

# HOW TO MAKE YOUR MAILING LIST YOUR PROFIT MACHINE!

## LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that they do not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

This book is a common sense guide to profiting from your mailing list. In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

Any perceived slights of specific people or organizations are unintentional.

This guide is written in Comic Sans MS for easy reading. You are encouraged to print this book.

# HOW TO MAKE YOUR MAILING LIST YOUR PROFIT MACHINE!

## LIST OF CONTENTS

### INTRODUCTION

#### BUILDING YOUR MAILING LIST STEP BY STEP:

STEP 1: CHOOSE A TOPIC/PREPARATION

STEP 2: GET DOMAIN NAME / HOSTING / AN AUTORESPONDER

STEP 3: WRITE A FREE REPORT

STEP 4: CREATE YOUR SQUEEZE PAGE

STEP 5: MAKE A HOT ONE TIME OFFER

STEP 6: YOUR SIZZLING THANK YOU PAGE

STEP 7: GETTING YOUR EZINE STARTED

STEP 8: NOW GO GET THEM SUBSCRIBERS

AD SWAPPING

BLOGGING

BUYING EZINE AD SPACE OR SUBSCRIBERS

CONTENT AND ARTICLES

CRAIGSLIST

DIGG & STUMPLE UPON

FORUMS

LEAVING A COMMENT AND REVIEW TRAIL

LIST YOUR EZINE IN EZINE DIRECTORIES

LIST YOUR FREE REPORT IN FREE EBOOK DIRECTORIES

SOCIAL BOOKMARKING

SQUIDOO

WIKIHOW & WIKIPEADIA

YAHOO ANSWERS

### CONCLUSION

## INTRODUCTION

First things first, just what is a Mailing List?

Your mailing list will be the people who have chosen to sign up on your website to receive more information from you.

You have probably heard the mantra - 'the money is in the list' and it is true but only if you look after and nurture your list. Your list is where your future customers lurk!

Think of your mailing list as your chance to prove your credibility to your subscribers. Your chance to wow them with your infectious personality injected into every single email that is sent to them. After all people are more likely to buy from you if they both like and trust you.

You can have a mailing list, even if you don't have a product of your own as you can promote affiliate products and services. Even better you could end up creating a product based on what your own subscribers want and need.

Your aim after reading this ebook will be to create and maintain a profitable mailing list system with ultra responsive subscribers who scramble to read your every word and buy everything you recommend!

Don't worry your profits will not just come from sending out the occasional endorsement email! Your mailing list will provide you with multiple income streams within the whole process of :

- Your new subscriber signing up on your website
- When they confirm the subscription
- Getting a One time offer in front of them
- Getting them to the thank you page
- Offers they see through your ezine and emails.

Once you have this process ingrained in your brain, you can use it in all your Internet efforts by entering new niches, creating new lists and making more money.

Lastly you will be given so much information on how to get traffic to your opt in page (squeeze page) that you could easily have hundreds of subscribers within the first month!

So let's get started building your mailing list step by step.

## BUILDING YOUR MAILING LIST STEP BY STEP

### STEP 1: CHOOSE A TOPIC/PREPARATION

Starting is always the hard part.

Either you have absolutely no idea at all on what to base the subject of focus on for your mailing list or you have so many ideas you don't know where to start!

An area of focus or choosing a niche is key. You want all your subscribers to have something in common so that your free report, ezine issues and offers will be of interest to all your subscribers not just a hand full of them. And it will be easier for you to find related products and services to promote to them.

So go on take the first step - choose a niche!

If you are having problems at this stage on coming to a decision then think about your own interests, daily activities or hobbies. Some ideas off the top of my head for you are:

- Your ongoing steps to leave the rat race
- Improving your golf step by step
- Making sure baby is happy everyday
- Making clothes for your dog to wear
- How to have a great budget wedding
- Cook your way into your man's heart

If you are really stuck, you could sign up for the FREE Niche a Day (<http://www.nicheaday.com>) and get a new niche delivered to your in box everyday. There is bound to be one that catches your imagination.

Okay so now you have chosen your topic, the best thing you can do is prepare yourself for the other stages of setting up your mailing list system.

Gather as much information as you can on your chosen topic. This can be from finding articles on the net about your subject, searching Google or other search engines, or maybe if you are anything like me you have a load of master resale rights and private label right ebooks gathering dust on your desktop.

You can use these to create content of your own - mini tips, lessons, your free report or future ezine issues. If you prepare this now it will save you so much time down the line.

If you do find you have related content with resell rights, make sure you keep it mind for your *One Time Offer*, as an additional bonuses or a recommended link on your thank you page or ezine.

## STEP 2: GET DOMAIN NAME / HOSTING / AN AUTORESPONDER

### GET A DOMAIN NAME

Let's start thinking about getting traffic to your soon to be website at this stage. I am going very briefly touch on keywords and choosing your domain name.

First of all go to <http://www.digitalpoint.com/tools/suggestion/>

Type in your broad niche for example 'dog training'.

Take a look at the results and note down what phrases have around 50 searches a day.

'clicker dog training' has 63.1 searches a day (actually doing this search in stage one could help you define and decide your niche)

So now I go to <http://www.namecheap.com>.

I want to see if clickerdogtraining.com is available.

In this case .com, .info and .net are all taken. I would carry on looking through these phrases until I found one with anyone of these extensions available and then select that as my domain name.

I will always recommend <http://www.namecheap.com> to buy domain names from, as they offer WhoisGuard for free, which protects your private information from being seen when a Whois search is done, with every domain name purchase.

### THE BEST HOSTING

You will now need a host to put your domain name.

One of my personal favorites is Hostgator. I have never had any problems with them and have never seen any complaints about them from other people. It is just \$10 a month for hosting an unlimited amount of domains so with them you could have website for every niche you decide to enter throughout your lifetime on the Internet.

### HOSTGATOR AFFILIATE LINK

## **THE ESSENTIAL AUTORESPONDER**

An autoresponder is an essential tool to enable you to send out your pre-written confirmation mail and ezine issues at an interval determined by you.

If you prefer you can enter your ezine issues manually and just press a button to send them out each week (or however often you decide to send your ezine out). It depends on how much you want to automate it and how many ezine issues you want to write in advance.

You will need to select an autoresponder that has a broadcast option so that you can send a message to all your subscribers immediately with a special offer that just cannot be missed!

I won't go into details on how to use an autoresponder here but there is plenty of free information available about this on the net and on the web page of the autoresponder that you choose to use.

The autoresponder that has the least complaints and most rave reviews is AWEBER and as with the hosting company you can have an unlimited amount of mailing lists so you would be set for life for all your autoresponder needs:

**AWEBER AFFILIATE LINK**

### STEP 3: WRITE A FREE REPORT

This is where you will be glad you have done some preparation before hand!

To create your report in PDF format, you will either need Microsoft Word and Adobe PDF Maker or another PDF making suite like PDF995 - <http://www.pdf995.com>, which is free by the way!

Or if you don't already you can use the FREE openoffice.org suite, which has a PDF converter already in alternative word processing program. Take a look here for more info: <http://www.openoffice.org>

Don't even consider doing one in executable format (.exe) as people have too many concerns about getting a virus from this type of file and also MAC users will not be able to open it.

That's what you need out the way!

Okay using the information you have gathered in step 1, create a report that provides excellent information that people in your niche will want to get their hands on and learn something from.

You will also need a cover for your free report, if you are happy to design your own go ahead. You can create something very simple and professional on your word processor or maybe you are a closet graphic designer and can design something more advanced.

If you want someone else to design your cover then I would recommend <http://www.planetdivinity.co.uk> for all your graphical needs, not only do they design product images that can be used as your front cover but headers, footers and whole websites too. So you could get the graphics for your website pages sorted here and now as well. And they are ultra quick.

#### **INCOME STEAM FROM YOUR FREE REPORT**

You will want to add adverts and recommendations (affiliate links and links to your own products if applicable) into your free report so that everyone who reads your free report could click through and buy one of your recommendations or products.

By giving your free report giveaway rights means that your report could go viral and means that thousands of people could see your links and potentially buy from you.

A great step by step guide to creating your own free reports I can recommend is Viral Sneakiness. It will take you by the hand from initial idea, finding content for your free report, finding affiliate links to put in it, and getting it seen and making it go viral.

You personally would have the added of advantage of being able to incorporate this mailing list system with it to make it even more profitable.

VIRAL SNEAKINESS AFFILIATE LINK (<http://www.tony-shepherd.com/viralsneakyaffiliates>)

You would then take your word processed free report and convert it into PDF and it is ready for future steps

#### **ADDITIONAL INCOME STREAMS FROM YOUR FREE REPORT**

You could create some additional streams of income from this free report by incorporating options like:

- Offer personal rights only to the free report but charge \$5 or \$10 for resell rights
- Charge \$5 to \$20 to change the affiliate links in the report to your subscribers (you could find 2-tier affiliate programs and still profit from them giving away your report)
- Accept paid advertising within your free report so all your subscribers will see these ads as well.
- You could even think about charging people to buy (almost) Private Label Rights to the free report, on the condition they leave one link to your website in it.

## STEP 4: CREATE YOUR SQUEEZE PAGE (OPT IN PAGE)

This is the page where you will convince visitors to sign up and become your subscribers.

It would be useful to know some copywriting skills here but not essential as I will show you.

Firstly some tips that will hold you in good stead are:

- Even though you will be giving your report away for free, write about it as if it is something you are selling.
- Emphasize the benefits of joining your ezine and what your free report contains. Give your reader a compelling reason to sign up.

At the end of this step there is a template of a Squeeze Page you can base your own on.

Also do a search on the net for websites in your niche and take a look at what their opt in pages are like and rewrite the best bits and incorporate them into your own page.

Some additional free resources you can look at to help you create a dazzling landing page are:

Get in with the latest trend and create a video landing page. Get a free sample and advice here:

<http://squeezevideos.com/thankyou.htm>

Tips on improving your landing page by guru Willie Crawford:

[http://www.smallbusinessbrief.com/articles/copywriting\\_and\\_website\\_content/003947.html](http://www.smallbusinessbrief.com/articles/copywriting_and_website_content/003947.html)

A Squeeze page tutorial

<http://www.yourenterprize.com/articles/squeeze-page-tutorial.htm>

An landing page model you can copy!

<http://www.ebizmodelsyoucancopy.com/resellrights>

My favorite squeeze pages:

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

<http://www.dogfoodsecrets.com>

<http://www.undergroundhypnosis.com>

<http://myoptinpage.com/?pid=435298>

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

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

Sites with great pop ups to promote their free offerings:

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

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

#### **ADDITIONAL INCOME STREAMS FROM YOUR LANDING PAGE**

Add adsense

([https://www.google.com/adsense/login/en\\_US/?gsessionid=F8ZnWuN1bN0](https://www.google.com/adsense/login/en_US/?gsessionid=F8ZnWuN1bN0)) and/or media text (<http://mediatext.com/>) to your landing page to generate an additional income stream.

# Insert Headline Here

**Insert Free  
Report  
eCover or  
E-zine  
eCover**

## Insert Sub-headline Here

From: **Your Name Here**

Date: **[Insert Automatic Date Script]**

**Dear [Address Visitor],**

Insert Content Here.

### Free Report Benefits

- Benefit #1
- Benefit #2
- Benefit #3

Insert testimonials.

Mention of subscription to your E-zine.

### OPT-IN FORM

Paste your opt-in form codes here from your Auto Responder. Persuade your visitor to subscribe to your E-zine.

Regards,  
**[Your Name]**

**P.S.** Conclude your offer and insert more testimonials.

## STEP 5: MAKE A HOT ONE TIME OFFER

The whole of this section is a great additional multiple income stream!

A one time offer can be either be seen when your subscriber fills in your opt in form, joins your mailing list and clicks submit or when they press the confirmation link in your email once it is sent to their inbox. Both of these links would take your subscriber to your One Time Offer.

Top gurus swear by both approaches so what I would do is test both ways, or even put your one time offer in both places to put this income stream to work in the best possible way.

Your one time offer could be:

1. Your own product with irresistible bonuses not offered elsewhere. Tell them if they pass on your offer now they will not be able to get your bonuses at a future date.
2. Your product at a massive discount. Tell them if they pass up on your offer now they will have to pay full whack at a later date (be warned if your subscriber is Internet savvy they will know that if they sign up again with a different email address they will be able to see your One Time Offer again and buy at that price - whatever way you don't lose!)
3. Create a package of goods related to your niche with Master Resell Rights or Private Label Rights and sell it for a ridiculously low price so your new subscriber would be a fool to miss out on it!

If you decide to show your one time offer twice you could make the most of it by writing "this is your second and final chance to take up this offer and that they will never see it again". Play and write it to your advantage.

Once again you should if you can learn a certain degree of copywriting to ensure a good conversion rate then do.

A good tip to cut the learning curve to a minimum is to study what other people do and take their best bits, rewrite to suit your needs and volia you can have a great one time offer of your own.

The essential factor of your One Time Offer is at the end of the sales page to give your subscriber a choice.

They can buy your product:

Yes, [Your Name]! I am ready to take advantage of this awesome offer!

And I realize that I will be getting everything above for only ~~\$2,000~~ **\$97!**  
I am insane if I pass this offer up!

Or pass on it:

No thanks. I will pass on this offer forever. I know I'll never be given this great opportunity ever again and I'm fine with that. I also understand that these options will NEVER be made available to me again. Now, please forward me to the download page where I can get the free report.

[I'm afraid I'll have to wave goodbye to this offer forever \\*sob\\*!](#)

## **GREAT FREE RESOURCES TO HELP YOU CREATE A GREAT ONE TIME OFFER PAGE**

A free video course on how to create one time offers (also a great example of a landing page)

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

One Time Offer Template

<http://pics.futuresystems.com/oto/sample1/index.html>

Example One Time Offers Pages:

<http://www.myfreewebsitebuilder.com/access/>

<http://www.tipsonlinetools.com/thebest/>

<http://7dollarsoftwareclub.com/12DaysofChristmas/congrats.htm>

<http://www.learnsignlanguagefast.com/thankyou.html?NOECOURSE>

<http://www.instantadsensetemplates.com/giveaway/download.html>

## STEP 6: YOUR SIZZLING THANK YOU PAGE

You will need to create two Thank you pages.

One as a download page for your FREE REPORT and one for your ONE TIME OFFER. Both follow the same principles and can be created using the template on the following page.

Your Thank You Page has two reasons for existence!

Firstly it is a place where you direct your subscriber to download their free report (or ONE TIME OFFER).

**AND ITS ANOTHER PLACE YOU ADD SOME MORE STREAMS OF INCOME  
(REMEMBER MANY STREAMS MAKE A RIVER)**

It is another place where you can share your recommendations of other products and services with your subscriber. If they have not taken up you up on your One Time Offer, they may well decide to look at and purchase your recommendations here, if not here they might when they your read your free report and lastly if not there, your ezine will have recommendations and links as well. More on that in the next step!

## Your Thank You Page

*(1) First of all thank your customer for subscribing:*

**THANK YOU SO MUCH FOR SUBSCRIBING**

**I know that you have lots of choices and I really appreciate your subscription**

*(2) Provide the download instruction and download link:*

### DOWNLOAD INSTRUCTIONS

**You will find the link below to download your free report (or One Time Offer). Any problems, please let me know using the contact details further down the page.**

**To save your copy of the report, place your cursor over the link below, and do a right click on your mouse.**

**Choose "Save Target As..." in the window that pops up, then choose the folder on your computer you want to save it in (please remember this folder so that you can find this report later).**

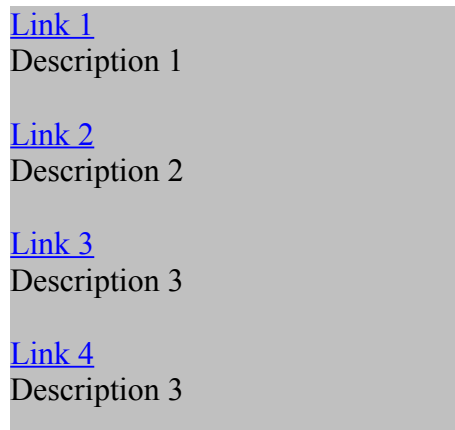
**Then click "Save". The download should begin within seconds.  
Clicking on the link below will open up a new window.**

### DOWNLOAD LINK

*(3) Add some Adsense ads here*

*(4) List your recommendations next:*

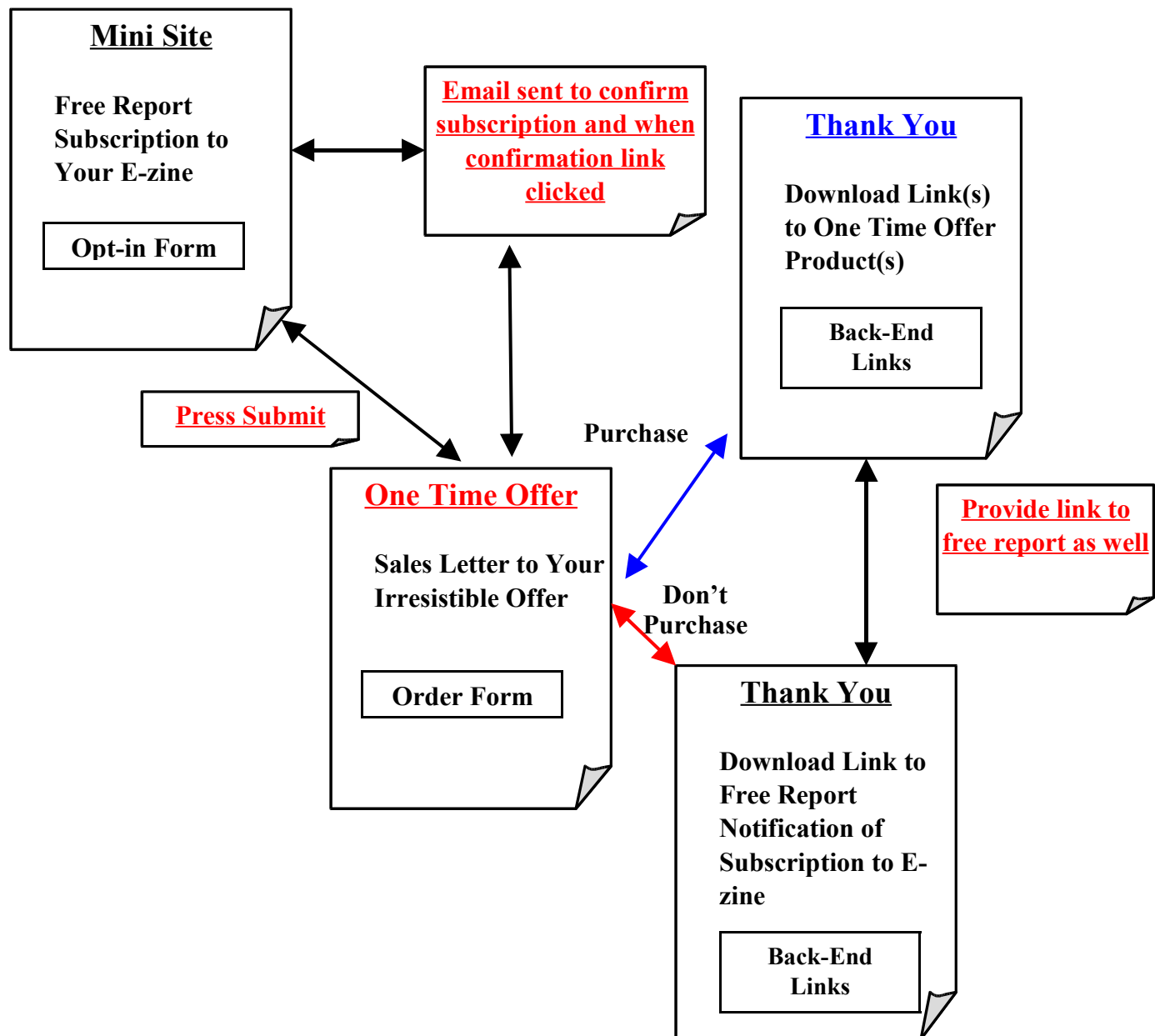
**I have put a lot of thought into compiling this list of offers for you. If you enjoy the FREE REPORT (or ONE TIME OFFER) these links are worth checking out:**



*(5) Add any further info such as technical support and contact info here.*

**NOTE: You will need a zip program to open these files. And in the case of your FREE REPORT (or ONE TIME OFFER) Adobe Reader to view them. Any problems please fill free to contact me at [johndoe@myemailaddress.com](mailto:johndoe@myemailaddress.com)**

Here is a summary of what we created so far:



Over the following pages we are going to look at how to create a fantastic ezine to follow up from your free report and lots of great ways to get traffic to your landing page to really get the subscribers rolling in!

## STEP 7: GETTING YOUR EZINE STARTED

Your ezine or newsletter is a critical part of maintaining your mailing list. Once you have all the other aspects discussed earlier in place, this is the crux of your success.

What you want to achieve is for your subscribers to want to open every email from you. The reason that they open your every email is because they know you always provide great information and they trust your judgment on the offers you send them. You essentially need to create a fan club for your ezine.

Remember in step one I asked you to gather loads of information on your topic of choice?

Well now is the time to get that info out and create a few ezine issues which you can pre-load into your autoresponder.

You can create mini courses which have your subscribers hanging on for the next issue, issues full of useful tips that they can't wait to use or anecdotes that will have them loving your style and personality.

Another approach that is a successful ezine format is to keep a diary about something you are trying to achieve and once week, fortnight or month you can send your subscribers the best bits of what you have learned in that time period. This would work for subjects like:

- Your steps in leaving your 9 to 5 job
- From newbie to Powerseller on eBay
- Steps you can take to improve your golf game
- Preparing for your wedding
- weird dream diary
- The week's juiciest celebrity gossip
- Craziest news story of the week

If this is the kind of approach you would like to take Newsletter Nobody is a great and inspiring read: <http://www.newsletternobody.com>

The thing to remember is that people like to receive emails from humans! What I mean to say is write like you are just talking to one person, be someone your subscribers can relate to, inject your personality into everyone of your messages and you won't go far wrong. Most of all be trustworthy and your subscribers will buy from you.

THERE ARE ANOTHER THREE INCOME STREAMS AVAILABLE THROUGH YOUR EZINE AS WELL:

- (1) In every issue of your ezine that you send to your subscriber you can include links to recommended products and services.
- (2) You can send solo emails endorsing a product or service that you are either an affiliate of or joint venturing with someone on. This is where you will see just how responsive your mailing list really is and whether the size of your mailing list really matters!
- (3) When you have got about 1000 subscribers (it may not be as far away as you think) you can decide whether you want to sell advertising space in your ezine.

I am going to give you a hand in what to put in your first issue to help build a bond with your new subscriber. You have most likely heard of the adage that you only have ten seconds to impress your prospect so you must keep your new subscriber interested from the very beginning. It only takes a click to unsubscribe!

I recommend that in your first ezine issue you take the opportunity to show an interest in your new subscriber by including some survey questions.

By doing this you will get answers from a few subscribers and know what areas to concentrate on in further issues of your ezine. You will be ahead of other people with ezines in your niche straightaway because you will also have the added bonus of getting to know your subscriber and understanding their needs.

This is a great model you can base your own first ezine issue on:

Subject: {FirstName}, Your Subscription to {Your E-zine Name}

Hi {FirstName},

This is {Your Name} here. :)

Thank you for subscribing to {Your E-zine Name}.

You are subscribed as {FirstName} {LastName} at {Email}.

If you don't remember subscribing to this list, somebody else could have misspelled his E-mail address when he subscribed. In this case, please accept my apologies. You can easily unsubscribe by clicking on the unsubscribe link below.

Otherwise please check out for your first power-packed issue of {Your E-zine Name} tomorrow.

To help me understand you and your needs better, I would like very much for you to introduce yourself.

1. How are you? How are you feeling? Great?
2. Please tell me more about yourself. What do you do for a living, what do you dream to achieve, etc.
3. What do you need for your {Insert anything that has to do with your business} at the moment?

{Ask 2-3 more questions that will help in your survey on understanding your prospects better}

You can simply reply your answers to this mail.

I don't know of too many E-zines that care about who their subscribers are let alone their needs. I also hope that if you have any questions, I would be the first person you would go to!

Remember, {FirstName}, YOU are the very reason why this newsletter exists! :)

Have a nice day!

Sincerely,  
{Your Name}  
{Domain}

**I don't really want hear that you can't write an ezine issue as I believe that anyone can if they put their mind to it.**

**But if you really feel you can't write a dime then you do have some alternative options:**

- You can find articles that are written by other people that have reprint rights and include them in your ezine issues as long as you leave the original author's resource box intact.
- You can get a ghostwriter to write your ezine issues for you. If you have a small budget this option will not be for you at this point.
- Alternatively you could buy private label right articles and put your name on them. This is a lot cheaper then hiring a ghostwriter.
- Research your topic by finding 2 - 4 articles and then take the best bits of these articles and rewrite them in your own words. Think of it an a grade school English assignment. On second thought if that sounds a little scary there are other options you can take!!

## **STEP 8 NOW GO GET THEM SUBSCRIBERS!**

You don't want just any riff raff visiting your squeeze page because you want targeted visitors who will make responsive subscribers.

Here are some proven marketing methods that really do bring home the bacon. Now not all of them bring loads of traffic but as I have said before many streams make a river!

### **AD SWAPPING**

This is a free way of getting some extra subscribers - approach other webmasters in your niche and ask them if they would promote your newsletter to their subscribers in their newsletter and you will do the same. Repeat this process a few times with other related ezines and you will get a lot of subscribers in this way.

Have no fear, if you have no subscribers yet as you are just starting out. You could consider giving a product or service free to the ezine publisher in exchange for them giving your ezine a mention in their ezine.

The easiest ways to find other ezines/newsletters in your niche is to

- (a) Look in ezine directories under your niche category (there is a list of these mentioned further on in the report)
- (b) Conduct a search on Google (or your favorite search engine) for 'your niche ezines' or 'your niche newsletters'.

### **BLOGGING**

A reoccurring theme that I will emphasize throughout a number of these traffic generation methods is the importance of content.

It is a good idea to decide what keywords you want target with the content you generate. A great free course that will both help you find great keywords for your niches and create content for blogs, articles and your website is the bum marketing methods which can be found here:

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

Blogs are frequently trawled by the search engines and they love blogs with frequently updated information so set up a blog about your niche and write a paragraph or so about your niche every few days (with a couple of targeted keywords added to title and content).

You use <http://www.blogger.com> to create your own free blog.

To give traffic to your squeeze page a real boost, make sure that you use <http://pingomatic.com> every time you add something to your blog and this will automatically notify search engines that your blog has been updated.

You can also add your blog to the hundreds of blog directories. Some are listed in link below:

<http://www.toprankblog.com/rss-blog-directories/>

## **BUYING EZINE AD SPACE OR SUBSCRIBERS**

Depending on your budget you can think about buying ad space or subscribers.

Buying ad space would involve creating a intriguing ad to get potential subscribers to visit your squeeze page.

As with all things you can make good and bad decisions with the advertising you choose so make sure you do your homework. Some good questions to ask ezine publishers about ad space are:

- Describe the people who subscribe to the ezine
- How responsive are the subscribers?
- And how many subscribers do you actually have?

If you choose to buy subscribers be warned they are plenty of companies out there that will try to rip you off. If you see an offer like 'Get 1,000,000 subscribers' for \$29.99 don't fall for it. This is often referred to as 'bulk mail' so if you hear that phrase turn around and run!

Some more reputable companies are:

[www.hiplists.com](http://www.hiplists.com)

[www.listpartners.com](http://www.listpartners.com)

[www.wordwidelist.com](http://www.wordwidelist.com)

[www.rankyou.com](http://www.rankyou.com)

Along the same premise is purchasing co-registration leads. Co-registration involves listing your ads with other relevant ads. When a subscriber joins a list, they will have an option to sign up for other offers, one of which can be yours. You will usually be charged by cost of a lead (subscriber) which is typically \$0.20 to \$1.00. More information here if you are interested:

<http://www.researchthisstuff.com/co-registration-research.htm>

## **CONTENT AND ARTICLES**

Articles help you get both search rankings if you link to your squeeze page in your article resource box and traffic so make sure your articles are interesting and compelling (and your resource box too).

If you are unsure of what a resource box is take a look at <http://www.ezinearticles.com> and look at what is written about the author at the end of any article. Take a look at the most viewed articles so that you can easily learn what makes a good article and good resource box.

Once again keyword research here would help you and get you noticed by the search engines if you choose them wisely and are not choosing a really competitive keyword.

It would be a good idea also to put up past ezine issues of your newsletter on your website as more content means the search engine has more to spider on your website. And you have content you can link to when you blog, use social bookmarking sites, Squidoo, WikiHow and Yahoo answers. This will help with good natural search engine traffic as well.

A very interesting read is an experiment with a squeeze page and advertising with article marketing alone by Jon Leger can be read here:

<http://www.jonathanleger.com/revisiting-my-article-writing-case-study/>

## **CRAIGSLIST**

<http://www.craigslist.com>

Craigslist.com is a site that has a very high PR ranking for many of it's cities that people can advertise their wares in.

Once again this advertising method is good for both for being picked up by the search engines and by writing a compelling ad in the right category to invite people to your squeeze page.

If you make sure that you write a legitimate ad and place it in the right category you will be indexed within a day or so and have a few additional visitors to your site as well.

Many people use San Francisco as their city of choice as it has PR8 ranking but other cities do have very high PRs as well. Please note you if you do post to multiple cities you cannot use the same ad as that is considered spamming so make sure you read the rules and keep within them.

## **DIGG & STUMPLE UPON**

It may not seem a lot but you can get 20 to 30 visitors a day but adding your links to content (this can be past ezine issues, a blog post or even articles on article sites) to social bookmarking sites like <http://www.digg.com> and <http://www.stumbleupon.com>.

What you do have to understand though is you are at the mercy of the people on these websites so make sure that your content is interesting or even controversial.

A useful place to visit is the Digital Point Forum as there are people on there that offer to Stumple Upon your link for free:

<http://forums.digitalpoint.com/forumdisplay.php?f=105>

## **FORUMS**

Forums are a great place to find targeted traffic. Before you start posting make sure that you read the forum rules first because if you create a first post that is a blatant ad you may well get that post deleted and be banned from making any further contributions to that forum.

So what you do is contribute something really useful to the forum, answer a burning question from another forum user, add your opinion to an existing thread or create a list of useful tips and ask other members to add to it.

Now the secret is to include a signature file with a link to your squeeze page. Make it interesting and people will click through to your squeeze page and sign up. (Once again make sure you check the forum rules as you might need to post a certain amount of times before you can have a signature)

I have known people who have got over 500 subscribers in a month by using this traffic method alone. They did make about 200 posts in this time though just so you know!

Many forums also have a Free Advertising Thread where you also add your link.

To find forums in your niche, go to a search engine and type in keywords relating to your niche and +forum or +discussion board.

## **LEAVING A COMMENT AND REVIEW TRAIL**

Leave a blazing comment trail by adding comments to relevant blog posts, guest

books, product reviews, articles (where comments are allowed) and Amazon reviews.

Reviewing items related to your niche on Amazon will give you lots of brownie points with the search engines and additional traffic. To sound genuine you must review stuff that you have actually read or used and mention your product as an aside for example:

"The author explained the point about left handed scissors very well - it reminded me of some other left handed scrapbooking tips I read at <http://www.InsertYourURLhere.com>"

Remember all comments are moderated so blatant spam will be deleted immediately.

### **LIST YOUR EZINE IN EZINE DIRECTORIES**

If you list your ezine in Ezine directories you can get a lot of targeted traffic. To stand the best chance of getting a lot of traffic from this method you will need to create a short attractive description of your ezine before you submit to any directories.

To find a list of ezine directories you can search for 'ezine directories' or 'newsletter directories' on a search engine. Here are a few to start you of:

[www.bestezines.com](http://www.bestezines.com)

[www.ezineaction.com](http://www.ezineaction.com)

[www.ezine-dir.com](http://www.ezine-dir.com)

[www.ezinesplus.com](http://www.ezinesplus.com)

[www.ezine-universe.com](http://www.ezine-universe.com)

[www.ezinelocator.com](http://www.ezinelocator.com)

[www.ezinesearch.com](http://www.ezinesearch.com)

[www.ezine-swap.com](http://www.ezine-swap.com)

[www.newsletteraccess.com](http://www.newsletteraccess.com)

[www.newsletter-directory.com](http://www.newsletter-directory.com)

### **LIST YOUR FREE REPORT IN FREE EBOOK DIRECTORIES**

Along the same lines you can submit your free report to lots of free ebook directories, just remember to include a link to your squeeze page.

Perhaps you could have a separate Squeeze page for promoting just your ezine as people who get the free report in this way will lose one incentive for signing up or you could create a mini version of your free report and post that to all the free ebook sites.

The link below has a great list of places where you can submit your free report. Quickly before I give you the link I don't think it mentions <http://www.freeiq.com>. Visit it it's great!

<http://www.wisdomebooks.com/ebook-directories.html>

## **SOCIAL BOOKMARKING**

There are hundreds of social bookmarking sites on the Internet so you could spend weeks adding all your links to them. There are many social bookmarking sites out but if you use the free tool Onlywire (<http://www.onlywire.com>) you can add a link to 19 social bookmark sites in one go.

You will need to sign up for an account at each of these social bookmarking sites but once that is done, every time you want to add a link it is child's play!

These are the sites that Onlywire covers:

Backflip  
Bibsonomy  
Blinklist  
Blogmemes  
Blue Dot  
de.lirio.us  
del.icio.us  
Diigo  
Furl  
Jots  
Linkroll  
Looklater  
ma.gnolia  
Markaboo  
Rawsugar  
Shadows  
Simpy  
Spurl  
Wink

Every time you post any content, whether it is on your blog, on EzineArticles.com, Squidoo or on anything really bookmark it with Onlywire. Bookmark your homepage, your landing pages, everything except your download pages!

A simple rule of thumb to follow is every time you create any content that has a link

back to your site bookmark it! This can be content on your own site or off it. This results in lots of traffic and and pushes you up the search rankings.

## **SQUIDOO**

Squidoo is a great traffic generator and an easy to use site. Basically you create a lens (or a number of lenses) focused around your niche. You can base the lens around keywords and win once again in getting both traffic and good search rankings!

You create modules for this lens and have opportunities to earn from your lens and make it interactive.

Basically it is like creating a mini website but you do not need to know any HTML. Definitely worth a go as it's free and you have nothing to lose and traffic to gain.  
[Http://www.squidoo.com](http://www.squidoo.com)

## **WIKIHOW & WIKIPEADIA**

<http://www.wikihow.com> & <http://www.wikipedia.org> are wiki sites and have high PR numbers. This is good for us because it means that anyone (including you and I) can edit content relating to our niches.

Now as anyone can edit content we have to make sure we provide good content because 5 minutes later someone else can come along and obliterate any links we put in.

The major factor here is you must offer real decent content, real help and advice. Do not put anything substandard on there and do not add a link to your sales page. Link only to your content pages. When people are on your website you can direct visitors to your Squeeze page.

Okay once you have added to or created new content to either of these sites, you don't want to worry all night about whether the content has been changed or your link has been edited out so you can set up a web page monitoring tool like <http://www.changedetection.com/monitor.html>. If a change is made to the content you will be notified by this software immediately and you can go back and rectify it.

## **YAHOO ANSWERS**

<http://answers.yahoo.com>

Yahoo answers is a service which allows Yahoo members to ask practically any question and then wait to get answers from other members. Basically it is just a

question and answer community but it is a great place to drive traffic to your site.

Some people swear by this method claiming that they every minute they spend on Yahoo Answers they can generate one visitor to their site. I have to admit it is quite addictive so be warned!

Yahoo Answers provides a never ending amount of stream of questions from thousands of people. People looking for help. You can provide answers within your niche and get the associated traffic.

Here what you need to do step by step:

1. Sign up for Yahoo if you haven't already (you will need a Yahoo username and password)
2. Go to <http://answers.yahoo.com> and log in.
3. Browse the categories until you find questions about your niche
4. Read questions until you find ones you can answer
5. (a) If you have an answer pre written as an article or content on your site copy and paste appropriate content into answer.  
(b) If you have no content that could be used to answer a particular question write an answer on the fly
6. (a) Provide a link to the source of your information  
(b) Provide a link to your site and say this is where you can get more information on that niche.
7. Rinse and repeat for a few questions every time you get a chance.

## **CONCLUSION**

There you have it - a whole system for making money from your mailing list.

You have just learned what you need and how to set up your mailing list and get subscribers in their droves. And set the systems in place for multiple streams of incomes.

Yes it is hard work but isn't everything that is good in life?

Now you have the 'know-how', you don't need to stop at one mailing list, you can create as many lists as you humanly can and have multiple multiple income streams!

Understanding and utilizing this mailing systems is one of the foundations of successful Internet marketing and you are now in possession of this powerful asset.

There is one thing left to say:

This report will be of no use to you unless you **TAKE ACTION!** So start creating your first profitable mailing list **TODAY!**