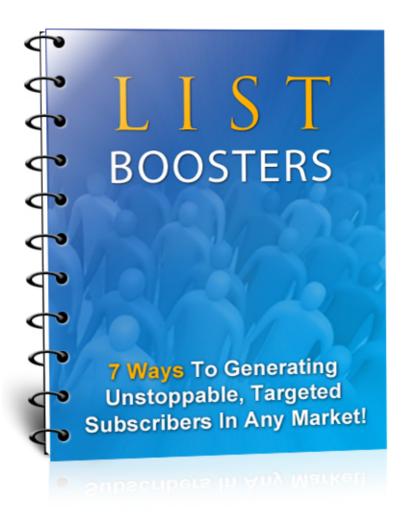# List Boosters

7 Ways To Generating Unstoppable, Targeted
Subscribers In Any Market!

Introduction

I want to welcome you to this special training presentation.

I'm excited about being here with you and that I'm going to share some things with you that I've learned in the past few years – the hard way.

What I'm about to share with you is 7 simple list building ways that'll add 100, 1,000 even 10,000 new subscribers to your list in a very short period of time.

I like to call it the "List Boosters".

Even if you know one of these methods, there's six more ways to reach more subscribers.

So without further delay, let's get started…

List Booster #1
"Everyone Forgets About Their Backend – That's Where Most Action Takes Place"

No, I'm not talking about your own backend; I'm talking about your product's backend – Your "Thank-you" page.

In this strategy, I'm going to show you how to collect a list of hungry customers just waiting to buy from you.

In many cases, I've had up to 100% of the people who bought my product also optin to my free newsletter.

But what if I hadn't placed the optin form after they purchased? I would have lost them forever, rather than gaining life-long, loyal customers!

The idea is simple...

On any of your "download" or "thank-you" pages, simply place your mailing list information and optin form after you place the links of the actual product they purchased from you.

You can also place it BEFORE your customer even downloads the product from you. This forces the person to optin to your list.

Here's an example of an optin form on a product's download page:

Now, you don't actually have to use your "main" autoresponder for them to optin to. You can create a new autoresponder just for your "paid customers."

And, as simple and quick as that, you've got a list of hungry customers just waiting for you to release another killer offer. It's a very valuable asset.

Using this method alone has gained me an extra 2,677 new subscribers (actual paid customers) to my mailing list.

List Booster #2
"Most People Know 'Jack-In-The-Box'
But Never Use The Poor Guy"

You're probably thinking "What the heck are you talking about with 'Jack-in-the-box'"?

You might or might not know it, but a Jack-in-the-box is one of those clowns that pops out once you've wound up the box.

In marketing, it's called a "pop-up" or "pop-over."

The reason why I used this sort of analogy is because they both share very similar characteristics.

- You need to set up the popup script (you need to unwind Jack).
- They both are annoying! Pop-ups are in the way of the main page (which is highly effective); and Jack pops out of his box with a laugh and grin, which is always annoying.

To make things better, it's very easy to install a popover on your site. I highly recommend that you join and store all your autoresponders and subscribers with [Aweber](). For less than twenty bucks a month, you can get some really powerful features.

I personally use "Popovers," rather than Popups. Yes, there's a difference: A popover is basically another layer on your screen that acts like a popup, but in reality, is completely UNSTOPPABLE by most Internet browsers.

Popups, on the other hand, use javascript. Most browsers now come pre-installed with javascript blockers. The only way the user will be able to see your popup is to "enable" JavaScript. So popups could kill your conversion rate drastically.

We've got to use better tactics these days.

Your popup/popover should have the following elements to accomplish a high conversion rate:

- A powerful headline
- Must have at least four benefits – What's in it for them?
- A call-to-action to get them to subscribe. E.g. – *"Fill in your name and email to gain access now!"*
- A "Submit" button that does NOT say "Submit". Use a small call-to-action text on the button. I use *"YES! Let me in for FREE!".*

List Booster #3
"Write Powerful & Useful Articles To Make Your Readers Take Action"

You might wonder what writing useful article has to do with building a list. Interestingly, there are a number of different ways in which they can be used to build a list.

The first way you can build a list with articles is to write them and then submit them to directories. This will generate some traffic to your optin pages from directories, gaining you more subscribers.

Some of my favorite article directories are:

> http://www.ezinearticles.com
> http://www.goarticles.com
> http://www.articlecity.com
> http://www.ideamarketers.com

I cannot tell you just how powerful this is.

The second way you can build a list with articles is to optimize them for keywords in your niche and then add them as pages to your own site. After the search engines index your site, they will begin to send traffic to you for those keywords, gaining you more subscribers.

This method works best if the articles are optimized for keywords with <u>little competition</u> (i.e. usually ones that have under 2,000 searches).

Another way in which you can build an optin list with useful articles is to submit them to publications – both online and offline. This, too, will generate traffic to your optin page.

There's another way you can use articles to gain subscribers, but it is somewhat different.

> Rather than using them to generate traffic, use them as a perceived value bonus that will get subscribers to optin.

Many marketers are now using this technique. Rather than sending their traffic to a sales page, they'll send it to an optin page that offers a free "mini course" about the specific niche. It's been proven to be quite effective in gaining optins.

All that is required with this technique is that you take 5 – 7 of your own articles and bundle them into a course – or you take 5 – 7 "free reprint rights" articles from a directory – and add them to a course.

You then advertise the free course in exchange for the optin. You can then advertise to subscribers during your course and after it as much as you wish, rather than making a single attempt on a low-conversion rate sales page.

Just make sure that you're providing content-rich articles – not a sales pitch.

List Booster #4
"Write Unstoppable Viral Reports"

If you really want to boost your list size in a short amount of time, your best bet is to write a viral report.

How does a viral report work? It's simple.

I like to use a cool and free tool called Open Office (It's an alternative for Microsoft Office™)

1. Start by downloading the office software bundle for free at the following URL: http://www.openoffice.org.

2. Next, open up the text editor in this program and outline a short 5-10 page report. Your best bet is to select a **"hot topic"** within your given niche (i.e. something everyone is talking about on forums).

3. Write the report in the Open Office text editor, using clean formatting, clear organization, and **useful tips.**

   Make sure to include **links** throughout your viral report that **point back to your optin page.**

   I would definitely suggest using at least one on the <u>title page</u> and one at the <u>end</u> of the report; however, ideally, you should find good places to plug your optin page all throughout the report.

4. Once you have proofread your report, you can simply hit the "PDF" button on left sidebar of the Open Office text editor. This will instantly turn your document into a PDF.

The next step is distribution.

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In order for your viral report to be a success, you
will want a large number of people to download it, read
it, and then opt into your list.
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Viral reports and ebooks are meant to be that – viral. So your main focus is to target a broad market.

I'm not talking about tiny niches like "Playing the flute", I'm talking about a broader market. Instead of targeting those who only want to learn how to play the flute, target those who want to learn music.

So if you're in the "home business" arena, you don't want to just target "Affiliate Marketers", you want to target anyone interested in making money at home.

So, this means you will need to get people to either give it away for you or sell it for you.

If you plan to give it away for free, contact your current list with the report and tell them they are welcome to give it away to anyone for free. Additionally, contact ezine owners and webmasters in your niche and ask them if they want a free report.

This is both a quick and effective means through which you can generate traffic for your optin list.

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