



# List Building Mastery **101**

Novice List Building Strategies



## **LIST BUILDING MASTERY 101:**

### **Novice List Building Strategies**

Recommended For: **Beginning Internet Marketers**

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# List Building Exposed!

**Dear Valued Reader,**

Thank you for investing your time in this special book, which is likened to the key to your list building success! List building is **very, very critical** to the success of any business – online or offline. And it applies whether you own a small, medium or big-sized business.

Brick-n-mortar companies invest a great effort in collecting prospective leads. Network Marketers often begin with writing a list of 100 names of people they know. And as an Online Business owner, you should focus on building your **Online Mailing List**.

Now list building isn't *exactly* a riddle... as long as you know what to do, and how to do it. Incidentally, that is the aim of this book – to show you how to get started on building your mailing list using multiple, unique and different techniques that add TARGETED leads to your database at as low cost as possible.

Yet you can profit **wildly** in the process. As more than one technique is discussed in this book, you have my word that at least one or more techniques would suit you – or anyone. Of course, it would be wiser to practice more than one list building technique *simultaneously* to observe greater results.

Without further ado, let's move on with the first tenderfoot list building technique...

# Chapter 1: Search Engine Optimization

Without a doubt, one of the most effective ways in which you, as a website owner, can set up a potential list of clients is to build an email list of those who visit.

## SEO Introduced

By being able to better interact on a more “one on one” platform, you can quickly convert those who would otherwise simply browse around on your website and then leave into potential sales and money in your pocket.

The profit potential does not stop there though, as with a well constructed email list filled with people from all walks of life, you can even entice your subscribers to visiting your website more often than they normally would – setting you up to enhance your site’s moneymaking ability even more through various advertisements.

So as you can see, the email list is one of the most important tools in any webmaster’s repertoire and if you want your online business, no matter what it is, to be as successful as possible then you will need to spend a lot of time perfecting that email list.

Now, you are probably thinking that sure, an email list is great, but let's not get ahead of ourselves – there are many more steps to be done before we can actually start directly marketing to people on an email list.

## **SEO – Step-by-Step**

First, we actually have to get the visitors to our website before we can even dream of adding them to our mailing lists. A few years back with the rise of popular search engines like [Yahoo](#) and [Google](#), a group of cunning marketers, probably not unlike yourself, decided that the best way to get random people and potential customers to visit their websites was to take advantage of search engine technology.

They figured that if you could code a website and write content for it that designed with the sole purpose of moving that page's status in any given search engine to the top, then they would be able to receive far more visitors than anyone ever thought possible.

In today's web design world, the theory of search engine optimization, or SEO as it is often referred to, is an extremely popular topic among web designers and online business owners from all walks of life – no matter what they are selling or if they are even selling anything at all.

With so many competing websites in your chosen field or niche the only hope that you may have to rise above the seventeenth page of Google is to make sure that your website is as optimized for search engines as it can possibly be.

Because SEO is so popular these days there are hundreds of different websites out there that claim they have the answers to make sure that your page is among the top ten on all of the big three search engines: Yahoo, [MSN](#) and Google.

However, if you take these tips and tricks on their own, you will quickly discover that there are far too many for you to take in. Perhaps the case is that everyone thinks they have the solution to the SEO problem – but nobody really does, so they just make things up hoping they will attract more visitors to their own websites.

Therefore, when scouring the World Wide Web for all sorts of information on how to make sure that your website is optimized for search engines, it is a great idea to compare and contrast the information you find at one website with the information you find at others.

Comparing and contrasting is tedious though, so to get you started, we have already done a bit of the tough legwork for you so you can jump right onto the SEO bandwagon and get your email lists up and running in no time.

## Search Engine Optimization Tips

The first of our comprehensive SEO tips for those looking to establish their own mailing lists is to **make sure that your website is as straightforward as it possibly can be.**

Anything that deviates from the ordinary, whether it be Adobe Flash integration, crazy layout schemes or the use of dynamic URLs for certain pages under your domain can be disastrous to the budding web designer who is trying to take advantage of SEO for the first time.

Secondly, **be specific with the keywords that you select for your website.**

Far too often, a person who is looking to get into optimization will select a perfectly good keyword but it will be far too general.

What you are looking for are specific keywords, keywords that are searched relatively often but lack the heavy competition of more generic keywords. After all, suppose you put “book” in as your keyword.

That’s all well and good, but to be perfectly honest, your website will probably never compete with the likes of [Amazon](#) or Barnes and Noble, so be more specific. Consider something more along the lines of “antique book,” “first run book” or something like that instead.

Finally, be sure to **direct your entire website to the optimization cause.** If you want to bring in the traffic (and keep potential customers around for awhile) you will have to have great content. That is a **no-brainer**.

But did you know that you can make other parts of your website work for you too? Yes, take advantage of adding your chosen keywords to the header portion of your HTML document, make the titles of your website contain the keyword too, and do not forget to use the “alt” image tags to proudly display your chosen keywords as well.

After you think you have a fully mature search engine optimized website up and running, your next step should be to focus on your mailing list. **Tweak and tune your content** to make sure that it is good enough to make people stick around on your website and offer visitors something that will make them want to join your mailing list.

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Promise to give people on your mailing lists essential updates, one time only offers, or whatever else you think is good enough to make them sign up to your email list. Often, the most creative ideas are the most successful, so go wild with your ideas and you will have a successful email list in no time.

## Chapter 2: Article Marketing

How many different email marketing lists do you belong to? If your mailbox is anything like mine, then you probably have subscribed yourself to quite a few during your browsing sessions online.

Whether the emails that you get are from other businesses that may be able to provide you with goods or services that you simply cannot get anywhere else for the price, for musicians who you like to keep an eye on in hopes that they will visit your city sometime soon or from bloggers who have great articles in your eyes – your email box is probably filled to the brim with notifications that you subscribed to at some point or another.

Now that you are considering moving into the realm of the online business, it is high time that you learn to take advantage of the power of an email list and notification program. Potential clients and random visitors alike love notification lists, as it keeps them up to date on what you've got going on without them having to visit your website every moment of every day. People like things to be easy – and that is exactly what an email list is giving them – easy access to information on your website when they want it.

At this point in your career as a blossoming webmaster, you probably do not know too much about the whole web design thing. However, even with your potential lack of experience, you have probably realized that it takes a well designed website with some killer content to draw people in and make them stick around.

While terms like **article marketing** and SEO may elude you, it does not take a rocket scientist to realize that you have got to have good, enjoyable, enlightening information on your website to make your guests want to stick around – and one of the best ways to do so is to be involved in an article marketing program.

## **So What Exactly Is Article Marketing?**

Quite simply it is just as it sounds – marketing your articles and taking advantage of articles written by other people to bring traffic to your own website. Because of the definition, there are two very different ways in which you can become a part of the article marketing phenomenon. Submitting or using.

Whichever method of article marketing you prefer is entirely up to you, although the former is much better way to attract traffic to your website and the latter should only be used in extreme situations.

Thanks to the wondrous power of the article marketing websites, there has never been a better time for you than now to become a better writer.

## **Writing Articles For Business Marketing**

You see, in order to be able to take advantage of the amazing marketing potential of submitting to an article marketing website, you first have to be able to write your own articles.

For some people who truly enjoy writing content all day long, this will not be a problem as they will be able to crank out great content in no time and flood the article marketing websites with lots of cool articles that everyone will want to

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have on their websites – easily getting their names out there so that they can start to establish a comprehensive email list of potential clients.

However, there is that problem that many people face who simply cannot draft an enjoyable document if their life depends on it. If you are one of those types of people, the road to establishing an email list through article marketing will be long and arduous.

Eventually, you will be able to write an article that you deem worthy of submitting to an article marketing website. After some time you may even get a few hits on it and a few unique visitors to your website because of it.

But how much time are you willing to spend on something that may only net you a couple of people on your email list? Instead, why not try hiring a freelance writer.

There are droves of them out there in cyberspace who will work for relatively cheap rates and provide you with decent content (and if you don't like what they have provided you with, you can always edit it).

Although many article marketing websites require that you write the articles yourself, if you have a ghostwriter do the dirty work for you, you can claim the article as your own and nobody will be the wiser.

## **Submitting To Article Directories**

Once your article writing is finished, it is time to submit your work to an article marketing website. After it has been up there for awhile you will start to see people view it and you may even get a few downloads here or there. It is the

downloads that you are really looking for, as it shows that someone found it interesting enough to put it on their website using your name, link, and email address so that people will know who actually wrote the article in the first place – bringing your website traffic.

Below, you will find a comprehensive list of some of the better article sites on the Internet. There are literally hundreds of sites, but these are the ones you should start with.

## List of Article Directories

Article Blast

<http://www.articleblast.com/index.php>

Article City

<http://www.articlecity.com>

Article Finders

<http://www.articlefinders.com>

Article Hub

<http://www.articlehub.com>

Articles Factory

<http://www.articlesfactory.com>

Connection Team

<http://www.connectionteam.com>

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Constant Content

<http://www.constant-content.com>

E-Calc.net

<http://www.e-calc.net>

Free Zine Site

<http://www.freezinesite.com>

Go Articles

<http://www.goarticles.com>

How To Advice

<http://www.howtoadvice.com>

Idea Marketers

<http://www.ideamarketers.com>

Marketing Seek

<http://www.marketing-seek.com>

Morgan Article Archive

<http://morganarticlearchive.com>

Simply Search 4 It

<http://articles.simplysearch4it.com>

The Ezine Dot Net

<http://www.theezine.net>

Valuable Content

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<http://www.valuablecontent.com>

Certificate.net

<http://certificate.net>

Xongo

<http://www.xongoo.com>

Now, you can also use other peoples' articles on your own website if you must, but remember that you have to provide plenty of links to the original author's website – a risk that can possibly drive people away from your own website before they are able to enroll in your email list.

Getting people onto your email list through an article marketing plan can be tricky and arduous, but for the most part it is one of the more successful methods for establishing a good client base.

A lot of work must be done before you even think about posting that first article on an article marketing site, but once you are through with that all you have to do is sit back and watch as it brings in more and more potential customers to your website.

With each unique visit, there is another chance that person could sign up for your email list. And we all know that the more people on your email list at the end of the day, the more people you can sell to in order to maximize your profits.

## Chapter 3: Paid E-zine Advertising

Building a comprehensive email list is one of the most beneficial techniques afforded to webmasters and online business owners these days.

There is perhaps no better way to establish a massive database of potential clients than through an email list that contains the names and email addresses of many who have passed through your site.

However, the problem remains that people must first visit your website before they are able to sign up to your email list, and even the most novice of us know that driving an abundant amount of unique traffic to our website can be a daunting task.

Luckily enough, there are many ways of getting the traffic that we all desire. Some of these ways are free but may take a bit longer to amass hordes of people while other methods require you to pay a fee up front but seem to work a bit faster.

Whichever you decide is totally up to how much you feel you can make in your online business and how much you are willing to spend in an attempt to gain as much traffic – and as long of a mailing list, as you possibly can.

### **Paid Advertising Explained**

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Of the paid for methods of building your own email list and bringing gobs of traffic to your website, possibly the most successful is through paid e-zine advertising techniques. The e-zine is a relatively obscure topic for most people, and chances are that unless you are really into marketing and advertising you have never heard the name “e-zine” mentioned before now.

Essentially an e-zine is basically an electronic magazine that is published by a particular website. Different than a mailing list, an e-zine is usually tightly linked to a particular topic or subject, so that everyone who has access to a particular e-zine is interested in that one topic.

There are unique e-zines for just about anything out there from how to build a successful website to how to find the best shoes to where are some of the best destinations for people who like to travel by boat. The possibilities for different types of e-zines are endless, so the first step in any paid e-zine advertising plan should be to find and research the different types of e-zines that will fit into your site’s niche.

## **Sourcing Out For The Best Paid E-zine Advertising**

Once you find a particular e-zine that you feel is the right media for your advertisements, you should contact the owner of the e-zine and see if he is open to the idea of you sticking your advertisements in the e-zine itself.

If the e-zine owner is open to the idea of paid advertising, then you are good to go and you should start creating some advertisements immediately.

On the other hand, if for some reason the owner of the e-zine is not interested in sticking your advertisements in (for any price) then you should simply move on to another e-zine that is also well suited to your business.

## Creating Your Own Advertisements

Now comes the tricky part for any potential paid e-zine advertiser looking to enhance the membership of their budding email list – **creating the advertisements themselves**. The ads you make will have to be more than simple content if you want to unleash the full power of a paid e-zine advertisement.

Remember that hundreds, thousands or sometimes millions of people will be viewing the e-zine with your advertisement in it, and if you want a **decent majority** of those people to actually click your link, visit your website and subsequently sign up for your email list, then you will have to be especially clever with your advertisements. Even more so if you find that there are multiple advertisers competing with you in the same e-zine issue.

Many people at this point will probably think that their best shot for successful paid e-zine advertisements will be to advertise exactly what their website does, and why someone should pay any attention to it. Unfortunately, while this may be decent for some people, it is a practice that has proven to be **unsuccessful** for those looking to build an email list.

After all, if a person knows exactly what they are getting from your web service, then why would they want to visit your advertisement if they weren't interested in your services?

That is all well and good if you are selling only one particular product, but you want to craft an email list.

So instead you need an ad that will pique their interest in what you offer – something that will make them want to visit your website, sign up for your email list and come back for more again and again. This is the only way that you will find yourself able to maximize the payout from a paid e-zine advertisement if you are trying to create your own email list.

## The Maximum Opt-In Conversion Rate Solution

The solution to maximizing email list subscriptions through the use of a paid e-zine advertisement is to give the people what they want – something for free or your services in a **risk-free** offer.

Whatever it is that you offer them for free is totally up to you, and in all honesty it does not really matter so long as you **give only a rough idea** of what your potential customers are getting for free in the advertisement.

You can give away anything from a free article to free research to a free one week subscription to whatever services you are trying to peddle. Just make sure that you let everyone reading the advertisement that if they visit your website they will be entitled to something cool totally free of charge.

Now, just make sure that the e-zine advertisement you have created points directly to your email list sign-up page, tell your visitors that they have to enroll in your email list to receive the free gift and you are all set.

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Oh, and be sure that at some point you do actually **follow through** with giving the people who sign up for your mailing list or you may have a few angry people in the following days. And there you have it, the start of your brand new email list as only paid e-zine advertising can provide!

## Chapter 4: Pay-Per-Click Programs

If you want your website, online business or blog to be as successful as it possibly can be, and to be honest – who doesn't? Then what you need is a comprehensive mailing list with names and email addresses of all sorts of people to market your products or services to.

Since most visitors to any given website do not make a purchase on their first browse, it is of the utmost importance that you keep track of as many visitors as you can with an email list.

That way, you can more directly market to them later on and convert that marketing energy into sales to generate you profit. Making the hard sale the first time out is extremely difficult, so use an email list to let the buyers come to you – and then grab them when they are ready to purchase something from you.

The email list marketing tactic works for just about any kind of online (or brick and mortar) business, whether you are selling products, doing custom research for people or writing articles that they can use on their own websites.

In order to build an email list that you can later use to solicit your products, you first have to drum up some visitors to your website. This is actually the most difficult part of the task because there is so much competition out there for just about any website.

Even if you think your website is so unique and different from anything else out there, I can almost guarantee you that you will have at least ten other sources of

direct competition for your same market – making it harder for people to pick out your website when there are others that may be just as good (in their eyes) as yours.

Although search engine optimization and article marketing are viable methods of generating traffic for your website, if you really want to rake in the traffic to build a huge email list, you will have to consider using a pay-for method like pay per click advertising or paid e-zine advertisements. Sure, neither of these marketing techniques come cheap – but if you can add even a handful of the visitors you get from these campaigns to your email list, then a pay for advertising method will be totally worth it.

## **Pay-Per-Click Exposed!**

Thanks to the success of the search engine business in the past few years, the pay per click advertising method seems to be the best payoff for someone looking to generate traffic and build their own email list.

Because so many people frequent search engines like Google and Yahoo each and every day, pay per click advertising is the perfect way for you to get unique visitors to stop by your website – even if search engine optimization techniques have not been able to bump your website up to the first page yet.

So, if you are interested in gaining the best benefit for your buck in terms of visitors to your website, then paying Google or Yahoo each time someone clicks on your ad is well worth it.

## How It Works

Each and every time someone clicks on your ad, you will have to pay a small amount of money to the company you purchased the ad space with, but if you are turning most of those visits into sales or valuable additions to your email list, then the fee will be well worth it.

Google is one of the biggest names in the search engine business and their ability to bring in visitors to all sorts of different websites should not be taken lightly. With well placed Google pay per click advertisements, just about any web business owner can turn his downtrodden website into a moneymaking bonanza in a matter of weeks.

Thanks to their ingenious [AdWords](#) program, Google will be happy to give you a plethora of pay per click advertising space on the results page of peoples' searches to advertising sections on other peoples' websites.

Yes, with a contract with AdWords you can be well on your way to getting visitors left and right. However, as with all things that seem so great, there is a catch with Google AdWords – you have to work long and hard on choosing the right keywords for your website.

The special algorithm used by AdWords only shows a few relevant ads based on keywords, so if you are unsuccessful in choosing the right keywords for the most effectively targeted ads, then you will be left with far fewer visitors to your domain than you thought.

The other promising choice for those looking to get into pay per click advertisement as a way to get visitors to their website for email list purposes is to use Yahoo's Search Marketing (formerly known as [Overture](#)) service.

Since this service has been around much longer than Google's AdWords, it is much more robust in terms of what you can do with it. While AdWords is much more focused on targeted advertisements, with Yahoo Search Marketing you can actually target your ads by different criteria – not just by the keywords you have chosen to use. This gives you as an online business owner much more flexibility over who gets to view your ads and when they get to view them.

Now that you have been acquainted with the top two names in the pay per click advertising marketplace, you should be better prepared to make a decision about how you want to go about attracting visitors to your website. With pay per click advertisements, you do not have to worry about spending money frivolously on ads because you never have to pay anyone until somebody clicks on the ad for your website.

Furthermore, with both Google and Yahoo, you actually get to name your own price for how much you pay per click – making pay per click advertising a feasible method of generating website traffic even for those webmasters on a tight budget.

As one final tip for anyone looking to get into pay per click advertising as a way of building an email list, make sure that **your advertisement is linked directly to your email list signup page**, as you cannot expect people who have visited your website via an ad click to browse around for long.

## Chapter 5: Press Release

Building a successful website can be tricky business – especially if you have plans to make that website the crux of your income statements each year.

After all, with so many other websites out there that are probably selling the same or similar goods and services as you, what is there to set your business apart from the pack?

One simple answer should be the **contents** of your website. People like a nice, clean design for the sites that they frequent and they like to have plenty of enjoyable articles or copy to read that is genuinely interesting to them. If you are able to supply those two fundamental features you will be well on your way to making your online business thrive.

But what if you want to take that extra step to make your website into a moneymaking machination? There is one simple tool that you can employ if you want to ensure that you will get more people to purchase from you – create an email list that potential customers and current customers can sign up for.

The mailing list allows you to do something that most stores wish they could do: **attract visitors and then market products to them on their schedules** so the hard sale does not seem so hard to swallow in their eyes.

Even with a small email list you will have a much higher rate of sales than if you were to forgo the email list all together, so what do you say – perhaps it is high time that you create one for your website.

Unfortunately we cannot go around and simply collect random names and email addresses to add to our email lists, so it is up to us to first generate enough traffic for our website and then convert those visitors into email list subscribers.

There are tons of different ways in which you can get traffic to come – some ways, like pay per click advertising cost you some money while other like search engine optimization are totally free so long as you know what you are doing. However, both of these techniques are totally passive.

Try as you might, it may take you weeks or months before you actually see any of these techniques come to fruition as actual inquiries on your email list. Instead, if you want to grab the proverbial bull by the horns and rake in people by the droves right away then you will have to do something a bit more drastic.

## **Bring In Press Releases!**

That something is a tried and true technique that has been employed by businesses of all types for centuries. Known as the **press release**, you can use this method to drive people to your website almost instantaneously the moment someone picks up and publishes the release.

At this point you are probably thinking that such a technique is too good to be true and would be impossible for a lowly online business owner like yourself – but the good news is that anyone can draft a press release and submit it to many of the major daily publications, both online and print based.

All it takes is a little bit of time and some know-how of what you need to include in your particular press release.

## Drafting Out Your Press Release

The first aspect of a press release that you need to **concentrate on is the actual content of that release itself.**

Nobody wants to read some drab, boring press release – and certainly nobody will want to publish it in their periodical, so consider jazzing it up to include a lot of content that people who would be interested in your website would want to hear.

Include facts, figures, statistics and even plans of action for what you and your business plan to do in the future in an attempt to get people to check out your website.

**Remember:** no sales pitch, too! People expect something newsworthy from you.

While you should make the content as interesting to your potential customers as possible, it is important not to lie as chances are that your potential clients will check up on you over time to make sure that you are wholly backing up what you say in press releases with what you actually do.

Also, when writing the content, be sure to address your possible clients personally instead of addressing them as some vague demographic as far too many press releases tend to do. This will make the reader feel more at home and will likely make him or her more inclined to visit your website.

Secondly, if you plan on submitting your press release to mostly websites who will publish it, then you should try to **optimize it for search engines as much as possible**.

Remember that the more aligned your press release is with certain keywords – the more it will be read by people who could be your potential customers and subscribers to your new email list, and the better it will be for your business in the long term.

**Please though**, do not overuse the keywords you have decided to focus on, as it will make for a very dry, boring and uninteresting press release that certainly will not allow you to get the maximum number of visitors.

Finally, once your press release has been written and edited, you will want to **find some spots to post it**. I recommend some of these:

<http://www.prweb.com/>

<http://www.imnewswatch.com/>

Be sure to get into contact with places that you know will be able to distribute your press release to the masses, but also try and find some avenues of distribution that take advantage of **RSS or Atom feeds**.

Using RSS or Atom will allow your press release to be sent directly to the masses like the top headlines for the New York Times or Google News and is a great way for your business to take advantage of technology in the pursuit for a massive email list.

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So there you have it, the basics for using a press release to gain as many visitors to your website as possible.

Since you are looking to establish an email list from many of those visitors, be sure to have the link from your press release pointing to your subscription list page, as you do not want people to dawdle around on your website and lose interest before they sign up for your email list – and you will quickly find that your website will be successful in much *less* time than you ever thought possible!

## Chapter 6: Using Special Reports To Kick Start Your Campaign

Marketing is about contacts, and in today's business world, emails are as valuable as just about any contact you can have. The key, though, is not just to have a list of emails; it is to have a list of qualified emails that you can turn into clients and profits.

Certainly getting a list of qualified email contacts sounds great, but how do you do it? There are a number of ways to get qualified emails, but one of the most effective ways is through the special report.

When used properly, the special report can give you and your business **credibility** while helping you to **build an email list of qualified potential clients**.

Take a look at the information below and you will quickly be on your way to building your business through an email list created from a special report.

### Creating a Report About Your Subject

Perhaps the best way to encourage perspective clients and customers subscribe to your e-zine or email list is to provide them with relevant and useful information.

Your special report allows you to provide something of value (information) to your prospects without discounting your product or giving anything away.

Before you can start to use your special report, you obviously will need to create one. This is the most important part of the process, because if the report is not put together correctly, its effectiveness will be compromised even if you do everything else right.

Start by **considering topics that will benefit your prospective clients**. If you offer real and useful information, those who read the report will be more likely to opt into your email list in hopes of gaining access to more useful information from you down the road.

If your report is not useful, prospects will be less likely to read the report and even if they do it may not result in the email opt in you are hoping to use to build your email list.

Secondly, **research your special report heavily and make sure that your information is rich**. Good content will bring opt-ins while bad content will just disgruntle prospects and leave you with a bad report and no emails.

Finally, **proofread and edit heavily**. Your content should be smooth, well written, and easy to understand. Good information that is easy to understand makes you look good.

On the other hand, good information with lots of errors and that is difficult to understand will may make you look inept. Have several sets of eyes look over your special report before you move on.

## Turning Your Report Into A PDF Document

The next step, once you have written your special report, is to have it converted into a PDF document. PDF files have a more professional look and can make you look technologically savvy to your customers.

What's more, they will look exactly the way you designed them no matter what the hardware or software is that the recipient uses. Converting your special report into a PDF document is simple, so the amount of work you put in versus the pay off is profound.

There are a few ways to convert your file into PDF format, but the best way is to find a reliable and free online converter. Using your favorite search engine, you can find numerous free software applications that will convert any printable file into a PDF file. If you are only doing a few special reports, this is the best way.

I recommend <http://www.primopdf.com/> for the job.

The next best way, if your business may be creating many PDF files, is to purchase PDF software for the company. There are many options out there, so do your homework and find the one that works best for your business. The important thing here is to make sure you get a clean conversion and that your special report looks professional and just the way you designed it.

## Circulating Your Report

You have created a special report on a topic that you know about and that pertains to your target clientel. That is great, but now you have to make sure that they are actually looking at the report. If nobody reads your report, it obviously

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won't do you any good. So then how do you get your special report circulating and working for you?

First and foremost, **make sure it is well known within your company**. It should appear on your website as a download and your employees should have links to the download location on their email signatures. This will give your existing clientel access to the special report and anyone with which your employees have contact: a nice start.

The second way to **circulate your special report is to write shorter content that will appear online where your prospects are looking**. Write a small article that leads to the information in your report, add a link to the report at the end, and post the articles on content websites and even message boards. Spread the word through the industry that you have something of value for free.

Finally, create a flier or other print advertising for your special report. Include the location (a link) for the special report and make your flier available at conferences, conventions, and any other event where you may encounter potential clients. Getting the word out any way possible is the best way to make sure eyes are finding your report.

## **Building an Email List from Your Report**

Once you have a useful report with good content, and once you have properly marketed that report so that it is in front of potential clients, you need to get emails from them. The email list you are about to build is the main reason you created your special report in the first place. So how do you build an email list from your report?

If you have put together an effective and valuable special report, then your clients will want to give you their email. Your job is to make sure there is a way for them to do that.

Within your special report, **offer opportunities to get more information from you by opting into your email list**. Offer an e-zine or other information to potential clients who do so.

Provide links to your company website on most if not all pages of your special report. At your site, make sure opting into the email list is easy to do, convenient, and quick. If your target sees something he or she likes, it should be convenient to get to your site and to sign up for your email list.

Remember that the report needs to stand alone as both an informative special report and as a marketing tool to help you collect qualified email leads. This is important as you allow the report to be resold and passed along by others in the industry.

## A Valuable Tool

As you can see, using a special report can be a great way to build your email list. What's more, you will find that there are many things you can do to make your special report an ongoing aid in the maintenance and continual building of your list.

Just remember to make the content good, the report valuable, and the opt-in convenient and you will have a **qualified and reliable** list in no time!

## In Closing...

This pretty much sums up the basic “101” techniques of list building.

While there are obviously more advanced list building techniques that you can practice and use for your own, I thought you should know that many a top marketer are making it big online today using even some of these “basic” methods to build their list... **to a great extend!**

You now know what it takes to build your mailing list from scratch, and I would advice you to test every one of them to see what works best for you. This is because every individual is different. Therefore there are some methods that would work especially better than the other for you.

**On a last note, all the best to your list building success journey!**

*(By the way, if you want to advance your list building success mastery, be extra sure to check out **List Building Mastery 202!**)*