

The List: Blog Monetization Magic

The Ultimate Guide on How to Build, Grow and Manage an eMail List
That Makes You Money While Actually Helping Your Subscribers

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Gold Versus Good

Maybe this whole list-building deal is brand new to you as a blogger, but if you're into online marketing and have had it pounded into your head that the "gold is in the list," you're probably blinded by dollar signs, visions of beachfront mansions and days filled with nothing but your toes in the sand.

Making money from your list building efforts is wonderful – and it should be a goal that you have. I'm not here to discount that at all. In fact, it's one of the driving forces behind this journey you're on.

But I have a problem with people who only build lists to milk other people out of their money.

These are the people with their ethics all out of sorts.

There has to be a balance between seeking gold and doing good.

Well there doesn't have to be – but there should be. Without the goal of doing good with your list, then you'll never enjoy the same kind of success that top marketers who build longevity with their reputation enjoy.

That's key right there. There are tons of fly by night marketers who build up a quick list, suck it dry and know people are going to jump ship left and right just as fast.

So let's talk about good versus gold.

You don't have to pick a favorite – you can have both!

How Can Your List Be Good for Your Subscribers?

Some mentors in the business teach people to come to the table with a “How may I serve” attitude.

When you start to think about list building, consider the different ways you can help people.

Caring about your prospective subscribers can help you generate better email messages and enjoy a higher conversion rate.

You need to present yourself as a trustworthy individual if you want to see sales, and words aren’t enough – you have to prove it.

No list should ever be built on spammy sales messages alone.

We’ll be covering exact ways to email your list but right now I just want you to think of the overall vision you have for how your subscribers will think of you.

You can be:

- The person who delivers news
- The person who reviews products for them
- The person who always has a good tip to share
- The person who always has motivating insight at just the right time
- The person who leads them in new strategies/techniques – a trendsetter

And of course you can be a combination of these traits.

You may be wondering how this works – is it just for blogging niches?

No!

Let’s take a niche like dog food. It’s built on a fairly broad niche, but the addition of “food” to the keyword narrows it down a bit.

I do well with examples. Let’s take each bullet point above and expand on it for this niche and

how you can become the go to person your followers want to subscribe to:

- The person who delivers details about dog food scares that are in the news.
- The person who reviews products for them, such as whenever a new brand is being sold or an old brand updates a product's new ingredient.
- The person who always has a good tip to share, like "how to get your dog to try new food."
- The person who always has motivating insight at just the right time, such as "how to nourish your dog with healthy food whenever it's sick."
- The person who leads them in new strategies/techniques – a trendsetter – for example, you might release your own natural dog food guide and sell it!

So it doesn't matter if you're in parenting, Forex trading, marketing, pets, or weight loss – your connection to this individual might be the only one they have with someone. Maybe they can't talk to family or friends about it, so they reach out to you.

You don't want to disappoint them by being a carnival barker who pursues them relentlessly until they hand over the cash for a purchase! You want a long lasting relationship where you can help them and they come to you with trust in your recommendations.

The Different Levels of Good Deeds

On the spectrum of "good deeds" when it comes to your list, you can fall anywhere from barely helpful to the kind of marketer your list feels they know on a personal basis – like a good friend.

I personally prefer the latter, but it's your call.

Here is an example of the things you can give your list subscribers. You'll have to choose which works best for you.

- Opt in freebie only
- Opt in freebie plus email tips
- Opt in freebie, email tips, unannounced gifts
- Opt in freebie, email tips, unannounced gifts, webinars
- Opt in freebie, email tips, unannounced gifts, webinars, one-on-one emails

The opt in freebie only list get nothing more than what was promised on the sign-up page.

These are usually people who do nothing more than broadcast for sales. It's the lowest level of "giving" possible.

The opt in freebie plus email tips marketer not only gives the freebie they promised, but they run an autopilot stock of email messages for months and years to come.

The marketer who employs an opt in freebie, email tips and unannounced gifts is the first level of true giving that I personally recommend. This is the guy who sometimes sends you something for nothing – just as a way to say, "Thank you for letting me stay in touch with you!"

Then there are those who not only do opt in freebies, email tips, and unannounced gifts, but from time to time they engage with their list members live – using a webinar audio or video format! This really helps you make a personal connection.

And last, there's the ultimate giving marketer – the one who has an opt in freebie, emails you tips regularly, sends you unannounced gifts, holds webinars (not the spammy sales kind), AND is available to respond to your one-on-one email messages.

Whenever this marketer emails you, if you hit reply, he or she answers and is available to engage in dialogue with you. Now this can be taken advantage of by subscribers, so no one is asking you to be a personal mentor 24/7 – but having an unmanned help desk isn't a viable solution to making a connection with your list.

The Gold: Making Money With Your List

We've covered the good – now let's dig into the gold – because it's okay to get excited about making money with your list! Nobody is asking you to work for free or become accessible for nothing.

The greatest thing about being a giver is that the gold part will come naturally. You will enjoy a better income as your subscribers build trust in you. Your list members will contact you asking for a recommendation when they want to buy something.

What kind of money can you make? Regardless of what niche you're in, you can make money

in a wide variety of ways, such as:

1. Selling your own products

Create an info product or put a PDF on Amazon.com via Createspace and Kindle and use your expertise that you share with your subscribers to sell more in depth information.

The more you churn out products within your niche, the more of an authority figure you become to these subscribers. You can even have a ghostwriter create your products if you lack the talent or time for that aspect of it.

2. Promoting other people's products

Affiliate marketers sometimes ruin their list trust by pushing and promoting everything that comes out. If you choose to promote other people's products, make sure it's a worthy item.

Don't do favors for other people and abuse your list. Don't promote things that aren't relevant to your list topic. Just protect them like a Mama Bear and you'll reap the financial rewards they have to offer.

If you want to, you can also add services like mentoring to your list of golden opportunities with a subscriber base. Some will join a group connection, but others will want to pay extra for one on one insight and advice.

List Size Isn't Just a Numbers Game

If you were under the impression that you needed a large list in order to make money, you would be wrong.

There are plenty of marketers who have over 100,000 people on their lists and they don't convert nearly as well as some others who have just 5,000.

The key is in gaining trust and cultivating a list of loyal subscribers.

Once you have people who trust you - who open every email you send out - then you begin to see conversions that beat out high volume lists with no connection to their audience.

List Numbers Will Rise and Fall

Don't get hung up on checking your subscriber numbers every day. You might have 9,000 people on your list one day and 8,956 the next day. People come and go for a variety of reasons.

Some people just want to opt in to get the freebie.

Others want to subscribe to see what your list is all about but simply decide it's not right for them (don't take it personally).

Some want to be on your list but their email bounces several times so the email autoresponder system kicks them off.

If you're constantly glued to the computer screen, you're going to be wasting time that could be spent accruing more valid subscribers.

Some Have Big Numbers That Don't Matter

Do you know why many marketers have big lists? It's because they don't care how they get those subscribers – and so many of the sign ups are not relevant. They're constantly trying to beef up their numbers – and there's a reason for that.

If I'm a marketer or blogger who has a list of 100,000 subscribers, that wields a lot of power in inner marketing circles.

I can go out and secure some big Joint Ventures on that single stat.

The reason is those marketers often “pimp their list” out to others. It's a form of subscriber abuse in my opinion, but it's unfortunately common, too.

They promote anything that another marketer asks them to – regardless of whether it's beneficial to their subscribers.

When they have a product ready to launch, they contact a group of other top marketers with big

lists – and tout the size of their list as a reciprocal enticement to promote them.

You don't need to engage in back scratching.

Your list may grow slower than these people, but it will convert higher (think 35% instead of 3% - with almost no refunds, compared to their astronomical rate).

Now it is a good idea to do a list swap with another marketer under these conditions:

- Their product is relevant to the topic your subscribers signed up for
- It's priced right. Don't promote a \$5,000 course to a list made up of shoestring-budget newbies.
- You get something in return. Your benefit could be: monetary commission, a swap to help build your list, or even personal satisfaction of just recommending something to your followers that you know will help them!

Subscribers talk, believe it or not. There have been many marketers who have fallen out of favor with the public.

Have you heard of at least one marketer who put out a stellar product – something maybe you yourself bought and LOVED – only to be hit by recurring spam promotions on a day-in-day-out basis?

You may have opted out quickly – and that marketer lost his ability to recommend future products as an affiliate, or even his own stellar creations. What a waste!

JVs and Giveaways to Build Your Subscriber Numbers

It's great to have a growing list. No one's saying you should be content with a small list. It should be an on-going goal you have to expand your numbers because that's just smart marketing.

So how can you go about ethically and wisely growing your subscriber base using other marketers' existing lists?

First, only JV with people you admire. Chances are if you follow a certain marketer and feel they're worthy of your email address, then your list will feel the same.

Don't hesitate to ask your own list who else they follow. If you have several people email you back with a name – contact that marketer and tell them that they have a similar target audience and that you'd be interested in doing a list swap.

Sign up to participate in giveaways, but be careful about who you align yourself with.

A giveaway is when one or two bloggers get together and host a sort of list swap. One page lists a myriad of offers from many different marketers. Then each participant sends their own list to that page for the freebies.

People can scroll down and pick and choose which offers they want to sign up for. But this is where the water gets murky.

You need to realize that not everyone treats their list as good as you will.

Some will make it look like a free giveaway but it might be a 1 week trial, where they charge their credit card at a later date.

Some will deliver shoddy freebies just to bulk up their list numbers.

When you send your list to giveaways where there's nothing but junk and spammers, then they will blame you for being the person who directed them into that mess.

You can prevent a mishap by taking a few giveaway precautions.

Check to see who all is participating. You can be very blunt and honest with your list and let them know if you feel there's someone that you don't recommend, as well as some marketers that you do.

You can even say something like this: "There's a giveaway even that I'm participating in where you can download ____ free from me. And there are many other offers on the table, too. All I can do is tell you that I know and trust ____, _____, and _____ - but the others participating in the giveaway I'm not familiar with – so it's up to you to use your discretion on whether they're reputable."

That lets you off the hook if they go ahead and sign up anyway and wind up burned by their decision.

Should You Sell Your List?

As your list and reputation grow, you're going to be approached by other marketers who want to pay you cold, hard cash in order to promote a solo email to your list.

Remember when you had people sign up to your list initially? There was probably that little notice on the opt in form that let the prospect know that their email was safe with you.

They assume that means you won't spam them – and that you won't sell their name and email address to anyone else.

And while you may not be handing over the information, accepting money for phony, fraudulent offers isn't much different.

They expect you to protect their best interests. So when a solo mailing offer comes to the table for your review, consider it carefully.

It's not about the money they're willing to pay you – it's about making sure the product or promotion is viable for your list and that the marketer isn't siphoning off names so he can mistreat them later.

My answer? DO NOT sell your list.

List-Building Blunders to Avoid for Success

Some of you may be reading this and realize you've made some mistakes along the way with your list building efforts. There are two ways you can handle this. The first is to fess up and make it right.

I personally would email my list and say, “I’ve been thinking about how I want to build my subscriber base and I’ve learned some mistakes I’ve made in the past. Remember when I promoted _____ to you and that marketer turned out to be a spammy person? Well from now on I plan to carefully evaluate – not only a product someone has on the market – but also how they treat their own list.”

This vulnerable attitude and honest approach will go a long way with subscribers. You’ll have more people applauding your efforts to change things around. They’ll be grateful that you admitted your mistakes.

Or, if that’s not your style, just wipe the slate clean and move forward from this point on with good list building practices in place! They may not say anything right away but they’ll see a difference and your list will begin to grow larger and retain your subscribers better than ever before.

The Mechanics: A Complete Step-by-Step Guide to Setting Up Your List

Aweber List Set-Up Steps

Before we go into the content of what to offer and how to communicate with your list, we need to have some technical steps in place. It’s not difficult if you follow the prompts using Aweber.

Each system is slightly different but here’s how it’s done in Aweber:

1. Log into your Aweber account and click Create and Manage Lists. It’s in the upper left corner of your screen.
2. Now you’re going to click on the green button that says Create a New List.
3. Under the Basic Information tab, create a name for your list. This isn’t for your subscribers to see – it’s for you to recognize which list is which. Even if you only have one list for now, don’t label it “list 1” “list 2” and so on because you won’t be able to quickly log in and recognize which is which.

4. Make a description of your list. This is especially helpful to you if you have one main niche and then several sub-topics you'll be catering to.
5. Enter who the email will come from. For example, you can put your real name or a pen name, and then administrative email that you created for your website.
6. The system will ask you whether or not you want to receive a notification each time someone new signs up to your list. I like to do this because it's exciting seeing your list grow! You can either disable this or enter an email where you want them to notify you about the new subscriber.

7. Click "Save Settings."
8. The next page will have you entering your company name. You can enter the official company name, but I like to use the name of my website, not the corporation who owns it.

9. Type in the URL, beginning with http:// where it asks for the site location.
10. If you're the type of person who likes to use an automated signature, then you can set that up here. Make sure you don't set it up and then forget – and sign the email yourself because then it will have a double closing.
11. You also have the option here to upload a company logo if you want to.
12. Do you want to connect your Aweber emails to your social media accounts? This is a great idea if you want to build a loyal following. If you have sensitive "for subscribers only" information, then you might want to disable this.
You'll be given the option on every email you send out if you'd like to leave it on for most occasions but disabled for certain "special gift for subscribers only" emails, for example.

13. Do you want your broadcast archives posted? I like to have these out there. It's also useful for me if I ever want to refer back to my own archives of emails. So check the next two boxes.
14. You'll have to decide if you want the Global Text Snippets. Let's chat about what those are so you can decide if you want to enable them.
Global text snippets are little text pieces (a few words) that you create so that if you update one message in your system, it will automatically update your message without you having to go in and do a change for every email.

Aweber gives a very good example of when this might come in handy. Let's say you have a newsletter where you feature a website your subscribers might want to check out each week. You could use Global Text Snippets and do one change of the URL to rotate the domains you showcase.

If you don't set this up initially, then log in and click My Lists and then List Settings. Choose Personalize Your List. Give the snippet a name (like: url) and then put the URL in that you want to have available. (Aweber points out other examples: coupon codes, webinar dates, etc.)

Once you Add the snippet, it's available for you whenever you create a message. On the right side of the page where you create the message, you'll see the personalization field. Your snippet will look like this: {!global url}. Or {!global coupon} or {!global webinar date}.

So in creating your message, you could write something like:

"Hi {!firstname_fix},
I have a new site I want you to check out here:
<http://www.{!global url}>
Enjoy!"

15. Click the Save Settings link.
16. Now it's time to set up your confirmation messages. This is the email your subscriber will get when he or she opts into your list. For your title, you might want to include the subscriber's name so they recognize it as possibly not being spam. Use the {!firstname_fix} code followed by a question such as, "Ready to download your free lessons?"
17. Go through the confirmation message areas and alter anything you want customized. Just hover over a section and the Edit tab will appear for you to click on. It will not allow you to change the middle section, though. Edit the signature.
18. Would you like to send someone to a specific page once they confirm? If so, enter that URL on this page under step 3. You might set up a specific "thank you" page where you offer them a steep discount on one of your products, for example. Or just thank them for subscribing, offering a free gift download instantly.
19. Click Save Settings.
20. At the bottom of your screen you'll see Aweber's Wizard tool showing you how far you've gone with the set up steps. Click the "Do This Step" link to set up your welcome email.
21. Create an email that welcomes them to the list. Chat a bit about how your list works – sort of introduce yourself to them and let them get comfortable with their decision to subscribe. In my first email, I always include a link to the freebie. If it's a report, then this is where they get the download link. If it's a series, then I start it on this welcome email. Invite your subscribers to email you back if they have any questions. They want it to be a two way street of communication. But many will feel weird emailing you if they're not invited. This is really your first impression with your subscriber, so lay off the spammy sales stuff. Be genuine and caring. Let this be the strong foundation that helps you foster a rewarding relationship with your audience.
22. You'll want to decide whether or not to use HTML or Plain Text. With plain text emails, it's easy. You point your mouse where you want to type, bang out the message and hit the send

button.

The plain text messages are always going to look the same to each subscriber. And it must be offered anyway, even if you choose to also offer HTML.

I like to use these because it's exactly how I would send an email to a friend. I wouldn't email a friend with some big fancy HTML created web page-like email. And I am developing a friendship with my subscribers.

HTML requires more effort but you get more perks in return. You can suddenly send out a colorful email with graphics. You can send out an actual hyperlink with anchor text in it (like "Click Here). You can use multi columned layouts if you want to. And you can track the number of opened emails, too! There are options for bolding messages, hyperlinking, highlighting, and more.

And you can use theme templates if you're not talented with HTML creations.

Some people's systems block the images, so your email suddenly looks like a hot mess to that recipient. And it looks like a pitch, even if there's nothing sold in it. It doesn't have that personal email connection feel to it.

23. As you create your first welcome email, you can either type it in Word and paste it in, or type directly into Aweber. When you finish, click the "Wrap Lines" link so that it will automatically fix the recommended width of the email for you.

24. This first email will go out right when the confirmation is sent. But on subsequent emails, you'll get to determine the interval. If you're setting up a follow-up email, you can choose how many days it will be from the date the last email was sent, until they get the new one. It defaults to 4 days.

25. I always like to uncheck the "Track Clicks" option because if you choose this, it makes your URL look very ugly. But if tracking clicks is vital to you, then you might prefer to leave that checked.

26. Click Save Message (and preview it if you want to see what your first creation will look like).

27. If you're ready to move on and populate your follow-up emails, you can do that by clicking "Create a New Follow Up Message." But I'll be covering the process of writing those in a subsequent chapter.

Now your list is officially set up!

From here on out you'll just be learning the easy technical steps to install the code to get opt ins to your list, and writing the content that will make those subscribers happy!

The last step you'll take is driving traffic to your site – because increased traffic doesn't just result in one time sales – it equals a recurring income base that you can access, provided you treat your readers right and cater to their needs.

So let's first create the content that will go into your email autoresponder system and create it before we make it go live on your website or blog.

The Mailchimp Guide to Setting Up Your List

Create a Campaign

1. Navigate to the Campaigns page.
2. Click Create Campaign in the upper-right corner of the screen to create a Regular Campaign.
3. To create a Plain-Text Campaign, A/B Testing Campaign, RSS-Driven Campaign, or an Inbox Inspection Campaign click the drop-down menu and select that option.
4. On the Recipients step, select the list or list segment you want to send your campaign to. If you are sending to a segment, you can configure a new segment on this screen, or choose a saved segment.
5. To proceed, click Next or Setup in the progress bar.
6. On the Setup step, input your Email subject, From name, and From email address. Select tracking tools, connect social media, and configure advanced settings from the available options. When you're finished, click Template or Next in the progress bar.
7. On the Template step, select one of the following options to create and add your content.
 - On the Basic tab, you can choose from flexible Drag and Drop templates.
 - Click Themes to select from our predesigned layouts.
 - The Saved Templates tab allows you to select from any templates you've previously saved or imported.
 - Campaigns lets you reuse one of your recently sent or draft campaigns for your current campaign. The Recently Sent section displays up to 25 campaigns most

recently sent from your account. Only draft campaigns with content appear in the Drafts section.

- The Code Your Own tab displays three ways to import a campaign layout from outside of MailChimp: Paste in code, Import from Zip, and Import from URL.
8. In the Design step, you'll input and customize your campaign content.
 9. Click the Preview and Test drop-down menu to Enter Preview Mode, Send a Test Email, Push to MailChimp Mobile, Open Link Checker, customize Social Cards, or Run Inbox Inspection.
 10. Click the x in the top-right corner of the screen to return to the Design step.
 11. Once you're satisfied with your design, click Next or Confirm in the progress bar.
 12. Review the Pre-Delivery Checklist on the Confirm step. Click Resolve to navigate directly to the step to fix any errors that may appear. To make other changes, click the Edit button to return to a step.
 13. You can also view and edit the automatically generated plain-text version of your campaign by clicking the Edit button in the Plain-Text Email section of the checklist.
 14. When you've finished testing your campaign, you can either send the campaign immediately, or schedule it to go out at another time.
 15. If you're ready to send the campaign to your subscribers, click the Send button. The Prepare for launch modal will appear. To confirm your send, click Send Now. Your campaign is on its way!

How to Make Them Want You: Getting Engaged Loyal Subscribers

Why Should a Visitor Opt In to Your List?

Your list is ready, but it's empty. Your goal is to fill it – but not with just anybody. You want communication with a ton of responsive, interested people in your particular niche market.

They're out there, searching on Google, looking for solutions to their problems – but when they land on your site, you need to understand that they don't know you.

As a marketer, you might not see any big deal in the volume of emails you get each day – spam or not. But the average person can freak out if the email volume gets to 10 per day – and if they receive a spam email, they might grab their pitchfork and head to the FBI's office.

So you have to understand their psyche and see where they're coming from so that you can overcome their inherent objection to handing over their name and email address so that you can invade their personal space online.

If you're not well-known in your niche, then it probably won't be enticing enough for you to just say, "Sign up for updates."

You haven't proven yourself yet!

The first time you email them that welcome email – it should have a download link or first freebie of some sort in it. Remember what I said about first impressions?

This is make or break it time – the first instance where your subscriber is going to evaluate their decision to sign up to your list. If your offer is indeed valuable and worthy, it will allow them to exhale and breathe a sigh of relief.

If it's junk, they'll beat themselves up for trusting you – and make sure they unsubscribe and bad mouth you whenever your name is mentioned online again. So take your time and create something you are truly proud of.

Don't rush this process. Your reputation is at stake!

Let's go over a few options you have for creating an opt in freebie. Just remember there's no right or perfect way to do this. If you can brainstorm something unique then go for it!

How to set yourself apart with products people really want

Reports

Reports can be any length. You can write up a 3-page report or go all out with a 30 page report. It needs to be something relevant to what you want to teach as an authority figure.

If you're selling an eBook on dieting, for example, then you could do a free report on the dangers of yo-yo dieting, stressing the importance of finding a solution that works permanently.

It should either be a broad report about your niche as a whole, or a very narrow report. For example, let's say your diet eBook was about losing weight by cutting meat out of your diet.

Your free report could then be something very broad such as "Making the Switch to Vegetarianism Is Easy" with short broad tips on changing. Or, you could be very specific like this: "How a Vegetarian Diet Helps Your Body Process Insulin."

What if you're not a good writer?

Then find a PLR report you can use for approximately \$1 per page. Or, find a great ghostwriter to create a short report for you. This can be as few as 5 pages, but remember that it's your first impression, so don't skimp on your ghostwriter.

Another good short report idea is to take an extract of your main eBook course and give it away as a sneak peek. In the sneak peek, you would link to the full course – maybe with a special discount coupon as a perk for being a subscriber!

As far as list building, your Aweber program can actually automatically move your free sneak peek subscribers over to a buyers' list once they make a decision to purchase the course – which is GREAT because your messages go from being tailored to convert them into a sale, to messages that help them make the most of their purchase and their subscription to your messages.

eBooks

You don't have to skimp on content. You can give away an entire free eBook course if you want to! Let's take our diet topic as an example again. If you're selling an eBook called "Stick to Your Diet," then a great complement to that topic might be a "Stick to Your Exercise Program" eBook.

Even if the subscriber never buys your main course from you, you have the opportunity, in your free eBook giveaway, to include affiliate links to other people's products.

If you want to, you can also include a note in the freebie that your subscriber can feel free to give the eBook to others (as long as it all stays intact). This creates a viral selling tool for you.

eCourse of Free Lessons

A series offer is a big draw for subscribers. They love knowing they'll continue to get good tips and insight on a topic on an on-going basis. The great thing about this is, you can start it before your series is even finished being created.

You could put up an opt in box today promising a 6 week series but just write the first one today. Then spend each week creating your new one. That takes the pressure off but in the meantime, you don't have to put your list building efforts on hold.

If you're doing a free eCourse, it's okay to sell in those, but don't make the entire eCourse all about promotion. Have tons of value overflowing from it and a mere mention of sales during this initial series.

Some people will gladly skip the free series and move on to your paid program, so you definitely want to give them the chance to bypass it, but don't force it on them without doing what you promised in the your opt in form.

Interviews

You can create a really nice opt in freebie without even really having to create much on your own! Who is an expert in your niche? It doesn't have to be someone who is a household name.

Find someone to interview (they'll love it because they get branding and exposure) and interview them one of three ways:

1. Conduct a video Skype interview where your subscribers can see both of you having a conversation.
2. Record a phone call between the two of you and offer it as a downloadable audio file.
3. Write up some questions and email the expert and let them fill in their answers, which you turn into a PDF file the subscriber can download!

You could even do a whole series of interviews for your opt in freebie where each week they get to hear expert advice from another authority figure in their niche.

Requests

You can create an opt in box where your subscribers get to provide you with information they need. For example, if you run a Private Label Rights store, you could have an opt in box where they sign up to get announcements of new PLR releases, and an extra box is on the form where they can enter their custom niche request.

Ezines and Newsletters

Whether you call it an ezine or a newsletter, this type of opt in freebie can gain you many subscribers. This isn't a solo email that goes out – it's a very small magazine of sorts.

You can do this in HTML or plain text, but make sure you have several different articles for the subscribers to read. How often should you deliver an ezine newsletter?

You can do it weekly, twice a month, or monthly. Some people have fewer editions, like once every six months, but that's really not a good way to build a following because they'll forget who you are during that lengthy timespan.

One important thing to remember – if you SAY it's going to be a weekly ezine, then you need to deliver it weekly. Don't be the type of marketer who comes up with excuse after excuse as to why your newsletter is late (once again). That's unprofessional.

With an ezine, you might deliver the entire contents right into their email, or simply send them a link to the ezine online. Either way, you can have sponsor ads inside where you charge a flat fee or earn a commission on all of the items sold to your list.

When you're creating a newsletter, it should be packed with information. This isn't a mass promo brochure – it's news. Have a nice mix if you plan on promoting.

The great thing about newsletters is that you don't have to create it all yourself. You can go out and find many fellow niche bloggers and marketers who would love to have a spot in your ezine as an expert with an article presented to your readers.

Just make sure if you enlist the help of others, that you have a deadline for them to submit their articles. Make it earlier than you truly need it, and have a backup article ready to fill in their spot if they don't deliver.

Here are some good ideas for newsletter content if you're coming up short:

- A Question and Answer "mailbag" type of section where you gather other people's questions and provide solutions to them. Start out on Yahoo answers or forums and then when people really start submitting questions to you directly, answer those instead.
- An interview of an expert – only in a smaller form than what we previously discussed.
- Your commentary on something related to your niche that was in the news.
- A review of a product in your niche – tangible or digital.
- Your own success story, or a highlighted feature of someone else's success each month.

Video Series

You don't have to do a text lesson series. You can use Camtasia or a Flip or Kodak video camera to create a series of informative lessons. These do wonders for letting you list of subscribers get to know you better.

You can even do a video opt in squeeze page where you're talking to them about why they should opt in to your list and what they'll get in return. You may want to have text options (like a transcript) for those who prefer to read.

Audio Series

Not everyone likes video or text. Some people prefer to download audio onto their MP3 player and listen to your presentation series while they multi-task. This would be perfect for a niche like spirituality, affirmations, or motivation. But you could technically use it in any niche market.

Tool

A free tool is a great unique freebie opt in gift. You can have someone create a software tool for you on a site like Elance.com. Maybe it's a personalized calorie counter, or keyword search tool. Just make sure you brand it so they continue recognizing who it was from.

Webinar Recording

If you have a webinar, where you're either solo or with a guest on your show, then you can record it and provide a link to your new opt ins where they can watch it.

If you don't have fancy webinar skills, go to Ustream.com and use your web video camera to hold and record the webinar. If you conduct a webinar without a list, try to see if another niche marketer wants to send an invite to their list for you (they'll look good providing free perks to their list and you get to record it – complete with audience interaction).

Promises

You want to get the opt in form up, but you don't have any series or eBooks yet. That's okay! The time to start building is NOW. You can promise to provide free tips in your niche.

Start out with your welcome email and then build on it as you have time. There's no rigid schedule. Just know that the longer you stay out of touch, the more you're out of your readers' minds.

The squeeze page can say something simple, such as: "Sign up to receive free tips on how to save money!" And then you open up the possibilities as to how you want to present that information, using a combination of any or all of the previous items we've discussed.

Don't Let Fear Stop You From List Building

List building can be scary – you may worry that your freebie isn't good enough or your emails aren't stunning. Just realize that this stuff online isn't set in stone. It's not a permanent tattoo – you can alter it any time you wish. You can delete, add or change whatever you want to.

It's very different from offline marketers who typically use billboards or newspaper ads or even TV commercials to promote their items. Those things can't be changed on the fly, so you have a major perk using a list building system to develop a relationship with your customers.

Types of Auto-Responders 101

Follow Up Versus Broadcast

Before we move forward with the technical steps of installing your opt in box, I want to teach you about the different ways you can contact those subscribers who opt into your list.

There are two methods – follow up and broadcast. A follow up email is one that you set up ahead of time. You may hear marketers refer to it as “dripping” information to your list.

Broadcast emails are those where you write up a message and blast it out to your subscribers. Only those on your list at that time would get the message. Others who came later wouldn't see it, unlike a follow-up email series where everyone goes through the series in order.

You can use either of them, or a combination of both. Again, this is something that will have to suit your personal style. There's no one size fits all. I like to use a combination of follow-up and broadcast personally.

Writing a Series of Follow Up Emails

Follow up emails are handy because it does work for you whenever you're busy doing other things. That said, there are some drawbacks to using follow up emails, too.

You can technically set up your email autoresponder system to be a follow up system from here to eternity for you. But it's hard to be timely with follow-ups. You might create an email on a new diet in the news, but 2 years down the road, it's hardly new – and yet your email says it is.

You might send out a follow-up email to someone recommending a product and later have people telling you that your link is broken. Follow-ups can be a pain to manage over a long period of time.

What I recommend is only putting emails in your follow up system that are evergreen in nature. You want there to be something communicating with your prospects when you're working on other things.

Some people have a set schedule for their outgoing emails and others sort of fly by the seat of their pants with it. You might choose every other Monday to offer a free gift, for example - or to only email out on Tuesdays and Fridays.

That's all up to you.

Aweber recommends that follow up emails are a great place for you to talk about your products and services. You might create a series of FAQ you could go through in the follow-up emails – some of the most commonly asked questions you know they're wondering about.

Your follow up will always begin with your welcome email to your list. It will go out the same day the subscriber signs up. From that point on, schedule your follow-ups however you want the intervals to work.

Some people space them out evenly over time, and others do a series (such as 7 days in a row) and THEN space out the rest of the emails they provide.

Should you be selling in these emails?

You can – as long as it's evergreen and not a trendy item that you'll have to remember to back and edit out of your email campaign later. But don't be pushy about it. Sell with value built into your lesson.

Watch how you word things, too. Even if you foresee Google Plus as something that will be around for years, don't mention the "new Google +" because in 6 months it won't be so new and your subscribers might think you're behind the times.

Whenever you create a new follow up, click on the Test link after it's been saved and have it email you a copy. This way you can scan it for typos or other glaring errors to ensure it works well.

If you're short on ideas of what to write about, try using a keyword tool to see what people are searching for. Or, go to forums or Yahoo answers to see what questions are being asked. Address those in your follow-up series!

The Many Uses of Broadcast Emails

If you're in constant contact with your list, then you'll want to rely heavily on broadcast emails. If you have an evergreen idea, put it in follow-ups, but if it's something timely, like a new strategy or product announcement, go ahead and broadcast it out to your audience.

You can also broadcast emails when you have a sale going on, or you want to provide them with a coupon or there's a webinar they can attend that week. Sometimes your subscribers might get two emails in one day – a follow-up and a broadcast. This probably won't cost you many subscribers, as long as you're continuing to give a lot of value.

Your list members don't have to be in the dark about your broadcast emails from before they signed up. If you check the Broadcast archives option, then they can go check out previous messages online and catch up.

Blog Broadcasts

Don't forget that you can now broadcast your blog entries using Aweber. It's not necessarily a choice of strategy (like follow up versus broadcast is), but it's a type of email you can use to provide good information to your list. Each time you make a new blog post, your list gets notified.

Choose the Messages tab and then Blog Broadcast.

It will ask you for your RSS feed. Then it will take the content from that blog post and reformat it for you using one of their templates. So choose a template style that you like.

Click the Load Template button.

Then you can choose whether the blog broadcast will go out instantly or if it will be set for a certain time to be emailed to your list.

You don't have to email them with just one blog post. You can set a number, such as once you have 4 new blog posts, it should email them.

You can set it up to automatically go out on certain days, like every Wednesday for example – or you can set it for manual review if you like to have a hands on approach.

Be sure to test the blog broadcast before you actually send it out. You want to make sure that it looks good and that you're satisfied with how the chosen template makes your content appear.

Where to Find More Money-Making Ideas

Whether it's your blog or an email autoresponder, it's hard to find ideas when you're not readily full of a million things to share. There's a neat short (45-page) report titled, "Gathering and Structuring Ideas" that covers articles, eBooks and reports, blog posts and email autoresponders.

Each method is different, but they can all be used together. For instance, you can take the tip for blog posts and use it in your email autoresponder.

Let me share one blurb from it right now about writing a follow-up email (after showing a specific example of a favorite autoresponder, it's broken down into a formula):

- Start off with a question that makes them think about THEM.
- Give them some of your personal experiences.
- Bring it back to them by asking them another question.
- Teach them something or open their eyes to something.
- End with something motivational.

Whenever you're creating a follow up email series, you can also resort to the other tactics seen in this course – using keyword tools, spying on forum threads, using news media, searching in the table of content of books, etc.

How to Install the Optin Box on Your Blog

Now it's time to move on to the actual installation of the opt in box on your blog. We'll cover squeeze pages after that. I like to start with the blog because it's where you'll be (hopefully) actively participating in your niche, on a regular basis. Search bots love this and you should

begin developing a steady stream of traffic.

Install the Form on Your Blog Sidebar

Your list is set up and you now know what types of messages you'll be putting into your queue or broadcasting to your list. But it's not live until you have the opt in box on your domain – and there are two places you can put it – your blog and your squeeze page.

Let's cover the blog first because it's easier than working with a static site for many people. This course isn't going to go into how to set up a blog – there are many free tutorials online for that.

We're going to assume you already have one installed. What you're going to do now is go into your Aweber account and have another tab open for your blog dashboard.

Creating the Web Form

When your blog dashboard opens, navigate to Appearance, then Widgets. Click the Sidebar 2 option so that the opt in box will be on the right side of your blog layout. This may differ for everyone depending on the type of layout you have so if you install the code and it's in the wrong place, simply move it.

In another tab where you have Aweber open, click the list name at the top in the drop down menu to ensure you're making an opt in box for the correct subscriber list. (That's if you have more than one list).

Then click Web Forms in the upper right corner. You're going to create the code that will make the opt in box appear on your blog or website.

Next click the Create a New Web Form link. This is going to provide you with a myriad of templates. You will see lists like "Corporate," or "Popular." Scroll through and find one with a color scheme or theme that matches the appearance of your blog.

By clicking "Show More," it will open more options where you can see specific niche themes, like fruits and vegetables for example, if you happen to run a diet site.

Don't just assume you're picking out the right colors. If you need to, open a third tab with your blog so that you can get it matched up as closely as possible.

Each portion of the form that opens up is editable. You can click the top to add text, center it, or bold it, for example. You can also delete certain items or areas if you want to customize your opt in box.

On the left you'll see the option to "Create a New Field," so you could create a special area for them to submit information. For example, a PLR Request box would allow your prospective customers to enter their topic ideas.

Most marketers don't require the full identity in an opt in box - just name and email. But if it's a special offer, like a 30 minute personal coaching call, then you might have a space for a phone number.

If you realize the web form looks too wide for your blog's sidebar, then you just hover over it and drag the sides of the form inward to resize it easily.

When you're finished, click Save Web Form. Then click Go to Step 2. You'll need to give the form a name here. Make sure you differentiate between your blog form and your squeeze page form.

You'll also get the opportunity to enter a specific thank you or "already subscribed" page if you want to – or let it go to the default page. Again, click Save Web Form and then Go to Step 3.

Installing the Web Form Manually

Click on the top of the Step 3 page that says "I Will Install My Form." Choose the Raw HTML Version and copy the code that appears in the box.

Navigate to the other tab that shows your dashboard, where you've gone to Appearances and then Widgets. Drag a Text box over to the sidebar where you want your opt in box to appear.

Paste the code into the box. Save and close the box. Go to your website to see if the form appears as it should. If it's too wide, has a typo, or isn't the right theme, then just go in and edit the web form and repeat the copy and paste instructions.

Installing the Web Form Using an Aweber Widget

If you're using WordPress, then you might want to use Aweber's convenient Webform Widget for WordPress. This way, all you have to do is drag and drop the form from Aweber into your blog.

No logging into Aweber or having to cut and paste anything. You still have to get the form set up in Aweber, though – but once that's done, you can use the widget on multiple sites.

First, log into your blog's dashboard and click Plugins. Then click Add New. A small search box will be at the top where you can type in Aweber and the AWeber Web Form Plugin will appear in the list.

Click Install Now for that plugin. And then choose Activate This Plugin. A red box will appear at the top that looks like a warning. This is normal. It will say, "AWeber Web Form requires authentication. You will need you to update your settings in order to continue to use AWeber Web Form."

Click on that word "settings" which will be hyperlinked in order to set up your account. A new page opens up that says "Click here to get your authorization code." Step 2 is a box for you to enter that code.

When you click the link, a new web page will appear that looks like this, where you'll log into Aweber and be giving permission for the plugin to work.

Once you log in, it will give you a success or failure notice.

That box will actually have a long string of letters and numbers for you to copy and paste in Step 2 in your plugin area back on your blog. Copy and paste that and click the Make Connection button.

You'll then see a notice that the connection has been made, and it will guide you to the next step – the widget area.

Among the widgets listed, you'll see your new Aweber widget. This is the one you'll simply drag into your sidebar, just like you dragged the Text widget in our previous manual example.

Once there, you'll able to select the list you want to use on that blog. Be sure to save and then close the widget and double check your blog to make sure it appears as you want it to and that it's the correct list.

Split Testing Your Web Forms

If you want to list build the right way, then you should start off implementing every tactic possible to get subscribers and keep them tuned into what you have to say. That includes good content, caring for your list – and split testing the aesthetic appeal of your opt in box.

You might want to test color schemes or niche themes. You might want to see if a box that asks for more information than name and email converts higher than a box that keeps it simple.

In order to split test your opt in boxes, you need to have at least two web forms. Log into Aweber and click the Web Forms tab and create two boxes where you're split testing ONE element.

Don't split test five things at once because then you won't know what caused the differences in conversion rates.

After clicking Web Forms, look at the bottom of the page and click + Create Split Test. You'll get to name the split test, like "redvgreen" or whatever you want to choose. Subscribers won't see it – but it should help you remember what you're testing.

Give each form a name like "redform" and "greenform." Then give it a percentage for how often it will be shown. A true split test will be 50/50. Click Save when you're finished.

Once you save the split test, click the Get HTML link under Split Info. A popup will appear so that you can copy the code. That code will go into the Text widget in your sidebar.

Any time you want to see which one is converting better, just log into Aweber and go back to that area to see the conversion stats. Once you have good results data, just create a new split test and test something else – like the anti spam message, the font style, etc.

Next we're going to move to the Squeeze page installation. You can do split test on that, too, by the way – but the process of putting the code on there initially is a bit harder.

The Squeeze Page: Building and Installing It

Install on Squeeze page

There are different types of squeeze pages you can set up. There are tons of free templates you can use. Be careful about these because they often have some sort of footer, which constitutes link leakage from your site.

You can also have someone custom design a squeeze page for you. This should be very much – definitely under \$100 for the graphics and layout.

Or, you can choose the do it yourself route if you're good with graphics! Regardless of which path you choose, I'm going to show you how to edit the page to install your opt in form.

You'll want to use an HTML editor. I use FrontPage so I'll share that example with you. Open up the HTML file for your squeeze page in FrontPage.

In the space where the opt in box should go, put your mouse there so that when you click from

the Normal tab into HTML it will be ready for you to paste your opt in form code.

Go into Aweber and create a new form – this time for your squeeze page. Change anything (including width) that needs to be altered. Then save it as squeeze page, instead of blog form, and copy the Raw HTML code so you can insert it into the editor.

When you have it copied, and you're sure you're in HTML tab, paste the code into your editor.

Click the Preview tab once it's installed. You should see the layout now with your form in working order.

Test the Form

Don't trust that it will work perfectly. It's important that once you upload it to your server, you sign up for your list and test the system.

Did it take you to the correct page after you signed up as a subscriber?

Did you, as the list owner, receive notification at the proper place as to the new sign-up?

If there are any problems, try contacting Aweber's customer support team and having them help you clear up any malfunctions.

So now you have the ability to install your opt in form. You have the list set up in Aweber. And you should have an idea of what kinds of messages you can promote to your list over time.

How do you get traffic to that opt in form so that you build a list – not just of anybody – but of targeted consumers? Let's go over some of the best ways to reach your audience.

Insider Secrets to Growing Blog Traffic and List Building

We talked earlier about Joint Ventures and Giveaway events. Those are very popular forms of list building - they achieve goals by leveraging existing lists already owned by other marketers.

What other avenues are there for you to drive targeted traffic to your blog or squeeze page?

First, it's always best to point people to the squeeze page. Because on a squeeze page, the visitor only has two options – sign up, or leave.

On a blog opt in form, they could:

Sign up, or...

- Click on an AdSense ad
- Click on a banner ad for a spot you've sold directly
- Click on a text link you put in a blog post
- Read the blog and leave

You want more than that. You don't want them to just visit you and be tuned in for one day. You want to capture their name and email address so that you can contact them for weeks and months and years to come. That allows you to sell to them again and again rather than benefit from a one time small action like an AdSense click.

Best Practices for Squeeze Page Traffic

So here are some best practices where you'll be sending your traffic to your squeeze page, unless otherwise noted.

Word of Mouth

The number one best thing you can do is over-deliver to your list. This seems like a no-brainer, but you wouldn't believe how much people talk. You won't see people usually making their own blog posts about how wonderful you are.

But what will happen is, you'll see comments on other people's blogs from their followers telling

who else they subscribe to – and why.

You want people bragging about you in blog comments, in forums, and in chat rooms when everyone is gabbing about who's doing what in your niche.

Signature Files in Forums

A sig file, as it's more commonly known, can help drive traffic to your squeeze page – if it's allowed in the forum you're posting in. But not everyone's sig files will benefit them.

If you're posting random, worthless stuff in a forum, you'll be ignored (or worse – ridiculed). You want to show such value in a forum that people read it, nod in agreement, and then automatically look to see if you have a hyperlink where they can learn more from you.

Some forums also allow banner sig files, so maybe you should split test your conversion rates. You can test out a banner ad for a certain amount of time, and swap to a text link for an equal period of time – and see which one converts better.

Pay attention to your activity on the forum and see if there's a spike in your subscriber opt ins for the day. Was it a controversial post that led to more subscribers? A helpful reply? Or a thoughtful thread of your own?

Article Marketing

Article marketing is done primarily for backlinks. But those articles tend to rank fairly high when you strategically craft them for search engine optimization because the sites are viewed as authority content sites (if they're created properly).

When you conduct article marketing campaigns, don't just link to an affiliate product, or even your own sales page!

Instead, link to your squeeze page, and alert the reader that he or she can continue gaining more knowledge by following the link to receive a freebie. Whenever you write your article, consider it a teaser for your freebie.

Give them enough information to be valuable and showcase your expertise, but leave out enough so that you can entice them to download your free gift to get the full details.

It still won't cost them anything, but then you'll have their name and email address so that you can contact them in the future. Start at a site like EZA.

Frequent Blogging

This is the one tactic where you're not sending people to a squeeze page – and in fact you're not sending them anywhere. You're pulling them in!

Nothing caters to Google's appetite more than a blog that's frequently updated. Now if you're passionate about your niche, this is easy to do. It's when you go into a niche just because someone said it might be profitable that you begin to struggle with what to write about.

Don't try so hard to utilize keywords to the max. Think about your readership above all else. And if you can squeeze in the keywords naturally here and there, do it.

Blogging will enable you to capture an audience who lands on your blog from a search engine (or a feed or recommendation from somewhere else).

Once there, make sure your opt in form isn't buried where they can't see it. It should be at the very top of your blog – known as "above the fold." That means they don't have to scroll to find it.

You might also want it to stand out. If your primary theme color is dark blue with a small hint of yellow, then you might make the border around your opt in form yellow, so that it's very noticeable.

Some people even have animated icons to bring attention to their opt in form, like a waving hand or something fun that draws your eyes to that area. You might use an animated arrow, for example.

The way you'll do it is insert a Text widget right above your opt in box area. Then use the HTML code to show the picture. Here's the code you'll use:

```
<IMG SRC="http://www.yourpictureURL.jpg" ALT="keyword">
```

Simple, but it effectively works to help the blogger get opt ins from an otherwise busy area with many action options.

Video Marketing

Video marketing might seem like it makes you lose the ability to get a click through to your squeeze page, but it doesn't. In addition to being able to enter your hyperlink in the description area, there are some places where you can enter it right into the video itself.

Video marketing is powerful because so many people aren't doing it. Sure there are videos galore of cuddly kittens and bloopers (not to mention music videos), but many marketers are still

sitting there paralyzed because they feel that video marketing has to equal perfection.

You can do your video marketing two different ways. First, if you're scared of being on camera, try a tool like Camtasia. With this tool, you can capture the screen of your computer.

Or, invest in a very affordable mini video camera like the Flip or Bloggie. You can set this up on a small tripod that costs about \$10-15 and record a video of yourself teaching a lesson or chatting to the audience in your niche.

Put your videos up on YouTube and make sure you use keywords in your title. Then embed the video and possibly make a transcription of it for your blog. Make sure your hyperlink is in there for the squeeze page!

The great thing about viral video sites is that others can take your video, embed it on their blog and present it to their traffic and you can get increased traffic and possible sign ups to your list just by being willing to share your lessons!

Web 2.0 Content Pages

There's a difference between web 2.0 content page and social marketing, so let's split those up and discuss the traffic possibilities that help you build your list.

Keep in mind that every web 2.0 site has different rules. Some allow minimal to no links, some let you use unlimited links. Some have topic rules, and some don't. It's your responsibility to check this out yourself before you waste your time building content there.

You can write a post titled: Free Report on Making Money Online. Then give great tips about the topic on your lens and link them to the real meaty free report. Make this lens a teaser.

There are dozens upon dozens of web 2.0 sites where you can plant the seeds to grow your list. What's great about them is that they can technically help you dominate and control an entire first page of Google.

Usually, they only show about 2 links from the same domain on the first page, so your squeeze page and blog might be able to grab a #1 and #2 spot. But what about numbers 3-10?

It would be nice to own those as well. You could have your other spots like this:

- #3 is your YouTube video
- #4 is your Facebook page
- #5 is your Hub Page
- #6 is your Google group

...and so on. That way, regardless of which page the visitor initially chose to click through to, you'd have the opportunity to funnel them to your squeeze page for a name and email capture!

List-Building Social Media Marketing Hacks for Bloggers

Now this is a bit different from web 2.0 and content driven sites. With social marketing, you're sharing you. There are so many marketers doing this the wrong way.

They go on sites and spout of a sales pitch with a link stuck in there and expect it to convert. Doesn't happen for most people – not unless you're someone who has already built a fabulous reputation and can get away with that on occasion.

Here's a list of the best three social marketing sites you can use to drive traffic back to your squeeze page:

Twitter

Twitter is the easy route you have as a marketer trying to build a list. I highly suggest that you don't use that small space just to promote, or your following will never take off.

Instead, provide helpful free tips. Little one liners are easy and should be abundant. And every now and then, depending on how often you Tweet, include a link to your free opt in offer.

Here is an example of a Tweet day for someone who might be in the motivational niche:

1. Good morning, Tweople! Hope your day starts off amazing, because you deserve it!
2. Give your dreams another chance – you won't regret it!
3. You don't have to be the best to be fabulous!
4. My free gift to you – 101 Ways to Motivate Yourself at www.URL.com
5. You matter!
6. The real secret to success is positive thinking, so believe in you!

Out of about 6 Tweets, just one was promotional. And be sure to add some personal Tweets in

there too so that your followers can get to know you. Something like this:

“My 4-yr old son just told me I was the most beautiful girl in the world! What an angel!”

That way you're sharing your life with your readers and they'll begin to trust what you have to say and feel as if a friend is making the recommendation, not just a marketer trying to push product.

Facebook

You might be of the mindset that your Facebook is for close friends and family only. And if that's the case, there's nothing wrong with that! You can still use Facebook for your marketing traffic efforts – just create a Fan Page!

But if you have fans, you need to make sure they have something to be fans of, and that won't be marketing spiel after marketing spiel. They want to be fans of you and what you teach them, so be sure to share a little of both – lessons and personality.

Among your interaction with your Facebook friends and fans, you can certainly refer them to your squeeze page and sometimes you don't have to blatantly say, “sign up now!”

You can make a post that simply says, “Just released a special discount coupon to my list of subscribers for \$15 off my new product!” That will make other fans want to know where your opt in box is.

Or talk about discussions you and your list are having, like this:

“Wow my latest blog post sure stirred up some emotions with my list of subscribers! We got some amazing discussions going once I emailed them with a controversial question.”

This piques their curiosity. People love to be members of a community, and if you can make your list appear to be a special tribe of like-minded individuals, it will lure more prospects to sign up.

Google Plus

Now this is a neat social marketing tool!

Google Plus, or G+ as it's more commonly known, lets you separate your marketing into groups and it allows for all sorts of wonderful sharing opportunities.

You don't have to friend anyone here – you simply “circle” them. They can circle you, too. You can divide your circles up. So you can tailor your messages to those groups.

You can post videos, animated gifs, pictures, and text on G+. And if someone sees one of your posts that they like, they can simply click the “share” link and it’ll share that creation of yours (with credit to you) to their circles they choose.

You should approach this the same as the others – part personality, part marketing. You don’t want someone to stick you into their “spammer” circle.

Dealing With People You DON’T Want on Your List

The Internet often creates what are commonly referred to as trolls. These are trouble makers who have nothing better to do in life than annoy others. Everyone has them – even the angelic marketers who do nothing wrong.

Now here’s the deal with subscribers: You’re paying for them. There are levels of payments and subscriptions. With Aweber, you get the first month for \$1, and then it’s \$19 a month for up to 500 subscribers.

Let’s say you have 501 subscribers this Monday. That one troll on your list just bumped you up to the next pricing tier. All plans are \$19 a month and then as your list grows, you add on small additional fees.

This 501st subscriber is rude. He follows you to every blog post you mentions and harasses you. He hits the reply button to argue with you about your email content. When you announce a new product, he buys instantly, downloads, and then asks for a refund 5 minutes later.

He needs to be unsubscribed and blocked from ever signing up to your list again.

Log into Aweber and click the Subscribers tab and choose Search. This page will open up where you choose how you want to search. If you know his email, choose email – is – and then type in his email. Click the Display Segment green button to get the results.

Let’s say you only know her name is Tiffany – but you aren’t sure how it’s spelled – tiffany, tiffiney, tifany? You can use this option:

Type in Email – Contains – Tiff

That will give you back a narrowed list of people on your list who fit that description. Then what you do is check the Stop box on the left and Erase box on the right for the correct person.

Don't forget to click the Save button when you're done!

Don't want them to ever sign up again? You can block them when you unsubscribe them. Let's say you know their email addresses. You can click the Subscribers tab at the top and choose Unsubscribe.

Then just enter the addresses and check the two boxes that appear.

Click the unsubscribe button at the bottom of that page and it's done. One thing I love about Aweber is that they allow you to remember why you've blocked someone from your list.

Because trust me – you'll have people who want to continue being a thorn in your side so they'll sweetly ask why they can't sign up and you'll go in manually adding them because you forgot how wretched they were 3 months ago!

To block someone with a note, you can do it this way:

Go into the Subscribers tab and then choose Block. You can enter either their email address or their domain and add a little note to yourself as to why that person doesn't deserve to learn from you.

They don't even have to be subscribed to you yet – this will prevent them from doing it in the future.

Aweber also includes a Suppress option under the Subscribers tab too. This simply blocks certain people on your list from receiving the broadcast emails. If someone complains about getting too many emails, then you might want to suppress your interaction with them and only let them receive follow-up, scheduled emails that are more widely spaced.

Don't Lose All That Hard Work!

Make sure you backup your list of subscribers and your messages. What would happen if your account suddenly got shut down and you had to move to another email autoresponder system?

Here's how to do that in Aweber:

1. Log into your account and click on Create and Manage Lists.
2. Click the button that says "Back Up & Export All Active Lists."
3. A new box will open up that asks you where you want it to send the files of subscribers and messages like this:
4. In a few minutes, depending on how much information there is, you'll get an email notification that your file is ready to download.
5. When you get that email, you simply log back into your account, go to My Lists and click on the same button as before – Back Up & Export All Active Lists.
6. This time, instead of doing another back up, it will open this pop-up:

You'll just click on the zip file button and it will download to your computer where it's safely in your possession should the worst-case scenario happen.

Get Started: Launch Your List Today and Start Building

Building a list is something that should be done from day 1. You don't wait until you're a success to start building it. People do that, worrying over whether anyone will agree that they have something worthy of sharing.

You start your list building set up before you begin social marketing. You do it before you create your first info product. It's the foundation for a profitable online business.

If you're scared of not having anything to say, then at least get the framework together so that you can be ready to send out messages as soon as your thoughts are gathered.

If money is an obstacle, that's still no excuse. Aweber is affordable for almost anyone – and one of the most reliable companies in existence. But if bill collectors are at your door with pitchforks, go the free route.

An email autoresponder system like Mail Chimp is free to get started with. There will be many limitations put on you, including topics you're allowed to email about, but it's worth starting the journey rather than putting it off.

Then, as soon as you have the \$19 or so to cover it, import your list into Aweber instead and start using them to manage your communications.

It's easy to import. Just click the Subscribers tab and the Import. Copy the subscribers from one tool like Excel and paste it into the import area like this:

Jane@JaneDoe.com, Jane

You will have to fill out a section that tells Aweber how those people joined your list. Did they join with another email system like MailChimp, or did they mail in a postcard with their information, for example?

You can even import custom fields if you took their phone number, for example. Once you import, and make sure each field is set up properly (email, name, phone, etc.), then make sure

you save your new imported list.

Now that you're finished reading this guide, it's time to take action. Either start with the technical setup steps, or begin implementing the strategies for list building and conversion with your next message today!