

How to Become an Expert List Builder in 30 Minutes... *Or Less!*



Are You Getting The Results You Expect From
Your Traffic Building Efforts?

TheListAuction.com

List Building On An Entirely Different Level!

Proudly Brought To You By: Paul Gallion

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There Are Countless Methods Of Driving Traffic To Your Site. The Problem Is, Only A Handful Of These Methods Actually Work!

If You're Not 100% Sure What Works, You're Probably Wasting A Lot Of Time. If You Need ***A Clear And Direct Path To More Laser Targeted, Ready To Buy Traffic...*** Then See What The List Auction System Can Do For You!

**This Is An Advanced Strategy Guide Designed To
Help You *Become A List Building Ninja!***

Following the directions presented below will help you to get more traffic, more sales and ultimately have much greater success at driving highly targeted traffic to your websites or affiliate programs... *period!*

Always Remember The Key To Success... ***Action Equals Results!***

Taking List Building Programs to the Next Level...

There are dozens of effective traffic methods I use to run my online businesses, but still to this day, List Builders are one of the most effective of all... including web 2.0 techniques.

I know that's a bold statement, and I have worked with many people that have tried List Builders and had limited success. When delving into their campaigns I almost always find the same problems. And that's what has prompted me to put this "Guidebook" together.

There are certain things you should be doing to maximize your results, and I'm going to share those with you. I'm also going to tell you *why* you should do these things and give some compelling examples as to how and why these techniques work.

I'd also like to give some ideas on how to make the most money with List Building programs, using multiple techniques. None of this work is hard, but it does involve investing a little bit of time, and being a little creative!

So let's get right into it... no fluff or fill, just the bare bones, get it done stuff you can start putting into action within minutes!

Sidebar: This material is going to be based on what I feel to be the most effective List Building Program currently online, TheListAuction.com. Most programs use some form of the features we're going to cover here, so the information is applicable to nearly all systems in some form. Other sites may use different names for their features but you'll find that most work in some similar fashion. Few sites will have as many methods to promote your product or service, but they'll all have at least some. I'll cover the sites I know to work below, and will explain how to use them to get exponential results as well.

How to Get the Most from System Mailers

The Power of the Presell

There are a few things most people do wrong when using the "mailer" part of a List Building program. These are easy to correct and will have you seeing increased results from the moment you send your next email!

The first thing you want to consider is your Subject line. This is what ultimately gets your email opened. You can spend all day writing a great email with a powerful message that really converts your prospects to customers, but without the right Subject line it will never be seen.

Many people will say that on the "click for credit" links that are in a lot of mailer programs, it's not so important because people are going to open the email and click the link bringing them to your website anyway, so you're going to get the traffic regardless. Well, that's partly right but I can tell you that the traffic you *are* going to get will be *much* less likely to convert.

If you agree with that then you already have a good handle on email marketing... nice job! But more specifically, let's put it on paper as to why, so we can remember as we're writing our campaigns...

It's true that for most list building programs that utilize a click for credit system, a good number of users are more interested in earning credits so they can send *their* message out to other members, than they are in spending their hard earned money on more products... your products. Many will simply open the email, scroll to the click for credits link and give the page the appropriate viewing time to earn their credits.

Most marketers concentrate solely on using this page to grab the user's attention, present their offer and get them to take some on site action such as opting in. This is effort well spent and we'll talk more about this in the next section on Squeeze Pages. But if you concentrate more on the actual message bringing member's to your page, forcing a sort of "pre-sell" and putting them in the position of "I have to know more!", or "I have to have that!" even before they see your page then they'll be far more likely to take action immediately once they click through to your site.

Remember, you only have 15-20 seconds to "sell" a customer once they hit your site... what if you had the job done even before they landed on your webpage?

Regarding the Subject line... this is your first chance to draw customers into your product or service. The shorter the better usually, and a personalized message is almost always more effective. Here are the Subject line "tactics" or variations I find to be most effective. Start experimenting with these and track your results (more on this later, but tracking is critical to running a successful business).

Pose a question that you know your target market has a burning desire to know more about. Try being very specific at times to get the super targeted prospects itching to read the content of your email. Then, after a few mailings, use a more generalized question to pick up a wider base of customers.

Specific: "Hey John, Got a grass stain on your favorite pair of Jeans?" Here we're targeting customers with grass stains.

General: "John, Is your laundry as clean as it should be?" And in this example we're looking for *anyone* who wants cleaner clothes.

Specific: "Is the Atkins Diet Plan right for you Jon?" Again, a very specific type of customer... people interested in the Atkins Diet Plan.

General: "Jon, Can you lose 22lbs this month?" And here you're trying to reach out to anyone looking to start a diet plan.

Questions are very effective "attention getters" and can get people reading your message once they open the email, instead of heading right for your webpage. This presell time can mean the difference between a conversion and not when the user hits your sales page!

Another very effective email Subject line technique is to use a partial statement, such as:

"I didn't make a dime online until..."

"My house sold after I..."

"Then I lost 15 pounds in 3 weeks by..."

It's almost mandatory that we need to finish the rest of the sentence, so people will read! It's just human nature to have a completed thought.

One thing I've found effective is to lead in with a subject line like this, but then hold out for the rest of the thought and put it closer to the bottom of the email so things get read more. This also works well for the question technique listed above. So for our first "partial thought" Subject line I would start the email with:

"Hi Jon,

If you're having trouble making your first dime online like I was, let me tell you how I finally did it! But first... how I found this great opportunity in the first place:"

And then lead in with a story. By the way, stories are super effective converters for email messages. People want to be able to relate with you, and really, we all share some very similar experiences, so why not let each other know?

Ok, two more quick ideas and then we'll move on.

Experiment using capitalization. You'd be surprised what a difference this can make. Just don't get too carried away as you can actually hurt deliverability by

sending messages all caps, and things like this are considered spammy... we don't want that!

And lastly, this is a method I've seen talked about very little, but it works! I call it the "What the...?" method. Find 2 or 3 words that are highly targeted to your message but that may make little sense on their own. For instance if you were promoting a product that helps people who snore... you could have a subject line like:

"2 hours last night" or...

"Rest and a happy wife"

And then tie those into your message. A few things with this technique... The curiosity factor will bring people in to read your messages, but you need to make sure to tie it in so that it makes sense. This shouldn't be used to deceive people into reading your message, people will only resent that.

Also the fact that these are so short will pull customers eyes in. We're naturally drawn to things that are different. With list building programs you're competing with hundreds of other emails, many from good marketers who know how to compel.

But on a page listing 20 emails, a user's eyes are just naturally going to be drawn to the shortest Subject line. Don't believe me? Pay attention to what you do next time there's a short Subject line in your email inbox... how long does it take you to notice?

Combine this with the "What the...?" factor of the words, and you've got a message that's going to get read, and a webpage that customers are going to be pre-sold on long before they even land on it!

Powerful stuff no doubt...

Getting More Leads from the Same List

Another one of the most common concerns I hear is that results start tapering off with List Builders. People will say that they were getting awesome results at first, but then things gradually decreased. There are a few ways to prevent this effect, and following these ideas is going to put you light years ahead of the competition!

Most times, I find that members are mailing the same (or very similar), message each time. Even with the largest list building programs online nearly all members will have seen your message within the first month or so. So usually anyone that your Subject line would have interested initially would already have responded.

You can hit them a second time and maybe get a few more bites, but the bulk of the interested traffic has already been gotten from that message. So what to do...?

There are two approaches I usually take... First, change up the Subject line and make a different call to action. Try a completely different take on grabbing customer's attention and getting them to open the message. Getting the message read is half the battle, so see the above section for more help on this. The second thing I'm going to suggest may actually help you with the first, so here it is:

Take a look at your product or service and come at it from a completely different angle. This is where most people drop out. It's very rare that a product or service fills only a single need, for a single type of person. Either the product can help a similar (but different), group of people or it can help the same group but with different things.

So let's use an example of you selling a product that helps people stop snoring (sorry... this was the first thing that came to mind, and I think a spontaneous thought is a more genuine comparison). I'm starting to wonder if I've been sleeping ok... this is the second reference to a snoring product! Anyway... back on track:

You've been targeting the customer who wants to stop snoring so you've been marketing to them. You tried the Subject Line "Is Your Snoring Robbing You of Much Needed Sleep?" and have found that results from this have started to dwindle over time.

So then you go to something like (thinking...), "Want To Increase Your Productivity at Work..." and lead in on that. You see where I'm going with the Subject Lines? A totally different approach will get you a whole new client list!

But once all results have been gotten from targeting that prospect list from all angles, you need to find a new audience. So who else would benefit from our product?

If you haven't guessed, this happens to affect a few people. I would suggest you start marketing to the spouse... "Is Your Husband's Snoring Robbing You of A Restful Night's Sleep?" and then once you've started marketing to another audience (the spouse), and results started dwindling off, you could start changing the subject on the second group... "Is Snoring Putting Your Husband's Health At Risk?"

It's all coming together now isn't it! So yes, you have a limited, but growing, audience to market to with all list builders. A good system will bring in enough new members on a monthly basis to support most campaigns, and if you keep working your marketing message using the above techniques you'll find with the little bit of extra work you're going to get exponentially better results! Ready to try it out? Then you need to visit TheListAuction.com and see it for yourself!

But is promoting a single product or service enough? Well, if you ask me you should always be striving for multiple streams of income, so... *no!*

Choosing More Than One Product or Service to Promote

It's always a great idea to be promoting multiple products and services at once. There are literally thousands of great products to promote, and if you're reading this, then chances are you already own a few. You can find a host of products to promote through online programs, but that is beyond the scope of this book.

What I would like to share with you is a thought on what works best with list building programs and why. For the most part you can promote anything related to Internet Marketing, MLM Programs, Home Biz Opportunities... any legitimate program with a track record for results will work.

Be sure it's a program you have tried and had success with. You never want to recommend something that isn't top of the line. Your reputation is at stake!

So there are the usual suspects, but I've also seen a number of members promote items of general interest... things you might not expect. You know, those things that everybody's interested in at one point or another. Here's just a small list of things I've seen successfully promoted through List Builders:

- Diet Products and Weight Control Programs

- Website Design Products

- Chocolate and Other Food Products

- Dating Products

- Software (too many types and fields to name)

- Real Estate Courses

- And the list just goes on...

The point is: just don't limit yourself strictly to the Internet Marketing type products (although they do quite well). Here's something to strongly consider if you like large commission checks:

What type of products do you think would perform above any other as far as generating sales when promoting using List Builders? Yeah, that's right... anything related to website traffic. That's what everyone in the program is trying to get more of right?

So find some excellent traffic products and start promoting those. Even better, create your own!

But what if we took it a step farther? Of all the traffic products available to you online, which ones do you think would be the easiest to promote on these sites? Bingo! Other List Builders... what a concept right! Talk about a highly targeted audience! It just doesn't get any better than this. But here's the key, you need to be on top of your game, as it's always the fast movers who do the best with this type of marketing.

If you're the first to learn about a great new List Building site, or something of similar interest, and you have a few upgraded accounts at the big List Builders (see the Resources section at the end of this book), and you're kind enough to let your fellow members know about this great new service you've discovered that will help them and their business... you'll be cashing some decent affiliate checks. Yeah... that was all one sentence!

Of all the programs I know of online, TheListAuction.com offers one of the highest commission payouts. Up to a whopping 60%... more than generous and a great way to *finally* start making money online!

The Power of the Squeeze Page

Ok... this needs to be tested with each market and each offer, but as a rule, you're going to do better promoting a squeeze page than a conventional sales page on most programs you run through a timed service (and most click for credit systems do run on some type of a timer).

The only exception might be if you hired a \$30,000 an hour copywriter that could grab your prospects attention, and I mean really grab it, in the first 5-10 seconds, and compel them enough to stay on your page with every sentence, forgetting about their original mission of earning credits!

There's no way around it... a long form sales letter (an excellent marketing medium, I agree), requires full attention and honestly, I'm not a good enough copywriter to make someone forget that they have credits to earn!

I might be good enough to pull them through a five minute read, but that's probably the extent of it. I'm just being real :)

But with a well designed squeeze page, I can get an opt in and market to the prospect on my own time, outside the constraints of the 15 second timer or the need to earn credits! But the Squeeze needs to be well designed!

You should always keep in mind: the main purpose of List Builders is to migrate its customers to your own personal lists, and I can't think of a more effective method than to use a great Squeeze Page!

I would suggest putting everything above the fold, having a single, clear call to action and a strong bullet list of benefits that target a very specific crowd. And don't be afraid to set up multiple squeeze pages. Each matching your specific message. The more highly targeted the offer the better your results!

It's worth the extra efforts!

Tracking Your Results

Ok... this is big, but unfortunately I see many newer marketers who don't take the time to really measure their results. It's important to monitor every campaign. This includes each time you change the Subject line, message body, any aspects of the landing pages etc. Literally each change should be tracked!

There are a ton of services that you can purchase that will do an excellent job of helping you track results. If you're just starting out, I would recommend monitoring your click through rates at a minimum. I'll be releasing some advanced reports on tracking at a later date, but again... they are beyond the scope of this free report.

I know of one List Building site in particular that has built in tracking and results reporting for all of your on site advertising methods. They're currently adding tracking for your email campaigns too! It's cutting edge and somewhat unheard of to offer this as part of a free service, but it gives newer marketers the same edge as those with a little more experience under their belts!

Want free tracking for your marketing campaigns? Then it's time you took a look at TheListAuction.com

How to Build Your Downlines Fast

Ok, just a few tips to get you started building your downlines faster. First of all, I'm going to repeat something we mentioned above...

There's no better place to promote your List Builder link than through any of the array of other List building programs. Here are a few tips to get more downline members than anyone else promoting through the similar resources...

Make it worth someone's time to join! Sure, you can copy and paste the standard solo ads from the promotional tools pages, but your results are only going to be as good as the next guy's (or girl's). So how do you set yourself apart?

There are a few things that come to mind right away:

Share your story or experience about exceptional results. Let people know why they should join based on your experience with the site, or even the support system.

Provide a bonus for members who sign up and join your downline. A lot of us probably have more than a few short reports or whitepapers that we've either put together ourselves or purchased rights to. What a great way to get them earning a return for you!

Or you could take a few hours now, and put together a free report. It could be on anything of interest to your target audience. Then... just give it away as an incentive to join your downline.

Put together a short video on how to use the system. Like training for your downline members! Remember, the more people your downline recruits, the more member's your emails normally go out to!

And the absolute best way to recruit members to your downline...

rebrand this report with your affiliate links for the programs you're signed up with, and simply give it away! The more people that you pass this great information along to the more you'll benefit, and the faster your downlines (and commission checks), will grow. Not just from one program, but from *all* of those listed in the resource section that you have a membership at!

So those are just a few ways to improve your results. Just use your imagination and you'll see your downlines bypassing members who joined sites months, or even in some cases, years before you!

Getting the Most from Your Featured Ad Space

Ok... with some of the more advanced List Builders there are a number of spaces where upgraded members can get free traffic without lifting a finger; at least after the initial ad placement.

These are 24 hour a day sales systems for your business, so take the time to set them up! One site in particular even tracks your click through rates on ads and then

reports the results back to you so you can see if it's time to run a new ad... powerful stuff available for free at TheListAuction.com!

Featured Ad spaces are randomly displayed ads that you set up in your member's area. The List Auction allows you to use text or graphic ads so everyone can benefit. Experiment with these to see what works best for your message.

If you're using text ads, a lot of the suggestions for writing powerful email Subject lines apply, so keep that in mind. As far as using graphics; if you're promoting affiliate programs, this is a great place to put up one of their banner ads (must be a 125x125 pixel image) and attach your affiliate link to it. Then, let the site promote for you. Even while you're sleeping!

One thing I recommend is using only high quality and tasteful images. People that may be interested in your product or service will most definitely form an opinion about you and the quality of your product by the quality of your advertising, and rightfully so.

Remember, try it, test it, and change it as needed! You'll know pretty quickly what works, and over time your results will continue to improve!

Getting the Most from Your Downline Ad Space

All the rules for Downline Ads are the same as Featured Ads, but with one exception... you can do even more with these!

At TheListAuction, your downline ad is shown at the #1 Position in the Featured Ads area to *all* of your downline members up to 10 levels deep. That's a lot of people if you follow the steps outlined for you above!

So besides being shown randomly to all members, it's also hard coded to show on *every* single one of your downline member's homepages *every* time they log in to their accounts!

So this opens up a few powerful avenues. One is more traffic, right? But even better... the second benefit here is branding, especially if you have your own products or services.

If you have a few products, services or even blogs on related topics, and you show a different one every few days by changing your downline ad... people are going to start remembering you, taking an interest, and signing up to your list.

This works especially well if you use something similar in all of your ads so members will realize that these different ads are all from you. A logo at the top

corner of each ad works well. It's that simple, and there's just no way around it... You're going to be building a bigger fan base everyday!

Take the time to set up these member features, test and modify them regularly as needed, and you're going to see some substantial changes in your levels of traffic *and* customer loyalty! In my opinion, your goal in any business should be to build a base of lifelong customers, not just a long list of one time sales.

Getting the Most from Your Gold Member Ads

Ok... one more traffic avenue I want to cover, and that's the Gold Member Ads. These go out at the top of every single email sent from all members at The List Auction. This ad space is reserved strictly for Gold Level members (which are limited to 10% of the member base to keep the results outstanding).

This is where the benefits to taking that next step and having a paid membership will put your results through the roof! The top block of each email that leaves the system is formatted with a preset ad from a random (evenly distributed), Gold Member.

Here's the power... when that email is opened, your ad is the first thing that user will see. Yes, it's shown even before the message body of the email relating to the Subject line. Now let's face it... if that email Subject is written by someone following the outlines in this manual, it's possible that your ad might get skipped over and the member will head right for the rest of the message relating to the email Subject, but... they'll have to scan past your ad!

So I guess you just have to ask yourself one question... who wrote the better ad?

Congratulations! Now... Prepare for Success!

What? Looking for a long pep talk on why you should start applying some of these techniques? Ok, I don't want to disappoint. So here it is... you may have seen this before :)

Action Equals Results

Thanks for Taking the Time to Read This Report! If you're not yet a member at The List Auction, it might be time you joined! After all, it's free, and now your results are all but guaranteed!

[Start the 30 second sign-up now!](#) And become a member at the net's best List Building Program...

To Your Continued Success,

Michael Purvis

<http://TheListAuction.com>

P.S. – I'd be surprised to find someone else online who's more willing to help you succeed than I am. I will, and do, go out of my way to make sure my members are getting what they need to become successful using my products or services. I still handle a good percentage of my own help desk tickets, and will do everything I can to help *you* become more successful!

Resources and Other Recommended Sites

Here's a list of sites I personally use and recommend... Simply put, these are the ones that work!

Sidebar: This list will be updated with every new release of the report, so keep an eye out for version 2, and stay on top of what's working... and what's not!

TheListAuction.com

ListJoe.com

ViralUrl.com

CreditAdsDepot.com

FreeAdDepot.com

CrocAds.com

EquusSafelist.com

ListBandit.com

ListDotCom.com

