

Listbuilding Introduction

If you are marketing online products, it is absolutely essential that no matter what you are marketing that you build a list of targeted, interested, responsive people who want what you have to offer. Without a list, you will be battling with traffic issues throughout your marketing career. In this article we will delve on different ways to build an option list, and even a software resource that has been proven quite effective.

3 Methods of Effective Listbuilding

Building a list can be much easier than one thinks. It just takes the right recipe.

So I will focus on 3 major methods of listbuilding in this article.

1. Using your own website to build a list
2. Using presell pages for affiliate programs to build your list.
3. Using listbuilding software to build your list.

Your own website

It does not matter what you are selling or trying to promote on your website. The primary focus of your website is at first to collect data. Not all people will buy the first time they see your site. In fact a very small percentage will, so one of your primary focuses should be to collect the prospects name, so you can invite him back at a later date.

It is proven that it normally takes 5-7 visits to a site before a customer will make a purchase. A few helpful tips and reminders about the prospects visit can help this process.

An easy way to do this, is to offer something to them for free, to join your newsletter. It could be a simple pdf report on the subject of your website, or even a coupon for a discount on your service or product.

The subscription form should be very visible near the top of the sight on either the left or right hand column of your site for maximum effectiveness.

Then have this setup on your [autoresponder](#) to deliver a series of emails to draw the customer back to your site for future visits and possibly to purchasing your goods or services.

You will also have the customers name in your list to mail out future offers to.

Using presell pages for affiliate programs to build your list

This technique is used when promoting someone else's product. Before you drive traffic via google adwords or other means to the affiliate site...it is best to create a landing page, in where you can create a short blurb on the benefits of this program, and then create your subscription box that will refer them to the affiliate site.

This way you can capture your leads contact info, and mail them offers in the future.

Using listbuilding software to build your list



I have also created free software which will aid you in your list building. The way the software works is to create an ebook that has a viral tell a friend feature on it. In order for people to view the ebook they first must tell 3 friends about the book to access the free content inside the ebook. You can have the first page an optin form to capture email addresses and names and then direct to the free content.

Another nice thing about this software is that even if people elect not to open the ebooks content by sending to 3 people, when they go to close the ebook, a window will popup offering them the free listbuilding software. If they choose yes, they will be directed to your affiliate link, and then opt in to your mailing list using our mailing system at listbuildersdream.com

You can get this free software at <http://www.listbuildersdream.com>

I hope this ebook has given you some ideas about different ways to build your list.

For more free ebooks and useful tips on online marketing, visit my site at <http://www.davidcheyne.com>

Thank you,



David Cheyne

<http://www.listbuildersdream.com>

<http://www.launchyourproducts.com>

<http://www.davidcheyne.com>

<http://www.davidcheynesupport.com>

<http://www.starbritecleaning.net>

ABOUT THE AUTHOR

David Cheyne is a fulltime internet marketer with a background in the moving industry. He worked at hard physical labour right until his early 30s.

He then progressed to sales, and eventually self employment.

David Cheyne has several on and offline businesses, and coaches and mentors thousands of people worldwide. He raised himself out of poverty, into the top .05% of income earners in North America over the last 7-8 years. Definitely not born for internet marketing, it was his focus that propelled him to where he is today.

David Cheyne literally stumbled upon Internet marketing after he created himself his own brokerage company and started working from home.

One day, David typed in Make Money into google.....and the rest is history!!

It was hard for David to imagine making money online at that time and he could not believe the opportunities out there.

Dave got shafted many times along the way, but with sheer persistence, and the willingness to learn, he has immensely prospered now grosses over 300,000 a year at the time this ebook was created.

David Cheyne will do his best to help you in anyway that he can.

If David does not have the answers to a lot of online things...you can certainly bet that he knows who does.

For more information on David, you can visit his Blog at <http://www.davidcheyne.com> or type in David Cheyne in any search engine to find out reviews, programs and other things that David has done in his past.