

# 14 List Building Secrets

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## **Introduction:**

Just in case you have been in this industry for long enough, we are absolutely sure you have already heard a great deal about how the REAL money is in your list.

Actually this statement, though very commonly used, is not entirely true but because it partly is, we will not just thrash it.

The truth and all of it is the fact that your cash lies right in the relationship which you build using your list, the trust you are able to gain which is the key to success.

However, in order to develop a relationship with your list you must have a list to start with.

Without a list, you do not really have a stable online source of income and one cannot earn a living, randomly emailing.

You will essentially need a strong and long emailing list and you have to be able to use it properly to make any real profits out of it.

Here are the 14 List Building Secrets...

## **List Building Secret #1:**

You must inspire your present email subscribers into sharing and forwarding your emails through to more people, who may not be on your subscription list.

This forwarding and publicizing of your product will be inclusive of social sharing buttons and that send an "e-mail to a friend" button which will further reinforce your advertising emails and bring about more chances of sales.

With this method, if you are able to engage and captivate you should be able to gain access to contemporary networks.

At the backend of your emails, and your mailing list must comprise of a vital feature of "Subscription" with your embedded website, to ensure that all traffic reaches you and you have a higher chance of capturing sales.

## **List Building Secret #2:**

You can get many sales by promoting an internet contest, such as a free giveaway, and have entrants sign up or subscribe with their e-mail addresses, this way you will not only know who is interested in your niche but also make a strong mailing list of potential clients. (For a higher rate of success: Do not forget to advertise your contest on social media platforms!)

## **List Building Secret #3:**

You can create more than one e-mail subscriptions, so that you have a variety to offer as individuals with different interests subscribe to you.

What will make this more effective is the relevance and personalized effect that this can have; always remember that addressing your potential client directly will always give you greater impact than generally shooting out the same e-mails to everyone.

It would only be smart to divide your potential audience into 5 6 categories, where you can have more clicks and hence a higher conversion rate.

## **List Building Secret #4:**

Create an interesting opt-in message and send it to your older list, this can be those who have already bought a product from

you, if you play it right and have more than one product you make more successive sales with almost no effort.

Encouraging contacts who wish to be a part of your program where as promising yourself to cast off all of those contacts who do not respond.

Although it might look stupid, for a longer mailing list may bring you a higher assurance of sales, but remember to keep it exclusive.

A great hit would be a series of SIX short and to-the-point emails, where the 6<sup>th</sup> would be your last.

You give a sneak peak of your services, a free gift and captivate your audience, now when the emails stop the interest that you would have generated would kick in and encourage the clients to contact you and hence about 80% of the times, you have bagged a sale!

The key is keeping it short, simple and exclusive!

## **List Building Secret #5:**

Create a new lead generating present, this can be something like a free e-book or an informative paper on how to build your business empire, a few secrets of what you are promising to teach and a sneak preview of how you can pull it off, flawlessly.

You can with this encourage the visitors to willingly drop their email addresses with you and subscribe and this will also ensure that your emails do not end up in the spam folder.

## **List Building Secret #6:**

Creation of a free, online tool and attraction or a resource which have customers sign up with their e mail IDs.

For instance, you should have by now created and mastered a few tools such as advertising and marketing, which mind you are two different categories of promoting your product. You can use an advanced and complicated mixture of both to aim and achieve sales and get your hands on those e-mail addresses.

Now what is more important the sales or email addresses? Both are! You make a lasting relationship with a mailing list and this mailing list is what gets you a high number of sales later.

### **List Building Secret #7:**

You must make the best use of Social Media, you may begin with promoting one of your products in all your lead-generation offers, you can tweet and re-tweet your offers to those whom your product may interest you as they would have followed you with their free will on Twitter.

You can create a successive Twitter campaign to advertise an e-book or a free resource, both being those FREE gifts we earlier spoke of and giving them off to your followers.

To redeem their free gifts however they will need to submit their email IDs, the use of social media doesn't only enhance the outreach, it will also help build up a greater and more reliable mailing list.

### **List Building Secret #8:**

You can make use of your Facebook page to promote an offer which requires an e-mail ID submission.

Promote offers on your Timeline, and be certain as to adding social media sharing buttons to the landing pages and thank-you pages you send them, this way you motivate them into helping you reach out to their social circle out of 100 you are bound to get the attention of at least one!

## **List Building Secret #9:**

You must post hyperlinks to your FREE presents on your LinkedIn page as you tell more about your products and all. All the clicks and those interested to get their hands on your free gifts will need to submit their email addresses and hence they will help you in building up your list.

## **List Building Secret #10:**

You can also use Pinterest to promote your products with these same free presents and samples that you can give out, this will of course require an e mail sign-up.

For instance, HubSpot created a Pinterest board where they would pin all the well-designed covers for their marketing e-books, hence creating an interest with visuals.

From this board, they have been able to generate new leads and grow their mailing list, loading it with those interested to subscribe to it.

## **List Building Secret #11:**

Do more for the promotion of your personal or corporation's YouTube channel. Add call-to-action statements and tempt them into clicking and following URLs to your videos to encourage all those interested to subscribe to your list, and include hyperlinks to the most significant pages at your video's text descriptions.

This will help you bag more attention if the visuals are powerful, for the most effective medium of advertisement is visuals.

## **List Building Secret #12:**

You must promote offers and e-mail sign-up also with the help of your Google+ web page, through your Google plus profile you should be able to achieve more than you can think.

Imagine this as being a small introduction of your company, where your profile can be set up and you can add a lot in your about us, where with utilization of your Google+ updates and your Google+ "About" section.

Do not make people dig around your website, place the most important links right at the front.

Do not have your visitors stumble across subscription, this will make them feel like you are trying to exploit them, just help them come across where you want them to be.

Maintain your presents up front, and make calls-to-action on the end of every page of your website. Key locations to remember are your website's homepage, the main page of your web publication, your 'About Us' page, and your 'Contact Us' page.

### **List Building Secret #13:**

When creating content material for guest blogging opportunities, you must comprise a call-to-action option where you can add hyperlinks for readers to subscribe to your web site's email addresses and other details.

### **List Building Secret #14:**

Run a merchandising campaign on an accomplice internet website or establish an electronic mail newsletter, which you can send off to your mailing list with the objectives of scoring a brand new yet suitable audience to collect the significant e-mail addresses from a fresh new source.

Host a co-marketing present that you can give away for FREE with promising more- such as an e-book or webinar -- and employing them to promote the registration of their website and hence the sales of their products to their viewers.

After it has been launched, you can encourage more and then later swap leads.

### ***Conclusion...***

Build a permission-centered mailing list where you are definite that the recipient is both interested and the email will not end up in the trash, you can as one of the expert and smart marketers create a win-win situation for each of the consumers and the brand in itself.

Businesses reap for a greater time period, if they invest into their moneymaking relationships and are closer and in touch with their consumers. The customers too are able to obtain offers for merchandise and get their hands on exclusive offers, which can be meaningful and primary to them.

Do you need a proven done-for-you SYSTEM for list building?

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