

LeadProfit mantra

Training Guide



Traffic



Lead



Profit

Cutting edge list building strategies and tricks and advanced guru level tacts for making most profit out of your campaigns

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

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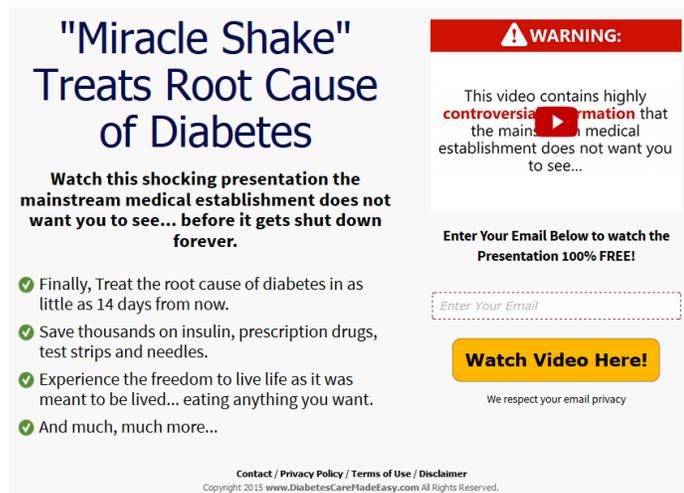
Limited Special Offer

**Chapter 1: The 5
must-have
elements when
building a list.**

▪ **Squeeze Page / Landing page:**

A Squeeze page (or a landing page) is a web page that contains information about your products and services and is designed for capturing your subscribers or customers contact

information. You can use the squeeze page to motivate your website visitors to subscribe to your email opt-in list with their name and email addresses to receive more information about your product or service.



- ✓ There are Squeeze Pages of all kinds:
- ✓ Video squeeze pages.
- ✓ Only-text squeeze pages
- ✓ Pop-up squeeze pages.
- ✓ Squeeze pages for early bird access before a product launch
- ✓ Squeeze pages to register into a membership.
- ✓ Squeeze pages to get access to the download page after a purchase.
- ✓ And many more.

If you know how to build a web page, you can easily create a squeeze page. If you don't know how, don't worry, there is an endless number of websites that can help you with that too. You can visit websites like:

OptimizePress.com, LeadPages.net, BuyLandingPageDesign.com

- **High Quality Incentive:**



People act for a reason. You can't just ask someone to do something if you don't tell him why you are asking to do so. After been told why, people will think about if doing that will have any kind of positive or negative result.

The same is when you are trying to build your list. You can't just ask people to join your list without a reason. You have to tell them why, and that why should be something of value.

An incentive is simply a free gift or offer that you give away to your new subscriber once he opts-in. The initial step to build your list is to get the visitor to opt for the equitable incentive in turn for their contact information.

When you create an incentive for your audience, you need to be sure that it is of the highest possible quality. You should really give some thought to make it both compelling and well-presented.

With the increase of marketers trying to spam the web doing false claims to get a lead, building a list has become more difficult. But if you put effort into it and you really present something of high value, people will trust and will opt in.

There are numerous types of incentives you can provide to your potential subscribers: you can give them a free report, a free EBook, an FAQ on the topic, a video series, a free trial, a limited access software application and many more.

It doesn't matter which business you are in, high quality incentives and offers give a kick start to your business.

- **Premium Autoresponder Service:**

Building an email list is not like just grabbing a piece of paper and writing a list of names and emails. Is not just sending an email to someone by using your regular email provider either.



If your are serious about making money online by getting the most out of emails marketing you will have to use the proper weapons to do so.

Choosing the right Autoresponder Service permits you to collect subscribers' contact information so that you become able to lineup emails and track your vital analytics for your business.

To track list building campaigns and measure your results, you need to enroll with an Email autoresponder service provider. There are very popular ones like AWeber, MailChimp, GetResponse, IContact, and Constant Contact.

Most email autoresponders cost about \$20 per month and rise as your list grows. You should opt for a service that you can easily use. So that you spend less time with tools and most of your time tracking and measuring.

Most autoresponders offer a free trial which gives you a chance to try them out and see if they are a good fit for your business. A perfect autoresponder service depends on the types of attributes they perform the best.

Some services also include technical features for web developers and analyzers who want to provide unique content to their audiences. Before deciding for a service, be sure to know its pros and cons.

- **Highest Quality Traffic:**



Traffic is one of the most important assets for any online marketer. If you want to have a huge list of people who are actually interested in your product, getting quality and the right type of traffic is a must.

The one thing you have to have in your mind about traffic is “Testing”.
Yeah, you just need to test.

There is no such thing as the perfect traffic. No one online can guarantee you results because the success of any type of offer depends on many factors at the same time.

But there is a way to make the best choice to what source of traffic to use so you don't go blind and avoid spending thousands of dollars testing the wrong traffic source, and that is by applying 3 highly important principles.

Principle #1: The Traffic should be Niche Related: You have to make sure the people you are going to advertise to, are actually interested in your topic.

Principle #2: The Traffic should be Country and even City oriented: You can be advertising to a huge audience interested in your topic but what if that audience is located in a country that for some reason is unable to purchase from you? You must be sure whom you will be advertising to.

Principle #3: The traffic should have demographic choices: Every single need among human beings is segmented by audience. Therefore, every product is segmented by audiences too. The same exact thing happens online. You must have control who is getting into your products and services.

- **Highly engaging email sequence:**

An effective list lays down the foundation for any successful business. Building a list is one of the foremost tasks that every business performs for its overall growth and development.



But all of your list generation efforts will be of no use if you are unable to grab the customer's attention. Consequently, your list will not be yielding the desired and expected results.

For facilitating this purpose, you need to draft emails that have a very high engagement capacity. Highly engaging emails are the ones that are able to make your customers open it, read it and act.

Certain strategies like time of sending an email, frequency of sending them, its information purpose, its educational purpose, its marketing purpose, etc. are highly important.

Ensure that your emails don't always focus on the selling aspect. You need to be careful of respecting the feelings of your customers.

On certain occasions, you need to send emails for giving training, content, free gifts, invitations to events etc. to make them develop a feeling of connectivity with you.

All these points ensure that your professional emails are not treated as junk but viewed as important. This also facilitates customer attentiveness and retention in the long run.

**Chapter II: How to
build a profit-
pulling list the
Right Way - Step by
Step.**

Building a profit-pulling list the right way is not that difficult. It does not take a lot of steps but you really need to apply them in the correct results. The core necessary steps are:

Step 1: Picking a Hot Niche to work with.

Step 2: Picking a Hot Product to promote.

Step 3: Setting up your Lead Generation Minisite.

Step 4: Setting up your Autoresponder.

Step 5: Setting up your Tracking Strategy.

Step 6: Driving High Quality Traffic.

Step 7: Analyzing your results.

If you are an experienced marketer, as you can see, is not difficult at all to build a real profit-pulling list, it only takes 7 very easy steps to apply. If you are a newbie please to not get intimidated by those names, I will show you step by step and with detail how to apply them.

Step 1: Picking a Hot Niche to work with.



You can't just go straight to start building your list if you are not sure the topic you are trying to work with is not hot at all in the internet marketing world.

You might be interested to sell about something that is really hot in your home town, or even in your country, but if there is not an active audience over the web about that topic, then you are not going to get the desired results.

You must pick a topic or niche that can really bring you profit, and you can know that by searching about it over the web.

There are 2 extremely important principles the niche you are trying to work with has to be keeping in order to consider a hot niche to work with, and those principles are High Demand and High Commerciality.

High Demand simply means how many people are actually "Interested" regarding your topic over the web. By Interested I mean searching, liking, talking, etc. This will assure you won't have any problem building your list.

High Commerciality simple means if people are actually "spending money" regarding your topic over the web. By spending money I mean

advertising or buying. This will assure you won't have any problem trying to make money with your list.

- **Identifying High Demand Niches:**

There are several tools you can use to identify if your niche has High Demand. Those tools are Keyword Tools, Social Sites and Forums or Blogs.

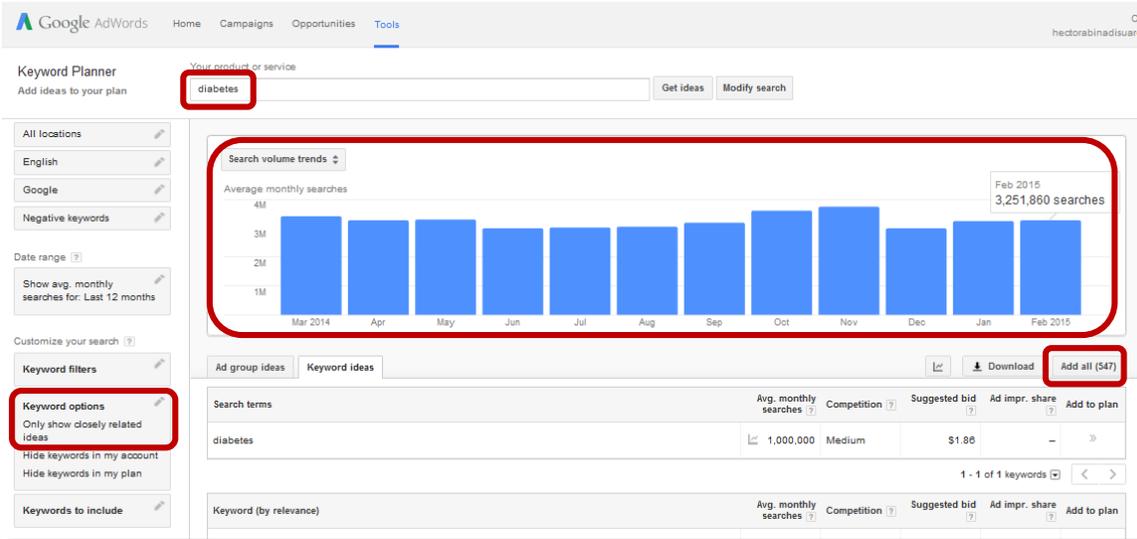
I will be using the "Diabetes" and related topics as an example through the training.

>Keyword Tools:

Here your question should be "Are People searching about it?"

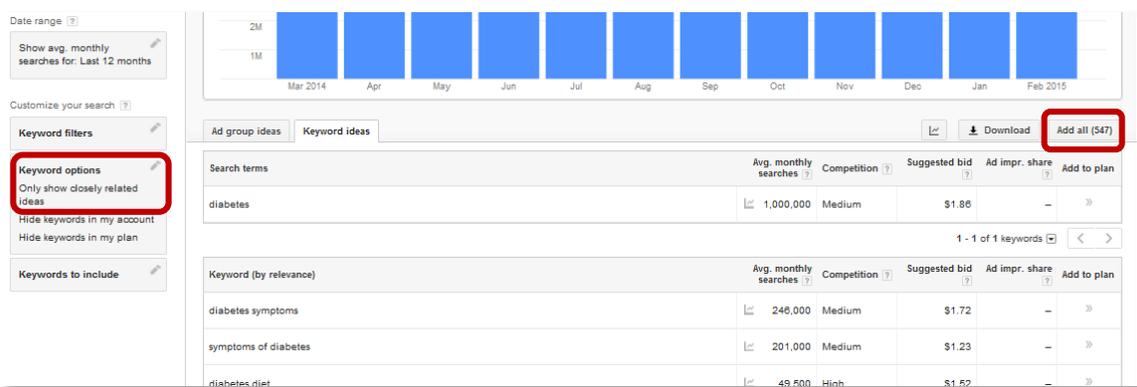
The [Google Keyword Planner](#) tool is an awesome Keyword Tool provided by Google AdWords which will easily help identify the demand of a lot of topics by the use of keywords.

This tool will show you how many people are SEARCHING about a particular and closely related topics on a monthly basis as well as from what country and language.

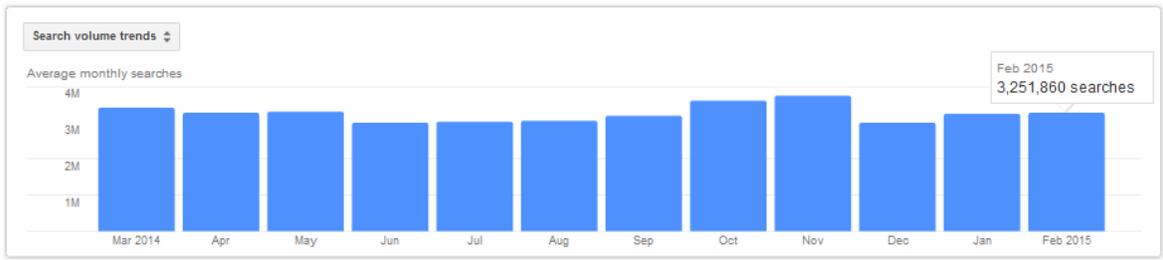


There are several things you can see right there to identify the demand of this niche over the web.

As you can see below I make sure Google could only show ideas closely related to my search terms. And I found 547 closely related search terms, in other words 547 different audiences or groups of people interested in my topic worldwide.



Finally you can also see the overall Search Volume for all the keywords listed, giving you an average monthly searches for a whole year, including the previous month.



As you can see, this is an awesome topic. An estimate of 3 million people are searching for it on Google.com on a monthly bases, worldwide.

And that's only in English.

There are other tools you can use in order to identify the online demand of a topic:

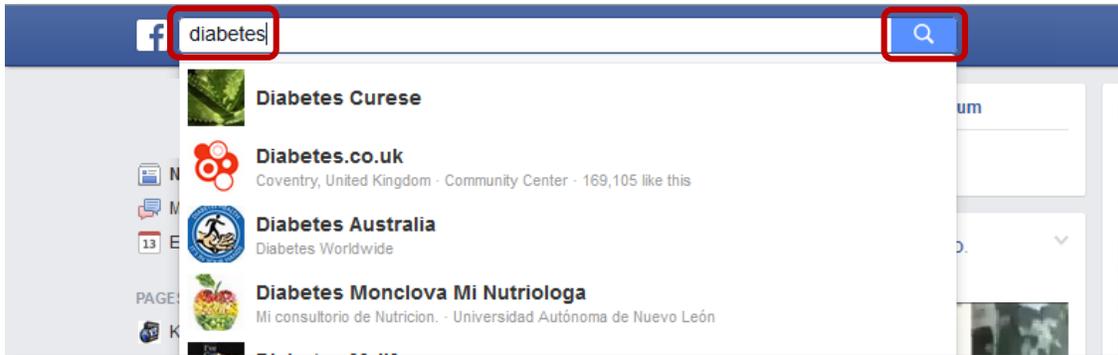
- ✓ <http://www.bing.com/toolbox/keywords>
- ✓ <http://www.wordstream.com/keywords>
- ✓ <http://www.keyworddiscovery.com/>
- ✓ <http://www.keywordspy.com/>

>Social Sites:

Here you question should be "Are People showing interest about it?"

Social sites are the greatest way to find out if people are showing interest on the topic, and Facebook is the greatest one on this. Just

perform a basic search on the Facebook Search Bar and click on the Search Button.



Facebook will show you several elements with which you can identify all signs of interest about the topic.



On the **Posts** Section, you can see how this post shows a lot of action from people interested in the subject.

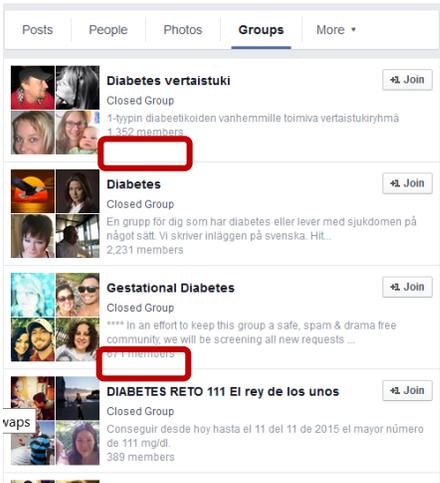
Likes, comments and shares are awesome sights of interest.



On the **Pages** section you can see so many people actually liking Pages directly related to the topic as well.

People will need to click on a button named “Like” in order to like a Facebook

Page, that’s real interest too.



You can also find a lot of interest shown on the topic by seen if people are joining on different **groups** talking about the topic in matter.

People joining a group gives a sense of belonging. This means people are interested enough to not only like, and

comment about but actively talk and share with other people about it.

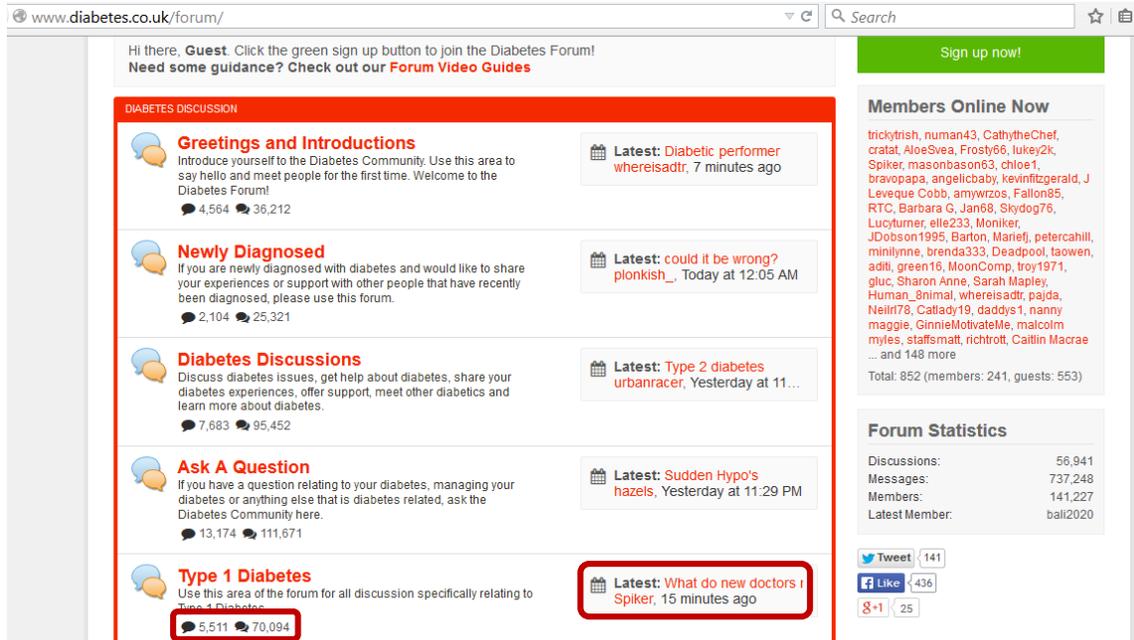
You can do the same with other social sites like.

- ✓ <https://twitter.com>
- ✓ <https://www.pinterest.com>
- ✓ <https://www.linkedin.com>

>Forums and Blogs:

Here you question should be “Are People Talking about it?”

There is no better place to know if people are talking about a topic in particular than on Forums and Blogs.



Number of Posts, Number of comments, recent posts will be great indicators of the interest people show to TALK about the topic. All of them are important and combined will be an awesome indicator.



You can also Google the topic and find some blogs at the top, check their content specially the social signals.

This is a very important indicator of what topics are the hottest ones even inside your niche.

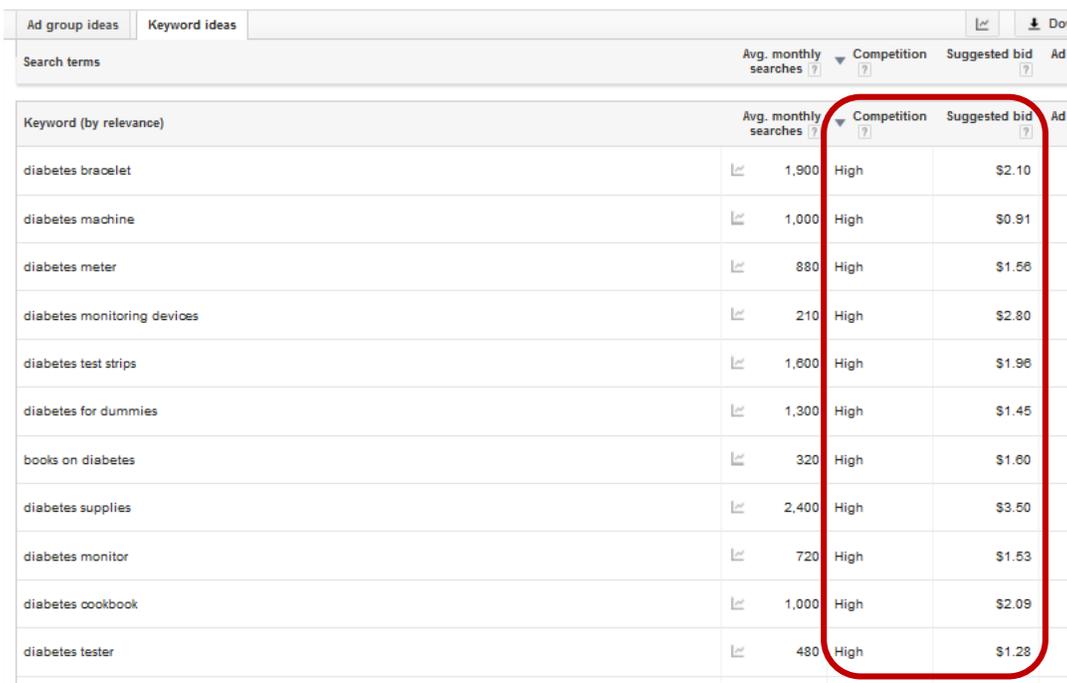
- **Identifying High Commerciality Niches:**

There are several ways you can do so.

>Keyword tools

Here your question should be “Are People advertising products about it?”

The same Keyword Tools can give you that information too.

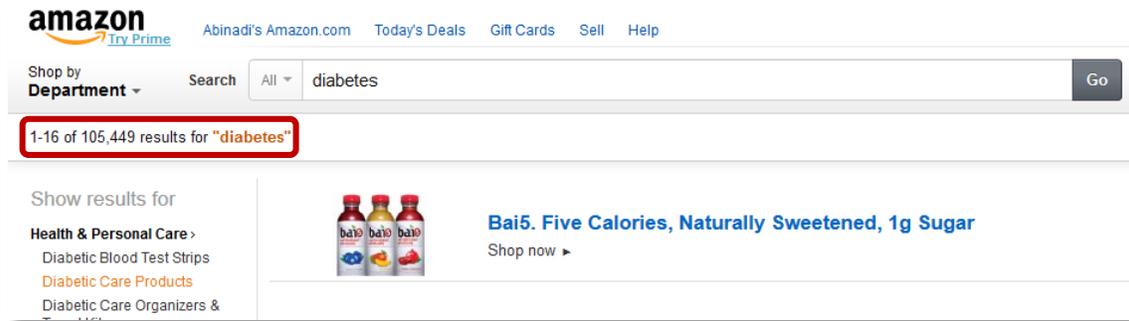


Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
diabetes bracelet	1,900	High	\$2.10
diabetes machine	1,000	High	\$0.91
diabetes meter	880	High	\$1.56
diabetes monitoring devices	210	High	\$2.80
diabetes test strips	1,600	High	\$1.96
diabetes for dummies	1,300	High	\$1.45
books on diabetes	320	High	\$1.60
diabetes supplies	2,400	High	\$3.50
diabetes monitor	720	High	\$1.53
diabetes cookbook	1,000	High	\$2.09
diabetes tester	480	High	\$1.28

Competition represents the number of Google AdWords advertisers that are actually using a particular keyword in their advertising campaigns. As you can see in this example, there are a lot of highs.

Suggested bid represents the amount per click each advertiser is paying to Google once something clicks on the Ad placed for Google on its sponsor advertising area. As you can see, every click is high too.

Another example to see if people are advertising products about is by searching for products on online shopping places like [Amazon](#), [ClickBank](#), and Offervault [JVzoo](#) and [WarriorPlus](#).



amazon [Try Prime](#) [Abinadi's Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#)

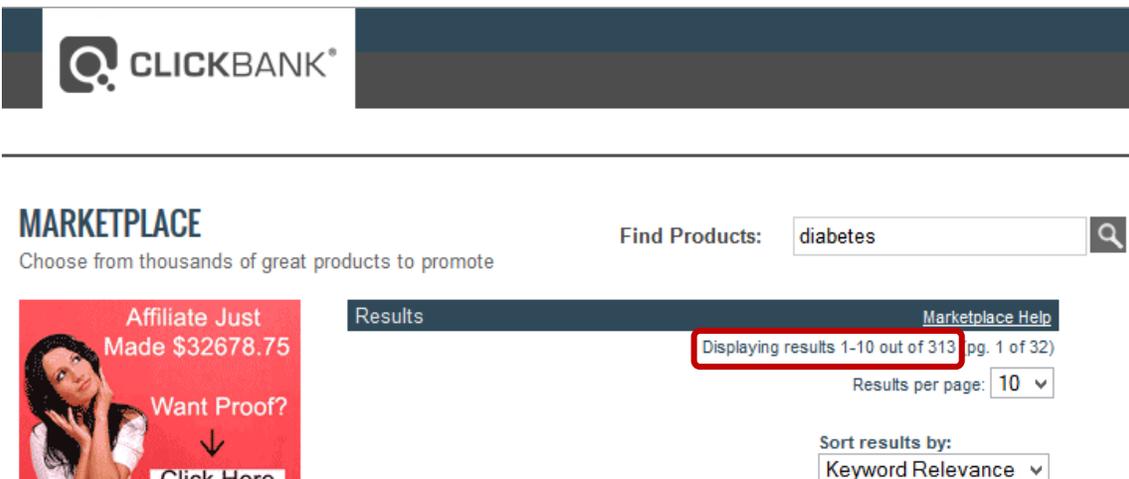
Shop by Department All

1-16 of 105,449 results for "diabetes"

Show results for

- Health & Personal Care >
 - Diabetic Blood Test Strips
 - Diabetic Care Products
 - Diabetic Care Organizers &...

 **Bai5. Five Calories, Naturally Sweetened, 1g Sugar**
Shop now >





MARKETPLACE Find Products:

Choose from thousands of great products to promote

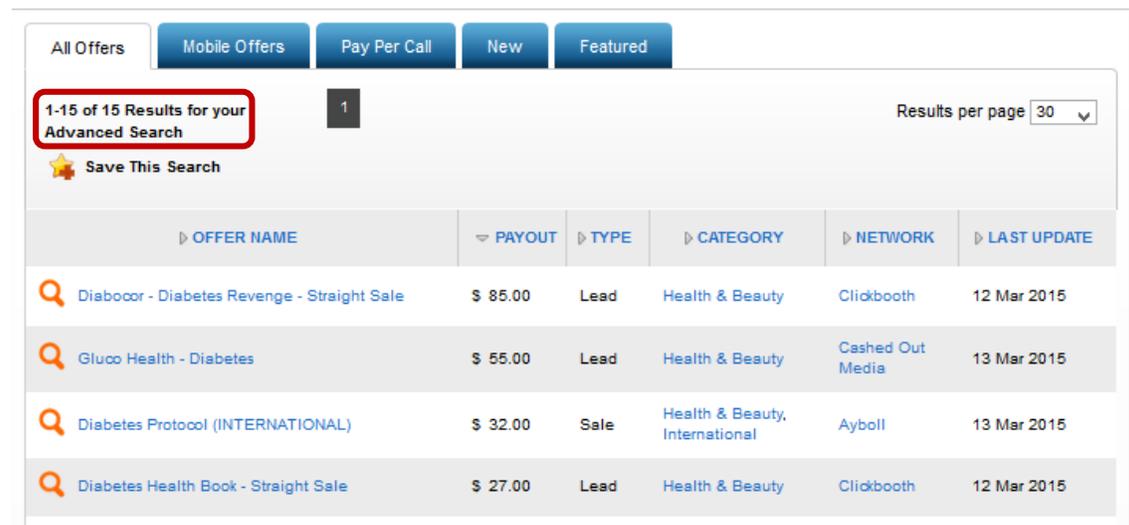
 **Affiliate Just Made \$32678.75**
Want Proof?
Click Here

Results [Marketplace Help](#)

Displaying results 1-10 out of 313 (pg. 1 of 32)

Results per page:

Sort results by:



All Offers

1-15 of 15 Results for your Advanced Search

Results per page

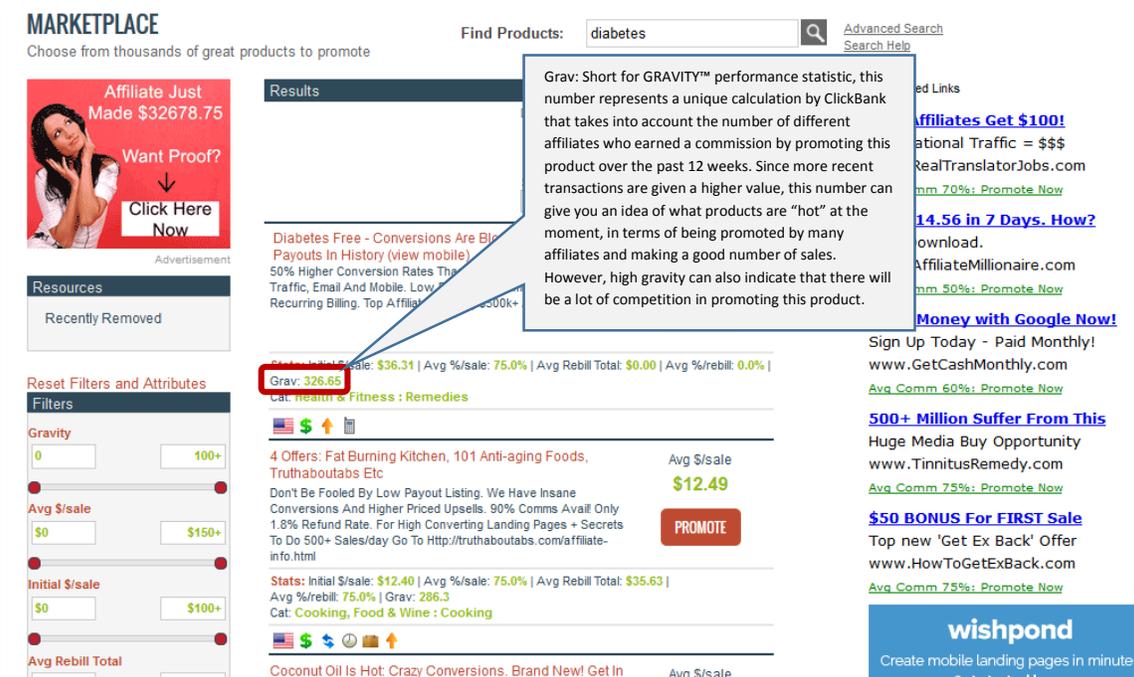
OFFER NAME	PAYOUT	TYPE	CATEGORY	NETWORK	LAST UPDATE
 Diaboor - Diabetes Revenge - Straight Sale	\$ 85.00	Lead	Health & Beauty	Clickbooth	12 Mar 2015
 Gluco Health - Diabetes	\$ 55.00	Lead	Health & Beauty	Cashed Out Media	13 Mar 2015
 Diabetes Protocol (INTERNATIONAL)	\$ 32.00	Sale	Health & Beauty, International	Ayboll	13 Mar 2015
 Diabetes Health Book - Straight Sale	\$ 27.00	Lead	Health & Beauty	Clickbooth	12 Mar 2015

>Purchases

Here your question should be "Are People spending money on it?"

The Competition and Suggested Bid data given from the Google Keyword Planner is a very good indicator of people spending money on the topic, but here I would like you to find out if regular internet users are actually “buying” stuff about the topic too.

For that we can also use Amazon and ClickBank but with a different focus:

MARKETPLACE
Choose from thousands of great products to promote

Find Products: [Advanced Search](#) [Search Help](#)

Results

Grav: Short for GRAVITY™ performance statistic, this number represents a unique calculation by ClickBank that takes into account the number of different affiliates who earned a commission by promoting this product over the past 12 weeks. Since more recent transactions are given a higher value, this number can give you an idea of what products are “hot” at the moment, in terms of being promoted by many affiliates and making a good number of sales. However, high gravity can also indicate that there will be a lot of competition in promoting this product.

Diabetes Free - Conversions Are Blazing!
Payouts In History (view mobile)
50% Higher Conversion Rates Than Competitors
Traffic, Email And Mobile. Low Recurring Billing. Top Affiliate Payouts \$300k+

Grav: 326.65 | Initial \$/sale: \$36.31 | Avg %/sale: 75.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 0.0% |
Cat: Health & Fitness : Remedies

4 Offers: Fat Burning Kitchen, 101 Anti-aging Foods, Truthaboutabs Etc
Avg \$/sale: **\$12.49**
Don't Be Fooled By Low Payout Listing. We Have Insane Conversions And Higher Priced Upsells. 90% Comms Avail Only 1.8% Refund Rate. For High Converting Landing Pages + Secrets To Do 500+ Sales/day Go To <http://truthaboutabs.com/affiliate-info.html>
Stats: Initial \$/sale: \$12.40 | Avg %/sale: 75.0% | Avg Rebill Total: \$35.63 | Avg %/rebill: 75.0% | Grav: 286.3
Cat: Cooking, Food & Wine : Cooking

Coconut Oil Is Hot: Crazy Conversions. Brand New! Get In

wishpond
Create mobile landing pages in minutes!

Step 2: Picking a hot Product to promote.



I think now you have very good ideas on what you are going to promote now that you have taken a close look to the demand and commerciality of your topic.

Picking the right product to promote is one of the most

important steps, because if you pick the wrong one, you will be wasting all the money, time and effort you will be investing trying to build a list around that product.

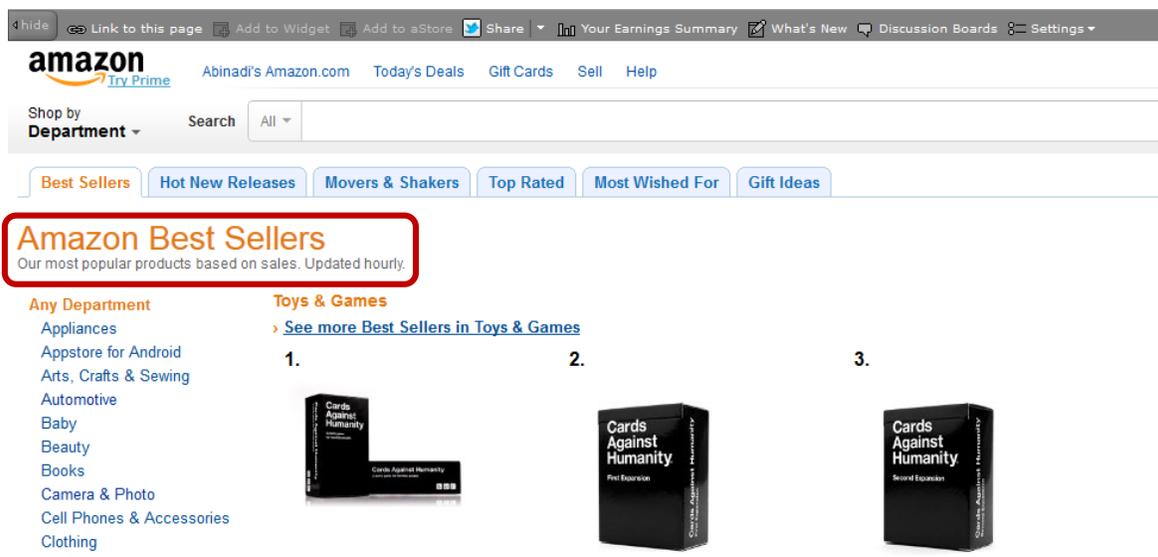
Of course not all will be lost. You will get to keep the list, but if you promote a guffy product, people will have a bad impression about you, and next time they see an email from you, they might remember about it and will unsubscribe you.

I can tell you what would be the characteristics of a great product to promote. But I think “by their fruits you shall now them”. I think that will be a better indicator on picking what to promote.

If you are trying to sell a product there are 2 major things you can do in order pick the right one to promote. You can check at how well is selling and also you can check what people are talking about it.

Been a “Best Seller” product I think is more than enough for you to decide to promote a product or not. But you still can research about that product and see what regular people are saying that product over the web.

The [Amazon Best Sellers](#) section is a great source:



Sorting Products by Gravity on ClickBank can also be an awesome source:

MARKETPLACE

Choose from thousands of great products to promote

Find Products:

All Categories Current Category



Advertisement

Resources

Recently Removed

Reset Filters and Attributes

Filters

Gravity

0 100+

Avg \$/sale

\$0 \$150+

Initial \$/sale

\$0 \$100+

Avg Rebill Total

Results

[Marketplace Help](#)

Displaying results 1-10 out of 2142 (pg. 1 of 215)

Results per page: 10

Health & Fitness

Sort results by:

Gravity

Low to High

High to Low

The Venus Factor: New Highest Converting Offer On Entire CB Network! (view mobile)

Avg \$/sale

\$47.83

Absolute Media Monster. Venus Factor Is The Highest Converting, Best Selling, Female Fat Loss Offer Of All Time. Over \$20 Million In Affiliate Payouts In 2014 Alone. Have You Got Your Share? Please Read Tos Here: www.venusfactor.com/affiliates

PROMOTE

Stats: Initial \$/sale: \$45.79 | Avg %/sale: 81.0% | Avg Rebill Total: \$47.98 |

Avg %/rebill: 76.0% | Grav: 385.44

Cat: Health & Fitness : Diets & Weight Loss



Diabetes Free - Conversions Are Blowing Up, Highest Payouts In History (view mobile)

Avg \$/sale

\$36.31

50% Higher Conversion Rates Than Top Competitor! Crushes Cold Traffic, Email And Mobile. Low Refunds, Optimized Back End With Recurring Billing. Top Affiliates Making \$500k+ A Month.

PROMOTE

Stats: Initial \$/sale: \$36.31 | Avg %/sale: 75.0% | Avg Rebill Total: \$0.00 | Avg %/rebill: 0.0% |

Grav: 326.65

Cat: Health & Fitness : Remedies

You can even search online about the name of the product and see what people are talking about it.

Amazon has its own reviews section for each of its products:

amazon [Try Prime](#) [Abinadi's Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Sell](#) [Help](#)

Shop by Department Search Books [Help](#) [You](#)

[Books](#) [Advanced Search](#) [New Releases](#) [Best Sellers](#) [The New York Times® Best Sellers](#) [Children's Books](#) [Textbooks](#) [Textbook Rentals](#) [Sell Us Your Book](#)

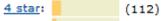
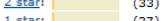
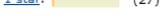
Customer Reviews

[The End of Diabetes: The Eat to Live Plan to Prevent and Reverse Diabetes](#)

753 Reviews

Average Customer Review
 ★★★★★ (753 customer reviews)

Share your thoughts with other customers

5 star:  (531)
 4 star:  (112)
 3 star:  (50)
 2 star:  (33)
 1 star:  (27)

The most helpful favorable review	The most helpful critical review
<p>643 of 667 people found the following review helpful</p> <p>★★★★★ A choice to make</p> <p>I find the negative comments on this book rather enlightening. Essentially, they all said something like: I don't want to eat that way, so the book doesn't suit me. In the first month following the program outlined in this book, I dropped my blood pressure from about 150 to 120 and fasting glucose average from about 240 to 120. So, Hey, I can get along without pizza...</p> <p>Read the full review ></p> <p>Published on January 24, 2013 by B. Tupper</p> <p>> See more 5 star, 4 star reviews</p>	<p>169 of 191 people found the following review helpful</p> <p>★★★★☆ Excellent information, but could be more user friendly</p> <p>I own Eat to Live and follow Dr. Furhman's advice. He's smart, tough, honest and extremely knowledgeable. He doesn't sugarcoat anything. If you want to live a long healthy life, focusing diet on food and vegetables is non-negotiable. Having said that, I was looking forward to "The End of Diabetes" hoping to learn some new information about the nutritional treatment...</p> <p>Read the full review ></p> <p>Published on January 9, 2013 by M. Ponder</p>

643 of 667 people found the following review helpful

★★★★★ **A choice to make**, January 24, 2013

By **B. Tupper** (Ramona, CA United States) - [See all my reviews](#)

REAL NAME

Verified Purchase [\(What's this?\)](#)

This review is from: [The End of Diabetes: The Eat to Live Plan to Prevent and Reverse Diabetes \(Hardcover\)](#)

I find the negative comments on this book rather enlightening. Essentially, they all said something like: I don't want to eat that way, so the book doesn't suit me. In the first month following the program outlined in this book, I dropped my blood pressure from about 150 to 120 and fasting glucose average from about 240 to 120. So, Hey, I can get along without pizza and donuts in order to add a dozen healthy years to my life. I think that is a reasonable choice. If someone would rather cut his life short by enjoying gluttony, that's a choice he is entitled to make. But he shouldn't blame the author of the book for it.

Help other customers find the most helpful reviews

[Report abuse](#) | [Permalink](#)

Was this review helpful to you?

[\(27\)](#)

403 of 420 people found the following review helpful

★★★★★ **The End of Diabetes: The Eat to Live Plan**, February 13, 2013

By **infinite "std22"** - [See all my reviews](#)

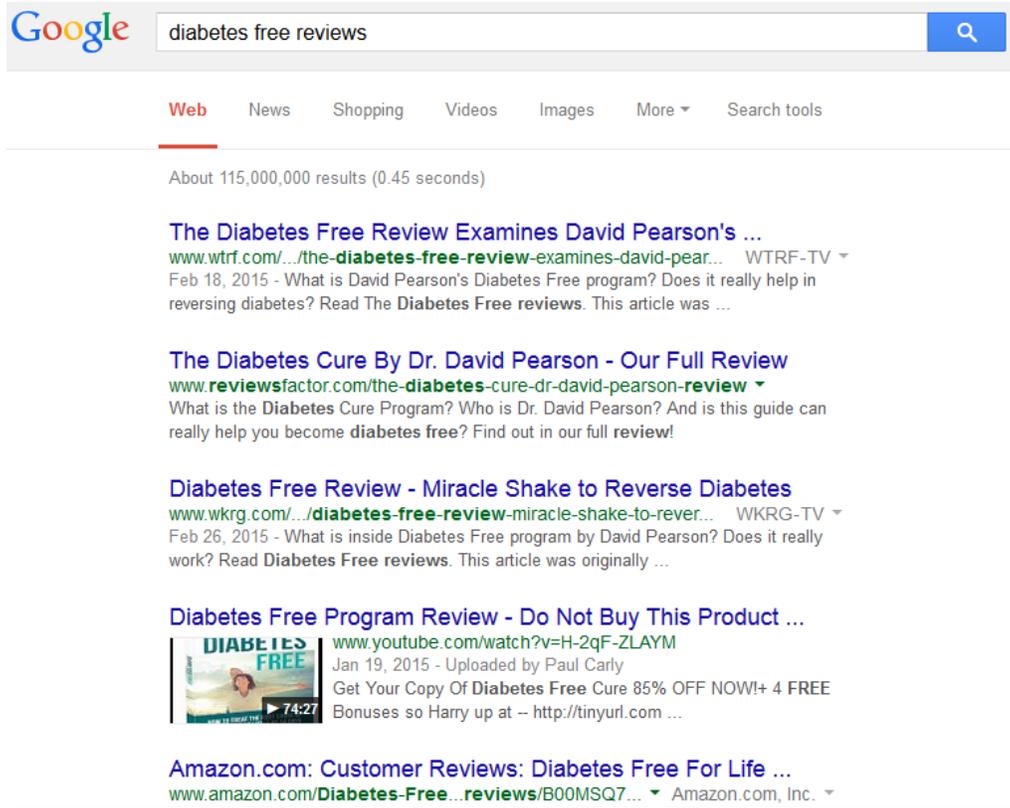
Verified Purchase [\(What's this?\)](#)

This review is from: [The End of Diabetes: The Eat to Live Plan to Prevent and Reverse Diabetes \(Hardcover\)](#)

When I read the recipes in the back of the book I thought they were so radical that no one, unless they were, 'on death's doorstep', would eat that way. Well, I don't see 'crow' as one of the options but, if it were, I'd be eating it. I was diagnosed with diabetes two years ago and since then, my life has been a rollercoaster between feeling awful and just fair. Although I'd incorporated more exercise into my lifestyle and my blood sugar had gone down, it didn't change my overall feelings of well being. Seemed no matter what combination of foods I ate, I couldn't seem to sustain 'feeling good'.

I decided I'd try one or two of the less 'outrageous' recipes and go from there. That was just about a month ago and I'm still trying the recipes. One day about two weeks into eating this way, I had a hamburger and french fries. I'm not kidding, I felt so awful the next day I could barely function.

You can also Google about it:



I think that the most important reviewer for any product will be nothing more and nothing less than YOU.

Yeah, we recommend you buy the product you are trying to promote and make sure it is an awesome product that your future leads will enjoy to have access to.

Just position yourself as a buyer and not as a seller. Think on the pros and cons. Positive and Negative insides. Know the product really well. That will help you a lot as well in the process of building your Lead Generation Minisite.

Step 3: Setting up your Lead Generation Minisite

When picking a squeeze page or landing page, there are a few very important things to consider.

What we are trying to do here is build our list as fast as possible and also with the right people.

I know there are a lot of different squeeze pages and many of them are great, others aren't. Many of them have been tested extensively by experienced internet marketers as well.

I just can't tell you which one is the Greatest Squeeze Page in the World because you can find several marketers claiming to have the greatest squeeze page ever and all of them may look different.

My strongest recommendation for you is to test as many squeeze pages as you can with different traffic sources as possible until you find the sweet perfect one. I will show you more about it in the coming steps.

Why I tell you to test so much. Well because there are 3 things that can define an awesome lead generation strategy: How hot the topic is, how



"Miracle Shake"
Treats Root Cause
of Diabetes

Watch this shocking presentation the mainstream medical establishment does not want you to see... before it gets shut down forever.

- ✓ Finally, Treat the root cause of diabetes in as little as 14 days from now.
- ✓ Save thousands on insulin, prescription drugs, test strips and needles.
- ✓ Experience the freedom to live life as it was meant to be lived... eating anything you want.
- ✓ And much, much more...

WARNING:

This video contains highly controversial information that the mainstream medical establishment does not want you to see...

Enter Your Email Below to watch the Presentation!

Enter Your Email

Watch Video Here!

We respect your email privacy

Contact / Privacy Policy / Terms of Use / Disclaimer
Copyright 2015 www.DiabetesCareMadeEasy.com All Rights Reserved.

attractive the squeeze page might be and also what quality the traffic source used has.

But still there are several logic components you could include when creating or choosing the right squeeze page to work with.

✔ Component #1: Niche Related



We are trying to build a list of people directly interested in a specific topic. This is something that will surely help you build a highly responsive list.

The most important thing is not the size of the list, but the quality. Focus on the quality more than on the number. Anyway, you will see how your list gets bigger and bigger over time.

For testing purposes, I decided to build a squeeze page based on a Best Seller Diabetes Product on ClickBank called "Diabetes Free".

✔ Component #2: The Headline and Sub-headline

The headline and sub-headline will be what people see first. Here you must provide a really big promise.

Here you have to really get their attention. It will tell the most important benefit of the product or service. It should be something very hot on the topic that your product or service has been created for.

I decided to use the exact same headline of the product I'm about to promote. This will give a sense of security to the visitors once they go to the sales page, and that they got access exactly to what they are interested in.

"Miracle Shake" Treats Root Cause of Diabetes

Watch this shocking presentation the mainstream medical establishment does not want you to see... before it gets shut down forever.

✔ Component #3: The Incentive



As explained previously an incentive is simply a free gift or offer that you give away to your new subscriber once he opts-in.

There are numerous types of incentives you can provide to your potential subscribers but a very popular one is giving access to a video.

The List Diabetes product sales page I'm about to promote has a really awesome sales video presentation, and because people love watching videos more than reading stuff, I decided to promote that video in my squeeze page. It is a very good thing to use a graphic representing what they will get access to.

Component #4: The Key Points

Some people will need more convincing than a headline in order for them to give you their name and email.

- ✓ Finally, Treat the root cause of diabetes in as little as 14 days from now.
- ✓ Save thousands on insulin, prescription drugs, test strips and needles.
- ✓ Experience the freedom to live life as it was meant to be lived... eating anything you want.
- ✓ And much, much more...

A lot of people really hate spam and will like to stay away from it.

While creating my Squeeze Page for that List Building product, I watched the video and pulled out magnet information, I used some testimonials from inside the page and some more info. This way I'm making sure to deliver exactly what I'm offering in the squeeze page.

Component #5: The Call to Action

**Enter Your Email Below to watch the
Presentation 100% FREE!**

The Call to action will be what the visitor should do in order to get access to that

promise.

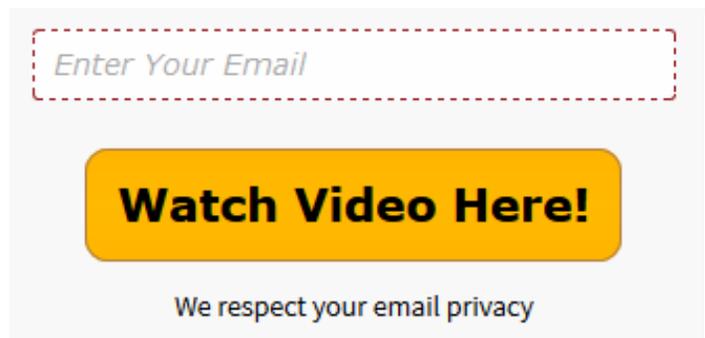
It should be clear and not confusing, it should be very easy to do and something that the visitor can do in just a second, and obviously should be providing their name and email address, or at least the email address.

It is very important to be specific. Tell them exactly what they have to do and also what they will be having free access to. Remember to tell them it is 100% free.



Component #6: The Action Box

The Action Box will be where the visitor will be able to achieve what he is invited to do in order to get access to that promise.

A graphic of an action box. It features a dashed red border at the top containing the text "Enter Your Email". Below this is a prominent yellow button with the text "Watch Video Here!". At the bottom of the box, it says "We respect your email privacy".

The action box is nothing more and nothing less than the opt-in box and the submit button where the visitor will be able to type his name and email and then click in order to get instant access to what you have promised.

This is a very simple and extremely powerful way to prepare your potential customers to get access to your Sales Page.

✔ **Component #7: The Legal Information**

Contact / Privacy Policy / Terms of Use / Disclaimer
Copyright 2015 www.DiabetesCareMadeEasy.com All Rights Reserved.

This is something of extreme value. Maybe

some people don't read this information, but you must include it there. This is something that will increase the visitors' trust considerably.

Remember there are a lot of scam squeeze pages out there made by people that know the value of a lead, but are desperate to get as many of them no matter what it takes, even illegally.

- ✔ Legal pages will give the visitor a sense of security that you exist. That you have a unique domain name and that you are responsible.
- ✔ Legal pages will give them the option to contact you if they need to. That's something very important.
- ✔ Legal pages will tell them what you will be doing with the information they will provide to you.
- ✔ Legal pages will tell them the specific terms they have to be aware of just for visiting your web site.
- ✔ Legal pages will tell them you do not guarantee any specific positive results, helping them understand that personal results may vary.

A squeeze page doesn't consist of just having a single page in front of the people, it just looks spammy that way.

A squeeze page consists of something of value, something of trust, something of high quality, something that can really positive convince the visitor to leave their contact information without a shadow of a doubt.

There are a lot of online services that offer you amazing tools to create your squeeze pages or landing pages.

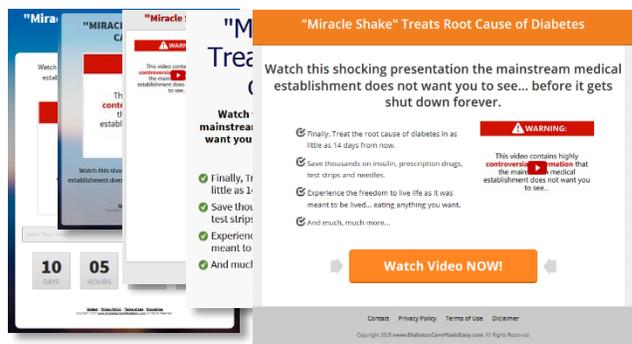
There are 3 places that I would like you to check out for this.

And those places are: [OptimizePress.com](https://optimizepress.com), [LeadPages.net](https://leadpages.net) and [BuyLandingPageDesign.com](https://buylandingpagedesign.com)

I know there are a lot of options for squeeze pages and landing pages but as I told before, what I advise you to do is to test them all.

Yeah, prepare all of them with the same information. And get them ready to test, each and every one of them. Your results will tell you which converts the best.

But let me show you what I did.



see which

I created up to 5 different Squeeze Pages promoting the exact same product. So I will create a campaign for each and every one of them and one converts best.

Buddy remember the most important thing is to test. I have given you 7 highly important components that a squeeze page may have.

Remember these components are not a must. You might find high converting squeeze pages not having several of those components included in their design.

Step 4: Setting up your Autoresponder

As we discussed before choosing the right Autoresponder Service permits you to collect subscribers' contact information so that you become able to lineup emails and track your vital analytics for your business.

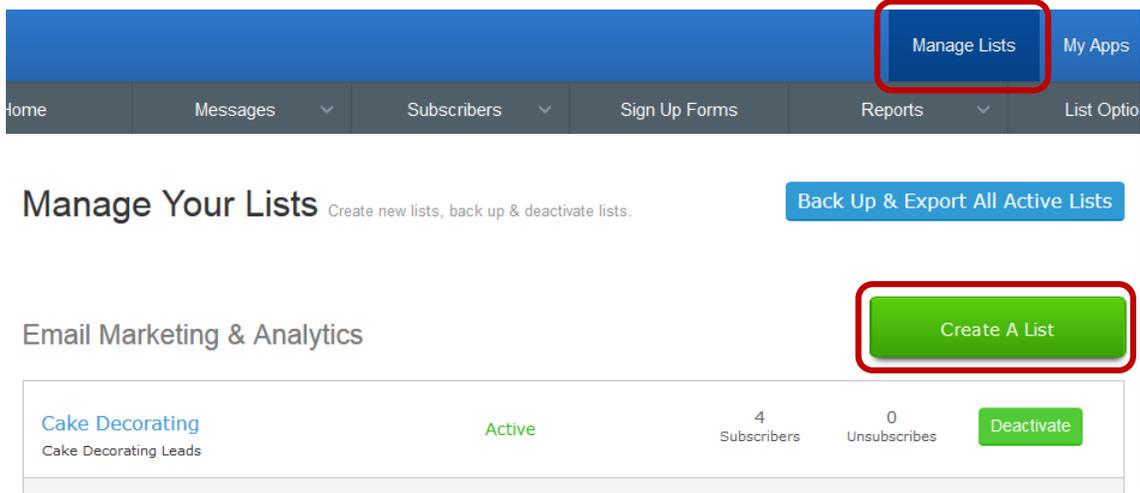
You should opt for a service that you can easily use. So that you spend less time with tools and most of your time tracking and measuring. Before deciding for a service, be sure to know its pros and cons.

There are several autoresponder services online but the most used are [AWeber](#), [MailChimp](#), [GetResponse](#), [iContact](#), and [Constant Contact](#).

Now let me show you how I set up the opt-in box or the Action Box for my squeeze pages.

For this I used AWeber, which is my preferred autoresponder service.

In order to create that opt-in box or the Sign up form, you will need to create a new list. For that you can go to the top right corner and click on **Manage List**, and then **Create A List**.



Manage Lists My Apps

Home Messages Subscribers Sign Up Forms Reports List Optio

Manage Your Lists

Create new lists, back up & deactivate lists.

[Back Up & Export All Active Lists](#)

Email Marketing & Analytics

[Create A List](#)

Cake Decorating Cake Decorating Leads	Active	4 Subscribers	0 Unsubscribers	Deactivate
-------------------------------------------------	--------	------------------	--------------------	----------------------------

Tell Us About Yourself

Your Company Name

Your Company Website

Which address would you like to include at the bottom of your emails? [Explain This.](#)

Use an existing address

Then you will be able to set up your Contact and Identification information. You will be asked to place Your Company Name, Your Company Website, Which address would you like to

include at the bottom of your emails.

And also what sender name and email address should appear with your emails. In this last area we advise you to use your Company Name or Slogan as the sender name.

What sender name and email address should appear with your emails?

Sender Name

Sender Email

Next Step

Remember people get a lot of emails from a lot of different name. With a niche related Sender Name they will identify you, and of course it will be more attractive because it is a topic they are interested in.

Remember to also use a real domain name Sender Email. Free emails just look unprofessional to people in this case. Then, click on **next step**.

Let's Create Your List

What would you like to name your list?

List Name

Briefly describe the emails your subscribers are going to receive.

List Description 64/400

Your subscribers will see this description. [Where?](#)

[Go Back](#) [Next Step](#)

Then you will be asked to Approve or create a personalized confirmation message. We will talk about

Then you will be able to create your List. Here you can also use the name of your slogan or niche and also create a really nice description.

Then click on **next step**.

Approve Your Confirmation Message

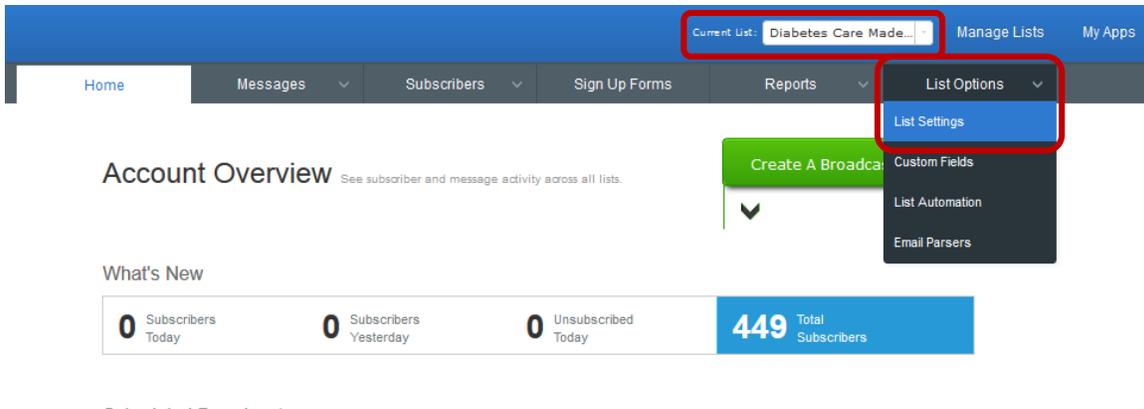
This is the very first email subscribers will receive from you when they join your list. It asks for their permission to receive email from you.

Customize this message now so that subscribers are more likely to confirm. [More Info](#).

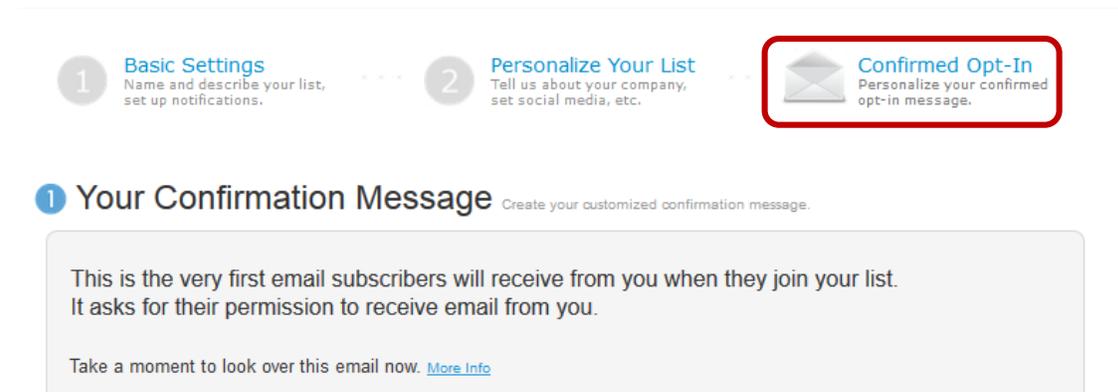
Choose a Pre-Approved Subject (Recommended)

that later but for now just go down and click on **Approve Message & Create List**.

You will now make sure your new list is selected. And you will go to the List Settings area.



Here you will be able to edit all the information you submitted at the beginning of the creation of the list. But what I need you to take a look now is on the Confirmed-option section.



2 Require Opt-In on Web Forms We strongly recommend leaving confirmed opt-in ON.

ON OFF All subscribe methods require Confirmed Opt-In to ensure only recipients who have specifically requested to be on the list are subscribed. This means you have proof someone opted-in, fewer unsubscribe requests and far fewer spam complaints.

3 Success Page What page of your website do you want to send people when they confirm?

Confirmation Success Page URL

Pass subscriber info for [personalizing](#) this page. (Not recommended for WordPress users)

Save Settings

Leaving this option ON means that a confirmation email will be sent to each new subscriber who signs, so he can have access to the incentive.

Big Benefit: you will make sure that each new subscriber has submitted an authentic email address, and he is actually interested to receive information from you.

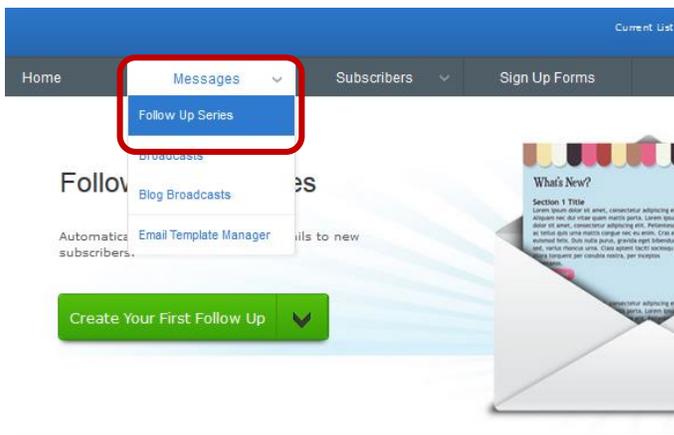
Negative Impact: people normally don't like to get into their email accounts, open the confirmation email and click on the confirmation link. That process might make them lose their interest and never come back ever again.

But that negative impact in reality can be turned into a big benefit because people making those steps in order to get access to the information they requested will make sure they indeed are interested in the topic.

It's up to you using this function or not. I myself prefer to disable it, and getting people straight to the sales page right after they submit their email. That way I won't interrupt the selling process.

Doing that will also ensure everyone submitting their email can have direct access to the sales page and also in the future I can just delete all those emails addresses from people that doesn't open my emails.

It's just my point of view.



Then what you can do now is create the very first email the new Subscribers will receive after signing up.

We advise you use this email to give a warm

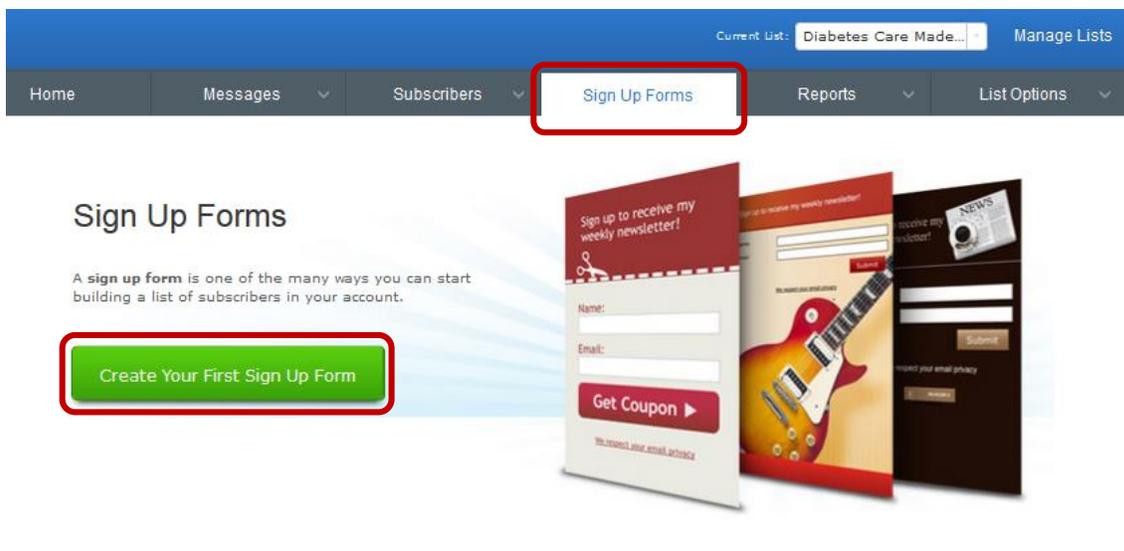
welcome to your subscribers instead of just advertising to them right away.

You can also let them know that you will constantly be sending them the best and most useful information on the niche you list has been built on.

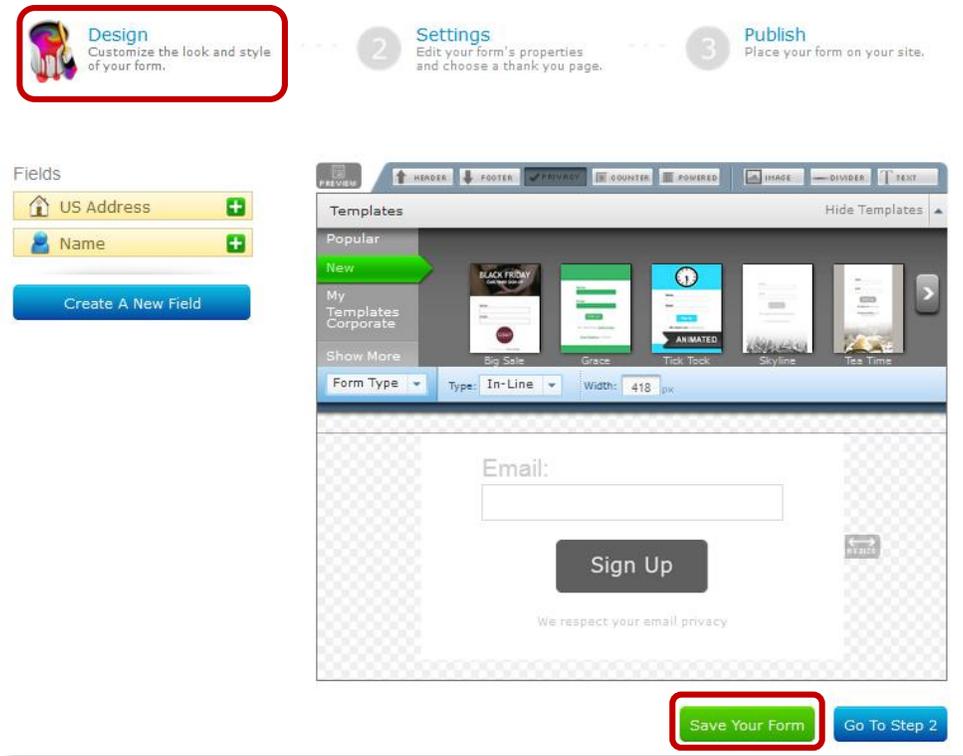
Also tell them what kind of information they will receive: tips, tricks, warnings, recommendations, and tell them you will occasionally be sending important information about free or paid high quality products you have had the chance to find for them.

Promise them you will not send them spam and if they think the information you are sending to them is not useful, please let you know that so you can be of the greatest help for them.

Once you are done here, you will then go to the Sign Up Forms area to create your opt-in boxes.



Here in the **Design** area, you will be able to customize your opt-in box however you want.

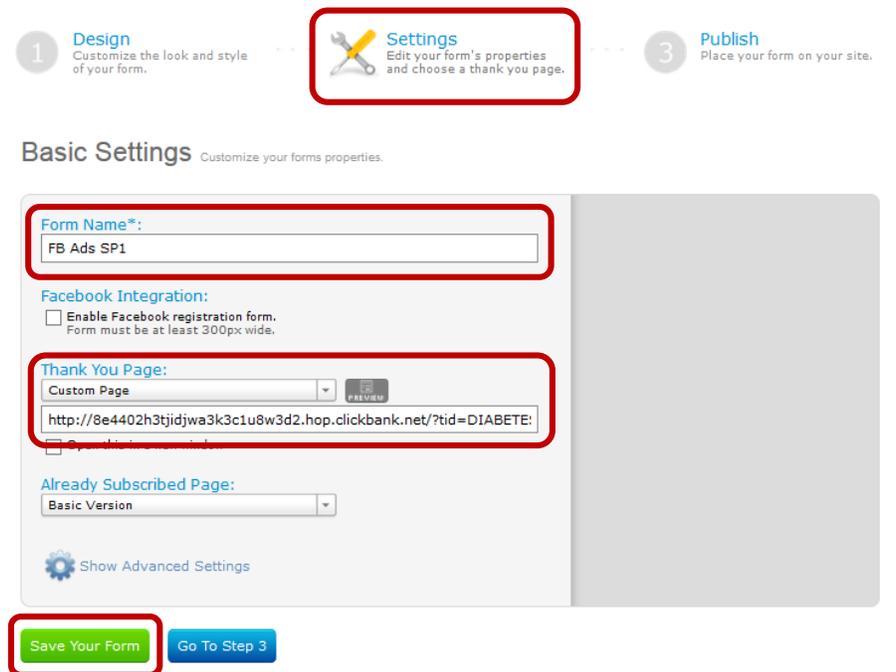


The screenshot displays the LeadProfit form builder interface. At the top, there are three steps: 1. Design (highlighted with a red box), 2. Settings, and 3. Publish. The Design step is described as "Customize the look and style of your form." Below the steps, there are three main sections: "Fields", "Templates", and a preview area. The "Fields" section includes "US Address" and "Name" with plus signs, and a "Create A New Field" button. The "Templates" section shows a "Popular" list with various templates like "Big Sale", "Grace", "Tick Tock", "Skyline", and "Tea Time". Below the templates, there are dropdown menus for "Form Type" and "Type" (set to "In-Line"), and a "Width" field (set to "418 px"). The preview area shows a form with an "Email:" label, an input field, a "Sign Up" button, and a privacy notice: "We respect your email privacy". At the bottom right, there are two buttons: "Save Your Form" (highlighted with a red box) and "Go To Step 2".

You can pick any of the templates. You can add or take away parts of the opt-in box. You can even edit every single element inside of it.

In the **Settings area**, you can customize your opt-in box properties.

Here you will be able to put the Web Form Name. I typed "FB Ads SP1" which stands for Facebook Ads Squeeze Page 1.



1 Design Customize the look and style of your form.

Settings Edit your form's properties and choose a thank you page.

3 Publish Place your form on your site.

Basic Settings

Customize your forms properties.

Form Name*:
FB Ads SP1

Facebook Integration:
 Enable Facebook registration form.
Form must be at least 300px wide.

Thank You Page:
Custom Page
http://8e4402h3tjidjwa3k3c1u8w3d2.hop.clickbank.net/?tid=DIABETE:

Already Subscribed Page:
Basic Version

You can also enable a Facebook registration form. So people that are logged into Facebook can sign up using their Facebook Account details. This is something awesome, so you make sure real people use their real email.

Then you will be able to set up where you want to send people once they type their email and hit the submit button. Here will finally be the greatest place to insert your Affiliate Product URL.

Yeah, after the new visitor has been engaged by visiting your squeeze page and showing interest by submitting their name and email, they are now ready to get access to the sales page where they can finally decide the most important part of the sales process which is "BUY".

And that's how you make money while building your list at the same time.

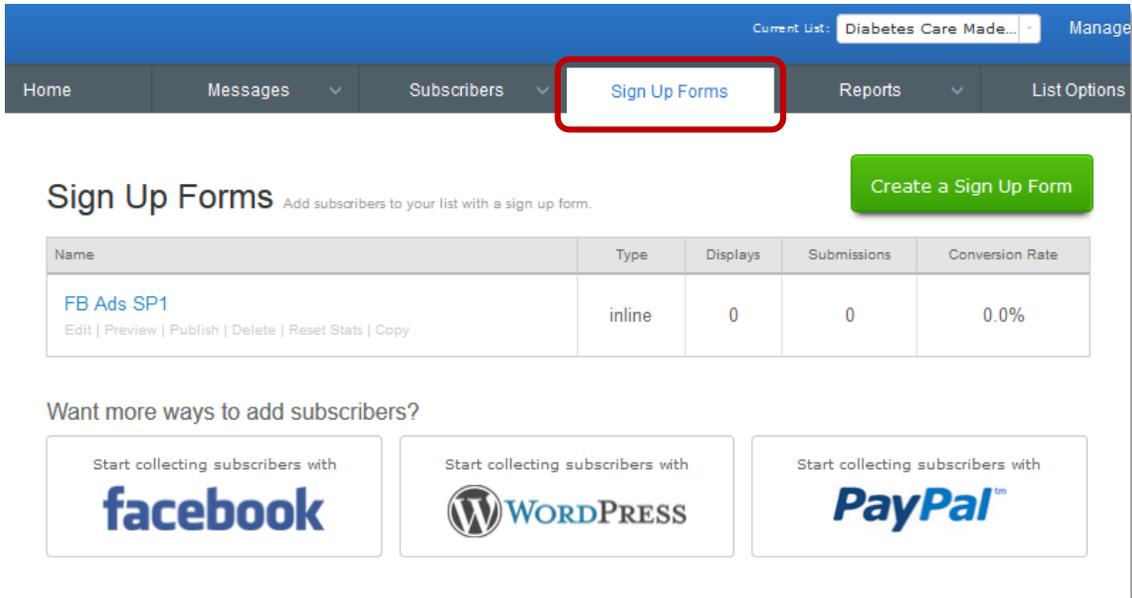
I will create 5 different opt-in boxes to insert them on 5 different squeeze pages for this exact same list. I will tell you why I put “FB Ads” as part of the name in the next Step.

Remember I told you the importance of testing as many squeeze pages as possible at the same time? Well this is how.

You will create several Opt-in boxes inside the exact same list, and you will place those opt-in boxes on different squeeze pages.

You won't be building different lists. You will be sending all those subscribers to the same list, but you will use different opt-in boxes and squeeze pages to grab them. That way you can track each and every one separately.

Before going to the publish area, let's go to the Sign Up Forms.



Current List: Diabetes Care Made... Manage

Home Messages Subscribers **Sign Up Forms** Reports List Options

Sign Up Forms

Add subscribers to your list with a sign up form. [Create a Sign Up Form](#)

Name	Type	Displays	Submissions	Conversion Rate
FB Ads SP1 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%

Want more ways to add subscribers?

- Start collecting subscribers with **facebook**
- Start collecting subscribers with **WORDPRESS**
- Start collecting subscribers with **PayPal™**

What we will do now is create several more opt-in boxes right away to test them at the same time.



Name
FB Ads SP1 <small>Edit Preview Publish Delete Reset Stats Copy</small>

But now it will be a lot easier to create new ones because you will just copy the existing

one.

Then you will go inside the settings area and edit the Form Name.

1 **Design**
Customize the look and style of your form.

Settings
Edit your form's properties and choose a thank-you page.

3 **Publish**
Place your form on your site.

Basic Settings

Customize your forms properties.

Form Name*
FB Ads SP2

Facebook Integration:
 Enable Facebook registration form.
Form must be at least 300px wide.

Thank You Page:
Custom Page 
k76Infir42r5k047y83m.hop.clickbank.net/?tid=DIABETESFREEFBADS2
 Open this in a new window

Already Subscribed Page:
Basic Version

 Show Advanced Settings

Save Your Form **Go To Step 3**

Click on **Save Your Form** and go again to create the other opt-in forms.

Awesome. Our opt-in forms are done and ready to publish them.

Sign Up Forms Add subscribers to your list with a sign up form.

[Create A Sign Up Form](#)

Name	Type	Displays	Submissions	Conversion Rate
FB Ads SP1 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP2 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP3 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP4 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP5 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%

Finally you can **publish** it and take the code to place it on your squeeze page. You will do this for every opt-in form on a different squeeze page each and every time.

1 Design Customize the look and style of your form. 2 Settings Edit your form's properties and choose a thank-you page. Publish Place your form on your site.

Who Will Publish This Form To Your Website?

 **I Will Install My Form**
You are comfortable with HTML and have access to edit your pages

 **Javascript Snippet**
The Quick and Easy Version

 **Raw HTML Version**
Advanced Design Customization

Recommended

- If you change your form here, you won't have to update your website.
- Track statistics in your account.

You can paste the snippet below anywhere between the body tags of your website:

```
<div class="AW-Form-756796705"></div>
<script type="text/javascript">(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//forms.aweber.com/form/05/756796705.js";
  fjs.parentNode.insertBefore(js, fjs);
})(document, "script", "aweber-vjs-wfcqch0y");
</script>
```

If you want to avoid stress, we advise you to use the JavaScript Snippet code.

Something really nice about using the JavaScript Snippet code is that you can edit the opt-in box inside your autoresponder service and it will be automatically updated in your squeeze page without having to reinstall the code again or editing the squeeze page whatsoever.

And this is how you finally set up your Autoresponder, opt-in forms and your multiple squeeze pages for testing purposes.

Step 5: Setting up your Tracking Strategy



Tracking is extremely important for absolutely any internet marketing task.

If you would like to reduce costs and

significantly increase productivity you have to track everything you do online.

Tracking is what let you test all squeeze pages and see which one performs the best. As well as which affiliate offer performs the best also. Without tracking is impossible to test.

When marketing online, you will need to be tracking 2 general segments, and according to the results of those 2 general segments you will have to make 3 wise decisions.

The 1st General Segment you must track is how well your **Lead Generation System** is converting. And the 2nd General Segment you have to track is how well the **Affiliate Offer** is converting.

The 1st wise decision you must make is about **Altering or Changing your Lead Generation System**, the 2nd wise decision you must make is

about **Altering or Changing the Traffic Source** you are using, and the 3rd wise decision you must make is about **Changing the Affiliate Offer**.

- **The 1st General Segment: Lead Generation Tracking**

When building your list, you will need to be tracking 2 things: the first thing you must track is **how well the Squeeze Page is converting**. And the second thing you have to track is the traffic source you are using.

There are all kinds of awesome tracking tools you can use for this, but I really don't want to get too technical on it.

You really don't have to immerse yourself into the complicated website traffic tracking and the opt-in conversion tracking worlds in order to set up a reliable tracking strategy when building your list.

You just need to take it easy and use the simple tools. And for that, we are going to use, your Autoresponder service provider. Yeah that's right. I won't send you to some other website to spend money for this.

Once you have created the Opt-in boxes for your squeeze pages, you will see them listed there in the Web Forms List area. And what you see right there is a lot of useful information.

Sign Up Forms Add subscribers to your list with a sign up form.

[Create A Sign Up Form](#)

Name	Type	Displays	Submissions	Conversion Rate
FB Ads SP1 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP2 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP3 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP4 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
FB Ads SP5 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%

You will see the **Name** of the sign up form, the **Displays**, **Submissions** and the **Conversion Rate**.

This is all you need to track your squeeze page conversion and traffic sources.

Let me tell you how.

Name	Type	Displays	Submissions	Conversion Rate
Bing Ads SP1 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Bing Ads SP2 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Bing Ads SP3 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Bing Ads SP4 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Bing Ads SP5 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
FB Ads SP1 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
FB Ads SP2 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
FB Ads SP3 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
FB Ads SP4 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
FB Ads SP5 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Twitter Ads SP1 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Twitter Ads SP2 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Twitter Ads SP3 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Twitter Ads SP4 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%
Twitter Ads SP5 <small>Get Preview Publish Delete Reset State Copy</small>	Inline	0	0	0.0%

Right here you can see 3 Lead Generation Tracking Strategies.

As you can see, I have created several sign up form and all of them are created to collect leads for the exact same list.

I used the **Name** of the Opt-in form to identify the **Traffic Source**

The **Displays** refers to how many times the sign up form has been

shown since you installed it on your squeeze page, this will then mean **how many people have visited your squeeze page.**

The same clicks you see on the traffic service you have decided to use should be the same displays shown here.

The **Submissions** are the **Leads Generated**. And the **Conversion Rate** will tell you **how well that traffic source and that squeeze page work together.**

The higher the conversion rate the better.

The Conversion Rate will be the guide you will use to make the first 2 wise decisions: altering or changing your squeeze page, and altering or changing the traffic source.

I used several traffic sources for this. For each campaign I created several Squeeze Pages to see which one converted the best. So I cloned the exact same opt-in box and installed it on different squeeze pages and tracked each and every one of them.

This way, you can compare which Squeeze Page converted the best, and keep using that one for further testing.

A high converting squeeze page and traffic source will have a success rate of no less than 20%. We advise you to avoid cheap traffic in order to look for high quality leads for your business.

Cheap traffic hardly converts. What cheap traffic does is kill your squeeze page conversion rate.

Remember you must track your squeeze page **AND** your traffic source.

They have to work together.

Do not trash a squeeze page until you have tested it on several traffic sources.



Testing always takes some money. Once you have reached the sweet spot, you will be able to collect as many high quality leads as you want with an extremely low investment by just increasing your budget on something that you know works awesome already.

All that money you have invested will come back again, real quick and then you will be able to make a lot of free money in the future from the same leads you have collected before, plus the new ones.

List building is just amazing.

Some very important advice for you is that once you have installed your opt-in boxes on your squeeze pages, you must test them, first:

- ✓ Just visit your squeeze page
- ✓ Check if its redirects to your Affiliate Product Sales Page.
- ✓ Check if you got the Welcome email on your personal email account
- ✓ Check if you see your email listed inside your Autoresponder list campaign.
- ✓ Check in the Sign Up Forms List area to make sure that the display and the submission appear there.
- ✓ Then, after you make sure everything is perfectly connected, avoid revisiting your squeeze page.

Do not visit your own squeeze page URLs. Because this will also be shown in the sign up form area statistics. That will mess up the tracking strategy completely because you will be creating fake additional views.

▪ **The 2nd General Segment: Affiliate Sales Tracking**

Tracking sales is extremely simple nowadays.

Affiliate Platforms are making a great job offering you an awesome interface where you can track every single click and sale generated promoting your affiliate product.

Displaying 01/01/2011 to 02/23/2015 (All Time)

Seller	Product	Clicks	Visitors	Sales	Conv	\$ per Visitor	\$ per Sale	Total
165 Products		1,84	2,036	66	3.24%	\$0.36	\$11.18	\$738.15
Bertus Engelbrecht	Auto FB Marketer V2.0 [FE: UNLIMITED License]	17	149	8	5.37%	\$0.85	\$15.76	\$126.08
James Knight	Facebook Quick Cash	2	19	7	36.84%	\$0.87	\$2.35	\$16.45
Stephen Gilbert	Video Comet	9	72	7	9.72%	\$0.67	\$6.87	\$48.12
Bertus Engelbrecht	Auto FB Marketer V2.0 [OTO: 5 FB Software Tools]		15	5	33.33%	\$6.17	\$18.50	\$92.50
James Knight	YouTube Money Machine	7	57	4	7.02%	\$0.16	\$2.35	\$9.40
Jimmy Mancini	Youtube Ranking Software V2.5		3	3	100.00%	\$22.17	\$22.17	\$66.51
Jimmy Mancini	Video Marketing Training - OTO		4	3	75.00%	\$2.24	\$2.99	\$8.96
Jimmy Mancini	Youtube Ranking Secrets - Revealed (FE)	18	142	3	2.11%	\$0.24	\$11.52	\$34.56
Dr. Amit Pareek	Twitter Business In a Box Monster PLR	4	23	3	13.04%	\$0.77	\$5.89	\$17.67
Emilis Stimaalis	FunnelKit - Unlimited Domain License	17	104	2	1.92%	\$0.28	\$14.40	\$28.80
Dr. Amit Pareek	LinkedIn Business In a Box Monster PLR	8	80	2	2.50%	\$0.18	\$7.35	\$14.69
Stephen Gilbert	Video Comet OTO 1 - Over the Shoulder Training	0	10	2	20.00%	\$2.56	\$12.81	\$25.62

Here you just need to look at 3 very important values: Visitors, Sales and Conversion Rate.

Those 3 values are easily provided by any affiliate marketing platform.

The number of displays in your Autoresponder platform should be the exact same number of Unique Visitors displayed in your affiliate marketing platform for that product you are promoting in particular.

At this point, you already know the squeeze page and traffic source work just great.

Visitors	Sales	Conv
2,036	66	3.24%
149	8	5.37%
19	7	36.84%
72	7	9.72%
15	5	33.33%
57	4	7.02%
3	3	100.00%
4	3	75.00%

Here the most important value to consider, as well, is the Conversion Rate.

The higher the conversion rate the better.

A high converting front end sales page will have a success rate of no less than 10%. But it will depend on the price of the product and on several other factors.

1% could be the lowest good value, but it all depends on your **profits**. Profit or net

income generally implies total revenue minus total expenses.

So if a conversion rate of 1% covers your traffic expenses and get you an important profit margin then that's awesome.

That conversion rate and the profit margin will help you make the 3rd wise decision which is **changing the Affiliate Offer**.

And that's how you track.

Step 6: Driving High Quality Traffic.

Traffic is one of the most important assets for any online marketer. If you want to have a huge list of people who are actually interested in your product, getting quality and the right type of traffic is a must.

The one thing you have to have in your mind about traffic is “Testing”. Yeah, you just need to test.

There is no such thing as the perfect traffic. No one online can guarantee you results because the success of any type of offer depends on many factors at the same time. It depends on:

- ✓ The image you use in the ad
- ✓ The text you use in the ad
- ✓ The country you are targeting
- ✓ The language you are targeting
- ✓ The age of the people you are targeting
- ✓ The gender of the people you are targeting
- ✓ The time of year
- ✓ The traffic source
- ✓ How hot your topic is online
- ✓ And many more

So for that reason it is always better to test.

▪ Free vs Paid Traffic

There are two ways to get traffic. You can get it for free or you can pay to get it.

Paid or free traffic does not tell you the quality of the traffic. Of course you can get high quality traffic a lot easier if you pay for it. But you can still get really high quality traffic for free, if you know how to do it.

I can spend the whole day talking about all the traffic sources you can use to advertise online but I won't waste your time on that.

I will give you principles, so you can judge for yourself which traffic channel to use. It's a lot easier doing it that way instead of giving you a list of 100 ways to drive traffic to your website.

For that reason the following 3 principles will tell you where to turn once you decide to get traffic of really high quality.

- ✓ **Principle #1: The Traffic should be Niche Related.**
- ✓ **Principle #2: The Traffic should be Country/City Oriented.**
- ✓ **Principle #3: The traffic should have Demographic Choices.**

Principle #1: Niche Related

You have to make sure the people you are going to advertise to, are actually interested in your topic.

SEO or search engine traffic consists of getting traffic from search engines.

You build a website, write a lot of content relevant to your offer, optimize that website with an endless number of optimization

techniques, and then after a few months or so, some of your webpages will start getting at the top of the search engines once people search for a term related to your content.

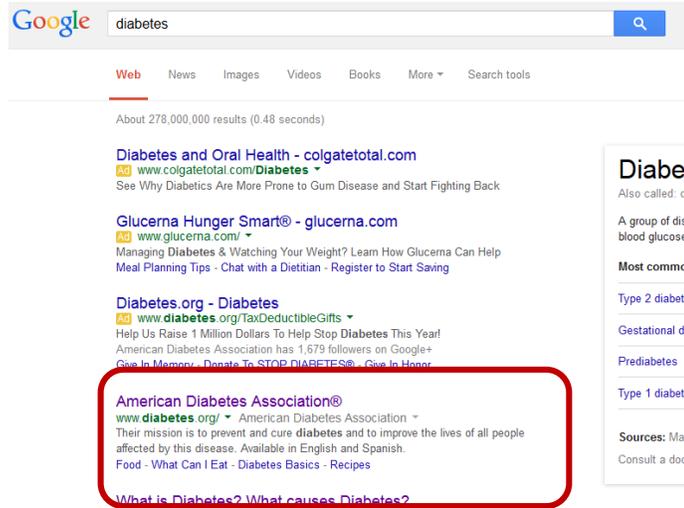
Then, when they decide to enter your website, they see your offer somewhere on the page and decide to go and visit it.

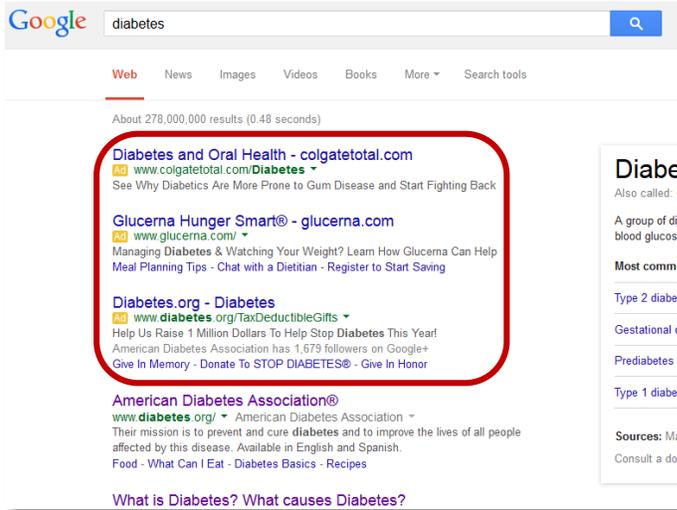
That's a basic example of this type of traffic. It is niche related because people are performing a search with a keyword related to your website and your offer.

But the process of getting at the top of the search engines like Google (which is the one most used) is really hard.

People call this type of traffic FREE traffic, but it is not. If you are not an expert on optimization you are lost, and if you have to pay someone to do it for a monthly fee, it's not free.

It is high converting, yes. SEO Traffic is amazingly great.





PPC is also an awesome way to get this type of traffic. There are various places that offer Search Engine traffic by paying per click.

The most common places are [Google AdWords](#), [Yahoo](#)

[Advertising](#), and [Bing Ads](#)

They place relevant ads right at the top of the search engines once people search for a term, so this is a really nice, easy way to get to the top; however, it can get really expensive.

You just need to test it with some money and see what you get.

As I told you, testing is important; PPC gets expensive if you don't know what you are doing and decide to get as many clicks as possible without making some changes to your ad.

There are other places where you can get Niche targeted traffic in the form of PPC. Those places are [Facebook Advertising](#), [Twitter](#), [LinkedIn](#), and [7Search](#).

These sources of traffic have different ways to set up traffic campaigns.

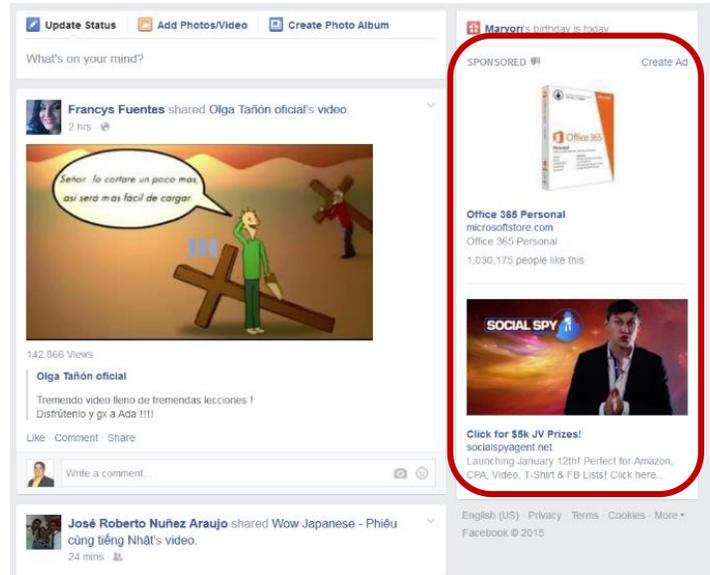
Some of them may ask you for keywords, others might ask you to target by interest, and some others may ask you to pick categories, etc.

Another really awesome way to enjoy this type of traffic is with Solo Ads, which simply is finding someone with a large email list and having them send your email to his contact list.

This is absolutely awesome because the owner of the list will tell you what topic his list has been built for.

That way, you will be doing with his list something you will do with your own list: approaching people highly engaged in the same topic of your product or service.

This is just absolutely high quality traffic.





Another really high quality way to get niche related traffic is by posting on niche related forums and blogs.

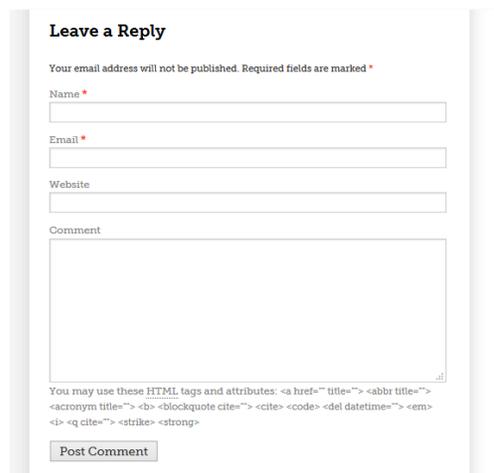
Yeah, you can google

something like **diabetes forums**, or **diabetes blogs**.

If you decide to go for a forum, you probably will need to register first. Then you start browsing around searching for a topic you know the most about, and then comment something of great value to the readers.

For blog commenting you can do the same, but you don't have to create an account in the blog in order to post your opinion.

The way to get traffic to your page is by placing your website URL on any place allowed by the forum or blog owner.



For forums you must be sure to follow his rules. Most of the time, they are shown in the registration process.

For blog commenting, if they give you the option to place your website while you are commenting, it means you are able to place a link, which will usually be hyperlinked in your name.

Remember, always post or comment something of value to everyone. That will help your post or comment get approved and people will definitely take a look at your website to get more valuable information from you.

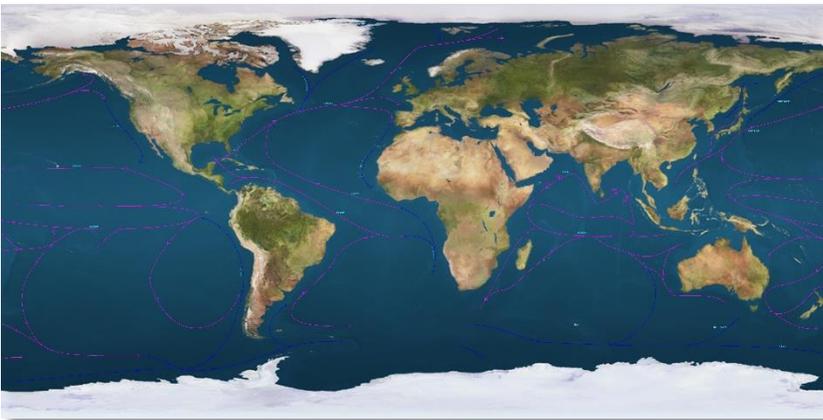
Principle #2: Country/City Oriented

You can be advertising to a huge audience interested in your topic but what if that audience is located in a country that for some reason is unable to purchase from you? You must be sure whom you will be advertising to.

This is something extremely important when talking about collecting leads for your business.

Maybe you are planning to launch a brand new service or a special offer for people from the United States or from a city in particular.

Maybe you would like to see how people from Latin America can actually be a great audience to target your product or services.



Your business can go international without having to build a physical shopping place in any country or city in particular,

and you can track their interaction with your products and services by building a segmented list of people from that country or city.

So, it is very important that you come up with a traffic source that can give you the option of targeting the specific countries and cities of your choice.

SEO is not that great with this because you just get traffic from whatever country is interested in your topic, but PPC service providers can easily provide you with this principle.

PPC is so amazing because it is like you are in a High Quality Shopping Mall, you just grab exactly what you need and pay for it, it's as simple as that.

You pick the topics or submit the keywords, you pick the countries and even the cities and you can even pick a town, which is possible with Facebook.

With Solo Ads you will only know where the traffic is coming if you ask the list owner about it. You can ask him to send you a screenshot. That's something very easy to know if he is actually using a High Quality Autoresponder Service.

Principle #3: Demographic Choices:

Every single need among human beings is segmented by audience. Therefore, every product is segmented by audiences too. The same

exact thing happens online. You must have control who is getting into your products and services.

It is highly imperative that the traffic source has as many demographic choices as possible; let me tell you why.

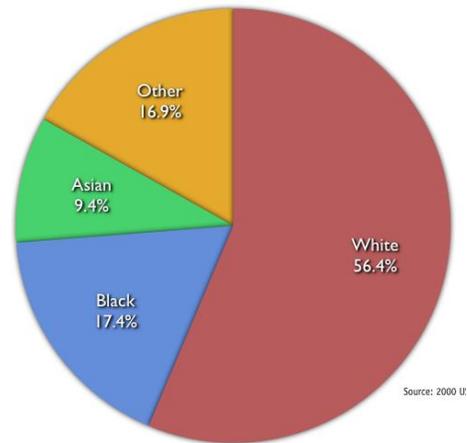
Every single need among human beings is segmented by audience. Therefore, every product is segmented by audiences too.

The same exact thing happens online.

There are some products that are oriented to satisfy needs for women. Others are for men, others are for kids, others are for teenagers and others are for adults. For that reason, traffic should also be segmented like that.

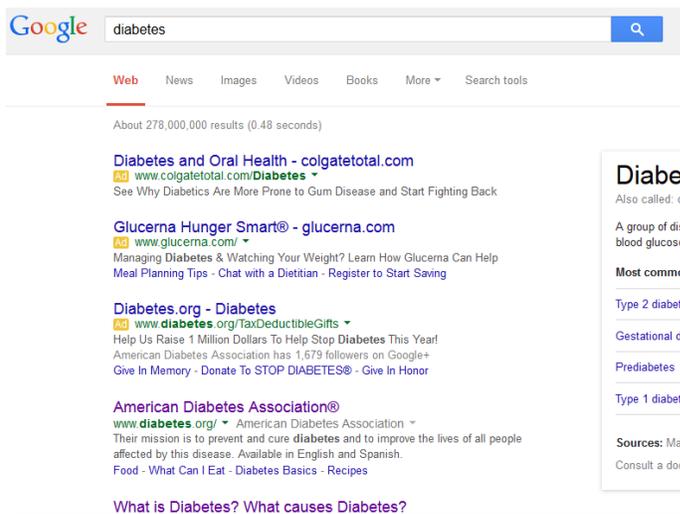
It's just not good trying to send 1,000,000 people to an offer and hope for the best. You have to make sure what audience your offer has been created for, and then you need to identify as many characteristics of this audience as you can.

A really good way to do this is by searching on Google for a term like Diabetes. Then, take the top page, which will probably be talking just about diabetes.



Then, you can go to Alexa.com or Quantcast.com, analyze those websites, and you will have a really cool vision of the audience that is directly related to your topic.

Now, you just need to look at those traffic websites that offer you as many demographic options as possible.



It is impossible to do this with SEO. Because once again, you can't control who enters to your website, but you still can use that information to know more about your direct audience.

PPC is the greatest solution for this because, besides topic and country, you can also choose from: gender, age, language, behaviors, and several more demographic choices.

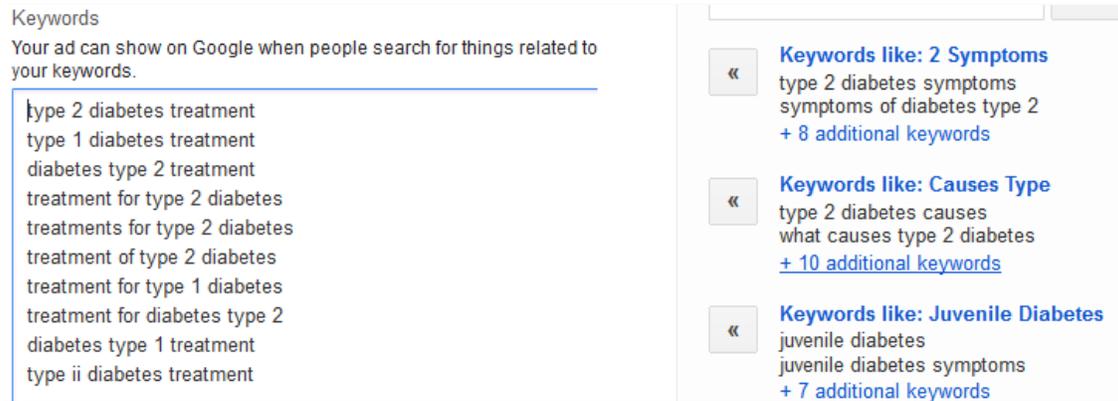
Solo ads can't let you decide this, either. You are lucky if your Solo ad provider can tell you about the demographics of each one on his list, because it is really hard to tell that from an autoresponder service.

Now let me walkthrough into several traffic sources that can give you these awesome quality traffic on any market and niche of your choice.

Bellow I will show you screenshots that proof how the following traffic sources can offer you all three principles of really high quality.

- [Google AdWords](#)

- ✓ **Niche Related:**

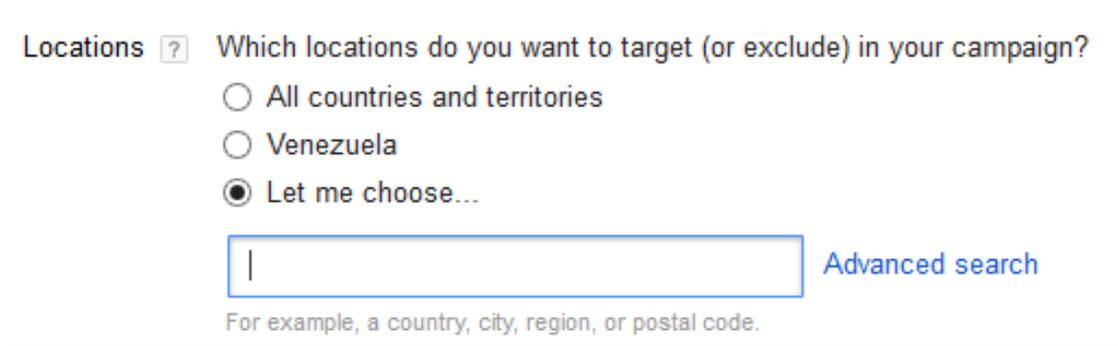


Keywords
Your ad can show on Google when people search for things related to your keywords.

type 2 diabetes treatment
type 1 diabetes treatment
diabetes type 2 treatment
treatment for type 2 diabetes
treatments for type 2 diabetes
treatment of type 2 diabetes
treatment for type 1 diabetes
treatment for diabetes type 2
diabetes type 1 treatment
type ii diabetes treatment

- « **Keywords like: 2 Symptoms**
type 2 diabetes symptoms
symptoms of diabetes type 2
+ 8 additional keywords
- « **Keywords like: Causes Type**
type 2 diabetes causes
what causes type 2 diabetes
+ 10 additional keywords
- « **Keywords like: Juvenile Diabetes**
juvenile diabetes
juvenile diabetes symptoms
+ 7 additional keywords

- ✓ **Country/City Oriented**



Locations Which locations do you want to target (or exclude) in your campaign?

All countries and territories
 Venezuela
 Let me choose...

[Advanced search](#)

For example, a country, city, region, or postal code.

- ✓ **Demographics Choices**

Narrowed further by Demographics ?

GENDER	AGE	PARENTAL STATUS
<input checked="" type="checkbox"/> Male	<input checked="" type="checkbox"/> 18-24	<input checked="" type="checkbox"/> Parent
<input checked="" type="checkbox"/> Female	<input checked="" type="checkbox"/> 25-34	<input checked="" type="checkbox"/> Not a parent
<input checked="" type="checkbox"/> Unknown ?	<input checked="" type="checkbox"/> 35-44	<input checked="" type="checkbox"/> Unknown ?
	<input checked="" type="checkbox"/> 45-54	
	<input checked="" type="checkbox"/> 55-64	
	<input checked="" type="checkbox"/> 65 or more	
	<input checked="" type="checkbox"/> Unknown ?	

Reach a significantly wider audience by showing ads to people whose age, gender, or parental status we do not know.

▪ **Facebook Ads**

✓ **Niche Related:**

Interests i diabetes | Suggestions | Browse

- Diabetes mellitus awareness +
- Behaviors i University of Oxford +
- Diabetic diet +
- Connections i Diabetes mellitus type 2 awareness +
- Prediabetes +
- Diabetes mellitus type 1 awareness +
- Diabetes Hands Foundation +

✓ **Country/City Oriented**

Locations i United States

All United States

Add a country, state/province, city or ZIP

✓ **Demographics Choices**

Age *i* 18 ▾ - 65+ ▾

Gender *i* **All** Men Women

Languages *i* Enter a language...

Interests *i*

More Demographics ▾

- Relationship >
- Education >
- Work >
- Ethnic Affinity
- Generation

[Suggestions](#) | [Browse](#)

- [Bing Ads](#)

- ✓ **Niche Related:**

diabetes 🔍

<input type="checkbox"/> Keyword	Searches last month
<input type="checkbox"/> diabetes	81,668
<input type="checkbox"/> type 2 diabetes	36,655
<input type="checkbox"/> diabetes symptoms	24,622

- ✓ **Country/City Oriented**

Locations *?* What locations do you want to target or exclude?

All available countries/regions
 Venezuela
 Selected cities, states/provinces, countries/regions, and postal codes

[Search](#) [Browse](#)

United States 🔍

United States (country/region) [Target](#) | [Exclude](#)

- ✓ **Demographics Choices**

Demographic Both genders, All ages 

Increase my bid to improve the chance of my ads showing to specific genders

Gender	Bid adjustment
Male	Increase by <input type="text" value="0"/> %
Female	Increase by <input type="text" value="0"/> %

Increase my bid to improve the chance of my ads showing to certain age groups

Age	Bid adjustment
18 - 24	Increase by <input type="text" value="0"/> %
25 - 34	Increase by <input type="text" value="0"/> %
35 - 49	Increase by <input type="text" value="0"/> %
50 - 64	Increase by <input type="text" value="0"/> %
65+	Increase by <input type="text" value="0"/> %

- 7Search

- ✓ Niche Related:

1. Keyword Suggestion Tool

Enter a word: Click-Free™ Keywords

Click to Add	Keyword	Estimated Searches/Month	Est. Top Clicks/Month	Bid1	Bid2	Bid3
<input type="checkbox"/>	diabetes	108,070	2,877	\$0.31	\$0.28	\$0.25
<input type="checkbox"/>	diabetes type 2 information	47,111	154	\$0.05	\$0.04	\$0.03
<input type="checkbox"/>	type 2 diabetes	37,369	307	\$0.13	\$0.12	\$0.11
<input type="checkbox"/>	cinnamon diabetes	31,378	260	\$0.10	\$0.09	\$0.08
<input type="checkbox"/>	diabetes weight loss diet	29,126	284	\$0.15	\$0.14	\$0.12
<input type="checkbox"/>	diabetes diet	16,303	339	\$0.29	\$0.26	\$0.24
<input type="checkbox"/>	diabetes symptom	10,974	73	\$0.05	\$0.04	\$0.03
<input type="checkbox"/>	diabetes 2	10,549	130	\$0.23	\$0.21	\$0.19
<input type="checkbox"/>	diabetes drug	8,636	19	\$0.54	\$0.50	\$0.46

[Add All](#)

- ✓ Country/City Oriented

Target your customers by geographic location

Allow all customers to see your ad

Select specific countries

247 Available Countries

- United States
- Canada
- United Kingdom
- Afghanistan
- Albania
- Algeria
- American Samoa
- Andorra
- Angola

Add >

< Remove

0 Selected Countries

✓ Demographics Choices

There is no Demographics Choices in 7Search

▪ [Twitter Ads](#)

✓ Niche Related:

Select additional targeting criteria.

Users falling into any of the categories below will be targeted.

+ Add keywords

+ Add followers

+ Add interests

+ Add tailored audiences

+ Add TV targeting

+ Add behaviors

✓ Country/City Oriented

Select locations

Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. [Learn more](#)

Search for locations, e.g. United States or Import multiple locations

Target users located in...

Country	* United States
---------	-----------------

✓ Demographics Choices

Select gender

We infer gender from information our users share as they use Twitter, including their profile names and follow graphs. [More info](#)

Any gender Male only Female only

Select languages

Select devices, platforms, and carriers

▪ [PopAds](#)

✓ Niche Related:

Categories leave empty to allow all

Available choices:

- 4. General/Arts/Entertainment
- 5. General/Arts/Literature
- 6. General/Arts/Movies
- 7. General/Arts/Music
- 8. General/Arts/Photography
- 9. General/Automotive
- 10. General/Automotive/Auto repair & parts
- 11. General/Automotive/Automotive manufactur
- 12. General/Automotive/Buying/selling cars
- 13. General/Automotive/Financing
- 14. General/Automotive/Insurance
- 15. General/Automotive/Luxury

✓ Country/City Oriented

Countries leave empty to allow all

Available choices:



<Quick Selection> ▾
Afghanistan ▲
Aland Islands
Albania
Algeria
American Samoa
Andorra
Angola
Anguilla
Antarctica
Antigua and Barbuda
Argentina
Armenia ▾

✓ Demographics Choices



▶ Society Targeting
▶ Environment Targeting
▶ Connection Targeting
▶ Time Targeting
▶ Website Targeting

Step 7: Analyzing your results.

Finally, after you set up the traffic sources, and you have decided to spend some money on it for testing purposes, it is time to analyze your results.

In this step, the only thing you need to take a close look at in order to analyze your results is the Conversion Rate.

Testing a List Building Campaign requires some money. You can do an easy test with \$50, depending on the traffic source you choose.

A good amount of clicks for testing a squeeze page and traffic source will be around 50 clicks.

You can use a lower amount if the traffic source you are using is expensive. Expensive clicks means the traffic is of high quality, so you will be getting good results with it.

Cheap clicks will always bring poor results. You have to get like 1000 clicks in order to find a lead. This type of traffic is not good to use. If 1000 clicks doesn't bring any good results, it will be the same thing for another 1000 clicks.



I will always remind you: Testing is the Key.

I know testing takes some money but once you find the perfect Squeeze Page, Traffic and Sales Page companionship then the rest

of the campaign will be pure profit.

As you can see on my results. The conversion rate is not that great. I still need to test the 7Search one. The one that I tested the most was Facebook. I used several squeeze pages but as you can see, Facebook is not that great on conversions but at least it brings results.

Name	Type	Displays	Submissions	Conversion Rate
7Search <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	1	0	0.0%
BING <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	17	2	11.8%
Facebook 1 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	73	11	15.1%
Facebook 2 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	65	10	15.4%
Facebook 3 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	69	8	11.6%
Facebook 4 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	0	0	0.0%
Facebook 5 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	33	4	12.1%
Facebook 6 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	61	11	18.0%
Facebook 7 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	36	4	11.1%
HOME <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	9	8	88.9%
HOME 2 <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	3	0	0.0%
POPADS <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	547	0	0.0%
POPCASH <small>Edit Preview Publish Delete Reset Stats Copy</small>	inline	862	0	0.0%

The good thing about Facebook is that you can get cheaper clicks if many people click on your Facebook ads. You might get a low conversion rate with Facebook, but if the Cost per Click is really low, then you can just keep using it. The most important thing is to build your list with high quality traffic, and Facebook is great for that.

AWeber also brings you some really nice features when it comes to analyzing your results.

AWeber keeps amazing track for every single one of the subscribers coming into your list.

You can go to the Subscribers area. Just pick one of the subscribers and you will see some vital information from that subscriber.

<input type="checkbox"/>	Name	Email	Status
<input type="checkbox"/>	Lois Hinkle	lhinkle18@gmail.com	Subscribed 10/20/14 6:51pm

Subscriber Information

[Unsubscribe](#)

Basic Info	Last Follow Up Received
Name: Lois Hinkle	1001 - Block from receiving followups
Email Address: lhinkle18@gmail.com	Date Added 10/20/14 6:51pm
Ad Tracking: diabetes_care_html	Subscription Source Filled out a sign up form. http://diabetes.com/leadproft/30-second-trick-ty/
Additional Notes:	Status: Unconfirmed

[Save](#)

Location
Bowling Green, KY, United States
Area Code: 270 • IP Address: 107.77.88.23

You can see exactly when he subscribed.

The exact webpage where he subscribed.

But something cooler is that you will be able to see where that

subscriber is geographically located.

This is something of extreme value. Because you will be able to segment them however you want.

Manage Subscribers Displaying 1-20 of 75 subscribers [Add Subscribers](#)

Filters

Country (from IP) is United States [+ Add](#) [Search](#)

[Show All](#)

Save As Segment: United States Leads [Save](#)

Currently Subscribed

Unsubscribed

By using this feature right here, you can search the subscribers

with a specific criteria, segment them and later you will be able to message to them only. Imagine all that you can do with this.

You can segment only your buyers. You can segment people that actually open your emails. You can segment people from a specific city and send them a local offer, or invite them to a local event. This is just amazing.

**Chapter III: Highly
Effective List
Building Tricks to
consider.**

Add a follow-up process for 'hard bounces':

When you remove a list from your database, you will lose the complete data including history, cancelled subscriptions, abusive fusses and bounces.

If you worked as a smart marketer, bad email addresses and duplicates should be automatically deleted from your list and it should be sorted and organized at the moment of uploading.

You can use a review process that will write down and compile these types of leads. This will make you able to deal with passive and bounced customers. You can ask for their present email addresses with direct mail to enhance your communication with them.



Time to time measuring list quality checklist:

An eternal testing process is also important in your list building program. It enables you to evaluate your campaign and enhance your possibility to target.

Complete testing needs attention, a fool proof plan, commitment and vision, and all of these should be a part of your fundamental planning and implementation.

Follow this methodology to get more leads and become successful in your niche

- ✓ You can define specific targets to achieve for each list building campaign such as: drive more conversions, re-engagement of inactive audience, and have visitors search for a specific niche, topic, or action.
- ✓ You need to detect what issues you are facing to accomplish your desired goal.
- ✓ Create a test for the campaign you want to measure, whether it's to optimize ROI, conversions and click through rate.
- ✓ You can evaluate your list building campaign to track your insights and measure the results such as traffic to the website, email open rate, conversions.
- ✓ Do the changes in your campaign. If it doesn't work well, change the copy, change the subject line and highlight actionable items, and more



Test your messages:

To run a successful campaign and get great results, you need to measure your list building campaign by testing your messages and advertisements before spreading them.

You can evaluate your messages internally to check its quality. You just need to create an ad copy, email copy (swipes) and images, etc., that should look attractive. You have to give a personal touch to your message. This will make your audience think that the messages are only for them.

Also, test complete functionality of your messages, ads and images to ensure that it will be landing on the correct page. You can also check the functionality of your registration and call to action.

Split test your squeeze page:

Split testing is the most important thing to run a lucrative list building campaign. A squeeze page is a landing page that includes an opt-in form to get your visitor's name and mail id. Your squeeze pages should be compelling and attractive with a strong and clear call to action.

After designing an effective squeeze page, you still need to analyze your squeeze page thoroughly. To optimize your page, you can use Google Website Optimizer, which is a completely free tool.

You can test squeeze page basics such as above the fold design, attention-grabbing headline, ultra-specific, benefit rich bullet points and call-to-action. You can go for Video Fakeout by putting a screenshot of your paused video content which will increase your opt-in by 48%.

[\(Source\)](#)

You can also try for subtle arrow opt-ins, and cartoon CTAs, which double opt-ins and improve your click through rate, conversion and revenue.

Segment and maintain your list:

Building a list in a correct way is important to boost your subscribers, potential customers and sales, and a great way to improve your results. You should use list segmentation for every list building campaign.

You can segment your list by integral interests, subscription history, gender, age, membership and defining characteristic, etc. This way you can target your audience with a specified message.

Here are some more segmentation approaches that you can use:

- ✓ Customer profile characteristics (demographics) that include age, sex and geography.
- ✓ Customer value (current and future) which includes most-valuable customers, most-growable customers, below-zero customers.
- ✓ Customer lifecycle groups, you can divide your list according to stages such as when customers first register on the site, but don't buy), customer first purchases online, customer does not purchase for an extended period.
- ✓ Customer behavior in response and purchase (observed and predicted) in which the segmentation is done according to frequency, monetary value and category of products purchased.
- ✓ Customer multi-channel behavior (channel preference); which channels are being used by the audience.

- ✓ Customer personas including psychographics to segment like: mental attitudes, motivations and opinions of customers.

Including a pop-up and pop-in on website and blog:

A pop-up automatically appears in a new browser window in front of the main browser, and pop-ins open up a box within the page rather than a new window without any action performed by the visitor. Pop-ups/Pop-ins can quickly grab visitor attention and drastically increase your list and conversion rates.

Keep in mind that you have a limited space to tell your message with a pop-up/Pop-in. You can use a lightbox pop-up, a tracking pixel so that the pop-up will not be appearing again and again for when the same user visits your website.

Your pop-up window content should be focused on your audience interest and benefits. You can also test different layouts and components to find what's best for your business.

Determine your sender reputation:

A delivered email does not mean it dropped into your customer's inbox, it can be in the spam category, junk category or any other category due to email refinement.

That's why your email sender reputation score is important, it has a direct impact on whether your emails reach the inbox or not and will affect your conversion rate and email opening rate. Sender reputation is scaled from 0-100 for your entire IP address.

If your sender reputation score is low, email providers will possibly utilize standard refinement for your entire IP address as well as every list building campaign.

If your Sender reputation Score is high, email providers will not tend to utilize standard refinement for your entire IP address and it will start paying attention to filtering criteria for each list building campaign and individual subscriber engagement.

You can test your sender reputation score on SendMail Reputation Tool, AOL Postmaster, Live.com Postmaster, Outblaze Reputation Check, Barracuda Reputation, and Sender Score etc.



Alternate your emails content:

If you are sending mail only to build a list and sell your product, you are doing it wrong. You need to make it simple for your audience with relevant information that motivates them to leave their name and mail id.

You can send a welcome email when they first visit you. There are numerous items you can use to grab their attention and build trust on your business such as:

- ✓ You can motivate your visitors with an eBook that is related to your niche and allow them to give their opinions.
- ✓ A video series training that is similar to your training guide.
- ✓ You can provide them reports that include information, features and benefits.
- ✓ Give them a free “how to” guide about a topic regarding making or completing a task.
- ✓ You can provide FAQs about a product your customer purchased.

You can also provide a free video series, Sales Page Templates and Themes, Online Courses, Checklists, Cheat sheets, Resource lists, E-courses etc. All of these will help you to improve your revenue and conversion rate.

Test your traffic sources closely:

It is important to test the squeeze page, but also the traffic sources might be the problem. Testing your traffic sources can be the most exciting step to know where your visitors come from, whether they got you on a search engine, social media or someone referred them to your website.

You can track your traffic sources by using tracking pixels in your blog, forums, social media, SEO ads, or images email, and they can be segmented to target them according to their behavior. You can also target them by their geographical area.

Direct traffic comes to your website without tracking pixels, referral traffic includes a link of promotion or branding, and search engine traffic is sent by search engines. Social media traffic also has a tracking pixel to help you out

Using free Viral E-books to get new subscribers:

If you need to have millions of subscribers without spending a cent on advertising, viral marketing is a good option. Well, as we know, Viral Marketing isn't a new concept but it is an important way to advertise your site.

You can create the sites as a FREE product. Also, you can charge them and you can give them the rights to re-print them.

The basic goal is to build a list, and get subscribers - not only to make money from the sales of an e-book. What you can do is search for the publishers in your market, give them a mailing promotion to use and tell them that they can use the book without any charges.

This will be a good step towards earning easy money for them and to get more subscribers for you. Opting for an Audio Interview with experts can be a good idea to build a list of subscribers. Also you can inform all the publishers that you are giving away these MP3s for free for their lists by setting up a section on your website with a download link to these MP3s and putting a subscribe link.

Chapter IV: Highly

Effective List

Building Strategies

you can start using

today.

You are an internet marketer and know the power of having a list. There are a lot of methods to generate leads for your list. The success of your online business is directly proportional to the number of satisfied leads that you generate.

Once you get your visitors email address, you can communicate with those subscribers and potential customers in order to build a solid relationship with them.

Here are the 10 list building strategies that will give you an idea on "how to build an email list" that will increase some leads in your list. You can implement these strategies to build your list fast.



Twisted Article List Building:

Here, we are not discussing common article writing, but "article marketing", which can be beneficial when you "twist" it. If you are a good writer, you can write for your brand.

To write a good quality article, you have to think out-of-the-box and your article content should start and end with the most powerful tips. You can include subheadings, squeeze page links, high quality content; and avoid useless content, etc. Your article should be informative.

You can distribute your content among the article directories. You can also opt for guest posting which has less competition than article directories. You have to communicate with blog owners and newsletter publishers because there is an excessive need of great quality.

You have to find the best blogs and newsletters which have good traffic, and then request the blog's and newsletter's owner to publish your articles. Thus, Article list building can give you fabulous results.

Forum List Building:

Forums can be a great way to generate leads for your list, if you consistently contribute to the audience's queries related to your niche. You can pay attention and target those forums which are related to your market and get thousands of thread posts and views monthly.

Build your relations with forum members and audiences. So, you need to behave friendly and supportive instead of pitching them. You have to keep in mind that forum members are customers in the waiting, and when the time is right, you can easily transform them as your subscribers.

Thus you will be able to create an audience list that has a great potential towards your brand.

Joint Ventures List building:

There is another robust and dominant method which is used by many internet marketers to grow their email list. You can help other JV partners to increase their potential return on investment and leads. In return, they will also help you do the same.

You can observe a JV partner who has an existing mailing list and host a webinar for his audience.

But before entering into any partnership, make sure you have done adequate research on that JV partner. It will reduce chances of any spam mail being sent to your list, and you don't have to worry about losing them.

You can design or write specific and unique content such as blogs, sales pages, landing pages and squeeze pages for your JV partners in return for mailing lists.

Solo Ads List building:

Solo ads are the most suitable method to generate traffic towards your website. If you don't have a list and subscribers, you can make use of solo ads to mature your list rapidly. Solo ads is a paid option, so you can buy solo ads according to your budget niche from the websites and people who have a large email list.

"The Directory of Ezines" is a great resource to find solo ads. You need to set your budget and goal for your list building campaign. You are paying them and they will redirect immense and high quality traffic towards its squeeze page which requests those visitors to provide their contact details.

You can build your own seller list and for a safe swap. You should lineup and track your solo ads to enhance your campaign result.

Blog List building:

Brand's blogs give you an opportunity to introduce your integrity and persona in the same marketing niche. You upload your exclusive content on to the blog to drive potential customers. Your blog is also a great way for lead generation by encouraging them to become your newsletter subscribers.

You can add a sign up section on your blog with a commanding call to action and you can include this at the bottom of every blog post. These things will improve your brand awareness with a loyal readership. This also will help you to build an immense list.

Video List building:

Videos are the best methods to present your products and services to grab the attention of new visitors in numerous ways. Because with it, you will be able to do face to face interaction.

There is so much video making software available in the market that will help you create a professional video and upload it to a popular video channel such as [YouTube](#), [Vimeo](#), [Dailymotion](#) and [Metacafe](#) etc.

You can add slides in the beginning and ending that have the URL of your squeeze page or landing page. You can make use of a call to action in your video. You can urge them to join your channel and RSS and link your opt-in form to your YouTube channel page.

Video helps you to increase your trust factor and brand awareness, and tends to get people to purchase from you. You can create some video to solve their problem instead of answering their question in text format. You can use this to maximize your success to build a list.

Creative Guest Posting:

If you are a superior content writer and write the content that delivers a lot of value to your audience, then Guest posting can be a method to build your list slowly and steadily.

With guest blogging, you are going to work on a platform which already has a mass audience. You can include two calls to action, once in the beginning and secondly at the end.

You can write informative and engaging articles for forums, blogs and websites related to your niche. You can add the URL of your website or opt in page in your guest post and this can be the best call to action for your potential audience.

This list building strategy is an excellent way and has the highest success rate.

Social Media List building:

If you want to add more potential customers in your list, you can use social media because it is the best way to raise your voice and share around the world.

You can use social media adequately using hashtags, social proof paradox, tweets which grab attention instantly, and be creative with your Facebook posts to drive more traffic towards your website.

Twitter, Facebook, and Myspace allows you to build your brand and advertise your services. You need to find out where and on which social media platform your customers are most active for targeting purposes.

You can enhance your images for social shares and keep sharing easily so that your customers can share your content on social media. You can also create a social landing page.

A social Facebook opt-in form allows your audience to opt-in for your newsletter when they connect with Facebook. It automatically collects people's email addresses and adds them in your list. By doing all these things you can generate a huge list.

Website List building:

Websites are extremely important to building a list. Your website should be focused on information delivery. You can create a tangible subscriber form and all of your webpages should have a unique subscription link so that you can get maximum opt-ins.

Making use of pop-ups and pop-ins, also increases leads in your list. You can encourage your blog visitors to subscribe to your newsletter and RSS with a call to action included in the opt-in form.

You can offer a sign up incentive such as eBooks, FAQs, reports, etc., to build the interest of your website visitors and request your visitors to refer and share your website to others.

Developing a high converting squeeze page will help to improve your website integrity with subscribers in exchange for valuable information.

You can share testimonials, guest postings, videos and other activities, to make a successful list building campaign. Also remember, your conversion rates depend on the accessibility of your webpage. You need to speed up your websites to increase your conversion rates.

SEO List Building:

When you are advertising your products and services in numerous channels, it is also equivalent to making your landing page and squeeze page findable on search engines. You need to focus on the following –

- ✓ A low competitive keyword phrase with high search volume
- ✓ A Keyword rich domain
- ✓ Some "keyword dense" body content, headline, and subheadings
- ✓ Links pointing to your site

Your landing pages are designed according to the primary words for high ranking in search engines. You can also advertise your newsletters on the web by using Google AdWords, LinkedIn ads, Facebook ads and other pay-per-click advertising with a strong call to action.

You can create ads that are dependent on specific keywords. You need to test and track your list building campaigns to maximize your list. You can use blog posts, Social media, email marketing and mobile applications to rank higher in search engines.

All of these things make your visitors find you on search engines and help you create a huge list with it.

Chapter V: Shocking List Building Case Studies.

HubSpot

HubSpot is an inbound marketing sales platform that develops software and markets them to help companies attract visitors, convert leads, and close customers.



HubSpot wanted to increase its brand awareness to connect with small-to-medium sized businesses to get more leads.

HubSpot built a page on Facebook with tabs of “30-day free trial” or “request a demo” and ran proven ads based on demographic segmentation to motivate its audiences for participation.

HubSpot used LinkedIn professional contexts to interact and strengthen its relationship with marketers. It elaborated its reach by advertising best results oriented offers to boost quality lead generation programs for lists.

Facebook pulled in new business for HubSpot and had increases of 71% in sales, 15% in ROI, and 39% in traffic during the course of the three month campaign. LinkedIn generates 400% more leads within their potential audience.

Mike Volpe, the CMO of HubSpot said “LinkedIn’s Sponsored Updates are the perfect marriage between its professional audience and our promotional content.

This tool doesn’t just deliver leads – it brings us quality prospects in our target business-to-business product, at a cost per lead that makes sense for our business.”

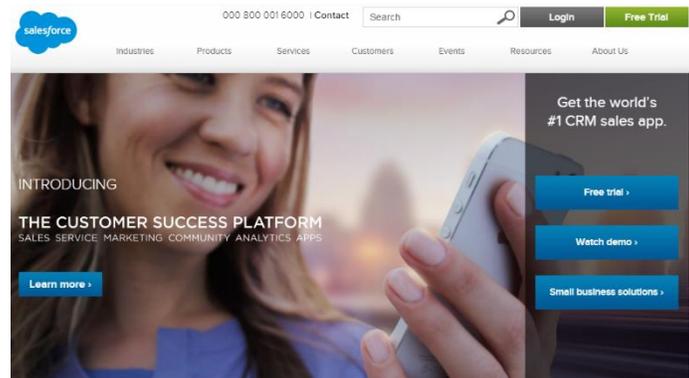
And “Actively participating on Facebook has engendered a valuable, open line of dialogue between HubSpot and its internet base. We announce product updates, get feedback directly from customers and gain inspiration all while generating new leads.”

Salesforce

Salesforce Inc. is a global cloud computing company situated in San Francisco, California, which is well known for its customer

relationship management products for all of your customer interfaces.

Salesforce associated with Facebook and used its own preferred marketing developer, social.com and experimented on numerous opt-in driving tactics.



To test efficiency, it started with a small budget and targeted the audiences focused on CRM, Cloud Computing and Data Management by offering them a free demo of Salesforce.com.

After being ensured that Facebook would cross their set goal, it made use of custom audiences such as IT Decision Makers, Small Business Owners, etc.

It became creative with their ads and offers, and monitored and optimized their list building campaign.

Salesforce generated 3.5 times more high-quality and cost-effective leads, cutting its cost-per-lead goal by more than 50%, and 24,000+ new fans connected to the Salesforce Page.

Thimaya Subaiya, Senior Director of Marketing Strategies forSalesforce.com said, "By utilizing prescriptive targeting paired with relevant content, we have been able to identify high quality leads and gain new customers."

[Result.com](https://www.result.com)

Result.com was founded in 1996, and has proficiency in "Business Expertise".



It assists businesses with developing successful strategies that ensure higher performance. Result.com collaborated with HubSpot to get high quality leads.

Result.com utilized HubSpot's software SEO Tools, Blogging Tool and Lead Generation Tools to get fresh leads and maximize the traffic to its website. HubSpot integration with Salesforce helped to make sales alignment simple.

It took advantage of email marketing by using the Lead Nurturing and Marketing Automation Tools of HubSpot to nurture their leads.

Result.com got amazing results –

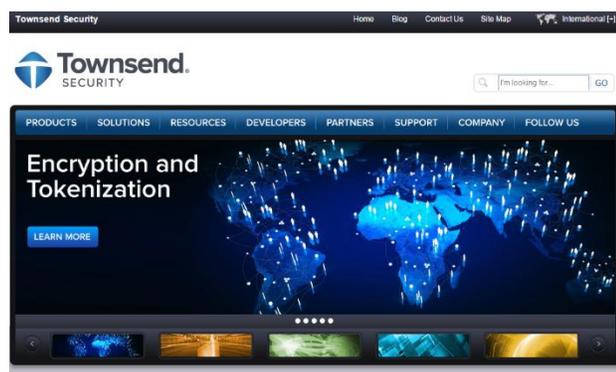
HubSpot and Salesforce integration increased result.com's leads by 288%. Almost three times the amount of leads!

Result.com saw increments in all of its leads: HubSpot and Salesforce increased leads by 288%, Referral leads were doubled, and HubSpot leads were increased 2.9 times.

There was also an increment of 133% in traffic toward result.com.

[Townsend Security](#)

Townsend Security enables customers to secure data using their software and hardware products.



They mostly work with highly reputed businesses like retail, finance and Medicare to fulfill their customers' requirements.

They were unable to create great content and wanted to drive more qualified leads toward their business.

Townsend teamed up with HubSpot in order to get success. They used HubSpot SEO tools and uploaded blog posts to resolve queries about email security regulations and data security options.

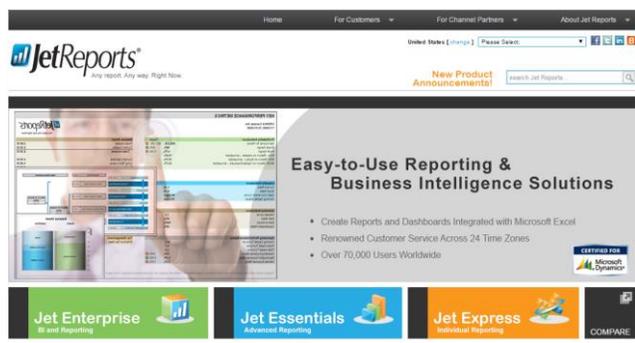
To grab audience contact information from blogs, they utilized HubSpot Calls-to-Action and Landing Pages. They created an eBook "Encryption Key Management Simplified" that had a conversion rate of 63%.

Townsend Security achieved 10X more traffic toward their website, they received 77% more leads year by year, and 127% more qualified leads year over year.

Luke Probasco, Marketing Manager of Townsend Security said "HubSpot really provided a lot of resources. Also, they helped us understand what a marketing team should be."

[Jet Reports](#)

Jet Reports is dedicated to providing powerful, convenient reporting tools and business intellect



solutions that enable their businesses to make informed decisions around the globe.

To maintain Messaging delivery, consistency and effectiveness and growth of leads, Jet Reports required a flexible solution that had time-saving features at an affordable price.

Jet Reports used Salesforce Pardot to customize product messaging and delivery systems. Salesforce created new efforts for Jet Reports and easy-to-apply opt-in forms to re-establish their website.

Segmented messaging was used to enhance their product base.

Jet Reports website visits increased by 107%, page views boosted by 105%, average per visit time on the website drastically increased by 35%, and unique visitors were increased by 115%.

Crystal Cruises

Crystal Cruises was founded in 1988 and is one of the World's Best - a #1-rated luxury cruise line.



The company is bound to present superior services to their customers who book and support the products - whether it is shipboard or shoreside.

A demanding economy and competitive environment with aggressive pricing from other cruises influenced Crystal Cruises' business.

Crystal Cruises needed to prevent the occurrence of competition, but they also wanted to achieve their aggressive growth goals.

The company increased the potential of rental lists with modeling, segmentation and profiling, used numerous response channels, mail frequency and encouraged testing, tracking and implementation that focused on creativity, messaging, format, offers and lists.

Crystal Cruises saw an increase in response rate. Key segments delivered 6-10X times more than the normal response rates. Customer's responses were increased 77% and the conversion rate increased by 94%.

The company continued marketing to its non-responding visitors and got a 2,381% ROI.

[ZIZZI Restaurants](#)

Zizzi was opened in 1999 and was the first restaurant opened in Chiswick.

Its basic aim was that it wanted to create a separate entity for itself and stand out from the crowd.



The basic objective for list building of Zizzi was that it wanted to capture new diners to build an email database, gain exposure on various websites and track leads so that they can be called back.

Looking to fulfill these objectives, Zizzi Restaurants launched their first affiliate lead generation campaign with Affiliate Window.

Zizzi achieved fabulous results from this campaign. It achieved 32% click to registration, 24% average voucher redemption rate, it got 53% new customers and a 500% increase in registrations with every quarter.

[SEERhealth](#)

Established in 2011, Seerhealth entered as a healthcare solutions and technology enabled-services firm.



Seerhealth works in close connection with healthcare delivery systems for modernizing and reengineering their quality assurance operations.

Seerhealth's main goal was to create brand recognition in a niche market-place. It also wanted to improve ROI, lower administrative costs and enhance risk management. So it used inbound marketing to enhance relations and ensure credibility with the healthcare community.

The company used a specifically targeted inbound marketing automation approach to deliver numerous offers for customer's

assistance. Sheerhealth and HubSpot Gold Certified Agency Puma worked jointly to achieve their goals.

The Puma Agency generated Smart Calls-to-Action (CTA) and lead nurturing Marketing Automation Workflows to enhance lead conversions with effective and helpful strategies.

As a result, it was able to get 4X times as many leads as compared to its goals, 10% lead conversion rates were reached and also a 2X times increase for its landing page conversion rate compared to the prevalent industry benchmarks.

Pitney Bowes

Pitney Bowes develops technical solutions for small, mid and large size firms to build their brand awareness and increase revenue.



The company's solution incorporates direct mail with transactional mail and call center communications for digital channel messaging for their Web email and mobile applications.

The main goal of the Pitney Bowes sales team was to implement a multi-threading approach and think oblique in order to achieve the final buying decision and to become successful.

Pitney Bowes utilized LinkedIn sales solutions to build brand awareness and leads through content.

The company found key decision-makers through LinkedIn Lead Builder & Premium Search and a shared connection through TeamLink. It also used Salesforce integration to share their techniques.

As a result, the sales team is fully engaged with LinkedIn Sales Solutions, in which 80% of its customers have over 300 connections, average 150 people searches per user each month, and nearly 70% are using the platform 5+ days per week.

MetLife

MetLife is a leading provider of insurance, premiums and employee benefit programs.



The company has been using Facebook since 2010 to interact with its users.

With an actual shift in life insurance industry towards online research and marketing, MetLife was seeking more efficient digital marketing tactics to drive qualified life insurance leads and policies.

The global life insurance company used Facebook Ads to find qualified leads for its Final Expense whole life and Simplified Issue Term products

in the first 6 months of 2014, achieving a 49% decrease in the cost per lead.

MetLife saw a 2.4x increase in lead-to-sale ratio compared to the next best performing channel in 2014, a decrease in cost-per-lead in 2014 was 49% and the cost per premium of display channels in 2014 was less than a half.

Wendy Buzzeo, Director of Digital Marketing, for MetLife stated that, “For a high-touch product business, entirely dependent on maintaining a strict cost per acquisition, the performance of our Facebook Ads has already exceeded our goals within only weeks of launching.”

Conclusion:

We're thrilled that you have chosen to take advantage of our training guide, and we wish you amazing success. And in order to take your List Building even farther, we invite you to get the most out of List Building by getting access to our Case studies [clicking here](#)

Thanks so much for the time you have dedicated to learning how to get the most advantages from List Building.

List Building has come to stay in the market forever.

To Your Success,

Ankit Mehta

List Building Resources.

Videos

- ✓ <https://www.youtube.com/watch?v=ec50ZHNWMJE>
- ✓ <https://www.youtube.com/watch?v=sZurZ8jjDrM>
- ✓ <https://www.youtube.com/watch?v=7eEPYN9OMrQ>
- ✓ <https://www.youtube.com/watch?v=TBHKAb4XL0>
- ✓ <https://www.youtube.com/watch?v=KTr21oTgGDg>
- ✓ <https://www.youtube.com/watch?v=UNXR3jfIF2s>
- ✓ <https://www.youtube.com/watch?v=UqUvdleVjK8>
- ✓ <https://www.youtube.com/watch?v=z9iVWn0oj7o>
- ✓ https://www.youtube.com/watch?v=_VbqivbLYyc
- ✓ <https://www.youtube.com/watch?v=Fd4mA2KmxDg>

Tools

- ✓ <http://blog.madmimi.com/22-tools-email-list/>
- ✓ <https://blog.kissmetrics.com/67-tools-email-list/>
- ✓ <http://blog.aweber.com/email-marketing/top-10-email-list-building-tools-2015.htm>
- ✓ <http://weblogs.about.com/od/marketingablog/tp/5-Tools-To-Build-Your-Email-List-From-Your-Blog-Or-Website.htm>
- ✓ <http://www.business2community.com/brandviews/aweber/top-10-power-tools-double-email-marketing-list-2015-01085329>
- ✓ <http://www.shaa.com/5-list-building-tools-to-generate-sales-success/>
- ✓ <http://www.warriorforum.com/main-internet-marketing-discussion-forum/615932-my-top-3-list-building-tools-i-cant-live-without-1-big-insight.html>
- ✓ <http://kommerzen.com/ecommerce-marketing/80-list-building-tools-apps-plugins/>
- ✓ <http://www.business-online-guidance.com/list-building-tools.html>
- ✓ <http://sproutsocial.com/insights/free-email-marketing-tools/>

Training Courses

- ✓ <http://7figurelistcash.com/>

- ✓ <http://www.warriorforum.com/internet-marketing-product-reviews-ratings/659754-what-best-list-building-training-you-have-seen.html>
- ✓ <http://www.sixfigurelistbuilding.com/>
- ✓ <http://30daylistbuildingchallenge.com/>
- ✓ <http://www.internetmarketerseducation.com/how-to-build-your-email-list-course/>
- ✓ <http://www.entrepreneurswealthleague.com/salespage/list-building-videos>
- ✓ <http://karenknowler.com/list-building-training-intensive/>
- ✓ <http://www.blogmarketingacademy.com/build-email-list-guide/>
- ✓ <http://www.petersandeen.com/rapid-list-building-with-guest-blogging/>
- ✓ <http://www.listbuildingcoursepro.com/>

Blogs

- ✓ <http://blog.leadpages.net/list-building-101-how-to-build-an-email-list/>
- ✓ <http://www.bloggingwizard.com/list-building-tips/>
- ✓ <https://blog.bufferapp.com/email-list-building>
- ✓ <http://www.copyblogger.com/30-day-email-list/>
- ✓ <http://blog.aweber.com/email-marketing/4-secrets-for-successful-list-building.htm>
- ✓ <http://redhotinternetmarketing.com/blog/workable-list-building-tips-part-2/>
- ✓ <http://www.imforza.com/blog/building-an-email-list-from-scratch/>
- ✓ <http://www.verticalresponse.com/blog/how-to-build-your-email-list-guide/>
- ✓ <http://blog.hubspot.com/blog/tabid/6307/bid/32028/25-Clever-Ways-to-Grow-Your-Email-Marketing-List.aspx>
- ✓ <http://www.wpbeginner.com/beginners-guide/why-you-should-start-building-your-email-list-right-away/>

Forums

- ✓ <http://www.warriorforum.com/tags/list%20building.html>
- ✓ <https://forums.digitalpoint.com/threads/list-building-forum.542091/>
- ✓ <http://www.dreamteammoney.com/index.php?showforum=872>
- ✓ <https://twitter.com/ListBldgForums>
- ✓ <http://www.riseforums.com/threads/optin-lock-released-revolutionize-your-list-building.1102/>
- ✓ <http://en.forums.wordpress.com/topic/email-list-building-with-contact-form>
- ✓ <http://www.theimforum.com/email-marketing-list-building-forum-73>
- ✓ <http://affiliatemarketingdude.com/viewforum.php?f=14>
- ✓ <http://clickmillionaires.com/forum/categories/email-marketing-list-building/listForCategory>
- ✓ <http://www.affilorama.com/forum/market-research/the-definitive-guide-to-list-building-t26588.html>

Affiliate Programs

- ✓ http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=list+building
- ✓ https://www.jvzoo.com/products?csrf_protected=1efb8afb56501a14fc4783a3d351545a&terms=list+building&cat=&subcat
- ✓ <http://listbuildingforbloggers.com/affiliate-program/>
- ✓ <http://www.expertlistbuilding.com/listbuilding/affiliate-program>
- ✓ <http://www.associateprograms.com/categories/advanced-articles/list-building>
- ✓ <http://www.imsuccessguide.com/affiliate-marketing-with-list-building.html>
- ✓ <http://beatthe9to5.com/comprehensive-affiliate-marketing-program-list/>
- ✓ <http://www.chrisg.com/attract-jv-affiliates/>
- ✓ <https://my.leadpages.net/marketplace/template/affiliate-minisite/preview/>
- ✓ <http://www.mindvalley.com/affiliates>

Demographics

- ✓ <http://www.alexacom/siteinfo/aweber.com>
- ✓ <http://www.alexacom/siteinfo/getresponse.com>
- ✓ <http://www.alexacom/siteinfo/verticalresponse.com>
- ✓ <http://www.alexacom/siteinfo/mailchimp.blogs.com>
- ✓ <http://www.alexacom/siteinfo/constant-content.com>
- ✓ <http://www.alexacom/siteinfo/iconcontact.com>
- ✓ <http://www.alexacom/siteinfo/mad.ly>
- ✓ <http://www.alexacom/siteinfo/campaignmonitor.com>
- ✓ <http://www.alexacom/siteinfo/activecampaign.com>
- ✓ <http://www.alexacom/siteinfo/pinpoint.ge>

Webinars

- ✓ <https://www.youtube.com/watch?v=xdIRTaAhse4>
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