

# LIST BUILDING MADE EASIER



*Created*

*By*

**Stefan Berg**

<http://stefanbergs.com>

***"You can get everything you want if you just help  
enough other people get what they want"***

***Zig Ziglar***

## Table of Contents

|   |           |
|---|-----------|
| <b>List building Introduction</b>                 | <b>4</b>  |
| <b>Why you need an Autoresponder</b>              | <b>5</b>  |
| <b>Hosting for Serious Business</b>               | <b>7</b>  |
| <b>Tracking</b>                                   | <b>9</b>  |
| <b>3 Must Have Marketing Pages</b>                | <b>9</b>  |
| <b>Your Blog – The Centre of your Business</b>    | <b>13</b> |
| <b>Branding You – How can it build Your list?</b> | <b>14</b> |
| <b>Best Ways to use PLR</b>                       | <b>16</b> |
| <b>8 Ways to Build your List</b>                  | <b>18</b> |
| <b>Conclusion – Never Give Up!</b>                | <b>21</b> |

## Legal Disclaimer

*This Special Report has been written to provide information about Internet Marketing. Every effort has been made to make this Special Report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this Special Report provides information on Internet Marketing only up to the publishing date. Therefore, this Special Report should be used as a guide - not as the ultimate source of web hosting information.*

*The purpose of this Special Report is to educate. The author and the publisher does not warrant that the information contained in this Special Report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this Special Report.*

*You are encouraged to print this book for easy reading*

*This Special Report is for Personal Use only*

# List Building Introduction

---

**List Building** - You hear this all the time. Probably the Most Used phrase among Internet Marketers is: "The Money is in The List"

Is that true, do you really need Your Own List?

The answer to this question is a Clear – Yes!

Why?

Maybe you are a member in different affiliate programs and have some leads and a downline already - Are they really yours? They subscribed under you in that program but you can't sell anything else to them. What happens if that Affiliate program disappear or you want to start your own business - do something else? You are back to zero – all your hard work was in vain.

On the other hand – when you build your own list of subscribers you can make different offers to them – as it pleases you. You can still build your downline in affiliate programs and mlm's. This way you always have a Business. The only thing that can make you lose your subscribers - is if they unsubscribe.

The key point is to build your own list First.

The way to success is how well you build your list - not only how fast and how big you can grow it. Your relationship with your subscribers and their trust is you is very critical.

You need certain tools to grow your list. We are going to cover the most vital ones in this special report: "List Building Made Easier"

## Why you need an Auto Responder

---



The first thing when you start building your List is to Get yourself an Autoresponder. Why?

Your Autoresponder is the most important tool, your Lifeline in your list building and business. You'll will never be able to grow your list without it. Think of a chef without a stove. That is a List Builder without an Autoresponder (Ar).

You need to get familiar with how your Autoresponder works. You will be able to create unlimited amounts of mailing lists, put in as many prewritten emails you want. Send Broadcast to 1,2,3 list's or all at the same time. You can schedule day and time when you want to send out your email. This way a lot of your work is on autopilot, when set.

You also avoid spam complaints and you can test and track campaign results, such as what emails or headlines work better then others.

There are many different autoresponder services out there, some are better then others. I personally recommend [\*\*RocketResponder\*\*](#) because they have a high delivery rate, easy to use, cheap. Simply put... The Best AR out there

Don't use free autoresponder services because they usually don't have a high delivery rate and it can be difficult to change Auto Responder service down the line. Why? You will lose many of your subscribers. It's better to choose a professional Autoresponder service from the beginning.

# Hosting for serious business

---

There are many Hosting companies out there. Free - cheap and professional ones.

Usually when people start out online they use a blog, which is good. Maybe they write about their daily life. If you have a blog for this purpose then Blogger.com (also known as Blogspot) and Wordpress.com is a great choice and these two are the two most commonly used blogging platforms today.

But when it comes to business, you need a more professional platform, where you can do your own design, own style, make unlimited amount of pages etc. Then free hosting is a bad choice. You will be limited, many services have their ads on the pages in some cases, affiliate marketing is forbidden in their Terms & Conditions.

I recommend that you buy your own hosting. It gives you much more freedom. You can create your own pages – create your own design and decide what content should be on your site. You need your Own Hosting for many reasons.

With **Wordpress.org** you can find good templates and when you run your own hosting you can build up your own blog as you want. You can have more than one blog on your hosting account. As you will see later on in this Special Report – it is a big advantage when it

comes to building squeeze pages and such. In fact you can create as many pages as you need and want – there are no limits!

Last, but definitely not least important - your own hosting will allow you to have your own domain – A step in Branding, as you will see in one of the other chapters. Let us mention the subject SEO briefly.

If you want to make it to the 1<sup>st</sup> page in Google you can only make it happen with your own domain and your own hosting.

[Namecheap.com](http://Namecheap.com) is a great place to buy your domains.

Try to find a domain name as this to your blog [Whoisyourname.com](http://Whoisyourname.com) or [Yourname.com](http://Yourname.com).

Here are some examples of where you can buy good Hosting:

*Hetzner.de* – Personal or more advanced hosting. Perfect for hosting membership sites, mailers or similar. They offer dedicated servers. Great support.

*Hostgator* – not very costly and have a great support. I'd use it for years before I changed to Hetzner above. One of the best hostings you can get. C-panel with Fantastico is included

*GoDaddy* – Cheap and good hosting for a beginner



# Tracking

---

I'm only going to mention this Brief. Tracking is a great way to determine which of your Advertising pages that works or which of your Sales pages that converts best.

There is a whole science about tracking and you can dig deep into it if you want. I have chosen to use [trck.me](http://trck.me) It's a simple tool, easy to set up and it gives you a good Overall picture.

Trck.me comes with a 30 days free trial. A great start if you never used Tracking before. You'll find great videos inside [trck.me](http://trck.me) where the owners explain in detail how to use their excellent tool.

# Your 3 Must Have Marketing Pages

---

A Squeeze page is the first must have for every serious Internet Marketer. A short, simple little page with one goal in mind - attract the viewer and convince them to leave their name and email address to get more information.

## **Here are some tips on how to build a good squeeze page:**

- 1.** Your visitors should have no other option than to either a) subscribe to your list; or b) exit the site. That is why it's called a squeeze page. You squeeze out the visitors email address in return for information, you run a newsletter or you give them a gift.
- 2.** Give away something for free. Some people call it bait, give the visitors a reason with an incentive to subscribe. You have to match the gift with what you are going to sell. You can't sell Hamburgers to vegetarians. This will reduce visitors' resistance to opting-in; and it will also make you appear more credible to people who otherwise know very little about you.
- 3.** The Headline is the Most Important thing on your page. You need to have your costumers in mind before you decide what headline to use. Some example are: *"Discover the 7 secrets"* - *"Who Else wants to"* - *"How to Make Money With"*
- 4.** Pick a nice design and make a video. You can say a lot more in a short amount of time with a video, they convert well and you know what they say - a picture says more than 1000 words

**5.** Write as little information as needed on your page – be very brief. There is no need to write a novel. Use 3-5 Bullets (short eye catching sub headlines)

Here is an Example of a short squeeze page:

<http://ListBuildingMadeEasier.com>

**6.** Be specific and clear with what your visitors can expect from you and your emails. Don't spread too wide and talk about 10 different things right away. Focus on 1 or 2 things only.



**7.** Spam disclaimer - You can write something similar to this  
*"I hate spam as much as you do – that is why I never give out – sell or transfer your email address to a third party"*

## **Thank you page – Follows up your Squeeze page**

This is a set up made in your autoresponder. After a person opts in, or filled out the form on your squeeze page, they get directed to Your Thank You Page.

If you don't have a Video on your squeeze page - make a Video on your thank you page. Explain how they should confirm their email – how to white list your email address. Be Personal before you start Pitching them. Use an offer that is relevant to your Bait or Gift on your squeeze page, related products and/or a free membership to something useful. *This is Important* and works very well.

A good idea is to offer the same gift and use a sign up form on the Thank you page. Why?

Some subscribers use a fake email address and think they are going to get the gift direct after they signed up. I have tried this text line many times: *"If you didn't get the confirmation email, use another email address to get this awesome book."* Works like a charm!

Many try to build downlines in various programs. Instead of advertising that program Up front - Use your thank you page. Now you have them on your list and later they might join under you in many programs down the road. Your Thank You page is a fantastic tool – the perfect real estate for this.

## **Success – Confirm Page**

This is your third marketing page and again a powerful tool in your List Building funnel, system. After they confirmed their subscription – your subscriber will come to the page called *Confirm or Success page* - On this Site your visitor can download their product and get yet another offer to something useful. Sometimes I use money making programs directly here, if it's related to what I had to offer on my squeeze page.

**Conclusion:** All you need are 3 pages in an effective marketing system - 1. *Squeeze page* – 2. *Thank You page* and 3. *Confirm or success page* - later on you might tweak this a bit, but that is another story.

# **Your Blog – The centre of your business**

---

Let your Business Blog be the center of your business. This is where you connect everything.

Use a Free gift it might be a Special report or some ebook to get subscribers to your blog.

Do Videos on You Tube and publish on your blog. Create Instructional videos using programs like Camtasia or Jing to publish Content on your blog.

Create Blog posts about your niche. Let your blog posts provide a solution to peoples' questions – their problems and worries.

If You Make your blog a hub where people can come and get valuable content and get answers to their questions they will come back for more!

Try to update your blog regularly – let's say at least once a week. Your readers will learn your pace and expect to hear from you in a certain amount of time. I know this can be hard – but this rewards you with more active readers to your blog and is well worth the effort.

## **Branding You – How can it build your list?**

---

What has Branding you got to do with building your list?

I would say a lot more then you think!

*"It's true People buy from people – more so people buy from people they know and trust"*

**Always use your real name and picture** everywhere possible. Let people see who you are. Set up a *Gravatar* account and your picture will turn up in several forums and places, when you comment on blogs and so on.


**Do an article or a video about you** – be personal. Who are You? What is your story? How did you become an Internet Marketer. What have been your challenges? What did you do to overcome them? Tell people what motivates you and why you would like to help them.

**Use Social Media** – Join Facebook – Twitter – Instagram and other Networking Forums.

Write meaningful quality comments on other blogs in the same niche as you. Only writing *"- Thank you for your post "* is not a Quality comment. Instead pick something from the blog post you

liked and try to develop it further and give your personal view on it. Commend when appropriate.

**Be yourself** – and stand by your word. Try to Be Unique.

 **Hot Tips!** Create a Welcome Video on Facebook and send to all your new followers.

One word of warning when it comes to social media. Don't spam people – don't just send people just a link to join a program. In short time you will destroy your reputation of being a serious marketer. Sending affiliate links to people you don't know or are slightly acquainted with has nothing to do with networking.

Social Media can really be a Powerful Tool – when you use it Right.

# Best ways to use PLR

Nowadays almost everyone who spent some time on the Internet has run into PLR in some way. Maybe you already have an ebook or two stored away on your computer somewhere...

Now is the time to learn how you can benefit and profit using PLR and how you can use it to build your list.

Let's start by talking about What PLR really means. Usually the word PLR is used to describe ebooks/Articles/Special Reports. But Actually PLR is a Term. It means *Private Label Rights* - It's just a Description.

The Most Common Terms in PLR is:

**MRR** Master Resell rights

**PLR** - Personal Label Rights

**RR** - Resale Rights

**PUR** - Personal Use Rights

Using PLR is an Easy and Cheap way of getting Content posted to your website. There are other options such as Ghost writing - which can be more costly or you can write everything yourself.

To always come up with new topics and do research can be time consuming - with PLR you can save a lot of valuable time. It's an especially great option if English is not your mother tongue.



One thing you should keep in mind though when you use PLR - you share the content with many others - PLR is not unique. Your challenge when using it is to make it unique.

Here are **10 great Ways** to show how you can make PLR unique and use to build your list:

@ - **Rewrite Your PLR Content** and create a free e-course

@ - **Rewrite Your PLR and Offer** as a Paid or Free ebook to your subscribers

@ - **Use Your PLR Content to Make a Blog Posts** to your Business Blog

@ - **Use Your PLR Content to Make a Video** and Offer it as Bonus

@ - **Take tips from Your PLR content** and post them on Twitter

@ - **Rewrite Your PLR to Articles** and submit to Article Directories

@ - **Divide Your PLR ebook into A Special Report** that you can sell

@ - **Write a weekly newsletter using PLR content**

@ - **Offer Your PLR products as Bonuses to your Paid Ebooks**

@ - **Turn Your PLR Ebook into an Audio book**

## 8 Ways to build your list

---

Now When we have gone through the most vital steps in List building Basics, it's time to sum it up. By now you know why it's a must to have a good Autoresponder service – and why buying your own hosting is something that every serious Internet Marketer should do.

You have the answers to why it's a must to have a short and sweet Squeeze page – a Thank you page and a Confirm page. You have a good clue on how to brand yourself. From now on – if not already – your blog is the centre of your business. PLR is now something you know the value of and know how to use to build your list. Way to go!

Im going to give you 8 tips on where you can build your list

**1. Facebook** - has over 500 million users! With the right techniques you can grow a targeted list of subscribers

 **Hot Tips!** Make A [Fan Page on Facebook](#)

**2. Forums** – Related to your niche – Use them to connect and network with other marketers. **Warrior Forum** is a great example.

**3. Skype** – Invite people to Skype. Use your Skype name in your email signature in blog posts and forums. This will help you build personal relationships with other people. You can also Create a

Skype Group to discuss a certain topic. Use it to give support for your product, your membership site or private coaching.

**4. Article Directories** – Write Articles and publish in Article Directories. There are many but I recommend *EzineArticles.com*

**5. YouTube** - Make Videos and use them on your squeeze page or thank you page. Publish them to your blog. Make a Welcome video to new Facebook Friends

**6. Your Business Blog** – Don't underestimate the power behind a professional blog. You can build a targeted quality list with it.

**7. Listbuilders** – These will work if you use them right. The new Mailer, List builders - which have been around for some time now - are much more effective than Safelists. They are Credit based and you can get quite many subscribers even from one email. They might not be as targeted subscribers as when you use other techniques. I use them myself to widen my marketing techniques.

Here are some recommended [\*\*\*Mailers/ List Builders\*\*\*](#)

**8. Traffic Exchanges** – These will work if you use them right. This Is A Simple Yet Effective Way of Advertising. I watch your site and in return I get Credits to Advertise My Pages. Te's been around many years and they comes in different shapes. Use the Chat, fill in every profile, surf some & Buy Credits to keep your sites in rotation 24/7.

Here are some recommended [\*\*\*Traffic Exchanges\*\*\*](#)

These are just a few examples of proven ways on where you can build your list. Now it is up to you to learn how to use these different techniques.

It can be frustrating in the beginning – it might seem to be too many steps before you can start build your list. But my advice is take your time. Building your list will not happen overnight. Do it right from the beginning with the right tools and your journey as an List owner will become much smoother.

All the techniques you need are not covered in this Report in detail. Some of them I have just mentioned briefly. But you are not left in the dark. After Reading this Report – there is plenty other reports and reviews on topics as Facebook – Article Writing – Blogging and such. Sign up to [Stefanbergs.com](http://Stefanbergs.com) and get more Tips and Tricks in different marketing techniques.

## Conclusion - Never Give Up!

---

*"- Many of life's failures are people who did not realize how close they were to success when they gave up."*

*Thomas A. Edison*

One of the most Important Lessons I have learnt since I started as an Internet Marketer is – Never give up!

Only 3% will succeed with their business online - the rest 97% will fail! Why?

Because most people **quit** before they get anywhere!

Maybe they don't use the right tools – have the right knowledge or maybe they think they can get Rich quick...

Real Internet Businesses and being an Internet Marketer is Not about Dreaming. If you want to Get Rich Quick – this is not for you!

Ask any Successful Entrepreneur Online or Offline, "What did it take for them to Succeed?"

I know they will answer you; **"Time – Money - Hard work and Determination!"**

## **Mindset**

Before concluding this Report I want to mention one more important thing – Your mindset!

If you want to succeed in business or in anything else for that matter – you need the right mindset. Believe in yourself.

Right from the beginning – sit down and Determine what is your motivation and your goal – your Why. Write it down – and place it somewhere you can see it. Keep it in mind and remind yourself those days when you want to give up.

Train yourself every day to get the mindset of an Entrepreneur  
In the end you can proudly count yourself to be one of the 3% that became a successful List owner. This is List building at it's best!

# **Important Link List**

My Blog: [\*\*StefanBergs.com\*\*](http://StefanBergs.com)

Primary Program: [\*\*TheLeadMagnet.com\*\*](http://TheLeadMagnet.com)

List Builders: [\*\*Mailers/List Builders\*\*](#)

Traffic Exchanges: [\*\*Traffic Exchanges\*\*](#)

AutoResponder: [\*\*RocketResponder.com\*\*](http://RocketResponder.com)

Tracking: [\*\*Trck.me\*\*](http://Trck.me)

Domain: [\*\*Namecheap.com\*\*](http://Namecheap.com)

Facebook: [\*\*Fanpage 1\*\*](#) [\*\*Fanpage 2\*\*](#)

Twitter: [\*\*Stefan\\_Berg\*\*](#)

Instagram: [\*\*stefanbergs\*\*](#)

*To your Success*



*Stefan Berg*

Stefan Berg is an Internet Marketer who has been working Online since 2006. In year 2009 he moved with his wife from the bitter cold Sweden to the tropical island Borneo – Malaysia. We Live in Penang - Malaysia Since 2012

He is the Owner of [Stefanbergs.com](http://Stefanbergs.com) – Subscribe to get the latest Marketing Tips and tricks. Get coaching in techniques such as List building – video marketing and how to increase Traffic to your site.

Build your own list with [TheLeadMagnet.com](http://TheLeadMagnet.com) – a Combination of a List builder - Give Away and a Membership site.



Claim your Free Membership and get a Special Bonus