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List Archery: Introduction To List Building

List building is all about connecting with your target audience by offering them high quality information in exchange for their confirmed opt-in.

You simply set up a targeted squeeze page that illustrates the benefits of joining your list, produce an irresistible incentive offer, and convert those leads into sales.

Email marketers collect leads using a combination of squeeze pages and opt-in forms. These forms are generated by your autoresponder provider and are embedded into the HTML code of your squeeze page template.

Each time a visitor to your squeeze page enters in their name and email address, they are added to your mailing list database, and become an active subscriber of your newsletter.

List building helps facilitate the process of converting subscribers into active customers, since once your prospect has been added to our mailing list, you are able to develop a relationship with them, that will encourage sales as well as repeat sales (which will make up the larger majority of your email marketing income).

Let's take a closer look at the fastest and easiest methods to building a

targeted mailing list!

Creating A High Converting Squeeze Page

Your squeeze page is where the magic happens. It is where visitors are converted into subscribers – giving you the opportunity to transform subscribers into customers and repeat buyers.

It is where you are able to grow your business, your brand and your authority in every niche market you choose - the springboard to every product launch, and ultimately, the center point of your entire online business.

Since building targeted mailing lists is such an integral part of the success of your online business, your squeeze page serves as the entry point into your complete sales funnel.

That being said, you need to push them through the doorway into your backend system.

Your incentive offer is the primarily ‘pull’ that will motivate visitors into giving up their name and email address in exchange for access to your special offer, however, your squeeze page needs to be designed to showcase and highlight the benefits of being a subscriber.

To begin, your squeeze page needs to be clean and free of clutter. You want visitors to focus on filling out the opt-in form generated by your autoresponder account. This means that you need to take a very different approach to constructing your squeeze page as you would with a traditional sales page.

Your squeeze page should consist of:

- ✓ Captivating Headline and sub headline
- ✓ Bullet List detailing the benefits of joining your list
- ✓ Opt In Box, clearly identified on the page (preferably above the fold)
- ✓ Privacy Statement
- ✓ Your Name and Contact Information

That's it! You don't want a squeeze page that is graphic intensive, slow loading, complicated or confusing. You want to eliminate external links or navigation menus so that the ONLY option visitors have is to subscribe to your mailing list.

Your headline should appeal to your target audience, and be based on emotion-driven responses. For example, if you were developing a mailing list for the work at home industry, your title could focus on fear based factors and influences such as:

“8 out of 10 work at home job seekers will be a victim of an online scam. Find out how you can eliminate any chance of being one of them!”

You would then offer a report that identifies the top 10 work at home schemes or bogus job offers, tying in your initial giveaway offer with a later upsell to a “*Complete Guide To Work At Home*”.

The idea is to have an entire system planned out before you even create your squeeze page. You want to have a clear idea of what you intend to offer subscribers later on. ***A theme, a topic, consistency.***

Quick & Easy Ideas For Building A Targeted Mailing List

There are many different ways to quickly build a high responsive, targeted mailing list and we cover the top methods in great detail inside of our Email Profiteer ebook, over at <http://www.Your-Website-Here.com>

To help you get started, let's take a quick look at just a few simple ways that you can start generating quality traffic to your squeeze page:

Participate in Giveaway Events

Giveaway events are common within the Internet Marketing arena, but chances are, you can find quality giveaways or community events in virtually any other niche market as well.

Giveaways offer the opportunity for merchants to build their list in exchange for offering a free resource or tool. The giveaway administrator benefits from the traffic to his website from those interested in receiving the free goods, and in many situations, they also make money from the giveaway by offering the option for participants to upgrade their account.

Spend a few minutes searching through www.Google.com and www.Yahoo.com to find available giveaways and upcoming events based around your niche market. Then, create a quality product that you can offer for free in exchange for confirmed subscriptions.

It's a great way to get involved in your niche market, while building your list all at the same time!

Create Optimized Linkwheels

Linkwheels are very easy to set up, and help your main website gain exposure from the major search engines. With linkwheels, you are simply creating a series of webpages hosted on remote servers, such as lenses on <http://www.Squidoo.com> or hubs on <http://www.HubPages.com>

The idea is to siphon authority and quality backlinks from established websites, so that your main webpage (or squeeze page) can gain a higher ranking within the search engines. The more quality backlinks you have, the better ranking you'll be given.

When creating your linkwheel, start off with 7-10 single page websites that all connect to each other, and all linking back to your squeeze page. You can create open-ended or close-circuit linkwheels as well.

Open Ended – Your linkwheel pages all link to each other AND to your squeeze page.

Close-Circuit – Your linkwheel pages do not link to each other. They are used as stand-alone webpages that only link back to your main squeeze page.

You can create as simple or as complex linkwheels as you wish, adding new Web 2.0 properties to your wheel on a regular basis to expand your outreach and maximize your exposure.

Siphon Traffic From Article Directories

Article marketing is a great way to generate traffic to your squeeze page, if you have a bit of time to spare. It's by no means an automated system, you'll have to spend time consistently submitting fresh, original content, but in exchange, you'll be able to generate fresh traffic to your squeeze page, and expand your inventory of content, all at the same time.

When creating content for article marketing campaigns, you want your articles to stay within 300-400 words in length. You also want to make sure that your submitted content is relevant to what your email list is about.

If you are planning to run a mailing list focusing around work at home job seekers, you might consider writing and submitting article content on the top job search sites, or how to create a resume that will get results.

Be as consistent as possible, so that you are publishing fresh content 2-3 times a week. The higher the number of articles you have in circulation, the more exposure you'll receive, so you will want to develop a schedule where you are regularly submitting new articles into the top directories.

Here are a few popular article directories, to help you get started:

<http://www.EzineArticles.com>

<http://www.ArticlesBase.com>

<http://www.IdeaMarketers.com>

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