

# List Powerhouse

101 Powerful Ways To Build A List of  
Subscribers In Any Niche



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## About the Author

Hey Josh Shoemaker here at [joshshoemaker.com](http://joshshoemaker.com) . I love working online but most of all I love helping people succeed. I know what it is like to procrastinate, let's face it to become successful at anything it takes time. You got to get momentum, start off small. Listen the millionaire became millionaires because they were willing to do what others did not want to do. Let's take this online journey together and make shit happen.  
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Site 6 – [Free Reports](#)

Site 7 – [Affiliate Builder](#)

## Introduction

You must have heard of the famous saying, "the money is in the list".

Most, if not all successful internet marketers have a mailing list. Email marketing is considered one of the best ways of promoting a product or service and making money online. Below are some of the main reasons why it is important to build a list of prospects.

### 1. Get to the Right People

It is no longer just important to drive hordes of traffic to your website; the most important form of traffic is targeted or relevant traffic. This means that you want specific people to form the majority of your website's visitors. If you have an affiliate site, then you want people who need the products that your site is promoting.

How do you create a targeted list? We will talk about this more in another chapter but simply said, you put an opt-in box in your website asking people to subscribe in order to receive some information via email. To make your list targeted, make sure you tell them exactly what information they'll receive so that your opt-in box will act as a funnel of prospects. This information should also be highly relevant to your site's audience.

Your prospects will have the option of unsubscribing at any time. Therefore, people who may not provide much value to your business may be the first ones to opt-out, leaving you with a clean list of people who are yearning to read from you.

### 2. Track Your Performance

Most top email marketing programs have inbuilt tracking systems which can help you to see how your campaigns are performing. You will be able to see the number of opens, clicks and even how much you make from different prospects.

Apart from seeing how your current emails are performing, you can also create different tests that will help you understand your readers more. Additionally, even without the tracking systems, the frequency of subscription

will give you an overview of your site's performance. High subscription rates show your site's success in attracting engagement. This will therefore mean that other aspects of your site are working well. These aspects include your web design, site load speed, search engine optimization campaigns, opt-in box design and pay-per-click campaigns among other efforts.

On the other hand, if people subscribe then unsubscribe from your list at a very fast rate, there may be something terribly wrong with your content and you may need to revise it.

### **3. Simple to Use**

Once you have understood how to use your email marketing software, it becomes very easy to send information to your subscribers.

It is generally much easier for someone to send out an email than it is to send out a blog post. When sending out a blog post, you will have to put so many things into consideration before the blog post goes live. These include keyword placement, heading tags, Meta descriptions, word count, images with ALT tags, links and URL length among other considerations. Most of these are not important in email marketing since you are not trying to rank in any search engine.

Therefore, in case you find a product that you want to promote, you can easily take a few minutes and send an email to your subscribers. Before you even finish blogging about it, many of your subscribed prospects will have already clicked on your links and even made a purchase.

### **4. Promotes Engagement**

People nowadays do not just want content, they want engagement. That is why social media marketing and email marketing are becoming such great hits.

In case your readers have questions or comments that they want directly addressed by you or your customer support team, they can easily reach you through your emails. You can either put a contact link in your emails or simply use an email address where they can simply hit reply and get to you. In case of the latter, tell your subscribers that they can just reply to any mail to get to you.

Why do you need engagement? Engagement builds subscriber trust. They will look at you or your support team as human beings rather than just people trying to force them to buy different items. This will also make them more willing to buy from you since they will feel like you are promoting stuff so that you can help them; not just to make money from yourself.

Having engaged subscribers is a huge milestone for any new internet marketer. This is because engaged users will open your emails more, click on your links and even buy your recommended products. In short, the more engaged your subscribers are, the higher the chances are that you will make money from your list.

Additionally, a highly engaged subscriber list can easily become an extra marketing tool. Since they benefit from your list, it will be easy for them to recommend your brand to their friends who may join your list also and increase your income potential.

## **5. Saves You Time and Money**

How do you distribute your newsletters?

There are many companies which still design, test and send printed newsletters. It takes a long time to do all that. On the other hand, having an online mailing list ensures you get your information to all your subscribers at the click of a button.

The cost of sending physical newsletters is very high when compared to sending mails to a mailing list. When you have an engaged mailing list, you will achieve the same, if not better results.

Additionally, most people do not delete their emails. Therefore, in case a user wants to refer to an email that you sent them earlier, they can just go to their email account and search for it. In a matter of seconds they will have found what they are looking for. Imagine sending an email with an affiliate link and getting people who still click on it a year after you sent the email.

Conserving the environment is always a noble act. The fact that email marketing uses a paperless method to send messages means that it helps to

conserve the environment by eliminating the need for all the paper that would have been used.

Therefore, creating a mailing list will help you to save time and money for you and your subscribers while at the same time helping to conserve the environment.

## **6. It is Easy to Subscribe and Unsubscribe**

Most users love feeling like they are not tied to something. They will feel free to opt-in through your website, social media app or hosted web form. Since they have opted in at their own will, there are high chances that they will gladly receive your content.

On the other hand, in case they get tired of receiving your messages or are no longer interested, they can easily opt out by unsubscribing. Therefore, there are less chances of your messages being sent to spam folders since they opt in and opt out at their own discretion.

This does not mean that you cannot remove inactive subscribers from your mailing list. If you use powerful email marketing software, you can be able to track people's opens and clicks. In case you want to clean up your list, you can send an email asking subscribers to click on a certain link or get removed from your list. This will help you clean up your list, remaining with only your active subscribers.

You can use many methods to clean up your list depending on the results you receive from the tracking records of your email marketing software. Another expert tip is that you don't need to clean up your list unless it is extremely large and old and getting expensive for you to keep up.

Otherwise, you can still maintain your whole list and just leave subscribers to unsubscribe at their own will. Depending on different variables, people who were once inactive can become your best customers. All in all, there is always a product and price for everyone.

## **7. It Gives You a Global Reach**

There are many ways to drive traffic to your website. These include Pay-Per-Click advertising, social media marketing and search engine

optimization among others. It may take time and a lot of money to get tones of repeat traffic using these methods.

When you build your own list, it becomes easy for you to reach anyone all over the world who subscribes to your list. Apart from the fact that the user may have visited your site once, the fact that he is on your list will make it possible for you to get repeat business from him.

This global factor makes it possible for you to reach people wherever they are in the globe. Whenever you send targeted emails, they will reach their targets. You can even configure your software to send them at specific times in each subscriber's time zone.

This cannot be compared to direct mail which will take long to reach the intended recipients. On the other hand, direct mail may not even reach some people and you will not be able to quickly determine who read your newsletter and what action they took.

## **8. Interactive**

Building your list will increase your level of interactivity. It enables you to use quizzes, games, graphics, videos and even music to communicate to your subscribers. These different methods of conveying a message enhance your chances of influencing your subscribers depending on their tastes and preferences.

When you have a website, you will be waiting for people to come to you. Other methods of increasing traffic will still involve some sort of waiting for visitors. On the other hand, email marketing delivers your message directly to your target. This gives you more control over what you want to do.

In case you want a targeted audience, it is much easier for you to target them through email marketing. You can segment your audience into different categories. These can include people of different ages, regions, income levels and other categories that suit your needs.

## **9. Easy To Persuade Subscribers**

When you build a mailing list and deliver high quality content, you build very strong relationships with your subscribers. This leads to more authority and

trust for you. This will have a huge effect on the success of your email marketing efforts. Once your readers have this kind of trust, they can easily listen to you whenever you recommend a product. This will enable you to easily make many repeat sales.

A site without an opt-in form will have readers just breezing through it without necessarily coming back. Therefore, you only get one chance to convince them and make a sale. If you have an autoresponder series which consistently communicates to them, you will get the benefit of getting them to your site without losing them.

People have different buying trends. There are some who will buy a product immediately you recommend it. Others will not buy your top product but others that you consider less important. Additionally, others will wait for the fifth or even the tenth product that you recommend before they purchase it.

## **10. Sell to the Same Person Over and Over Again**

As opposed to having a following, blog traffic and the ability to make a sale, building a list will enable you to sell to the same person over and over again.

When people buy a product from your site, many may not come back again for another one. In fact, if you are not ranked highly in the search engines for the keywords that the buyer normally searches for, the former buyer may not even know when you launch a new product.

When you have a targeted list, you can inform your subscribers about every new product you create. Since your list is targeted, you may find yourself selling your products to the same person over and over again for years. In fact, depending on the number of subscribers in your list, you will most likely end up making more sales to your list than directly to your website or through other campaign methods.

What's more? You can make the whole process automated. This can be done by creating a top quality autoresponder sequence through your email marketing software. This way, anyone who opts into your list will receive the first message of the series. They will keep getting more messages from you automatically, depending on how you have set up your series.

With an autoresponder series, you will keep promoting products to your new readers without putting much new effort. Even though the process is

automated, it is normally advisable to send broadcast messages once in a while. This will help you to remain relevant to your readers as you can post broadcast on real time issues.

Additionally, things change every day in the internet marketing scene. You don't want to let the automation keep promoting outdated products and methods of doing things. Therefore, keep updating yourself on latest trends and editing your series to reflect that.

As stated above, building a list and sending regular relevant messages to it build trust and make you come out as an authority in your field. The key thing here is to remain relevant at all times. This will help you to retain as many subscribers as possible who can keep buying your products. Don't turn them off by doing some of the things mentioned in other chapters such as sending emails too frequently, moving from the main subject of your content, sending profane or undesirable content among other bad habits.

## 11. A List Will Reduce Your Reliance on Google

Over the last couple of years, Google has been pushing out updates that have ended up affecting even the best of internet marketers. By building a list, you will reduce your reliance on Google to drive traffic to your website. In case your site gets slapped by a Google update, you can still continue driving traffic to your site and making money as you set up another money making project. You can always mail your list to inform them of your new project and get instant traffic to any of your new sites.

Once again, remember that the money is in the list. There are so many things, including money, that you will be losing if you chose not to create a list.

The previous chapter gave you an in-depth look at why you need to build a list of subscribers. To be able to really earn from your website, you need traffic that eventually converts into subscribers who eventually become paying customers.

You don't just need a list, you need a responsive list. This is a list where most subscribers open your emails, click on your links, watch your videos, sign up for your webinars, buy products you recommend and eventually become repeat customers.

In this chapter, we are going to look at 101 ways to build this kind of list of subscribers.

## 1. Get Email Marketing Software

There are different email marketing programs available. These include AWeber and Constant Contact among others.

Email marketing software programs come in both paid and free options. You can build a mailing list using free programs such as ListWire and PHPMyList but these tend to be difficult to use and have limitations. Others may include a lot of unwanted promotion.

## 2. Use a List Building Plugin

There are different plugins that can help you to build your list. They add an option in your comments section for people to subscribe to your list as they leave a comment. If you use the right plugin, your list can grow really fast.

Content is king online therefore if you post poor content, no one will comment or subscribe to your list, even if you use the most expensive plugin and email marketing software.

## 3. Buy a List

This is not really advisable for anyone but is among the methods people use to build a list.

It is hard to buy a list that is crafted and targeted to your particular audience. This is what makes it a poor list building method.

When someone creates a list, the subscribers join the list due to the fact that they know the value they will get from the list. They may have loved the person's writing style, sense of humor and niche authority among other factors. It is hard for you to buy a list and deliver the same quality content.

The bottom line is that even though this is a method used by a few, it is totally not advisable for you to use it.

## 4. Banner Advertising

You can create and use banner advertising in other websites urging people to join your list. This method may easily fall victim of banner blindness. Very few people may end up clicking on it and you may have an insignificant return on investment.

In case you would prefer to use this method, take your time and create a catchy and relevant banner. Do your research to ensure that you put the banner ad only in places where it has high chances of converting.

Due to the fact that it may be expensive to run a banner ad for a long time, it is advisable for you to check out the ROI fast and if it is insignificant, move on to another method.

## 5. Google AdWords

This can be a very effective method of attracting people to your landing page. The only problem is the price; it can be very costly to run an efficient campaign. Simply make sure you send the traffic to your squeeze page.

## 6. Ezine Solo Ads

What is an ezine? It is a newsletter that is sent out to hundreds or even thousands of subscribers. You can buy an ad in these newsletters. Note that the best ads for you to buy are solo ads. These are ads that go out on their own without any additional content.

## 7. Facebook Advertising

Depending on your budget, you may find Facebook advertising much cheaper than other forms of Pay-Per-Click advertising. The great thing about Facebook advertising is the fact that you can target the ad to different markets and demographics. You can easily target a specific age-group and country among other detailed specifics and drive them to your landing page.

## 8. Cross Promote With Other Website Owners

Talk to other bloggers who have blogs of the same size and following as yours. Hopefully, they should also have similar lists. Agree to email your list about their newsletter if they do the same to their lists about you.

This is a great, fast and "free" method of building a list. If you target the right blogger, you can end up with 100s of subscriptions in a matter of days.

## 9. Keep Your Opt-In Box Visible

Make sure you put your opt-in box at a strategic location in your website, where it is easily visible to your visitors. Additionally, make it attractive and catchy. Let your visitors feel like they will be getting something unique and useful to them.

## 10. Create Free PDF Reports

Most newbies and blog followers who consider you an authority in your field will want to read an exclusive from you. It is actually very easy to create a PDF report. You can start by using your existing content to create the PDF. Let it remain with the links to your blog and the different posts in it.

The secret here is to make sure that your readers will have to go to your website for more information. You can send the PDF out to different PDF networks such as Scribd.com. Make sure you promote it so that people can know where it is.

## 11. Guest Posting

This is a brilliant way of getting readers to your blog and eventually to your mailing list. Here, you post to another blog post for free in exchange for a link back to your blog and an author bio.

In case you get a chance to post authority content to a high traffic blog, many of the readers will want to read more from you. This will bring them back to your blog where some will join your list.

## **12. JV Giveaways**

These are events set up by different internet marketers who want to their lists by leveraging their personal lists and social media networks.

It works by each person giving out a freebie which leads to their squeeze page. They then all send emails to their lists and also promote the specific event in their social networks. This ends up bringing in a huge number of subscribers.

Make sure you send them top-notch content since many people may just sign up for your freebie. Your quality content is what may retain them and kill the low retention rate of this method.

## **13. Network with Other Bloggers**

This method will involve you rounding up different bloggers and writing articles that promote each person's freebies and/or newsletter.

## **14. The Thank You Page Tip**

This involves rounding up other bloggers and recommending your readers to subscribe to their blogs on your thank you page. Ask them to do the same for you.

## **15. Create a Forum**

A forum is an awesome method of branding yourself and getting new people to subscribe to you list. It may take a lot of your time but it is all worth it.

## **16. Forum Signatures**

Start being active in different top forums in your niche. Create a forum signature that will link to your squeeze page.

## **17. Ask Subscribers to Share**

Create a powerful squeeze page with an opt-in that will give access to an excellent freebie. Ask your readers to share the page with their networks.

## **18. Use Social Media Apps**

Nowadays, social media is gaining more and more power and influence. To take advantage of this, use your email marketing software to create powerful social media app that will encourage your visitors to opt-in to your list. Some of these apps make it easy for your readers to sign up by automatically filling in their names and email addresses.

## **19. Create Some Password Protected Posts**

In case you have some high quality but hard-to-find information, inform your readers about it but tell them that they'll need a password to access it. To get the password, they will simply need to opt-in to your list.

## **20. Create a Squeeze Page**

This is a little page in your website where the only action your reader will need to do is to add a name and an email address. Some people also call them landing pages or offer pages.

## **21. Monitor Your Conversion Rate**

This is one of the most important statistics in internet marketing. Your squeeze page or opt-in box needs to convert. Therefore, in case you do not see results after testing it for some time, change your tactic and do something else which you feel would impress your readers.

## **22. Use Free Advertising Sites**

Use a free advertising site to advertise your product or service. Include a backlink pointing to your landing page.

## **23. Always Be Honest**

This will always help you to win the trust and respect of your followers. A single act of dishonesty and desperation can send your subscribers flying out of the door; messing up the great time and effort that you may have spent getting them in.

## **24. Over-Deliver**

Make sure that whatever you send seems to be of greater value than what your subscribers may have thought. This will keep them yearning for your next message and recommendation.

## **25. Pay on Time**

As stated, most email marketing software programs will require you to pay them a certain fee. Paying on time will keep your autoresponder sequence flowing and your subscribers will experience the stability. Imagine sending an email with "...more about this tomorrow" only for the subscriber to not receive anything from you the next day due to suspension of your account.

## **26. Put Your Subscription Form on Multiple Places in Your Website**

Your subscription form should be easy to find. Apart from your squeeze page and your sidebar web form, you can also create a popover and include the opt-in box below some of your best blog posts.

## **26. Simplify the Sign up Method**

Do not request for too much information. In most cases, you will just need a name and an email address. You can even simplify it further by only asking for an email address.

## **27. Publish a Privacy Policy**

You can either create your own privacy policy or just leave the link from your email provider that shows that you respect their email privacy. This will make

your readers feel confident to sign up, knowing that their email address will never be shared to anyone else.

## **28. Blog Vigorously**

Keep fresh content flowing for your readers. As long as you post high quality content, your current readers, new readers and the search engines will love and share your content. This way, more people will be able to sign up.

## **29. Set up Double Opt-In**

This is where a user subscribes through your website and then confirms through a confirmation email. This reduces cases of spam such as readers misspelling or submitting other people's email addresses.

## **30. Publish YouTube Videos**

YouTube videos are great tools of attracting traffic. Publish great videos on YouTube and make sure you include a link to your squeeze page.

## **31. Burn your Feeds with Google's FeedBurner**

If you want people to subscribe to your list, then they need to be getting your content as soon as it comes out. You also need your content indexed as fast as possible. Burning your feeds with FeedBurner will help you to do both the above. Remember that people love to be told what to do so make sure you encourage them to subscribe.

## **32. Create an E-Course**

Create a course that you can give away through your website. Invite your readers to opt-in to your list to be able to access the course. As stated above, it is okay to over-deliver. You will create the course once but if it is a "Ninja" course, it will attract many subscribers. Great content always encourages shares and natural backlinks.

One expert tip when it comes to e-courses is to teach something that will provide value to readers and bring profit to your site. For example, you can

have an affiliate marketing e-course. This will teach newbies to build websites, search for profitable products and promote them through their sites. Inside the course, you can include affiliate links to domain registrars, hosting accounts, spinning software, blog networks, 2-tier affiliate programs and email marketing software. This is actually an excellent way of making money online.

### **33. Do a Roundup Post**

This is a post that rounds up niche authorities. It is very effective in building relationships with different influencers. You can even inform them that you are promoting their content. If you succeed in building a relationship with an authority, they may return the favor and mention you in their blog or social media platforms. Traffic from them can get you a lot of visitors and subscribers.

### **34. Interview Niche Experts**

Everyone wants to hear from the big dogs.

Therefore, do your best to get to interview a niche expert. Remember to promote the event hugely on your blog and social media accounts. Request them to do the same. If the content goes, viral, you are guaranteed of getting a lot of traffic and eventually subscribers.

### **35. Take Advantage of Twitter Traffic**

Twitter can be a huge traffic source. Make sure you optimize your Twitter profile so that you get the right followers. Be active and engage with your followers. You can also use other social media tools to help you with your Twitter experience. Once you start getting lots of followers, you can drive droves of traffic to your site and landing page by tweeting with your links. Remember not to just tweet raw links; include some catchy content before the link.

### **36. Create a Facebook Page and Keep It Active**

A Facebook page is a great asset for everyone who has a website. Quickly create a Facebook page and include your link in the "About" section. You can easily invite all your friends to make up the first 50 or 100 likes. Install the Facebook Like Box in your site. Many other likes will start flowing in organically from your website.

As with any social media account, make sure you post interesting stuff regularly. This will help to drive traffic to your site from your followers' Facebook pages.

### **37. Create Infographics**

A lot of people learn graphically. Therefore, infographics are a great way of attracting visitors to your site.

Create powerful infographics with an embed code that visitors can use to post them on their sites. Make sure the infographic has a link back to your landing page. As your blog grows, this will become a powerful way of getting backlinks, traffic and subscribers.

### **38. Hold a Subscriber Contest**

Create an interesting subscriber contest where you give off a gift. The gift could be cash, a free product or even an Amazon gift card.

You can use bit.ly links to track traffic and give away the gift to the person who drives the most traffic to your landing page.

### **39. Write List Posts**

List posts are easy to read and skim through. People generally open and read through list posts more than many other types of posts.

If you want to reduce the bounce rate of your website, then you need to create content that people read and love.

Bounce rate is the percentage of people who visit your site and leave without viewing other pages. It also represents those people who visit your site and leave in a matter of seconds without even reading the content they came to.

There are high chances that people who love your list posts will in turn join your list.

### **40. Be Patient and Persistent**

Most internet marketers and "gurus" lie that you'll be able to drive a "tsunami" of traffic to your website using some simple "tricks". Successful bloggers and

internet marketers will tell you the truth; that you need to be patient and persistent.

Well, if you want relevant and consistent traffic, you will have to possess these characteristics. Even though it may take time to get the right traffic, it will translate to great results in terms of sales, readership and subscriptions.

#### **41. Take Online List Building Courses**

Most successful marketers turn their successes into courses. Therefore, take your time and look for affordable courses by reputable marketers. Don't hesitate to do different courses on the same thing at different times; you will always end up learning new tricks when you learn from different internet marketers. For example, one internet marketer may give you general information on list building while others may give you specialized information on analytics, use of social media, reader psychology, and YouTube traffic among other specialized methods.

#### **42. Add a Contact Form**

You want your readers to listen to you, right? But do you listen to them?

For your readers to see you as a listening person, add a contact form to your site and respond to your readers' questions. Ask them to subscribe in case there is a clearer response in the autoresponder sequence that they can benefit from.

#### **43. Post at Least 3 Times a Week**

Popular blogs post even 3 articles a day. As a new blogger, strive to start with at least 3 posts a week. This will help you remain relevant to both your readers and the search engines. As usual, make sure that you give your readers the best value through your posts.

#### **44. Always Strive To Solve People's Problems**

Most people start blogs to make money. On the other hand, many successful blogs succeed due to the fact that they solve readers' problems; which may include helping them make money.

Another expert tip is to never act on desperation for money. There are high chances your subscribers will notice it and start slowly unsubscribing from your list.

#### **45. Use a Great Theme for Your Blog**

Do people judge a book by the cover? Well, a few don't but most do.

You may have the best content in the world and refer people to the best programs but if your design is a turn-off, very few people will subscribe to your list or even read anything from you. Therefore, choose a well-designed, neat and welcoming theme and get a professional to design your opt-in boxes. Yes, you can use a default opt-in box design from your mailing list software or your theme, but you'll get better results if you offer your readers something totally unique. There are sites where you can hire graphic designers for as little as \$5.

#### **46. Clear any Broken Links**

The point here is to make sure your site looks professional and neat. This will earn you a lot of respect and will also help your readers to get to what they want. It will eventually persuade them to join your list.

#### **47. Be Among the First to Report Certain News on Your Niche**

News travels fast; whether it's good or bad news. In fact, bad news travels even faster.

By being active in social media and doing constant research, you may learn something before most people do. Do whatever it takes to be among the first to post about that news. This can double or even quadruple your traffic in a couple of hours. If it's bad news, take advantage and point out some tips on

how readers can deal with it. This can earn you a lot of trust, respect and subscribers.

#### **48. Reach Out to Authorities in Your Niche**

If you don't know any niche authorities, it is time to look for them. Do whatever it takes to get the attention of a couple of authorities. They can in turn mention you in their circles and drive targeted traffic to your site. Some research shows that a mention of your site by an authority in Twitter can even improve your search engine rankings.

#### **49. Include an Authority Recommendation in Your Squeeze Page**

Many people would sign up to your list just because they saw a certain authority figure recommending it. Try to persuade an authority to allow you to add their photo and recommendation to your squeeze page. Their followers and subscribers will come running straight into your list.

#### **50. Refer Your Subscribers to Affiliate Programs**

This method will help both you and your subscribers to make money. On the other hand, your subscribers will be happy that you referred them and in turn opt-in to get more updates from you.

#### **51. Use Some Statistics in Your Posts to Build Authority**

It is always great to put some updated numbers in your site. This puts you up as a deep researcher who is willing to go to a great extent to drive a certain point. Building authority will always help drive people to your squeeze page.

#### **52. Use Images in Your Content**

This will help you take advantage of Google Images traffic. Make sure you include an ALT tag that has your keyword in each image. This way, if anyone does an image search using that keyword, they may be directed to your image and may even want to visit your site.

Besides that, images speak volumes and improve the overall look of your website. A good looking website with great content will always attract visitors.

### **53. Minimize Usage of Ads**

Once you have created a good looking website, added some quality content and some gotten some good traffic, the next thing that you may want to do is to monetize the website. You may be tempted to put lots of ads so that you can get more cash.

Do not give in to this temptation.

Too many ads in your site will just cloud it and spoil its general look. Visitors will be confused and some may even be unable to distinguish between your content and ads. Well converting ads will then drive visitors away from your site before they even get a chance to read from you. Therefore, minimize your ad usage so that you keep your visitors engaged on your content and recommendations.

### **54. Use Social Buttons and Encourage Sharing**

People love sharing great content. Make it easy for them to do this by integrating some of the top social buttons in your site. Content that gets frequently shared receives a lot of love by both humans and search engines. In fact, when your content goes viral, you will end up getting lots of new visitors to your site, who will in turn increase your list of subscribers.

### **55. Ask Readers to Subscribe**

It is true that by now you should have already asked them in your opt-in boxes and squeeze page. This is still not enough. Ask them again within the content of your top posts. You can determine your most-viewed posts by integrating your blog with tools such as Google Analytics or Clicky Web Analytics. These will help you to determine which posts are most or least viewed. Reminding them in different places will highly increase subscription rates. Be careful not to annoy readers with your reminders. Therefore, look for creative ways of reminding them.

## **56. Encourage Comments and Respond To Them**

Encourage people to leave comments after each post. This gives them a chance to be able to ask questions, compliment you and even give opinions and suggestions about the specific post. Responding to each comment encourages engagement and helps you build a relationship with your readers.

Additionally, more people can join your list if you use a lead-capture comment plugin. Most of these just require the readers to click on a checkbox before submitting the comment if they want to join your list.

## **57. Add Your Blog to Technorati**

Things have changed and Technorati does not matter as much as it used to. Nevertheless, you'll still get a lot of value by adding your blog to their system.

When you are added, Technorati will be importing your blog posts to their system. This will end up giving you authority backlinks whenever you publish a post. Remember that each backlink adds to your traffic and gives you higher chances of getting more subscribers.

## **58. Try to Be the First to Comment on Big Blogs**

Big blogs get lots of comments every few minutes. As much as most of the comments may be useful, most people don't read all the way down.

If you want your voice to be heard, try to be among the first to comment. Simply subscribe for email updates from these blogs and you'll be receiving an email every time they publish a new post. Once you get the email, check out the post and add a relevant comment. This way, many followers of the blog will read your comment first. This may increase their chances of checking out your website.

## **59. Install Google Analytics and Optimize Your Exit Pages**

Google Analytics is a great analytics tool that most, if not all internet marketers use. Once you install it, you'll be able to view which pages your

readers exit from quickly. Once you see this, you can either go to those pages and tweak them or decide to delete them.

## **60. Optimize Your “About” Page**

The “About” page is one of the most important pages in a website. In fact, if you view your analytics report, you’ll most likely realize that most people visit this page.

Unfortunately, most bloggers do not use this page as much as they should. One method of optimizing this page is to put great content and 3 or 4 sign-up boxes. This will be able to squeeze leads out of your many “About” page visits.

## **61. Allow Guest Blogging on Your Site**

Do you allow guest bloggers in your site? This is a great tactic of getting both content and subscribers. If you cannot churn off 3 posts per week, there are many people out there who will do it for you in exchange for an author bio and backlink.

Be careful who you allow to guest post, try as much as possible to get people who are either above you, slightly below you or very promising beginners. You can even approach some of the influential bloggers in your niche and request them to post on your blog.

Additionally, watch the ratio of your personal posts and guest posts. Once you have amassed a great following, if your readers notice that there are more guest posts than your personal posts, they may feel abandoned and in turn abandon you.

## **62. Research on How to Improve Your Search Engine Rankings**

In most established blogs, search traffic doubles or even quadruples other sources of traffic. Therefore, you cannot ignore this traffic source. It may require a lot of effort when starting out, but once your blog stabilizes, you may not have to put in as much effort. Research on search engine optimization techniques and be consistent in the methods you choose.

### **63. Submit Your Website to DMOZ**

It is very difficult to get your blog approved and listed in the DMOZ directory. This is a huge web directory where all submissions are screened and approved by humans. It is highly respected by search engines and a listing here will highly improve your search engine rankings. Higher search engine rankings will lead to more visitors to your site and eventually more subscribers.

### **64. Install a Sitemap and Submit Your Site to Google and Bing**

Search engines may still crawl your website anyway but it is highly recommended that you submit your website to them. Therefore, use a plugin that will create a sitemap and submit it to Google and Bing through their webmaster tools. This will make them crawl your website faster and possibly bring in search traffic quicker.

### **65. Take a Stand**

Even if it seems controversial, take a stand. Think of all the great people in the world. You'll notice that they all took a stand. Therefore be bold enough to tackle controversial issues and take a stand. People will respect you just because of that.

### **66. Create Business Cards Which Have Your URL**

Do you have business cards? If you don't, create them and make sure they have your URL. You'll always meet someone in an event who wants to know more about your niche. Giving them a business card will make it easier for them to access your website and even share the content with their friends.

### **67. Get Some Sponsored Reviews of Your Site**

You can get many quality backlinks by getting a professional blogger to review your site. Look for websites which feature bloggers who review websites and let one of them review your site. This will definitely send some traffic and subscribers your way.

## **68. Do Regular Keyword Research**

As stated above, your search engine optimization efforts need to be consistent. Therefore, it is advisable to constantly do keyword research to get great keywords that users can use to find your site. As much as it is hard to rank using high competition keywords, testing and optimizing different keywords may enable you to rank on one of these, increasing both your income and subscribers.

## **69. Write and Submit Press Releases**

Submitting press releases to the major press release services can appear expensive to any first time marketer. However, it is a great way to get plenty of quality backlinks at once to your money site. This can add into the stream of users who join your list.

If you are unable to afford the paid PR services, feel free to try out the different free options available.

## **70. Submit Your Blog to Relevant Blog Directories**

A blog network is another great place to look for some link juice. Apart from increasing the number of backlinks to your site, you will also get some extra traffic from anyone who browses the blog directory.

## **71. Submit Content to HubPages and Squidoo**

These are the two biggest and most relevant web 2.0. The good thing with these two is the fact that they are very visible to the search engines. They also provide lots of ways in which you can interact with your readers. These include use of videos, images and polls.

Make sure you include a link back to your site. These sites already receive a lot of traffic and therefore with a little promotion, you can get lots of traffic to your site.

## **72. Post Your Links to Popular Facebook Pages**

Of course spam is never encouraged. Therefore, when you post your links, make sure you are adding value to the Facebook page. Apart from avoiding spam, you should also avoid overly promoting yourself on someone else's property.

Popular Facebook pages have thousands of visitors at any particular time and if you post your link together with relevant content, you can get lots of viewers and subscribers.

### **73. Optimize Your Website for Mobile Devices**

There are so many users nowadays who browse the internet through phones, tablets and iPads among other mobile devices. Optimizing your site for mobile devices will help you to take advantage of this growing number of users.

### **74. Use Title Tags in Your Website and Optimize Them with Keywords**

Title tags make it easier for search engines to rank your site with your keywords. Therefore, don't overlook this simple step of making sure you have all the title tags in place.

### **75. Get some relevant SEO deals from Fiverr.com**

Fiverr is a great place to get people who can do for you different things which you may feel are too heavy for you. It has different freelancers who offer micro-jobs that they can do for \$5. These micro-jobs are called gigs.

Look out for their SEO gigs. These include article submission, article writing, social media marketing, link building and web directory submission among others. These gigs will help you get more traffic and subscribers.

### **76. Use an Established Web Host to Ensure Your Uptime is Stable**

You don't want to do all the work in this eBook only to end up with a site that keeps going offline. Therefore, make sure you use an established web host. Do not go for anything less than 99.9% uptime guarantee. This will ensure that your readers never have to worry about you going offline.

## **77. Make Use of Linkwheels**

A linkwheel is a number of links in different websites pointing to another site in a circular fashion. If you have two blogs which link to each other, it will not be as effective as having a linkwheel. This works as follows:

Website A links to website B which links to website C. Website C in turn links to website A. This is an expert SEO strategy that is very effective in improving search engine ratings.

## **78. Increase Your Website's Loading Speed**

It has been proven that loading speed actually affects both your search rankings and your conversion rates. If your site takes too long to load, many visitors will close or click the “Back” button without looking at your content. Therefore, make sure you implement different methods of increasing your site load speed. This will have a direct effect on your traffic and subscribers.

## **79. Test and See How Your Blog Works In Different Browsers**

Your blog may look great in one browser but lousy in another. Therefore, make sure you test your blog with different browsers to make sure it works properly. Don't lose out on potential subscribers because of a browser compatibility issue.

## **80. Have Internal Links That Point To Other Content in Your Website**

Remember that you need visitors to stay on your site as long as possible. One of the best ways to do this is to create internal links that point to other posts. You can also do this automatically by installing related content plugins.

## **81. Let Your 404 Page Refer Visitors to Other Content**

The 404 or “Not Found” page is one of the most common error pages on the internet. It comes up when someone clicks on a broken link or types the wrong URL. Customize this page to refer visitors to additional content in your website.

## **82. Put Your Website Address in Your Email Signature**

Let your emails be an extra source of referral traffic by putting a link to your site in your email signature. Once your site grows, you can choose to change it but when it is still starting, this method can still count for something.

## **83. Use Tools That Send Your Posts to Many Social Sharing Sites**

As the internet marketing niche continues growing, people come up with new tools every so often. Look for the best tool for sharing your posts to different social networks. You will be shocked at the number of social networks that exist today. Moreover, you will get a link back to your site and lots of potential subscribers.

## **84. Add Your Content to Social Bookmarking Platforms**

Immediately after your content goes live, remember to add it to top social bookmarking platforms. These platforms have millions of users who can find your links and come back to your site for more information. With the right following, you will increase the chances of getting your fresh content indexed and becoming viral within a very short time.

## **85. Ask Your Visitors to Stumble Your Posts**

StumbleUpon is one of the main sources of referral traffic on the web. Therefore take advantage of it's great following to get lots of traffic to your site.

## **86. Start a Podcast**

There are millions of people who have iPads and other Apple products. The best way to reach out to them is to start a podcast. This can add to your efforts of building up an audience with strong relationships.

## **87. Use WordPress for Easy SEO**

When it comes to blogging platforms, WordPress is the most used and most effective platform for search engine optimization. You can simply install different plugins which will automatically help boost your search engine optimization efforts. These include SEO, sitemap, analytics and site load speed plugins among others. Additionally, WordPress is very simple and user friendly. At the same time, it is still great for creating powerful websites.

## **88. Start a Content Contest**

A creative content contest can easily help you build traffic and a community with your website.

This can be any form of content; whether it is a YouTube video, a photo or even an article in a web 2.0 site or article directory.

## **89. Start a Traffic Contest**

A traffic contest is one which has only one aim; to bring traffic to your site. Here, you reward the person who drives the most traffic to your site, or a certain contest page. Users can have their own bit.ly urls that can be used to track their traffic.

## **90. Market Your Website Offline**

Have you ever seen a Google branded t-shirt?) Currently, Google and Facebook keep exchanging the number 1 and 2 slots of the Alexa traffic ranking. Therefore, imagine the site with the most traffic in the planet marketing offline.

This illustration simply gives you the fact that if you want to get your brand out there, you need to remember to market offline. This can be done through different branded merchandise such as t-shirts, mugs and car stickers among other products.

## 91. Use OneLoad to Syndicate Your Videos

YouTube accounts for the most videos searches around the world. However, syndicating your videos with OneLoad will still get you lots of traffic. Here, you upload your video once and it gets distributed to different video platforms. This is another great service that you can use to get people to your landing page.

## 92. Use a Good Domain Name

What's a good domain name? A good name should have the four attributes below:

- Simple
- Unique
- Easy to remember
- Sound great

Think of the big brands out there such as Google, Amazon, Wikipedia and Facebook. Forget the old internet marketing trick of using a keyword as a domain name and get yourself a great, unique domain name that has the above qualities.

Why don't keywords work anymore? Google has been pushing different updates to improve their search results. Sites with exact match domains fall among the sites that have been targeted and devalued. Therefore, a domain name like "Amazon" will give you more value than "BestShoppingSite".

## 93. Hire an SEO Expert

As your revenue increases, you might want to hire an SEO expert. There are hundreds of things that you may need to do to have world-class SEO. If you start doing them yourself, it may take up an incredible amount of time. Therefore, if you don't have this time in your hands, hire an expert to help you out.

The expert will sort out different aspects of on-page and off-page optimization. These may include use of relevant keywords, bolding and italicizing some text, utilizing inbound and outbound links, ensuring content is unique,

directory submission, Robots.txt optimization, image optimization, and article submission among other SEO processes.

## **94. Buy Reputable Training Courses on Internet Marketing**

Apart from an SEO course, it would be great to also take an internet marketing course. The key here is to make sure you buy the course from a living success; not just some blogger who promises overnight riches. Updated training courses will teach you different methods that you can use to build your list, make money online and stay on top of the game.

## **95. Do Constant Research**

In the internet marketing field, things change really fast. For example, one Google update can cut your web visitors and revenue by half overnight. Therefore, always keep in step with the latest internet marketing techniques so that you can leverage your sources of traffic regardless of different changes. The fact that you are reading this eBook on list building is already a step in the right direction.

## **96. Be Consistent**

Consistency is radical. It is hard to do something for months or years consistently. If you want to be successful in building a list, this is one character that you will have to work hard to cultivate. Audiences love a consistent person and they will support you by subscribing to your list.

## **97. Turn Your Homepage into a Lead Capture Page**

Include a large opt-in box in your homepage where people can subscribe to your list. Your home page is bound to be one of the most visited pages on your site. This gives you a great opportunity to use it to capture leads. You can choose to include other information on the page or just refer readers to your navigation menus where they can access more content.

## **98. Outsource Some of Your Work**

There are some tasks that would take you six hours to do while there is probably a professional who can do it in one hour. In case you earn \$30 per

hour, you'll have earned \$180 in those six hours. Nevertheless, if you hire a professional to do it for you, you may pay them \$30 but end up with work worth \$180 in one hour. Do not become "Mr. Do-it-all". Outsource some of your work to other professionals and be left focusing on the core areas of your business.

## **99. Communicate Often**

Make sure you over-deliver when it comes to communication. A blog in itself is a communication tool. Therefore, keep interacting with your readers through your blog. Apart from that, make sure you also communicate through regular forum posts, social media updates and even email communication.

## **100. Ask For Ideas from Your Readers**

Every audience has its own unique needs. Therefore, the people who have the best information on what they need are your readers. Therefore don't feel shy to ask them what they want. Once your audience tells you their problems, you will be in a better position to offer them solutions. In turn, they will willingly follow your recommendations; one of them being to join your list.

## **101. Give Insider Information**

Give some of your insider information to your readers. This could include a post on how you made it, a list of tools you use or even an income report. The deeper you go with your subscribers, the more you will build trust and encourage them to join your list. Of course you shouldn't go to levels which they will consider too much information.

## Conclusion

Building a list should not be optional for any internet marketer; it should be mandatory. The methods detailed in this eBook will help you create an industry-class list. As we conclude, let us look at some common questions and answers on list building.

### 1. How Do I Identify My Prime Subscribers?

Top email marketing software programs usually show you the subscribers who interact more with your emails. These are the ones who open your emails, click on your links and even buy the products you recommend. This is the main special group that you should be interested in keeping happy and engaged.

### 2. Should I delete any subscribers?

Yes you should. It is advisable to delete subscribers who have not been active for a considerable amount of time.

### 3. How should I use my autoresponder?

Autoresponders are excellent features of email marketing. They make the job of building relationships with subscribers much easier.

An autoresponder is a service that sends your emails automatically based on specific conditions. With an autoresponder, you can create a series of messages which will be sent according to specific conditions. The series of messages is referred to as an autoresponder sequence. This sequence is usually triggered by a subscription.

### 4. How do I build relationships?

The best way to build a relationship with your list is to offer value to your subscribers. One unwritten rule of creating friends is, "Kindness begets kindness".

## **5. What is the best frequency of emailing subscribers?**

There is no right or wrong answer to this question. It differs between one niche and another. For example, if you are in the stock trading niche, a daily email will not do any harm since this is an industry where information is needed fast. Helpful information today can be totally worthless tomorrow.

In case you are in a niche that is neither fast moving nor seasonal, it is advisable to only send one or two emails per week. You can send one using an autoresponder and send the other one manually.

## **6. What is the best format for creating emails; HTML or plain text?**

Most email marketing software programs will give you two main methods of formatting your emails; HTML and plain text.

HTML emails look fancy with features like colored backgrounds and pictures. You can also embed video images and include graphical social media icons depending on your provider settings. Plain text emails offer just that, unformatted words.

It is advisable to use both methods, depending on what you want to put across. Different email marketing software services will allow you to send plain text emails together with HTML emails. Here, in case the email does not display properly for a specific user, they can opt to view its plain text version.

## **7. Should I always personalize my emails?**

Yes, you should. If you don't personalize all your emails, then personalize most of them. The easiest method of personalizing is just including their first name in the greeting of every post and in most email headers.

## **8. What are the best subject lines to use?**

Your subscribers will see the subject line of the email first before anything else. You therefore need to put a lot of thought into it before you send the email.

Apart from including the person's name, use a creative statement. Don't just send a heading like, "Where to get content". Instead, this can be changed to a more attention grabbing, "Name, Other Content Providers Have Been Lying to You". You can also use other eye catching lines such as a revelation, a tip or a question. Below are some examples:

Name, Finally a Revelation on Where You Can Get Perfect Content

Name, Are You Tired of Getting Poor Content?

Name, Here are Tips on Where to Get Content That Readers Will Fall in Love With

## 9. What is the best content for my emails?

The content of your emails will heavily depend on your niche. In case you are in the internet marketing niche, then "How To" solutions and guides should work very well. These help people to realize that they need to change some areas of their lives or careers, giving them a step by step guide on how to make these changes.

Generally, people don't like to be sold to. Therefore, make sure whatever item you promote is totally in line with their interest.

### Bottom Line

List building is a powerful way of complementing your internet marketing efforts. If you use the methods detailed in this eBook effectively, you may be surprised to see that the income from your list way surpasses any other form of income online. Therefore build and nurture your list carefully and you will never regret it.

To Your Success,

*JOSHUA SHOEMAKER*

Joshua Shoemaker

[joshshoemaker.com](http://joshshoemaker.com)

[Special Offer if you use wordpress. This plug in Rocks and will help get you going viral faster. Get It Now \(Click The Text\)](#)

## Resources

Site 1 – [Hosting and Domain](#)

Site 2 – [Auto Responder](#)

Site 3 – [Membership Site Builder](#)

Site 4 – [Buzzinar Plug In](#)

Site 5 – [Social Media Live](#)

Site 6 – [Free Reports](#)

Site 7 – [Affiliate Builder](#)

