excel sheet of all the people in your industry that are the Guru's and Influencers and follow them then start following there followers.
- ❖ The Secret software all the Guru's are using to explode there Twitter following.
- ❖ The secret Block Formula – Current Event, Blog Post, Humor, Personal, Offer – One every 2 – 3 hours.
- ❖ Tweet A lot. Think of it as a Micro Commercial.
- ❖ Again Polarizing

**FACEBOOK SHOULD COME LATER .. START SLOWLY ..  
MORE TO COME**