"List Building Techniques" – How to generate HUGE profits by Building a Customer List. FREE report.

By Ian Jackson

~ It Starts With A Market ~

So why would you want to run an **Internet** business?

- **To be your own Boss**

- **To spend more time with your Family**

- **To set your own agenda**

- **Be answerable only to yourself**

- **No hassles traveling to work**

- **No employees problems to worry about**

You want to create a product to sell on the web, build a customer list, drive traffic to your site and ultimately sell your product and make money. Well, it all starts with a market that is *hungry* for your potential product.

As you read further on you will learn how to find that hungry market through research. You will also learn how to build a list of potential customers and how to get them to come to your website to buy your product.

The first and most important step is research. Research will help you find your target market, which will lead you down the path to creating a product to meet the needs of that market. So, let's get started with the research, shall we?

- **Find a market that is hungry for your product**

- **Create of find a product to sell**

- **Build a customer list through an op-tin page**

- **Drive traffic to your product website**

- **Sell your product to your hungry market**

~ Research a niche ~

Why research is so important

"Build it and they will come"! You think so? Well think again. The number one reason why most Internet businesses fail is because **NOT** enough research was done.

You would be surprised how many budding Internet marketers spend the early stages of building their business by focusing on the product. **BIG** mistake! You could have the best product in the world but if you don't have a market that is hungry for it, you will **WASTE** a lot of **TIME**, **MONEY** and **ENERGY**.

The key to building a successful Internet business is to do your homework up front in the form of research. Internet research involves the researching of *keywords* across several places on the net to determine the level of interest for a related product. Once you have identified that there is indeed a desire or need for this type of product, then and only then can you move forward and create, or find, a product to fit the need. It's all about giving people what they **WANT**!

Here is a typical example of how you would go about conducting research for a particular niche. Let's say that you want to find out about "Fishing" so that you could maybe create an Ebook to sell on the subject. For researching keywords and niche popularity you will likely need to narrow your target niche, for instance fishing may be too broad, so maybe narrow the search to "Fly-Fishing". You need to be specific, not broad. There is too much competition in a broad market.

There is a great service that Google provides to begin the research process called *Google Suggest*. If you type in a general niche or keyword like "Fly-Fishing" not only will Google Suggest tell you how many times it has been searched for but it also suggests keywords, which will take you from a general niche to a more targeted niche. It is a great tool and saves a lot of time and effort.

Make sure you write down or print out the data for your records and further analysis. Once you have the answers you need from Google Suggest, you should to move on to continue the research. You should visit several sites researching your topic. Only when you have enough data from various sites to analyze, will you be able to make a wise decision about the potential profitability of that niche.

As I said in the beginning, thorough research must be done. You should never rush this step. It can mean the difference between success and disaster down the road. Take as much time as you need to do justice to your research efforts.

Here are some sites you should visit to gather data on your niche topic.

Google Suggest - http://www.google.com/webhp?complete=1&hl=en

Google Zeitgeist - http://www.google.com/press/zeitgeist.html

Amazon – see how many books are on the market for this topic already. You want less than 100. http://www.amazon.com

Yahoo Buzz Index - http://buzz.yahoo.com/

Lycos 50 daily report - http://50.lycos.com/

Ebay hot categories report -
http://pages.ebay.com/sellercentral/whatshot.html

Shopping.com - Consumer demand index. http://www.shopping.com

Google – Look at the ads in the right column to see how many are related to information products, not stores selling equipment. You need to see if people are spending money on this topic. http://www.google.com

ClickBank - Research how many affiliate products on your topic are being sold. http://www.clickbank.com

All of the above will give you a good indication of what people want. One last note, you can find relevant keywords at: www.nichebotclassic.com

~ Decide upon a name ~

What will you call your niche product?

Once you have analyzed the data from your research phase, you need to start thinking about the product. Keeping with the "Fly-Fishing" niche topic, you need to first decide in which form your product will be. Should you create an Ebook, an audio product or a video product? While Ebooks are still popular

on the net, an audio or video product can be sold for a higher price because they have more **perceived value** than an Ebook.

You now need to think about a name for your product. This will have to be tied to your domain name when you get one. For instance, let's say you want to create an Ebook entitled "Best Fly-Fishing Secrets". Then you would need to research a domain name like bestflyfishingsecrets.com.. You should always have your niche keyword in the title of your web page. In this case, Fly-Fishing. You wouldn't name your product best fishing secrets only to have your customers arrive at your sales page to find out that it is geared more specific to Fly Fishing. That won't do you any good at all.

So, remember to keep the name simple and make sure it is directly related to your domain name. If for some reason the domain name is taken, you will have to rename your product until you find a domain name to match. It may take a little effort, but it can be done.

~ Get a Domain Name ~

Searching for your domain name

There are tons of sites on the net where you can go and type in a potential domain name to see if it is available. Like anything else, domain names come with different prices and have to be renewed yearly, so shop around for the best price. You don't need to pay a fortune to get a good domain name.

Another important thing to mention is to always try to get a dot COM extension to your domain name, not a dot ORG or dot TV. It is easier for people to remember a dot COM and they are more used to typing something.com than they are something.org.

Here are a few sites to check out domain names.

Godaddy – One of the best places to get a domain name. They also have domain name auctions where you can bid on buying someone's domain name. Again, don't pay a fortune for it. https://www.godaddy.com/

Network Solutions - http://www.networksolutions.com

Net Firms - http://www.netfirms.com/

Google - http://www.google.com/a/help/intl/en/admins/domains.html#utm_campaign=en&utm_source=en-ha-na-us-google&utm_medium=ha&utm_term=domain%20name%20registration

Web.com - http://www.web.com, they will give you a free domain name if you build your web site with them.

Yahoo - http://smallbusiness.yahoo.com/domains

~ Find a Host ~

What to look for in a host

When searching for just the right web host plan to meet your hosting needs it is important that you know what some of the basic features are available with various plans out there. Many hosting providers offer a variety of features and services but not all of them offer the same by way of features and services. Here are some basic features that you should expect to get with any hosting plan.

Disk Space

The amount of disk space that you will be offered will vary based on price of the hosting plan. "You get what you pay for" applies here. If you choose a lower cost hosting plan for instance you may not get as much disk space allocated as you would with a higher cost plan. This is an important consideration when choosing a web site host because if you have a lot of files, especially multimedia files, you may need a lot of disk space to store them on. If you plan to run an Internet business you also need to take into consideration the possible future expansion of your business and make sure that you have adequate disk space to accommodate additional files.

Email Accounts

Hosting plans usually offer various types of email accounts as a feature of their plan. This is pretty common among all types of hosting providers regardless of cost. In some cases, you even get the chance to control certain aspects of your email account such as the settings, adding restrictions for maximum space allocated to email and so on. Some host providers will setup your email account for you but others prefer that you make those choices yourself.

FTP Access

FTP (File Transfer Protocol) access is another of the more common basic features that you will find offered by various host providers. You can upload files to the server and edit and delete content on your website with this feature. This is much easier to do with FTP access than it is with a web-based interface. In some cases, depending on what type of system your host provider is using, you can even change file permission settings using FTP.

Prices and features will vary among hosting services. The more money you spend, the more features you will get. If you are just going to sell an information product, you don't need all the bells and whistles, just get the basic service.

Here are some hosting services that are considered to deliver the best service, support and prices on the net.

HostGator - http://www.hostgator.com

IX   http://www.ixwebhosting.com

Host Monster - http://www.hostmonster.com

Dot 5 - http://www.dot5hosting.com

BlueHost - http://www.bluehost.com

InMotion - http://secure1.inmotionhosting.com

Ipower - http://www.ipower.com/

AN Hosting - http://www.anhosting.com

MidPhase - http://www.midphase.com

Yahoo - http://www.yahoo.com/

~ Build a website using free software ~

Where to find free website building software

Creating a website for your product is the next step. Instead of having someone do it for you and charge you an enormous amount of money, there are many places on the web that you can download for free. Most of these software packages are very simple to use and all come with help instructions or tutorials to show you how to do it. Here are several free website building software packages that you can download.

WebPlus Website Design – It is a free Seriff software download found at: http://www.freeserifsoftware.com/software/WebPlus/default.asp

Ewisoft Website Builder - http://www.ewisoft.com/

First Page by Eversoft - http://www.evrsoft.com/

NVU – This is an open source software, free to everyone and covered under the MPL/LGPL/GPL tri-license. http://www.nvu.com

2 Create A Website - http://www.2createawebsite.com/build/free-web-software.html

Another thing that you could do is to download a free ready-made website template and edit it with your web building software. There are many places where you can download **website templates, sales page templates or optin form templates.** Here are a few.

Sarkis Design - http://www.sarkis-webdesign.com/free-web-site-templates.html

Dan's Web Templates - http://www.allwebtemplate.com/templates/

Steve's Templates - http://www.steves-templates.com

FreeWebTemplates - http://www.freewebtemplates.com/

TemplatesBox - http://www.templatesbox.com/

~ Offer Freebie in exchange for email & name ~

The Opt-in Page

Of utmost importance is the opt-in page, probably more so than your "sales" page. The reason is that you want to build a list of potential customers that you can sell your product to and continue to sell other offers to for years to come. This is the page where you will ask the visitor to give you their name and email address. When you start seeing subscribers leave this information, you will see an immediate positive response if your market is good. In other words, you will get a lot of names for your list. This is a really tangible way of testing the market.

However, you can't expect people to give you such valuable information for nothing. You have to give them incentive to leave their name and email address. That's where the "freebie" incentive comes in. You need to offer some type of free Ebook, report, podcast etc. that is related to you niche topic that they can download for free once they enter their name and email address.

It is crucial that this freebie is **_GOOD QUALITY_**

You can find a ton of freebie items to give away, but make sure it's good! You simply have to search for them. One good way to find free items is with

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