

# How To Create A Huge Mailing List By Harnessing The Power Of Squidoo



This ebook is presented to you by [Squidoo Queen](#). For more information on how I went from a struggling Bum Marketer to earning over \$4,000 per month visit [Squidoo Queen](#).

Please feel free to give away this ebook to who ever you want. You can give it away as part of a package, You may not charge anyone for this ebook. You can give it away to build your list but you must **NOT** change **ANY** of the contents.

Dear Friend

Many of you may already be members of [Squidoo Queen](#) and already take advantage of our forum. If not then you could really benefit from joining and getting a powerful guide on how to harness the power of Squidoo to build your business online.

Squidoo is going from strength to strength and more importantly, Google loves Squidoo! Once you have started to dominate Squidoo you can really start to blow away your competition by incorporating Bum Marketing with it.

Then you are almost guaranteed to master Google the easy way. Imagine sitting on the first page of Google for your niche! Do you think you can profit from that?

Many people already are and you can find them all inside [Squidoo Queens](#) forum.

See you on the inside.

Kelly

[Squidoo Queen](#)

# Why Build A List And Why Is It Important?

One of the first things that we are taught when we first get into the internet marketing arena is that “The money is in the list.” How many times have you heard that one? It may sound like old hat, but it really is one of the most truthful statements you will ever hear.

The 'Big Boys' are always telling us that list building is the only way to go for the long term marketer and a good list is worth on average \$1 per subscriber per month. No wonder they are rolling in it!

One of the biggest mistakes I made when I was starting out in internet marketing was thinking that I would start my list building once I had started to earn money. I should have been building a list from the start. Don't make the same mistake that many thousands of people have made before you.

For those of you who are just branching out into Internet Marketing a list is where people give you their email address, usually in return for something free. You are then able to stay in contact with that person and send them offers.

Sound easy? If you ask many internet marketers how many people they have on their list you'll be surprised to here that many only have 20, 50 or 100 people and that took them a year or so to get. Yet look at the 'Big Boys' the 'Gurus' and they have thousands of people gladly signing up.

So why is it that some can do this on auto pilot and others never master it?

Internet marketing is full of failure at all levels, from the beginning and starting out, to pushing to the next level and becoming a wealthy person. Most people give up and walk away before they ever make a single cent.

People are pulled into internet marketing, at different levels (eBay, adwords, adsense etc), but with the same illusion of quick riches and overnight success. They are sucked in with dreams of instant riches with little to no work, yet in reality the real picture is very, very different.

In this game you have to work hard and keep working hard. Gone are the days when you can create a website get instant free traffic from Google and sell it on for thousands of dollars at the drop of a hat.

Things have changed and so many people are now jumping into the 'latest' craze that words like 'work' and 'takes time' are no longer in the sales letters, words like that just don't sell. With all these people trying to break into the market it makes it much harder to even start up.

Let's take an example, five or six years ago you could go grab some keywords based around a product and use PPC to drive loads of traffic direct to that products sales page. But with everyone learning how easy it was, they all jumped in and pushed the price of those keywords through the roof.

That meant that no one could earn the same profit and many soon started to go under with huge adwords bills trying to compete. These days words like 'make money' will cost you at least \$4 or \$5 per click! They are so broad that you will get shed loads of traffic, but hardly anyone will purchase.

**This means Lots of Traffic = No Sales = HUGE Bill = Failure!**

We all had to start getting creative and the next marketers were born, all trying to compete against each other, this pushed the prices up even more. More people all left the scene claiming to have failed.

The methods have changed these days, but the sales letters are still the same, 'easy money' and 'get rich quick' are still selling the dream to people so the cycle continues to go on. They come into the market dreaming of quick riches and soon leave with big bills and failure on their lips.

With this said, there is still lots of room for anyone who is serious about this business. There are STILL ways in which the little guy can make money online. It's not instant and it's not millions of dollars overnight.

It takes time, patience and dedication, but it can be done. Just ask the 'gurus' to be honest with you and they will ALL say that they put in long hours for years before they got to where they are today.

They all say that they get to stay there because of their list building and the relationship that they built up with the people on the list.

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# Why It's So Important To Build A List

The first reason, and the most obvious, is the buying cycle. You want to totally dominate your market which means that you should totally dominate the buying cycle. The only way you can effectively do this is with a list.

Statistics show that people need to be exposed to a product at least four or five times before they purchase. People are surfing the net all day long, so how do you expect them to remember you? How will you get them back to your site to expose them to your product?

How many times have you seen a site and thought of going back and taking another look but can't remember where it is? This is the number one reason you want to be building a list.

If someone has been sent some follow up emails then the chances are you are building your brand in their mind. They get emails and read them, reminding them of who you are and what you are selling. Once they are ready to purchase, you will be their first port of call.

Another reason is that you are likely to expand your business online. You then have a list to promote your new products to already. I know that when I send out to my list on the launch of a new product I know that it will do well. I know that they are proven buyers, I know that they are interested in what I offer them and if I have built my list properly that I have a relationship with them. They will fall over themselves to get hold of my next product.

I can go on and on about the benefits of building a list, but with the above points I'm sure that you have realized that this is one of the most important parts of building your online business.

# Convincing People To Part With Their Email Address

It's hard these days to get people to part with their email address, we've all been fighting against spam for so long that our minds are programmed not to give it out in case we start getting spammed.

I've heard people say that there are so many people advertising these days that it's almost impossible to get the email addresses, the thing that these people are missing is the fact that there are so many more people online surfing.

The biggest part of getting anyone to part with their email address is to offer them something that they just can't turn down. Something that costs them nothing is the best thing to pull them in with.

You might be wondering now how you will be able to give away something, give away what? This is actually the easy part.

Are you already creating articles to promote your lenses, websites or blogs? Take your articles and bunch them together in a readable fashion, you've now got yourself a report or mini ebook!

It really is that simple.

Another really good way of getting things to give away is to look on the Warrior Forum and look through the WSO's that are running, there is always lots of PLR products to choose from there and would be great to give away.

PLR material is the internet marketers dream when it comes to content.

This can save you time, energy and headaches when you have the basic articles already written down for you. All you need to do is come along and re-word the articles and 'hey presto' you have a totally unique set of articles to use.

Offering people something that they see as valuable to them will have them signing up in next to no time. Simply saying 'join my mailing list' just wont cut it.

When you are creating your bonus you need to make sure that the contents lead back to your lens, website or blog. You can do this by adding links throughout the pages. Don't go over kill, but keep stressing that they can get more in your main product or service.

You are making your give away bonus a lead up or taster of your main product. Not only do you want to capture their email addresses, you also want them back at your lens to continue selling to them.

## Getting The Opt In Form On Your Lens

You know what you are going to offer to people to get them to sign up, but how are you going to get an opt-in form onto your lens?

I use [aweber](#) as my auto responder. It's known as the best in the business and has never let me down. It's easy to use and reliable.

First log into your [aweber](#) account and chose to create your sign up form. You need to make sure that you are using catchy words that are going to convince the reader to sign up. Make it good and your opt-in list will grow quickly.

Once you have done this, collect the html and create a blank web page using either notepad, frontpage or dreamweaver etc. Paste your html code onto the blank page and save it as 'optin' or something that you will remember.

You then need to use your web space, if you do not have web space I recommend using [Hostgator](#), they are standard industry used and have excellent customer services.

Now you need to upload your page with the html code on it to your web space.

In order to view that page on the internet you would need to type in something like <http://www.yourdomainname.com/optin.html> Obviously you would change the domain name to your own.

Once you have done this you need to create some code to place inside your write module on Squidoo. The code uses something called an iframe, the code is :

```
<iframe style="text-align: left" align="left"  
src="http://www.squidooqueen.com/optin.html" frameborder="no"  
width="250" scrolling="no" height="190"></iframe>
```

Again, you will need to change the domain name to your own.

When you save your lens, it will look like your optin form you would use on a normal website. It may sound a little scary if you have never used code before, but so long as you follow the instructions you wont have any problems.

## **Now You Have Them You Don't Want To Lose Them**

It's all well and good that you have managed to get the people to give up their email address, but now what?

This is where all the other guides I have read fail people. It's all well and good showing you how to get people to join your list, but now you have to keep them there and more importantly reading the emails that you send them.

We can all get a list of 400+ people, but if only 2 people ever read it what good is that going to do you?

There is also some important relationship building that needs to start. It's fine for the 'Gurus' to go ahead and bombard you with emails as soon as you sign up, but for the little guy we have to be careful.

We don't have a list of thousands of people so 100 opting out wont dent them. For us, if we do this stage wrong, we could end up with no one on our list.

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The first thing we need to do here is go back to what we want to give away to get them to sign up and make sure that it is offering them something of quality. It doesn't need to be a masterpiece, but it does need to offer substance and value.

Just make sure that there are a few tips and tricks in their and you will be ok. You don't want to jam in everything you know into it or there won't be a main product anymore.

If you have a main product why not release a chapter of the main product? It lets people see that you are really confident in your own product and they get a taste of what they will get.

## **Make Sure You Don't Get Carried Away**

Once you start to see your mailing list grow the last thing you want to do is start sending out emails promoting other products every day. It's a sure fire way to get people unsubscribing at an alarming rate.

By all means, send them information on something that you want to promote, but first you need to warm them up. Start building that relationship. Sending them useful information will do you wonders.

Not charging for information that your readers can use is showing them that you are one of the good guys and not likely to start selling to them at every given opportunity.

You can always send them some great information and let them know that they can always get further information at such and such place and offer them your affiliate link.

It can be a really great feeling to spend a few minutes creating an email and then sit and watch your commissions start rolling in, but I can guarantee you that if you do this too often, you won't see many commissions, but will instead get loads of emails from unsubscribes coming through.

If you treat your list with respect, the same way that you want to be treated then they will always be looking for your emails. They will soon get to know that you are sending them quality information without selling to them.

This way, when you do send them something that YOU genuinely think will benefit them, your response rate will be far higher than anyone else's.

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# How Many Lists

Every time I create a lens, I always add an optin list to it. At the time of writing this I have over 75 lists, some have a few hundred members, some have less than 100. I know that I am going to continue growing those lists and because I only send out quality information I know that my lists are much more likely to purchase something from me.

By using [aweber](#), I can create unlimited lists and manage them all from the same dashboard. I can also load up my auto responder for weeks in advance. Some of my lists get an email from me once a week for the first 5 months of joining.

Only one of those emails is asking them to purchase something, the rest is quality information.

# Cross Promotion

This is what I love to do. I know that I have 532 people on one of my lists about dealing with divorce. I send them out great information for about 8 weeks and then I want to keep selling to them for sometime to come.

People will have to adapt their lives after a divorce, but I don't want to lose those people as customers, so after the eight weeks is up I start to lead them gently into the dating game.

Eventually those people will be looking to start dating again, why not let them do it through me?

This can work with almost all lists, so think about what else your list will be interested in.

I'm sure that your mind is working overtime now with all this information. If you have a question just [click here](#) to send me an email.

Kelly  
[Squidoo Queen](#)

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