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Chapter 1

Introduction

Money Making Online

With all the depressed news about the economy, today is the time for one to find a greener pasture when it comes to money making. Somehow, it pays to earn extra income for the payment of tuition fees, house bills, car loans and more.

E- Stores, affiliate marketing, blogging, and reselling products- these are some of the online businesses that people engaged into. Indeed, the online community has boomed in providing business opportunities for people across the globe.

With little time and effort, many are able to make money online. Initial costs are inexpensive as well. However, some succeed while some failed. Having this reality, there could be a problem why some people do not make sufficient money online.

How about you? Do you earn adequate income from your online business? Or are you planning to try money making online? This is good news for you! You can generate massive profits online like a pro. And you can do it the easiest way around.

Why Use List Building?

Perhaps you ask, why list building? Try asking yourself, why not?

Let's illustrate it in this scenario:

You are selling products online. You have a list of 50,000 subscribers that are potential buyers of your products. With this

massive list, you don't need to worry about money for the next two years and even beyond.

See the importance of list building? It brings you prolific profits online. When you already have a massive list of subscribers, you just need to continue marketing and promoting your products to them. At the same time, you can spend time to look for other prospects to add to your list. Not only that. Your idle money can be used to invest in other business opportunities online while maintaining your quality list of subscribers.

Simply put, list building creates value to your customers in the long run. Whatever business you engage yourself into; customer value is still an effective tool to earn profits successfully over and over again.

List Building and SEO

Time and money are both valuable. And investing such valuables in list building is more rewarding than in SEO.

There are many people who are into SEO. Search optimization engine earns you decent money online. However, the main problem of SEO is that it limits your control in a short time. The fact is that you do not know what lies ahead. You are only certain in a couple of months that everything falls into place. Beyond that, you will find yourself in a crash, another crash and more of it.

The weakness of SEO is the strength of list building. In SEO, Google controls you. However, in list building, you control your progress. You have all the opportunities you have to create your

list, market in that list, build and maintain that list, and look for additions to your list. With this, you can easily predict the flow of your progress from time to time.

List Building - Defined

List building is a process, a tool and a protection. Get to know how list building works for you.

List building is a process. Here, you need to attract your targeted leads in your selected niche. When you get their attention, you will need to market to them, nurture them and turn them into potential buyers of your product. Moreover, you will have to also find other targeted leads to add to your list. With this, the process repeats itself – attract market, nurture and earn profits.

List building is an effective marketing tool. Online marketers see that list building is effective in promoting their products. It does not only need in having leads in your list. Your products are nothing without your potential buyers; hence, you will need to continue marketing to your list.

List building is your protection. In as much as the economy is prone to changes, so as online business. The business cycle continues with ups and downs. Moreover, when you are able to maintain a quality list of subscribers, you have greater chances of selling your products unlike anybody who doesn't employ list building.

So, how does list building works? The core of list building is creating value proposition to your potential customers. You will

have to create in your customers' minds a perception that your products are vital to their lives.

In list building, the weight is not on your products, it's in your relationship to your list. Basically, it is not on the value of the goods your selling online. Instead, it is the value that your customers perceive about them. There are many who are trying to sell more in list building and earn less. Remember, it is not about your products, it is about your list.

A successful list building starts with giving high demand products to your list for free. Give them free giveaway, gifts, bonuses, trainings and more. Put it simply; give them more than what they are paying for. In exchange, you will get their trust and loyalty.

Chapter 2

Getting Started

Planning is a vital phase in any endeavour you will have to engage into. The same holds true in your online business. Planning ahead helps you get on track.

List Building Mindset

You heard of a good avenue to earn money online. You are then very excited to start. You have your computer and your internet connection. Everything is ready to get you started. After a few weeks, you earn no money. Then you get frustrated.

The excitement phase only lasts for a short while. When you don't have a clear mindset, you will be defeated by your frustrations. Hence, you need to achieve a list building mindset.

List building mindset is focusing your mind into something that you look forward to with the business venture you are in. In list building, you will have to prepare what marketing strategies you want to learn more as you go by, who are your prospects and what you intend to master in the field of online marketing. With this, you are helping yourself to be in the state of list building.

The scope your mindset may also include how you are going to spend your money, where you would live and how much is your goal in a month. A successful list building starts with a setting a goal plan.

Set Goal Plans

In as much as list building is important, so as setting goals. Many newbies in the world of online marketing forgot this stage that

they soon realized they skipped the most important part of their business venture, goal setting.

Goal setting is not a suggestion for you, neither is it mandatory. Setting your goals is an instruction you need to follow. Before you get started with list building, make sure that you spend enough time to plan seriously your goal within your first year and beyond. For instance, what are the reasons you want to earn money, how much income do you project in a year and how are you going to spend your money.

Many failed in list building because they forgot to set goal plans. For you to be successful, don't fail to list your goals as ahead of time.

Select a Target Niche

Selecting a niche is a long-term decision you need to take. Hence, you must consider seriously what products you are going to promote and sell in the next years. Here are important factors that you will have to consider when you select your target niche:

Passion

Passion is a good motivator for list building. It fuels you along the way to success. When you select your niche, make sure that you really love what you choose to do. For instance, if you select cooking recipe content writing, you must love writing recipes all along the day. Your real passion is an important factor in determining your target niche for list building.

Talent and Ability

Passion motivates you to list building success. However, talent drives you there. In selecting your target niche, you must take into consideration your talent and abilities. Let's use the cooking recipe content writing again. For instance, you really love to write recipes. However, you are not able to convey your message to your readers. Yes, you do have the passion, but you don't have the ability to write good quality recipes. Remember, passion and talent in a good combination takes you to list building success.

Profitability

The profitability of your prospect market is also a must in list building. As you get started, you will have to select a niche that generates billions of dollars in a year. Engaging into such profitable market enables you to sell your products with higher certainty and ease. You can do a research in Google for highly profitable niches. Moreover, browse through the latest data to avoid misleading information. Five years back is different to the world you live now.

Chapter 3

Creating Your Products

Product Creation in List Building

Most of the successful list builders in the world started with no experience at all. They did not even have much reputation, known name and brand. Do you want to know what led them to success? It was product creation.

Creating products is an essential part of list building. It would be much better if you create your own product in the niche that you chose. You may not have enough experience to justify your products, but you can still do it if you are determined to do so. If others succeed in list building with their own product creations, you too can make it to the top.

When you take your turn in list building, make sure to consider product creation a vital part. Your products tell your quality list who you are and what kind of seller you are.

Create Free Giveaway Products

You already have a quality list of leads. Your next priority is to have high quality products for your quality list. Making trash products for a quality list is unjustifiable. Moreover, give importance to the products that you will have to sell to your potential buyers.

Free giveaway products are the first products that your buyers receive from you. As you create these products, remember that first impression matters a lot. When they see that the giveaway products are very good, they will also think that your other products are good enough for them.

Create your free giveaway products attractively and nicely. This will catch the attention of your potential buyers. Also, make sure that your subscribers perceive your products essential to their businesses and lives.

Benefits of Free Giveaway Products

Giveaway products that are made by you have benefits and advantages. Here are some of the reasons why you should create free giveaway products for your quality list of subscribers:

Brand yourself

When you will create your own giveaway product, you will have the opportunity to put your brand in the product. With this, the buyers will get to know you and the quality of products you have.

Gain Full Rights

When you create your own giveaway products, you can do whatever you want with them. You have the full rights to control the products and make them into something new to the eyes of potential buyers. All the rights to your products are yours.

Personalize the Products

Since you created your own products, you have the opportunity as well to make them unique. You can add information that people want to see in your product. Personalizing your product give you competitive advantage over others.

Create Low Priced Products

There is always an alternative if you do not feel like creating your own product for list building. You can always resort to low priced products. For instance, you can have Private Level Right products that costs lower. These products enable you to do modifications, editing and reselling – basically whatever you want.

You should have low priced products before you generate quality list of subscribers. This is to avoid stress when you already have leads coming in and you don't have low priced products yet. Typically, low priced products sell at a range of \$5 to \$25. Furthermore, you can conduct tests at different price levels such as \$5.97, \$9.97, \$14.97, so on and so forth. Keep this in mind; do not sell products that cost more than \$49.97 to your market leads in your first selling attempt. It is too costly in their part.

In list building, always stick to your goal – to give your market more than what they pay for. The secret to list building success is not the value of your products, it is the perceived value that buyers have. So, give them free reports, bonuses, gifts and other informative stuff. This will remind them that your products are worth buying for.

Let your brilliant and creative minds work for you. Think of ways in which you can increase the perceived value of your products. In any way that you can, pursue on things that you think can help in boosting your products to your subscriber list.

Low Prices Affiliations

One of the options that can resort to whenever you are not comfortable with creating your own products is promoting affiliate products. Two of the most popular avenues where you can promote these products are in Clickbank.com and CommissionJunction.com. The process is easy and simple. Here's how:

1. Browse through the products in your niche and find the best-selling products. You can sort the products by popularity or by gravity to better see the best among your products.
2. In ClickBank, you can see prewritten emails. You simply copy them and change the affiliate links.

With that two-step process, you can promote affiliate products in low prices. You must have these affiliate products before you generate your list of subscribers.

Chapter 4

Promoting Your Products

Learn from Pros

Promoting your products will require you to employ strategies and tactics. Perhaps you don't have any experience yet when it comes to online marketing. In this case, you will need the advices of people who have been there and done that. Learning tips from pros help you to use the right strategies for promoting your created products in list building.

Many people failed in list building because they worked with wrong online entrepreneurs. To maximize your online opportunity, you must work with people who are well-informed and expert in the areas where you want to master and excel.

In the world of online businesses, anyone who is not supported with training and support from professional online marketers will find it hard to make it. With this reality, you must employ tactics and strategies as you promote your products online. You can use advices from different entrepreneurs, understand them and implement them appropriately in your business. In the end, it pays to listen to pros.

Set Up Your First Campaign

Promoting products basically need the product itself. By this time, you should already have one created product and one affiliated product to promote. Now, you will have to set up your first campaign for your products. An autoresponder is used to promote and market to your list. Two of the most common, trusted and recommended autoresponders are Aweber and GetResponse.

If you do not know yet how an autoresponder works and how to use it, you can use the video tutorials that are available in YouTube. To make your life easier, here is the exact process that you will need to undergo to set up your first campaign.

1. Create a new list for your first campaign. This will also be used in your free giveaway products and other follow up promotions. Name your list in such a way that you are able to recognize the list easily. You can use any unique name that is relevant to your campaign list.
2. Modify and personalize the settings in your list. By this, you will be able to avoid processes that are not necessary such as opt-ins. You can set your list in such a way that you don't need email confirmations when somebody opts in your list. Here is a standard format that you can use.
 - Fill in relevant information such as name, address, city, state, country and zip code.
 - Add a standard signature. You can also personalize every signature if you want to. It would be best if you do not put anything in the signature section.
3. Create your messages for your market list.

The first message will have to contain your message of thanks to your leads for subscribing in your products. The message must also have the downloadable link to your free offer.

The second message is a follow-up message to your lead. This will confirm if your lead has accepted your free

giveaway offer. It will also ask the lead if he/she liked the offer you gave.

The third message contains another download link. It can be either another free gift series, free messages of low priced products. When you decide to include a low priced product, make sure that will be able to send 5 to 20 promotional emails.

Writing these messages need not become very formal and strict. Instead, talk to your lead as if he/she is your best friend. Give your subscribers a perception that you are very much excited to tell them about your product. After your first campaign, you can do the second campaign following the same process. You can then proceed to your third campaign, so on and so forth.

This is the basic structure of an email campaign. You can use it in your list building and promote different products each time. You can also make use of a split testing which is an ongoing process for equity maximization in link building.

Generate a Quality List

Quantity and quality are two different things. In list building, it is essential to have quality list of subscribers rather than a quantity list. The core behind this fact is that a zillion of junk offers waste your time. Hence, it is better to maintain a list of subscribers that are willing to accept your offers whether with sale pitches or not.

How will you generate a quality list? One important thing that you will have to do is send your subscriber list valuable

information in a constant basis. Do not just contact them when you have products to offer. Instead, get in touch with them even with information with no sale pitches attached. With this, you will get their trust over time.

Quality is always the key to successful list building. Now, you are ready to get started for traffic generations.

Chapter 5

List Building Traffic

Traffic generation is the most important part of list building. It shows how well you were able to do your product creations, email campaigns and promotions. The profits that you will earn from list building depend on how much traffic you are able to generate. Here are the traffic generation methods that you can use for your list building.

Set Up Your Squeeze Page

Setting up a squeeze page is not as simple as you think it is. In reality, the process requires enough skills to be able to do it appropriately. Among the skills needed are research skills and html.

Free squeeze pages are widely available. However, it takes right amount of skills to be able bring out the value proposition of your created products. Downloading these free squeeze pages takes lesser time. Moreover, it needs plenty of time and practice to customize the squeeze pages with html skills.

Squeezing pages may be hard and complicated. However, you have all the opportunities to learn how to do it appropriately. You can see through the video tutorials in YouTube for detailed instructions when it comes to squeezing pages.

Here are the things that must be present in your squeeze page:

- Value proposition of your free products

This proposition must be clear enough for your subscribers to easily be aware of.

- A featured product graphic

A graphic must be contained to feature your free products. This will enhance the visibility of your product and will attract the attention of your subscribers.

- Essential points in your free product

It is very important that you highlight certain points in your free product. Hence, including at least three to five points is a good move for your squeeze page.

- Opt-in form

This form must ask for the name and the email address of your potential subscriber. An opt-in form helps you to organize your list.

Organizing your squeeze page is an important factor for your list building success.

A clean and organized squeeze page contains the relevant information about your product. With this, your potential subscribers see your products clearly.

One vital thing that you should do is not promise things that you could not offer. Do not claim products to your subscribers when you could not bring those products to them. This will only give you a negative feedback and higher unsubscribe rate. Hence, you must be clear to your value propositions to gain the trust and loyalty of your leads.

Another thing that you should avoid is including in your list leads who are not interested in your products at all. The core essence of list building is promoting your value proposition to a

list of quality subscribers that are willing and interested to purchase your products.

Forum Marketing

Forums are great avenues for generating potential leads in a daily basis. If you are knowledgeable enough, you will be able to attract leads through marketing in forums. One of the biggest forums online is Warrior Forum. If you are serious on money making online, you can visit the forum and grab the opportunities you have in the site.

In forum marketing, you must be able to gain the trust of other forum members. You must have the credibility to be able to create a value to them. One thing you need- be an expert in your field. In forums, several posters share their problems in online money making. With this, you will have to join the forum and share tactics in solving those problems. You must be knowledgeable and your tactics must be clear as well as effective. Whenever your advices help other people in the forum, you will create for yourself a credible name.

Here are effective things you can do to attract people in Warrior Forum:

1. Open a high quality topic about your niche. Focus on the realities in the current scenarios. Start a thread about recent problems that many people experienced. For example, if you are an expert in list building you can talk about the latest list building models. You can share advices and tips for successful list building online.

2. Post viral reports in Warrior forum to promote your brand. You must be able to make other forum posters click on your links and buy your products. You can also share your success stories in your chose niche and help others to make money online successfully.

Your successful testimony, knowledge on your niche and ability to market your value proposition in the Warrior Forum enables you to attract the attention of potential leads. If you want to know more about creating viral reports in the forum effectively, here are some advices that you can use.

Frist, define your niche. You must gain knowledge about your target niche. Also, acquire the most valuable skills you can have be an expert in your field.

Second, you must create a product that covers all the valuable aspects in your particular niche. This will serve as your product information, a representative of how your niche operates.

Next, market your product in Warrior Forum. Establish a clear value proposition of your information product. With this, there will surely be questions about your product. So, be open to their questions and answer them accordingly. This will increase your credibility. Follow these steps and repeat the process for more opportunities.

Ad Swaps

An ad swap is an agreement between you and another marketer to send out mails to each other's list. When you already have your own list of subscribers, you will find it a good method to increase your traffic through ad swaps. This method is simple. You will send promotional emails to the list of the marketer that you swapped with. You will recommend them to sign up to your list. In return, the other marketer will also send emails to your list to recommend signing up to his/her list.

Before swapping with other marketers, you must first obtain relevant information. This includes marketers who have a responsive list, marketers who have list similar to yours, people who are transparent in their rates and people who are trustworthy.

Safe Swaps is a recommended avenue for ad swapping. It is a site that provides a safe place to ad swaps with reputable and trusted people. You can visit their site in <http://safe-swaps.com/>

You can also go to the joint venture section of Warriors. There, you can find potential ad swap partners.

Engaging into ad swaps entails risks. You must be cautious enough in trusting people as your partners. A mistake in this method causes a big impact in your list building. You can research through Google potential people for ad swaps.

Solo Ads

This is one of the methods that increase your list of subscribers fast. In this method, you will pay somebody to market your free gifts and products. While this is effective, working with solo ads have higher chances of getting wrong. To avoid this, you must double check on the people that you pay for the job.

You can go to Warrior Joint Ventures section. There are people there who are willing to promote your products at a price. You must them check their rates and fixed prices. Some people might use this opportunity to defraud you. Choose people wisely and build your list fast.

YouTube Explosion

This is a great strategy that you can use to build up your list fast. The first thing that you need to do is to download a free audio recording program named Audacity.

Next thing you should do is to go to ezinearticles.com and find an article that is relevant to your niche. The topics that you will need to find are articles about tips and advices that are related to your field.

Go back to Audacity and record each tip from the article. Save each tip in a different file name. Make sure that you revise the tips so that you will not be chased after for plagiarism. Add the audio file in a video and tell the viewers to click on the link provided if they want more tips from you.

When you already have the audio file in an MP3 format, you can create it into a slideshow. Try to visit <http://video-spin-blaster.com>. It is less expensive software that you can use to help

you in creating the audio files into videos. You can choose pictures to add in your slideshows.

Guest Blogging

This is one of the favorites of online marketers to generate traffic in their list. If done properly, it is a great way to generate leads in your list. Contact popular blogs that are related to your niche. You will then ask the admin if you can be a guest blogger and post 10 to 15 blogs a day.

Before posting in popular blogs, you must keep in mind important factors.

- Check if you already have many blogs posted in your own website or in forum such as Warrior Forum.
- You must convey in your message to the admin why they should let you post in their blog.
- You must be skilful in writing. If you are knowledgeable in your niche, you can post blog that are of good quality and content.

You can check blogs on Google that have higher traffic. Also, find blogs whose traffics are capable of buying your products.

Ad Words PPC

Ad Words PPC is literally one of the fastest ways to generate leads in a day. You can promote your squeeze page with Ad

Words. Let's weigh the good and bad side of this traffic generation method.

The good thing about Ad Words is that it can easily buy leads. It is faster and the lead it generates is much higher in value as compared to other methods. However, it takes much of your expertise and money. Also, Google is strict when it comes to squeeze pages. While you are allowed to offer free newsletters, you are restricted from offering free gifts.

When you engage into Ad Words, your goal is to establish at least one on-going campaign that will generate you high value traffic in your list building. You can research on effective guides in promoting Ad Words PPC in your squeeze pages.

Facebook

Nowadays, social networking sites like Facebook is very popular. You can use Facebook to promote your brand online. There are branding techniques that you can employ to maximize your promotion opportunity in Facebook.

Facebook is a networking site that focuses deeply in connecting people all across the globe. You can also build your list by gaining the trust of your followers in the site. Facebook provides fan pages and profiles that you can use to share to people your value proposition.

This social media is not about selling or reselling products. Instead it allows you to connect to people who can be your potential subscribers through sharing a portion of your life to them. You can post updates and status about your life.

There is also Facebook PPC that you can use to buy traffic and send them to your fan page. The more interesting your posts and updates are, the more you become interested to the people who read them.

Build Your List Now

The leads in your list are the most important people in your business. You must therefore give them value to keep them for long. There are a lot more traffic generation methods that you can use to increase the traffic in your list. List building will bring you great success if you are able to employ the right methods for you and your business. Now it's your turn to build your list and make money online like a pro.