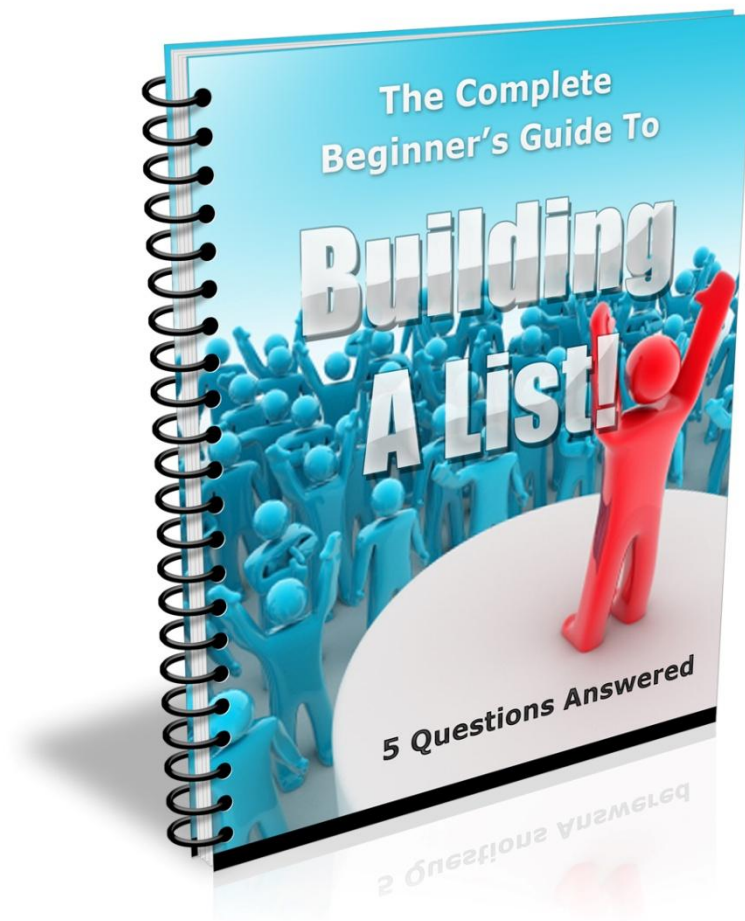


The Complete Beginner's Guide To Building A List



Brought to you by

[SuperSignUp System](#)

So, Why Build A List In The First Place?

You may not think it at first, but those two lines and a button are the foundation for building a successful internet business. Building a contacts list of prospects and customers is one of the easiest ways of making money on the internet.



The image shows a rectangular box containing a registration form. At the top left, the word 'Email:' is followed by a horizontal input field. Below that, the word 'Name:' is followed by another horizontal input field. Centered below the two input fields is a rectangular button with the text 'Log In' inside it.

Once you've got a subscriber on your list and they like you, you have their full attention and they will be ready to listen to what you have to say and will take your advice and become eager to buy products off you or through you as an affiliate.

But why is there so much emphasis on building a list instead of say, buying traffic through pay-per-click? Allow me to explain..

Cheap traffic – All you need is 1 visit to your landing page and your visitor can decide if they should sign up. Once you've got them subscribed they remain on your list so you don't have to do any more chasing to get them back.

Repeat traffic – All you have to do is send an Email to your list of subscribers with a link and you have instant traffic wherever and whenever you want.

Build relationship – Email your subscribers now and again giving them valuable information or tips on the subject that they signed up for. They will value you and remain on your list and most importantly won't forget you.

Pre-sell – If you have product or know of a product that you can affiliate with you have the chance to 'warm up' your subscribers for a promotion. This is where you talk about a problem in detail and of a 'new' product that they will find useful.

Easier to 'sell' to – When you come to promote your product it will become very easy for you to make sales. Assuming you've kept in contact

with your subscribers every now and again and have 'warmed' them up for a product they will buy.

Joint ventures – This is where the money is. If you've continued to build your list of subscribers (in the 1000s) and have maintained good contact with them, you already have a lot of money in your hands!

All you need is a person with a unique product that will interest your list and you simply promote their product to your list through your affiliate discount link! Simple rinse and repeats and watch your sales skyrocket! Many internet marketers make a living from this alone!

Little or no refunds – Unlike first time buyers who are alien to your product or sales page, your subscribers are very unlikely to ask for a refund. They trust you enough to buy what you recommended so your refund rates will be much lower.

Customer for life – Once you have an avid subscriber on your list – they are subscribers for life. That 1 opt-in can make you \$1000s your lifetime. Your monthly subscription for a list server will diminish.

What Type Of Niche List Should I Be Building?

Without a doubt one of the biggest and most profitable niches to be building a list on is in the 'how to make money' niche.

Why? Because the people that sign up for this are in the right frame of mind to 'invest' in information and products, be it eBooks, software, hardware, video training, conferences, ideas etc.

Although you can quite easily build a niche list for gardening for example, you still have to think about the mindset of the subscriber. How much can you 'upsell' before all the problems are solved?

Whereas in the 'make money' niche if one product has already helped made money for your subscriber and another product comes out claiming to make more, don't you think they would be interested?

New 'money making' ideas and techniques come out all the time. The possibilities are endless and whilst you're learning you can teach your list what you've learned which makes you the expert.

In fact what are you reading now? Isn't something related to making money? This is why I recommend you start building a list in this niche as it will be the most profitable for you in the long run.

And Where Should I Be Asking For Their Names And Email Address?

Everywhere! You should be asking for a sign up where ever possible that relates to your niche. Obviously, if you've got an article website on how to apply makeup, don't try to subscribe them to internet marketing – it's just not going to happen ;)

Here are some other places where you should be asking for that opt-in;

AdSense and article websites – place your opt-in form in the side bar or in the header of every page of your website. The more pages your website has, the bigger the footprint on the search engines which means no matter what page a visitor lands on, they will get a chance to see your subscribe form.

On your sales page – use a pop-up or in-line form to capture a lead. Even when you're selling something on that one page you can give them something for free which complements the product you're trying to sell.

On your thank you pages – when a customer buys your product you can ask them to sign up to get their bonuses or to provide them with updates. Use this as a way to separate your buyer's from prospects using Aweber's automation rule (see the Aweber tutorial guide in the resource section).

What Is The Best List Server To Use?

Your list of contacts and Email messages will be stored on a dedicated server so it's important that whoever you go with are 100% reliable and have an easy-to-use interface.

I personally recommend [Aweber](#) to get the job done. I have also written a whole tutorial on how to use every feature of Aweber inside out which you can download in the resource section of this eBook.

What's The Best Way To Build A List?

Create a squeeze page - Dedicate an entire website, with a single page designed to capture your leads. Here's a template which I'm currently using to build my list;

“Who Else Wants 9 Hot! Internet Marketing eBooks Worth \$97?..”

Limited Offer!

For Free!

eBook
Picture

From The Desk Of: [Your Name]
Internet Marketer

Dear Friend,

Starting out and making money on the internet can be very frustrating especially if you don't know what you should be learning, which technique to apply, how to do this or how to do that! Well let me tell you something..

It Stops Now!

Our guides have been hand selected to guide you along the most profitable paths of internet marketing, whether it be blogging, doing joint ventures, becoming an affiliate marketer, setting up your own site, setting up digital delivery or just learning how to get traffic to your site our guides are here to help you!

Each guide is currently selling for \$9-\$27 each. Collectively they are worth well over \$97! You get them for free! This is a limited offer so fill in the form below to get access to all these eBooks you see below..

Claim Your eBooks Now!



Simply fill in your details below and your products will be delivered to you shortly..

[Aweber Code]

Your privacy is highly respected. We hate spam just as much as you do.
We will never rent, share or sell your Email address to anyone!

[Your website name] Copyright. All Rights Reserved.

Give them valuable and free eBooks or software – People are looking for information. Give it to them, but just enough for them to want more! See the screenshot above? I use a nice little graphic to display all the eBooks they are getting to entice them to sign up.

Only ask for Name and Email – There is no need to ask for their address, their mother's maiden name, the credit card number etc. This will have an adverse affect on your sign up rates. Keep it simple. The Name and Email address should be all you need.

Ask them to confirm - Most list servers enforce 'double opt-in' for spam reasons which means your prospect will have to check their Email and click a confirmation link to accept Emails from you. The best way to deal with this is to create another page that asks your prospect to check their Email address so you can send them their 'free-gift'.

Make your offer - Do you want to give your prospect their 'free-gift' straight away or do you want to make money now? You can create a special 'one-time-offer' or OTO that allows your prospect to upgrade and get a better version of what they're already getting for free.

Thank them - After your prospect has sign up, touch base with them and thank them for their interest. Remember they've just given their information to a complete stranger so just a simple thank you will show that you appreciate their trust and time.

Follow up – This is one of the best features of a list server. You can add as many automated sequential Emails to your autoresponder as you want. You could prepare 52 Emails spaced out 7 days apart to act as weekly newsletter or you could set up a series of Email to promote another product! This way you're maintaining that relationship and making money automatically!

Understandably all this may sound like a lot of work – creating a squeeze page, deciding what to give away for free, creating the graphics for the squeeze page to make it enticing, creating a confirmation page, creating a special offer, testing the offer to see if it sells and so on.

If you're new to this you may not have the time or skill to pull it off in one go which is why I created my own 'Super Sign Up System' which has all these elements in place so you just have to edit the files that I tell you to edit and upload them straight to your server. [Click here to get your copy.](#)

Thank You!

Thank you for taking the time to read through this quick start-up guide. I hope it has given you some insight as to how to grow and build your business and why you should be building a list of contacts amongst all the other 'opportunities' out there.

You could be running around like a headless chicken looking for the next big 'thing' but by far Email marketing is the most effective and instant way of making money on the internet.

Remember! People don't want products, they want solutions to their problems and they want YOU to help solve it for them. If you have this at the forefront of your mind, the money will naturally come to you. Period.

So don't procrastinate! Start your sign-up system today, build your community and start making some serious money!

Best Regards,

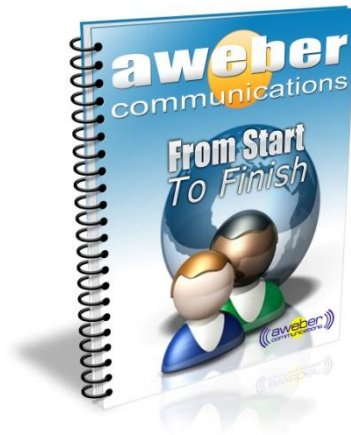
Aaron Danker

[SuperSignUpSystem](#)

P.S. I've left some valuable resources for you below so you can start implementing all the techniques above straight away!

Resources

[The Aweber Tutorial](#)



A step-by-step guide on how to use all the features of Aweber for your Email marketing venture.

[Super Sign-Up System](#)



A pre-built system designed to accelerate your opt-in rates and make money through a one-time offer.