

Market Your List

**Building a
list of buyers hungry for your next email!**



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Introduction

You have heard the old adage:

If you build it, they will come.

So, you create your product or service, put it on a website, then, you sit back and wait... An hour goes by. Two hours, then three, then a day, then two then a month... you get the picture.

Three months go by and you have made notta... Not even one measly sale!

However, you did what *they* said to do. You created a 'world-class' product, you put it on a website for the entire Internet to see, and you provided a means for the visitors to pay you to get their product. What are you missing?

Surely there is a secret that is hidden to you? These so-called gurus told you what to do, and you did it. Everything should be working and you should be making sales... But, you're not.

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Why? Because there is a secret, yet this secret is not-so-hidden.

It is the reason you are making no sales... the reason no-one is coming to your website... and it is the solution for your product's needs.

What is it?

Simply: *marketing*.

Sure, you could continue to believe that old adage, *'If you build it, they will come.'* Or, you can believe a new adage, *'If you create an irresistible product, put it on a website for the entire Internet to see, and market it feverishly... then they will not only come, but they will buy!'*

But, there is more to marketing than just shouting to the world, *'Hey, I have a website... come see what it offers!'*

There are many marketing strategies, and various places to put these strategies to the test.

We have offline marketing which involves newspapers, yellow pages, television ads, and radio ads, and so forth.

We have online marketing which involves paid per click (PPC) advertising, bum-marketing, social marketing, and so forth.

We have generic marketing which can be used in both online and offline marketing. This involves viral marketing, list building, and so forth.

However, which method is best to use? And, which is better: online marketing or offline marketing?

The answer: all of these marketing methods are good and you should be using as many as possible in your own marketing campaigns.

However, online marketing is by far the cheapest way to go, and it can be the most powerful. Why?

Well, while television marketing (especially national campaigns) can be powerful it is extremely expensive. On the other hand, you can get started advertising online for free via a number of different marketing methods, and this form of marketing has a higher chance of going viral across the Internet... broadening your advertisement's viewer base.

Still, if I were to pick and choose just one method it would be list building.

List building is the act of capturing your prospects personal information for the sole purpose to sell to them in the future, and you can use this method both in your online marketing campaigns and your offline marketing campaigns.

Now, these prospects can be cold, warm, or hot prospects (and I will go over these terms later)... however, do note that the ultimate goal for building a list is to have fast and easy access to a database of potential buyers.

And, every marketing campaign and method of marketing you undertake should have a strategy of list building centered on that strategy. How? Well, that is what this e-book will show you.

That and several marketing techniques and strategies that you can undertake today to make money tomorrow.

So, without further ado...

Offline Marketing



You are sitting in your living room reading the morning paper before you head to work.

You glance at the top news stories, browse the sports pages, laugh at the comic strips, and pay attention to the advertisements... At least you pay attention to the advertisements which catch your eye and jump out at you.

And, one advert does just that: an advertisement for a new Ford Mustang. The ad was sleek and appealed to your inner soul... and you put yourself into the driver's seat of that car. Just imagine how you would look pulling in work and parking that bad boy! You can see all the stares your newly found toy would generate...

What a dream! But, it is only a paper ad and you discard it onto the coffee table while simultaneously reaching for the television remote.

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You figured you would check the weather before finally heading out to work and lo and behold there it is... that gorgeous beauty you would love to take home to mom, to the store, to work, and to everywhere you go from here on out: that Ford Mustang from the newspaper.

Oh, how you can only dream this car was driven by your own hands. You can smell new freshness, hear the creaking of the leather seats, and feel the vibration of the powerful engine... Yes, you can see yourself driving her down to beach (turning heads of old and young alike).

Sigh. You turn off the television, and head out to warm up your Tempo. You sit down in the torn and worn out seats, grip the spongy steering wheel, turn her over (as she gives a whine) and slip the car into gear.

As you head down the highway to your long awaiting J.O.B. you notice a huge billboard with not only one but two... yes, you guessed it: Ford Mustangs. One is a Mustang Coupe and the other is a Mustang Convertible. One is red, and the other is canary yellow. One is driven by a stunning blonde and the other a young man not much different than your own age.

All day long at work this is all you can think about and the day dreams begin. A baby blue Mustang Convertible with soothing black leather interior... an engine that purrs like a kitten and roars like a lion... the top – a charcoal black – down and the wind rushing your face. Ahhh. It truly is a day dream.

Work is done, and as you walk to your Tempo you notice that your shoes are wearing thin and your sole is coming apart from you shoe. You need a new pair of business shoes... So, to the mall you go.

Once you get to the mall and walk into the entrance there she is... the girl you have been dreaming about all day long! All those feminine curves with all that sleek smoothness, all that and more... that baby blue black top Mustang Convertible with a soothing black interior.

You can barely control yourself as you rush by her side. Feeling her curves, and caressing her close to your skin. You open the door and slide on in... And she was everything you dreamed of. That soft creaking sound of leather, that feeling of power under the hood, all those stares you know you are getting just sitting there... you are sold!

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You get on out and sign up to the promotional offer that is tied to this Mustang. You do not care what the promotional offer details... all you care about is that beauty of a car behind you.

So, you fill out everything: your first name, your last name, your address, phone number, age, and you answer all the survey questions to the best of your ability... all in hopes of winning her heart (this beautiful Mustang).

That is offline marketing at its best.

Yes, there are many other avenues involved in offline marketing and I could have illustrated them all. But, is it needed? No. You understand the power of a good offline marketing campaign.

When everything is interconnected like this campaign was, then, the prospect has lost a battle he did not know he was fighting... a battle of his desires (and ultimately his money).

But, as you can see... even in this campaign the capturing of his personal information played a huge role and was a center focus.

There are certain factors we can take from his signing up to the promotional give away.

1. He is interested in a new car.
2. He is interested in a Mustang.
3. He is interested enough to give us something in return (his information)
4. He will be a good candidate to send car promotions to (especially Mustang promotions)

Essentially, all we have done was planted a seed of desire. Then, we took that seed and added water. Now, we are nurturing the seed in a green house... and eventually it will sprout and grow.

What does this mean to us? Well, when the seed of desire grows the prospect will buy.

All those advertisements were centered on one thing... getting the prospect to buy. However, to help the seed along we captured his information to send him more promotional material (add more water to the seed), and hopefully entice him to visit our car lot where our salespeople will close the sale.

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Now, this scenario was for a brick and mortar business, however, these offline marketing techniques will work for your online business too. For instance, have you ever seen one of those television commercials that promise you the moon by teaching you how to lasso the moon? (Of course, I am talking about getting rich quick commercials.)

Well, those advertisements all point to one website online. Then, these websites do one of two things... will go for the sale right off the bat, or capture your personal information (name, email, and address) and promise to send you more details about their get rich quick program.

You can do this with a newspaper ad, television ad, radio ad, and so forth. Who said you have to be a brick and mortar business to take advantage of offline advertising?

While it is true that you can utilize different offline advertising methods... there are other marketing channels. In particular, there are other marketing channels that can produce similar or better results for fraction of the cost (sometimes for free).

This marketing method is:

Online Marketing

You need to find a book online... and you are in a hurry. You have to head out in a few to go meet some friends for lunch.

So, you turn the computer on really quick, and you do a fast search for the book's title via the big bad Google:



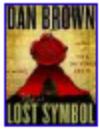
Almost instantly you are fed thousands upon thousands (even millions) of results that match your search criteria...

Results 1 - 10 of about 72,100,000 for [The Lost Symbol](#) by [Dan Brown](#). (0.26 seconds)

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So, you browse the available given results:

[News results for **The Lost Symbol** by Dan Brown](#)



[Book: **The Lost Symbol** By Dan Brown](#) - 6 hours ago

And now that we have **The Lost Symbol** in our hands, we can see that the extra time we had to wait was well worth it as **Brown**, a gifted storyteller, ...

[U](#)interview.com - [35 related articles](#) »

["The Lost Symbol" by Dan Brown tops Amazon.ca books list for the ...](#) -

[The Canadian Press](#) - [19 related articles](#) »

[Dan Brown's **The Lost Symbol** tipped to top Christmas book charts](#) -

[guardian.co.uk](#) - [68 related articles](#) »

[Amazon.com: **The Lost Symbol** \(9780385504225\): Dan Brown: Books](#)

Read the prologue and first chapter of **Dan Brown's The Lost Symbol** [PDF]. ... **The Lost Symbol** will once again feature **Dan Brown's** unforgettable protagonist, ...

[www.amazon.com/Lost-Symbol-Dan-Brown/dp/0385504225](#) - [Cached](#) - [Similar](#) -

[Dan Brown - The Lost Symbol](#)

Subscribe Unsubscribe. 9.15.09. ALL WILL BE REVEALED. BY **Dan brown**. 9.15.09. ALL WILL BE REVEALED. 43. 11. 32. 5. BY **Dan brown**. 9.15.09 ...

[www.thelostsymbol.com/](#) - [Cached](#) - [Similar](#) -

[The Official Website of Bestselling Author Dan Brown](#)

The Official Web Site of Bestselling Author **Dan Brown**, author of the novels **The Lost Symbol**, The Da Vinci Code, Angels & Demons, Deception Point and Digital ...

[www.danbrown.com/](#) - [Cached](#) - [Similar](#) -

If you notice, Amazon.com was listed before the book's official website and Dan Brown's official website. This is due to Amazon's search engine marketing and having such a high page rank (which just states the relevancy off Amazon to the search performed).

This is one way you can market your own book or product... via search engine optimization (or SEO).

But I will elaborate more on that in a moment...

I want you to take a look at the listing results to the right:

Sponsored Links

Dan Brown The Lost Symbol

Order The **Lost Symbol** & Save 40%
Free Shipping On Orders \$25+
www.Borders.com

The Lost Symbol 

By **Dan Brown**
Qualified orders over \$25 ship free
Amazon.com/books

Barnes & Noble® Official 

Save an Extra 5% When You Preorder
Future Bestsellers. Shop Now!
www.BarnesandNoble.com

Compare Book Prices 

The **Lost Symbol** by **Dan Brown**
Find the Lowest Price!
www.BooksPrice.com

These are what Google calls Sponsored Links, and is another form of advertisement called pay per click (or PPC) marketing. It is a highly effective means of marketing that can reach an extremely targeted audience.

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Essentially, when you type a search into Google, then, Google will not only return relevant results within the search engine's database... But, Google will also return relevant advertisements for any search submitted. I will show you how this works in a moment, but first...

Let's go over the different types of online marketing tactics you can deploy immediately:

- Search Engine Optimization (SEO)
- Pay Per Click (PPC)
- Article Marketing
- Blogging
- Bum-marketing
- Social Marketing
- Viral Marketing
- Email
- and List Building

This is a vast arsenal of online marketing techniques, and each technique has its own vast arsenal of strategies.

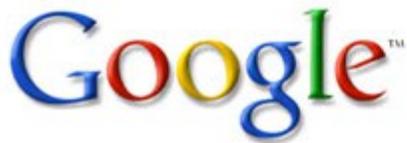
Not only are that, but every one of these techniques are interconnected (either directly or indirectly). And, each technique should have list building at its center.

But why, you may ask? Why should all these techniques center on list building?

For the simple fact that list building allows you to build a relationship with your prospects... whether they have bought from you before or not. Also, it is a means of organizing your business to know who has bought from you in the past, what they bought from you, and what products are selling or are not selling.

I will show you later how to setup a marketing campaign for an information product (a book or small report) that is centered around list building, but for now let's go over the other facets of online marketing:

Search Engine Optimization



Search engine optimization is the fundamental and most basic form of online advertisement.

Essentially, it is the act of getting your website listed in the search engines (such as Google), and getting ranked within that search engine for certain keyword search terms.

For instance, in our example earlier *The Lost Symbol by Dan Brown* is called a keyword or search term. And, when we entered that term into Google and submitted our search request, then, we were given thousands upon thousands of relevant results.

But, how can you get listed within the search engines, and how can you get high ranked listings within the search engines for your keywords? Heck, what keywords should you get ranking for?

These are all great questions and entire books have been devoted to answering the question of: *how can I get on page one of Google for my search term...*

Well, I am going to give you the quick and short snap shot synopsis of *how*.

First, you must have a website already up and running for your product. Second, we need to get that website listed with the search engines. (For this e-book, we will focus on Google.)

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:

Comments:

Optional: To help us distinguish between sites submitted by individuals and those automatically entered by software robots, please type the squiggly letters shown here into the box below.



Once you add your website to Google's database then it will take several days (sometimes weeks) to be included within Google.

Either way, now it is time to start getting your SEO scores up.

There are those that state you need certain Meta parameters for your website, but in reality now-a-days you mainly need your Title and description of your website within the Meta parameters.

Also, it is best if you design your website to strict xhtml and css code. (There are entire books on Meta, xhtml, and css – so I will not dive into this.)

Next, you need to know which keywords you want to be ranked for. Using our prior example... if you wanted to get ranked for the search keyword *The Lost Symbol by Dan Brown*, then, you will want to construct your website's content (or articles) for this keyword.

So, write articles that use this keyword and variations of it and post them onto your website.

Next, if you wish to help increase your page rank (an important criteria for determining your site's relevancy for a certain search phrase), then, you will need to find relevant websites or articles to link back to your website.

This is where article marketing can interconnect with search engine optimization. And, I will go over article marketing momentarily... Also, blogging can be a benefactor for increasing your website's page rank ... or you can use a blogging platform for your main website.

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And this leads us to:

Blogging

In the old days blogging was no more than a personal journal of your life, and it still is today... With one exception: *businesses have become bloggers.*

This is a fad that took off in the early 2000's and has taken the Internet by storm...



Blogs are thought to be informational and can develop a following rather quickly. And, this following becomes a loyal base of trustworthy advocates. For this reason, many businesses have gotten smart and created their own public images via a blog.

And, humans are not the only ones whom think blogs are chalk full of credible information... Search engines do too. Therefore, if you want to gain a leg in the circle of Google, it may be wise to create your own blog for your business.

This blog can be your main website or you can link back to your products website and build your product's page rank.

In fact, many companies do just that. They create blog after blog... all of which are relevant to their product (or products if they have many), and because so many blogs around the same subject link to the same website... then it builds the relevancy factor of the product's website via it's page rank.

This helps the product get ranked higher within the search engines and gives the product a better chance of being listed on page one in Google.

However, this method can be frowned upon if done wrong. Every blog you create must have its own unique content and must be of high quality value to the reader... otherwise you will hurt your page rank.

Not to mention, that you will get a good bit of traffic from your blog to your product's website as well. And, this means you will want your readers to be entertained enough to continue reading your blog.

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Essentially, your blog can become a major focal point of your marketing campaign. You can offer your readers special discounts not available else where... and you can even build a list of followers via RSS.

This is where list building is highly integrated with your blog... RSS is a means for your readers to sign-up to your blog updates. So, when you post a new blog post they will know and can revisit your website to read about it.

Also, it is a great way to capture more than just readership, but capture actual prospect information via an opt-in form. This way you can get your prospect's name and email address to send future promotional items to.

There are two blog platform categories available: self-hosting and blogging services. And, there are dozens of platforms in each category. Many of which are free...

Of the blogging services there are three main ones:

www.wordpress.com, www.blogger.com, and www.typepad.com.

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These are all free blogging services, and there are many pros and cons to using one of these as opposed to a self-hosting blog. The number one benefit being you can have a complete blog up and running within minutes with no money out of pocket.

However, you lose full control of your blog and you must abide by the rules the blog service provider sets for you. This may be okay for you as an individual, but there may be some rules in their TOS that your legal department for your business will not agree with. Only way to know is to have your lawyers look over the TOS and make the determination.

Either way, I always go with a self blogging platform. I have more control over what goes on my blog, and I have more control over the amount of visitors and page views my blog receives.

What is the down side? I have to pay for a domain name and hosting. Still, this is not too bad considering I can get a domain name for less than \$10 a year and hosting for less than \$5 a month.

Which blogging software to use is solely up to you, however, I do recommend www.WordPress.org's blogging software. It is not only

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the easiest to use (whether you are a tech pro or a tech blonde)... but, it is the most powerful of the blogging platforms in my opinion.

There are thousands of plugins (small pieces of software that add value to your blog) that you can use to increase your chances of getting ranked high in the search engines and plugins to help you make the most out of your blog... making it more user friendly, more social in nature, and ultimately gaining a following of avid readers.

I will talk about how to use your blog to increase your list of buyers by building a following of hungry and avid readers via RSS subscription and auto-responder subscription.

But for now... let's take a look at:

Article Marketing

The all important chain of information: This is the sole reason why the Internet exists... the transfer of information from one person to the next.

This is done by transforming information via video, audio, or written content. More so the latter...

In fact, this entire e-book you are reading now is transference of information from me to you via written words. You may snicker at this thought, but it is a sound theory backed by facts.

Let me ask you:

When you need to know the answer to something, let's say the definition to a word, what do you do? You consult a dictionary to find your answer.

Why? Because it contains the information you are seeking.

Well, with the digital age we are currently in today you can search for that definition using the Internet.

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All you would need to do is type the word into any search engine (i.e.: Google) and you would be given thousands of results... normally the first of the results would be to a dictionary or a Wikipedia. These listings have the information you are seeking.

Here is a live example:

[Engine - Wikipedia, the free encyclopedia](#) 

An **engine** is a mechanical device that produces some form of output from a given input. When the purpose of an **engine** is to produce mechanical power from a ...

en.wikipedia.org/wiki/Engine - [Cached](#) - [Similar](#) -   

[Internal combustion engine - Wikipedia, the free encyclopedia](#) 

The internal combustion **engine** is an **engine** in which the combustion of a fuel occurs with an oxidizer (usually air) in a combustion chamber. ...

en.wikipedia.org/wiki/Internal_combustion_engine - [Cached](#) - [Similar](#) -   

 [Show more results from en.wikipedia.org](#)

In Google searching the term *engine* gives a Wikipedia.org entry as the first listing, and a brief description of the definition. Also, note the second entry expands upon the definition of the term *engine* to include a specific engine type: the internal combustion engine. In fact, if you wanted to get specific you could easily search for all the different engine types and get similar results.

Here is another example:

[example](#) - Definition from the Merriam-Webster Online Dictionary 

Etymology: Middle English, from Anglo-French *essample*, **example**, from Latin *exemplum*, from *eximere* to take out, from *ex-* + *emere* to take — more at *redeem* ...

www.merriam-webster.com/dictionary/example - [Cached](#) - [Similar](#) -   

The search term *example* in Google yields Merriam-webster.com as its first result.

So, as you can see... when you need to know the answer to a specific question search engines have come known to deliver the desired results.

But what if what you are searching was not for the definition of a word... but a review for a product or service? Or, perhaps you want to learn more about surfing? No. You want to get information about reserving a hotel for your next family vacation...

Whatever you are searching for no-doubt you will use a search engine similar to Google.com to find the desired answer. But how is it these results being returned are relevant and how is it that these results being returned are exactly what you are looking for?

It all has to do with search engine optimization (SEO)... which is something we discussed earlier.

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Basically, all this content that is out there on this vast World Wide Web have certain keywords that these search engines do eat up and store into their internal database.

When you (the searcher) types this keyword into the search engine... it scours its database for that keyword and other relevant keywords that are related, then, the search engine lists the findings back to you in the form of search results.

But, how exactly are these websites being indexed for these keywords? Are they submitting their website with these keywords? Or, are the search engines just guessing that these sites are relevant? What is going on?

Well, this is where SEO, Blogging, and Article Marketing interconnect.

Both are happening: the websites telling the search engines what keywords to associate them with, and Google is taking a highly educated guess that these websites are relevant to what you searched for (then, Google lists these websites in order of their relevancy... most relevant first).

Article marketing is the simple act of writing keyword rich content for the sole purpose of being ranked high within the search engines for that keyword.

Many books, videos, and marketing courses have been created to cover this subset of marketing in its entirety. However, I will give you a brief overview of how it is done.

First off, in order for an article marketing campaign to be successful you need to know what keywords you will use. This holds true for any SEO subset of marketing.

But, how do you do that? Well, first you need to know what your target market will be, what your product is about, and have a general idea of what your audience will search for.

Then, you can take this general idea and expand upon it using some tools that can be found online (some free and some cost money).

These tools will help you find relevant keywords and will give you an idea of the search volume for the keywords.

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For instance, if we were to use our previous example and entered the keyword *The Lost Symbol by Dan Brown* into one of these tools, we might get something similar to the following:

- The Lost Symbol by Dan Brown – 300 searches per month
- Dan Brown – 1,500 searches per month
- The Lost Symbol – 800 searches per month

(Note: these are just hypothetical and not actual search values)

Now, as I stated a moment ago there are many tools you can use to accomplish this task (from paid to free). And, the two more popular are WordTracker.com and Google Adwords Keyword Tool.

WordTracker is a paid keyword tool, and it does have its uses over Google. One being that it takes its results from a number of search engines and not Google alone.

On the other hand, Google is free and is also a powerful tool to use... But, it only gathers its search data from searches performed on Google.com.

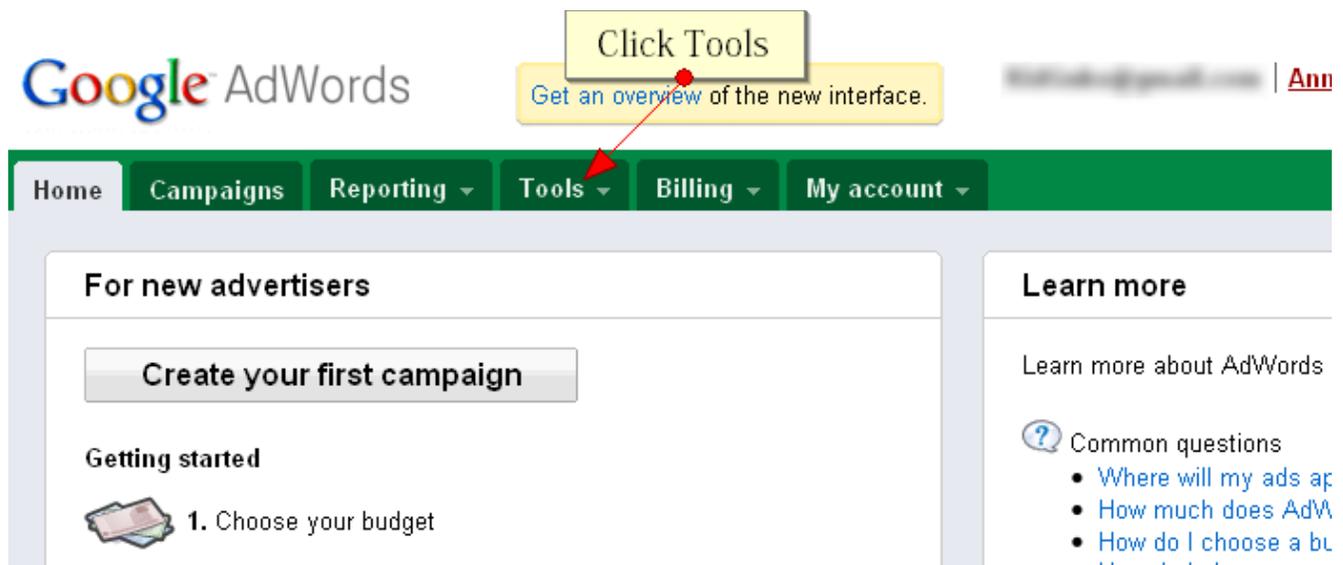
So, while WordTracker will have a more accurate result for the keywords searched as a whole...

I still recommend Google for those beginning. Why, because it is a powerful free alternative.

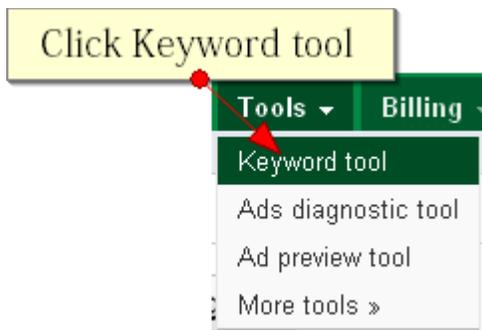
Let's take a quick look at Google Adwords' Keyword Tool...

To do so, you will first need to register a free Google Adwords account. You can do this by going to the following link and clicking 'Start Now': <http://adwords.google.com>

After which, once you login you will see a screen similar to:



Click on Tools above, then, click Keyword tool:



On this screen you will enter your keyword phrase and submit it:

How would you like to generate keyword ideas?	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="The Lost Symbol by Dan Brown"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms Filter my results
	<input type="button" value="Get keyword ideas"/>

The next screen shows you the results and keyword suggestions:

Keywords	Advertiser Competition [?]	Local Search Volume: August [?]	Global Monthly Search Volume [?]	Match Type: [?] Broad ▼
Keywords related to term(s) entered - sorted by relevance [?]				
the lost symbol by dan brown		Not enough data	260	Add ▼
Add all 1 »				
Download all keywords: text , .csv (for excel) , .csv				
Additional keywords to consider - sorted by relevance [?]				
angels demons		450,000	1,220,000	Add ▼
angel and demons		9,900	40,500	Add ▼
da vinci code paperback		720	720	Add ▼
demons & angels		40,500	165,000	Add ▼
angles and demons		9,900	22,200	Add ▼
digital fortress		12,100	22,200	Add ▼
da vinci code ebook		1,600	3,600	Add ▼
da vinci code		201,000	823,000	Add ▼
davinci code		60,500	110,000	Add ▼
angels and demons		450,000	1,000,000	Add ▼
best selling books		60,500	450,000	Add ▼
books		55,600,000	55,600,000	Add ▼
dan brown		246,000	550,000	Add ▼

Now, this particular example shows that there is not enough data for this exact keyword phrase, however, it does give us many relevant example keywords.

Of course, none of these are for the same book title... but for Dan Brown's other popular books.

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Still, I believe this would be a good keyword to focus on because the book, *The Lost Symbol*, is currently (as of this writing) on the New York Best Seller's list. And that alone will yield some searches from people wanting to find out more about the book.

Anyhow, you are more worried about keywords for your own products and not affiliated products. So, this can still be a great tool for you to see what your audience is searching for.

Let us assume you are in the dog training niche. What would be a good keyword for this niche?

Dog training of course!

dogs training		165,000	135,000
dog training course		2,900	3,600
boxer dog training		4,400	5,400
dog obedience training		74,000	60,500
dog training courses		4,400	5,400
dog training schools		18,100	14,800

As you can clearly see, this IS a highly searched keyword – and a highly competitive keyword. However, if I were to write some articles to do some article marketing for dog training I would choose to do: dog training course, dog training courses, and even boxer dog training (and other dog breed specific keywords).

Why? Because they still have a decent amount of search and they will not be as highly competitive (however, this is a highly competitive niche no matter the keyword).

Either way, your success will be greater if you narrow your keyword terms to as specific as possible. This goes for your own product's keywords too.

Now, where do you create and post these articles?

You can post them on your own website... or even your own blog (this is where blogs and articles interconnect); however, there are article directories which search engines just love.

Here are list of a few of these article directories (keep in mind they all have their own TOS):

- www.ezinearticles.com
- www.searchwarp.com
- www.ehow.com
- www.goarticles.com
- www.helium.com
- www.articlebase.com

- www.buzzle.com
- And many, many more...

This is what I would do.

Create articles to post on your blog (and your website if you have a website separate from your blog), and I would post articles to the different article directories. (Make sure all your articles are unique and contain lots of value for your reader.)

On these article directories, I would link back to either your blog or your website. BUT.... I would link back to a landing page on the blog or website.

This landing page would do both: pre-sell your product and provide a way to capture your prospect. I will go over this in more detail when we get to list building and marketing your list... however, you can see how article marketing can be used to build a highly targeted list.

Essentially, your article on these article directories gets ranked high within these search engines. So, your audience search for puppy house training and finds your article via the search engine.

They then click on your article and read it... what happens next? They follow the link within your author signature, which in turn takes them to your landing page for a puppy house training report.

This is a free report you are using to pre-sell your prospects on your ultimate dog training video course – however, your prospect can get this puppy training report for free in exchange for their first name and email address.

Later on you send some auto-emails which will sell them the idea of your dog training report. Perhaps you talk how their puppy is at the best age to train... just as a child their brains are like a sponge soaking up everything around them. And, they need to train their puppy correct from the start before their puppy becomes a dog – and we all know that you cannot teach an old dog a new trick. (Email marketing and list building are interconnected here.)

Now you can see the power of list building, and its importance in all of your marketing campaigns.

Yes, I will go over greater list building techniques and strategies in a moment, but first...

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Let's talk about:

PPC Marketing

When you think of PPC marketing, you think of Google Adwords... You know those 'Sponsored Links' you see to the right of your search results:

Sponsored Links

[Dan Brown The Lost Symbol](#)

Order The **Lost Symbol** & Save 40%
Free Shipping On Orders \$25+
www.Borders.com

[The Lost Symbol](#)

By **Dan Brown**
Qualified orders over \$25 ship free
Amazon.com/books

[Barnes & Noble® Official](#)

Save an Extra 5% When You Preorder
Future Bestsellers. Shop Now!
www.BarnesandNoble.com

[Compare Book Prices](#)

The **Lost Symbol** by **Dan Brown**
Find the Lowest Price!
www.BooksPrice.com

However, there are several different places you can utilize PPC (Google is just the most popular).

Here is a list of some PPC websites:

- <http://adwords.google.com>
- <http://searchmarketing.yahoo.com>
- www.adbrite.com

And, these are just a few... there are many more out there.

Notice how the first two are from search engines. The second is from a PPC network.

Okay, you can guess that the first two will showcase the PPC ads on the search engine's results page and display relevant 'Sponsored Links' along with the search results.

However, what about the AdBrite network? How do they showcase their PPC advertisements? Surely, they have a solution... otherwise; no one would pay to advertise with them.

Well, they do. Also, Google and Yahoo utilize this marketing strategy, too.

Essentially, there are websites all over the Internet. These websites provide quality articles (just as we talked about before), and in return what do they get?

Some advertise non-relevant ads, and will probably do poorly. Some advertise relevant ads via banners... But, they only make money if (and only IF) the person whom clicked the ad buys the product (this is called affiliate marketing).

Still, there are those others whom will provide relevant text ads for their readers via PPC networks.

They get paid when the reader clicks the ad, the ad network gets paid when the user clicks the ad, and the advertiser gets a highly targeted prospective lead... In some regards, they get a lead that has been pre-sold (a warm or hot lead).

This is how AdBrite works, and also another way Google and Yahoo puts their PPC ads out to the public.

Now, as with article marketing... when you use PPC marketing you need to do due diligent keyword research. To do so, you can utilize the same techniques discussed earlier in the Article Marketing section.

Also, just as you do with article marketing... it is best to use landing pages with PPC campaigns to pre-sell your product and to capture your prospect's personal information (first name and email address).

So, why would you use PPC as opposed to Article Marketing? Well, there are pros and cons.

The pro will be the time frame it takes to get a successful campaign rolling and seeing a ROI (return on investment) within a short period of time. Also, you can easily test different keywords and different niches fast using a PPC campaign.

A PPC campaign is the perfect weapon in your arsenal of marketing techniques to increase your bottom line not just incrementally, but exponentially.

If you have a successful landing page and a high converting offer... then, you can pump a high volume of targeted prospects into your PPC marketing funnel and make a killing.

What is the downside?

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It costs money. In fact, a good campaign will set you back hundreds (if not thousands) before you see a good ROI. Why, testing.

PPC requires a lot of testing to perfect a campaign. Yes, you can luck out and start making a killing on your first try...

However, more than likely all of your campaigns will need to be highly tested.

This costs money.

On the other hand, article marketing can produce you a good flow of money day-in and day-out.

However, it can take several weeks... even several months to see solid results with article marketing.

So, if you are on a tight budget, then, go with the article marketing. If you can risk the initial funds, then, go the PPC route.

Either way, you need to be building that list of buyers. This is essential to your ultimate business growth.

Let's put it this way:

It costs more money to find new prospects and convert them into a buyer than it does to retain an existing customer. So, create that list of buyers, and you can promote to that same list in the future.

It has been proven time and time again... someone whom has bought from you in the past is likely to buy from you in the future.

I will go over all this in the List Building section of this e-book. It is very powerful stuff!

Until then, let's take a look at:

Bum, Social, and Viral Marketing

Okay, maybe this is not the best word to describe something, but it is true.

When you think of a Bum what do you think of? Do you think of someone homeless, moneyless? Maybe you think of a freeloader?

Those are stereotypical assumptions, and are where Bum Marketing gets its name.

Essentially, it refers to marketing that can be done 100% free (or near 100% free)... and, even a Bum could use these techniques to make money.

How? By using the public library's computer and Internet access.

We have gone over a couple different Bum Marketing strategies: Blogging and Article Marketing.

Mostly these techniques are discussed for use with affiliate marketing; however, you can use these same techniques for your own products and services.

There are, however, a couple other methods of Bum Marketing which I have not discussed yet: social marketing, and viral marketing.

In fact, email marketing and list building can be done for free (or very cheap) too, but I will discuss that in a future section. So, until then...

Let's take a look at social marketing.

We all have heard of MySpace, Facebook, and Twitter... but do you have an account with one of these three, or maybe perhaps all three?

If not, you should have one. It is one of the best free marketing tools you will ever find.

The ability to social interact with your customer base is unparalleled... using social marketing you can run special deals, gather vital market data, and get immediate feedback more accurate than surveys.

While social marketing is mostly free, and is a relationship development tool... you can use some of these social networks for direct advertising using PPC ads.

In fact, one of the largest social networks just started this not too long ago: <https://advertise.myspace.com/>

Using this PPC network via MySpace.com will allow you to target specific groups on MySpace. Age, gender, interests, and so forth...

Better than that, you can use these networks to build relationships with your audience. Gain a trustworthy following not too different than your blog followers (in some regards more trusting...).

Yet, in the same token you will want to center social networks on your list building. Yes, you have direct access to your followers via Twitter status updates (known as tweets). And, you can give certain vital updates and special discounts to your followers via tweets.

But, your ultimate goal is to get these followers onto a buyer's list. Why? Well, this will give you more control over your followers, and give you more detailed statistics as to who is buying, what they are buying, and what products are not selling.

It allows you to focus on what works, and discard what is not.

On another note you have viral marketing. Viral marketing is no different than word of mouth in offline advertising (and, in fact, this is still called viral marketing).

However, online advertising has taken viral marketing to a whole new level. Not only are your customers telling their friends and family about your products, but they are telling the whole world via the Internet.

Viral marketing got real popular when video sharing came about with YouTube.

For instance, let's assume you are in the dog training business... so; you create a funny dog compilation. In the video are dogs doing funny and crazy things caught on home video.

Well, people start watching and laughing their hinds off. What do they do next? They share it with their friends and family...

But, (not in the old fashion sense) Instead, they send the video via email, post it on other social networks such as Facebook, and even post it on their own blogs and websites.

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Before you know it, their friends send it to their friends, and their friends "friends" send it to their friends and their friends ...friends ... friends send it to their friends... and, the cycle keeps going on for an infinite loop.

Heck, the original sender might get the video shared back to them once or twice before the cycle ends.

Either way, there is usually an option to rate the video... so, the more rates and also the more views the video has, then, the more exposure the video gets on YouTube.

Before you know it, you have new eyes viewing your dog compilation video starting a new cycle of viral sharing.

And, get this... YouTube is only one of the video sharing sites.

Also, there are other viral marketing techniques. Another example is Twitter's re-tweet function.

If a follower likes a certain status update (let's say a link to your dog compilation video), then, he can re-tweet it to his followers, and his followers to their followers, and so on.

The viral aspect of the internet is so vast and can get out of control faster than a California wild fire. In fact, there are certain bits of information that can get out on the web and go viral which are not meant to be viral.

A great example is accidental nude pictures of celebrities. There is no doubt that these pictures are not wanted on the net, yet, they go viral over night to millions.

But, how do you control this viral aspect of the Internet, and how do you monetize on it?

Simple, you cannot truly control it... but, you can help yourself go viral by utilizing social sites like Twitter and YouTube (and other social networks). And, you can monetize it by linking back to a landing page on your blog or website.

Once again, you need to pre-sell your prospects and capture their personal data to sell to them in the future.

But, how exactly can you do this?

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Well, that is what not only this next section is all about, but what this entire e-book is centered around!

Marketing Your List

You may be wondering why I did not talk about Email Marketing, and the reason will be because List Building and Marketing Your List are one and the same.

However, there are other forms of email marketing. Yes, you can purchase email blasts (basically emails sent to thousands and even hundreds of thousands of recipients), however, you lose something in doing that.

Actually, two things, first you lose control over your own list. Secondly, you lose the relationship factor in having your own list of buyers.

In reality you are still marketing to a list... just not your own list. These email blast services send out emails to thousands and hundreds of thousands of emails on a daily basis... some even by the hour.

You have no knowledge of where these lists were created, if the individuals on the list are truly interested in what you are promoting, and even if they agreed to receive emails on a daily basis.

All you have is the word of the company sending the emails for you.

Is this a bad marketing practice? Yes and no. I will explain why in a moment, but first let's take a look at what list building is and why it is important for your business.

Let me ask you a question:

Have you ever gotten an email from an individual or company who recommended products to you? Or, maybe emails that were informal and recommended you go read an article or blog post to get further information?

Perhaps, you have gotten an email from Amazon.com recommending you books similar to the ones you have purchased in the past?

Or, eBay letting you know of auctions ending soon similar to auctions you have bid on before? Perhaps, they were just letting you know of some items up for auction by your favorite sellers (people you have bought from in the past)?

I get emails all the time from many different sources. Amazon, eBay, other websites I opted in (or showed interest in getting updates or more information).

I also get emails that I have not opted in, and these emails I consider spam. In fact, when I get these emails I report them as spam, and trash them. I do not even open them up... why? Because I do not trust the emails and I have no relationship with the email.

I am certain you have done the same. As I am certain you get emails which you are interested in and look forward to.

This whole practice is called list building, and the act of sending emails the recipient is interested in is the act of marketing your list.

Whether you are sending an email about certain topics and giving information the reader will enjoy (such as, an email course on dog training), or you are sending an email promoting your latest and greatest dog training product.

The idea is the person you are sending the emails to be interested in what you have to say... and, there is an unspoken etiquette when marketing to your list.

Simply, there are three rules to follow:

1. Never send unsolicited emails.
2. Always allow a way for the reader to opt-out of your list.
3. And, never sell to your list without building a relationship and rapport with them.

Sounds easy, right? Well, the first two are... and the third is once you understand how to market your list properly.

With that noted, when you use an email campaign that blasts your message and tries to sell your product to unexpected people... you undoubtedly broke two rules of etiquette.

Possibly even a third rule. Why? Because the company sending out the blasted emails might or might not be allowing a way for the reader to opt-out of future messages.

What does this mean to you? First off, it means you wasted your money on non-targeted marketing. Yes, these lists might be in a general niche your product is in... But, how do you know for sure? And, just because they are in a general niche for your product does not mean they are interested in your specific sub-niche product.

For instance, you have a line of products for show dog training, and the list you blasted to is interested in general dog training (i.e.: house training)... those are two totally different niches.

What is the solution?

Create your own list of buyers. Not only will this yield more targeted results, but it will allow you to build a relationship with your list and market to this list for years to come.

Get this...

Once you gain a subscriber, then, that subscriber is yours until they decide to unsubscribe.

What does this mean for you? Once you build a decent sized targeted list you will not have to work as hard bringing in the money

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each month. Why? Simply, because you can market to your list as much as you want for no extra cost...

If you were to send out a blasted email, it would cost you hundreds of dollars (some thousands of dollars) to send those emails each and every time.

But, since this is your list you can send out as many emails as you desire (granted you do not want to overdo it), and have better results with a smaller and targeted list.

There is a saying that a new customer costs five times more than keeping an existing customer. That adage is true, even today, in this online market place... It is easier to keep a relationship with your list than it is to build a new relationship with a new customer.

What does this mean for you? You will gain a following of trusted buyers... in fact, your list will become a buying frenzy consuming everything you send them (whether it is free, costs money, or is an affiliated product).

Do you remember me telling you that using other company's lists is a bad idea? Also, I said it might be a good idea...?

Well, there are some good aspects of utilizing other lists; however, it needs to be done the right way.

But how, you ask?

First off, you will need a decent sized list of your own to use this tactic. Once you have a list of trusted followers which you have built a relationship with (and I go over how to do this in a moment), then, you can use that list as leverage to grow your targeted list of buyers bottom line.

This can be done by creating joint venture partnerships (or JVs) with other individuals and companies who have targeted lists within your niche or a very similar niche.

Huh? Can you expand on this?

Certainly... Here is what I mean.

If you are in the show dog training niche, then you can approach another individual whom has a product similar to yours. More than likely they have a following of buyers that are organized via a list.

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You can offer them a partnership where you will promote their product via your list of proven buyers for a percentage of the sales generated and for the opportunity that they promote your product via their list.

Most will agree to this, as it means more money for them and more great content to offer their own list.

So, not only will you be able to offer your list of buyers a new product which will interest them, but you will be able to make more sales for your own product too.

Here is what you do... have a marketing funnel setup for buyers that are sent to you from this other list.

What sort of funnel?

Well, a means of capturing their first name and email address (and whatever other personal information you need for promotional reasons). This way you will capture more targeted buyers without the need to spend your own dollars and time finding targeted prospects.

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No... What you did was used the other guy's time and money he spent creating his list, then, you took those targeted buyers and funneled them into your own list.

Get this... you did so while making commissions from his product which you promoted to your list of buyers, and you made sales from the list of buyers he sent you to capture for your own list.

So, essentially you got paid to create a list of buyers... and you did not have to spend any extra time doing so!

What is the best part? You can do this with as many product owners as possible... but, make sure you do so in a responsible fashion. You do not want to have a JV deal with partners that spam their own lists, and you do not want to spam your own list with JV deals all the time.

This is where the relationship aspects come into play.

You want to give as much FREE content away (via your emails, reports, courses, special discounted offers) as possible. This will build a rapport with your list, and will increase the chance of your list expecting your emails.

So, when you do finally send them an email from a JV deal or even for your own products... they jump on it with their credit cards ready to buy what you are selling.

In fact, this is a great way to capture initial prospects.

But, before we get into how you build your list from 0 to thousands... let me go over the different types of prospects.

You have cold, warm, and hot prospects. A cold prospect is someone whom has never heard of you or your product... they will more than likely NOT buy from you straight off the bat.

So, you need to warm them up. Get them familiar with you and what you are selling. How can you do this?

With a squeeze page or sales letter. However, if you send a cold prospect right to your sales letter, then, your conversion rates will not be nowhere near what they could be.

For instance, this same person in a cold prospect mode will most likely not buy from your sales letter.

But, if you warm them up with a free report that makes their mouth water for more information... then they will be more likely to buy from you on your sales letter.

So, by creating a squeeze page (a page which captures your prospect's information) you can give away a free short report, email series, or free video on house training a puppy.

Your cold prospect buys what you are selling them (yes, even though it is free you still have to sell them for them to give you their personal information)... so, they end up giving you their first name and email address.

After they confirm their email address, you send them their free short report on puppy house training.

They read it and love the way you present yourself in the report. In fact, they try out some of the techniques... Lo and behold they worked!

They are now warmed up.

You send them a series of high valued free emails talking about other aspects of dog training, and, therefore, you are warming them up some more.

At this point, you could sell them via your sales page... and they will likely buy.

And, in fact, we will do just that, but for a low end product.

What is a low end product? Well, it is a product that is cheap and affordable, yet, gives high value to the buyer.

But why not just go ahead and sell them your ultimate course on dog training?

That is because your prospect is not ready to buy that yet. You need to warm them up some more first.

So, after a few high quality emails which help them train their dog to sit, speak, lay down, and so forth... you sell them a \$7 (no more than \$17) product on dog grooming or dog obedience... or something small like that.

After reading this series of emails geared towards warming up the prospect to buy your \$7 report... once they make the move from

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being a prospect to being a buyer, then, you need to move them to a low end buyer's list.

Also, each product you have should have its own list of buyers.

Why? Well, this way you know who has bought what, when the last time they bought something from you and what products are selling.

Also, you can interconnect these lists with similar promotions of your other products (which we will see in a moment), or promote JV deals that are similar in topic and similar in value.

This is your proven list of buyers. Proven buyers of your product, and proven low-end buyers.

These are warmed up prospects for your higher-end offer.

So, after they buy into your product and get put into a newer list of buyers, then, you can start sending them more great FREE content to continue the relationship building...

Bonuses, discounted offers, FREE email series, videos, and reports that are highly valuable material which they are interested in.

Before you know it, your warmed up prospect becomes hot and ready to buy whatever you put in front of them.

Now is the time to promote your higher-end weekly training videos, or your show dog exclusive coaching program, or whatever it is you are offering.

This high-end product might be a \$97 product; it could be a \$47 monthly course, or even a complete dog training course which includes email support and a 4 week webinar for \$497.

The idea is your low-end buyer has bought from you before (possibly even twice), and now is hot for your higher-end products.

Once they buy into this, you move them into two new lists again. A list for the product they just bought and a high-end buyer's list.

This is where you will make bank. You can offer other high-end and low-end offers to this list for similar products via JV deals or your own products... but never forget the relationship aspect.

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Just as with the initial prospective list and the low-end buyer's list... you want to continue giving value to your list in a number of ways.

As time goes on, you will continue to expand your list of initial prospects, low-end buyers, and ultimately high-end buyers.

But, there will come a time when your buyers are no longer buying... in fact, they may end up trying to unsubscribe from your lists.

This is where your retention lists come into play. You need a retention list for all three of your lists: prospective list, low-end buyer's list, and high-end buyer's list.

The idea is that it is easier to retain a customer than it is to find a new one... so; we are going to do our own retention due diligence and try to save our relationship with our hard earned buyers.

Once your prospects and buyers decide they no longer wish to be part of your list, you will send them to your retention list.

The purpose of this list is solely to give EXTREME value and offer FREE content to get them back on your prospective list, or even offer

them EXCLUSIVE discounted offers for your low-end products or high-end products.

Some will take the bait, and others will opt-out of this list. If they decide to opt-out of this list... let them go. Just keep focused on the ones whom have yet to opt-out, and continue to add value to your relationship with this list.

Okay, you see how the lists are interconnected, and you understand how you can use your list to expand it exponentially via JV deals.

But, how can you build your initial prospective list?

Well, by using the marketing techniques I discussed earlier in this e-book, and by always providing value to your prospects and customers.

Let me give you a rundown of an example marketing campaign centered about list building:

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First off, we will need a blog or a website to promote our services. I chose both. In fact, I am choosing a central blog for all of my products within our niche (dog training), and I am choosing several websites to sell several different products and give away several different promotional offers.

You will want to post to your blog about 3 to 5 times a week. This gives the search engines a good amount of content to feed off of and you will want to create articles within your niche and sub-niches to promote your blog and products.

In fact, I suggest (when starting out) to write about 10 different articles a week and submit them to article directories.

The link back from these articles should point to more quality content via your blog (and allow the user to opt-in your list of prospects via your blog or give them an option to subscribe to the RSS feed).

Also, some of these articles should link back to squeeze pages for your products. Of course, your articles need to be about the same topic as your product (thus, pre-selling and warming up your prospect to the opt-in).

On this squeeze page offer a free report, video, or email series on the topic of your product. But remember, you should only give away enough information in these free products to wet their appetite and make them hungry for more.

Then, you will promote your low-end offers to these individuals on your prospective lists, and once they buy move them over to your high-end list (just as discussed above).

Now, some of these low-end buyers will never move out of this phase... and that is okay. Why? Because you can continue to offer them JV deals of the same value or you could offer similar products of your own for the same value. Many will bite.

However, there will be several that will move into your high-end buyer's list once you warm them up and start promoting those offers.

This is where you want your list members to be... and you want to keep them here for as long as possible... and keep them HOT.

Do this by offering exclusive discounts and even free valuable content. Many will buy more of your low-end offers, and others will even buy more high-end offers.

Either way, keep them hot and keep them buying... but never forget the relationship aspect.

To build your list out, find JV deals and do what I talked about earlier. This is an easy way to make extra money while building your list. And, you can do this for as many JV partners as you wish.

As for marketing methods, I discussed how you can use the blogging platform, squeeze pages, and even article marketing.

But, you should also be utilizing social marketing and viral marketing via videos and Twitter.

This is a great way to build relationships with your customers early on, and these methods should point to a squeeze page of some sort so you can capture your prospect onto your list.

Once you have them on this list, then your job becomes easier as you build your relationship with them and eventually sell to them.

All in all, you want to organize your lists in a way that each product has a list of its own buyers, and each product is categorized as a low-end offer or a high-end offer.

This way you can promote similar offers and also try to move your marketing funnel towards that high-end offer goal.

If by chance your subscribers do unsubscribe, then you will want to move them to a retention list. Here you will try your best to salvage your relationship and regain them as a prospect or as a customer.

Okay, you went over how to market my list... but what do I use to create my list? Great question!

Creating the List

There are several software's out there which will capture, store, and organize your list... as well as send out emails to your list.

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However, what I would recommend is an auto-responder service. Why? One reason: deliverability.

If you hosted your own auto-responder on your own servers, then, you will no doubt eventually have issues with deliverability. What is this? It is whether or not your email is sent properly and received by your list members.

There are several great companies which handle this issue, and I would recommend any of the following:

- www.TurboAutoresponders.com
- www.Aweber.com
- www.GetResponse.com
- www.ImnicaMail.com

Aweber is perhaps the most popular, and has the best deliverability... However, all four are great and have excellent deliverability.

In fact, Turbo Autoresponders is the one I would bet on... Turbo Autoresponders is powered by Aweber and is cheaper than Aweber.

GetResponse is a good service to use, and they just recently updated their backend user control panel and added some additional features which the others already were using.

Imnica Mail is the new kid on the block, but their deliverability has been good so far.

Now you have a basis to start your own list building campaign, and you have the means to market your list. There is no reason why you should not be able to take what you learned from this e-book and grow your list from 0 to hundreds (even thousands) in a short period of time.

However, if you have the money and you can invest into PPC, then, that would be a great way to go to build your list as well.

Pay for targeted leads, then, send those leads to landing pages designed to capture prospects and pre-sell them.

This is a fast way to build a good size list, but it is not the only means of generating leads. So, if you are strapped for the initial cash investment...

You can use some other marketing methods outlined in this e-book to start building your initial list, and once you start building your list and bringing in some money, then, you can expand your list

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exponentially by doing JV deals and by using PPC to generate high quality leads.

So, take what you have learned and act upon it! If you never take that first step, then you will always fail. If you take that first step and fall down, chalk it up... put it in your back pocket for a rainy day... and keep moving forward.

As long as you are moving forward you will always succeed.

To your list building success,

-8-your-full-name-8-

P.S. Please feel free to visit my site at

-8-website-title-8-

by [clicking here](#).



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