

# CHEAT SHEET



## LIST BUILDING Made Easy

INCLUDED AS A BONUS WITH

*The Facebook Advertising Formula: How to build your list with Facebook advertising*  
[www.thefacebookadvertisingformula.com](http://www.thefacebookadvertisingformula.com)

**Build a Qualified Customer Base with  
our Latest Techniques**



### Limited Special Offer For You:

**Facebook Ads Training Videos  
PLUS  
List Building Made Easy Videos  
in ONE package!**



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Mark every step of the process as you do them. That will help you to keep track of everything you need to do. Include additional steps if necessary.

### How to build a Huge List the Right Way

#### ☐ Step 1: Squeeze Pages

- ✓ Niche Related
- ✓ The Headline
- ✓ The Incentive
- ✓ The Benefits
- ✓ The Call to Action
- ✓ The Action Box
- ✓ The Legal Information
- ✓ [OptimizePress.com](http://OptimizePress.com)
- ✓ [LeadPages.net](http://LeadPages.net)
- ✓ [BuyLandingPageDesign.com](http://BuyLandingPageDesign.com)

#### ☐ Step 2: Autoresponder

- ✓ [AWeber](http://AWeber.com)
- ✓ [MailChimp](http://MailChimp.com)
- ✓ [GetResponse](http://GetResponse.com)
- ✓ [iContact](http://iContact.com)
- ✓ [Constant Contact](http://ConstantContact.com)

#### ☐ Step 3: Tracking Strategy

- ✓ Track how well your squeeze page is converting
- ✓ Track the traffic source you are using
- ✓ Use the Name of the Opt-in form to identify the Traffic Source
- ✓ The Displays will tell you how many people have visited your squeeze page

- ✓ The submissions are the leads generated from the displays
- ✓ A high converting squeeze page and traffic source will have a success rate from 30% to 50%
- ✓ Test your Squeeze Page yourself just once

#### ☐ Step 4: Driving Targeted Traffic

- ✓ Niche Related
- ✓ Country and City oriented
- ✓ Demographic choices
- ✓ [Google AdWords](http://GoogleAdWords.com)
- ✓ [Yahoo Advertising](http://YahooAdvertising.com)
- ✓ [Bing Ads](http://BingAds.com)
- ✓ [Facebook Advertising](http://FacebookAdvertising.com)
- ✓ [Twitter](http://Twitter.com)
- ✓ [LinkedIn](http://LinkedIn.com)
- ✓ [7Search](http://7Search.com)

#### ☐ Step 5: Analyzing your results

- ✓ You can do an easy test with \$50, depending on the traffic source you choose.
- ✓ Use Facebook Ads
- ✓ A good amount of clicks for testing a squeeze page and traffic source will be around 50 clicks.
- ✓ Cheap clicks will always bring poor results