



SOCIAL

LIST BUILDING

**How to Drive Hordes of
Hungry Leads to Your Site
Using Social Media**

Social List Building

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Introduction: What's All the Buzz About Social Media Marketing?

Unless you're brand new to the Internet, for a couple years now **you've probably been hearing about the Web 2.0 social media sites** like social bookmarking, social networking, etc.

In particular, you've heard about (and probably used) sites like *Facebook.com*, *MySpace.com*, *Digg.com* and similar.

And if you're an Internet marketer, then all that buzz about "social media marketing" has been downright deafening.

Seems like everyone is using these sites to market their wares. But it kind of leaves you scratching your head about how, exactly, they're doing it.

This is especially true if you've ever bookmarked one of your own pages and ended up being the only one bookmarking it (no big flood of traffic everyone said would come).

Or maybe you've read the terms of service on many of these sites, which seem to frown on if not expressly prohibit using their site for commercial purposes. Kind of makes you wonder **how to legally leverage these sites to benefit your marketing campaigns.**

Good news – **over the next few dozen pages you're going to discover the truth about using these social media marketing**

sites. You'll learn not only about getting traffic from these sites, but also how to turn these visitors into subscribers!

Specifically:

- **You'll find out what the social networking gurus know about building a big list using MySpace, Facebook and a host of others!**
- How you can harness the power of the Web 2.0 content sites (like Squidoo, YouTube and more) to grab a horde of hungry subscribers!
- **Plus you'll discover the truth about using social bookmarking sites to drive tons of responsive subscribers to your newsletter list!**

Let's get to it...

How to Use Social Networking Sites for Generating Leads and Building Your List

Before we jump into the step-by-step blueprint of how to use social networking sites to build your list, let's get on the same page about what a "social networking" site is and how you can use it for your purposes.

***First, a definition:** Social networking sites are places where like-minded individuals can meet, share information, and stay in contact with one another. These sites also allow you to easily meet "friends of friends."*

Most social networking sites include a lot of content and networking features for users, such as:

- **The ability to set up a profile that includes not just your name and photo, but your interests, groups you belong to, information about you or your business, etc.**
- User-generated blogs and other text content.
- **User-generated videos.**
- "Friends" lists.
- **Classified ads.**
- Forums to meet with like-minded people.
- **The ability to join interest groups (also known as "niche groups" in marketing terms).**

And so on.

The biggest social networking sites include MySpace.com, Friendster.com, Facebook.com, LinkedIn.com and several others.

Those are, of course, the ones you hear about the most. But there are plenty of niche social networking sites around (like dogster.com for dog owners) – and plenty more are popping up every day.

Just a run a search in Google for your niche keywords along with “*social networking*,” and you’re likely to find at least a general site catering to your market. (If not, perhaps you’ll want to consider starting one.)

In general, you’ll want to start out using the biggest sites – especially if you can find niche groups that have formed around topics related to what you’re selling. Don’t try to befriend people with far-ranging interests.

Instead, focus on your niche... and in doing so, you’ll have a more targeted audience visiting your site.

Once you’ve set up profiles and have started funneling traffic from these larger sites to your web site, then you can hunt down smaller (but more focused) niche social networking sites.

The idea is the same – set up profiles, start contributing content, and funnel visitors to your site.

Here's how...

Generating Leads Using Social Networking Sites

Here's a step-by-step strategy you can employ on the social networking sites of your choosing...

***Tip:** In a moment you'll discover how to set up a "landing page" that persuades your visitors to join your list. That's the focus of this ebook.*

However, let me ask you two important questions:

- Do you know what to do with these subscribers AFTER they join your list?
- Do you know what types of emails will turn transform your passive readers into cash-paying customers who can't get enough of your newsletter?

Listen, if you haven't yet got a list that puts at least \$20,000 in your pocket, then you need to check out these resources right away:

1. [Click here to discover the List P.R.O.F.I.T. System!](#)
2. [Click here to download the List Building Video Tutorials for Beginners!](#)

Step 1: Set up your squeeze page and blog

The first thing you need to do is set up a squeeze page (landing page) and a blog on your own domain...

Squeeze Page: *A short sales letter that persuades people to join your mailing list.*

The purpose of setting up the squeeze page is simple: You want to funnel visitors from the social networking site to your list.

That is, you don't want to lose this traffic – you'll want to make sure they join your list so you can follow up with good content and with your marketing messages.

Secondly, you'll also want to set up an interactive blog on your site that includes things like the ability for users to easily comment on the content, polls and surveys, videos, podcasts and the like.

The reason for this interactive environment is because you're funneling traffic from an interactive social networking site to your site. That means this traffic is used to and perhaps even prefers interactive, content sites.

Tip: *All your website and blog pages should include a form or link so that readers can join your newsletter list.*

If you can produce that sort of site, your visitors are likely to stick around.

Note: *From this point forward, assume that any traffic that you get from any of these social mediums should be directed to either your squeeze page OR your blog. If a situation calls for something a little less commercialized, then you should point to your blog rather than your squeeze page.*

But again, remember: Every blog post you make should include a call to action which asks readers to join your newsletter list. In other words, always keep in mind your #1 goal of turning your visitors into subscribers (and customers).

As you set up profiles, blogs and groups on these social networking sites, you'll want to link to both your blog and your squeeze page, depending on the situation.

However, you need to set up your squeeze page in a special way if you want to turn your visitors into subscribers. Specifically:

You need to give your visitors a compelling reason to join your newsletter list.

You see, it's NOW enough to slap up a headline on your landing page that says, "free newsletter!" That's because no one wants a "newsletter" (even if it is free).

Instead, people want solutions to their problems...

Particularly quick, easy, “painless” solutions.

That’s what your newsletter needs to deliver. And to give people an even more compelling reason to join your newsletter now, you should offer a freebie that helps prospects solve their problems, fast.

This freebie might be a report, ebook, audio, video access to a teleseminar, software, tools or any other useful resources.

Remember this: There are lot of people offering “free ebooks” and the like. You need to make sure people know you’re offering something valuable in exchange for their email address and name. That means your squeeze page should be written like a real sales letter. Pretend like you’re selling a \$50 or \$100 item (indeed, your freebie should be valuable).

To that end, be sure your squeeze page includes the following sales letter elements:

- **An attention-getting, curiosity arousing headline.**
- Persuasive copy that keeps people hooked right down to the email capture form.
- **Reader-oriented, benefit driven copy. Remember, people want to know what’s in it for them. You can create a bulleted list of benefits to draw the reader’s eyes right to the important part of your pitch.**

- A strong “reason why” people should join... and a sense of urgency that compels them to join NOW. (Such as a fear of loss in the form of a limited time offer or similar.)
- **Proof of your claims. Just because this is a free newsletter and ebook (or other freebies) doesn’t mean you don’t have to prove your claims. Post testimonials, screenshots, videos or other evidence to back up what you’re saying.**
- A strong call to action that tells people exactly what you want them to do (join your newsletter) and exactly how to do it (e.g., “Fill in your first name and email address in the form below now and click “join!”).

Again, just because you’re offering something for free doesn’t mean you can get lazy and not bother “selling” your audience on signing up for the freebie.

Indeed, many people are highly skeptical of free offers, simply because we’ve all had the experience of joining a newsletter, getting a million emails and then having the list owner sell our contact info to a spammer.

In other words, your potential subscribers are skeptical and they don’t trust you. Give them a reason to trust you. And give them a strong reason to join your list as soon as possible.

Tip: *If you put up a mediocre landing page – whether we’re talking about a squeeze page or a product sales page – you’ll get mediocre results.*

Imagine putting up a squeeze page that converts 5% of your visitors. That means for every 100 people who visit your page, only five go on to become subscribers. That’s not very good, is it? It seems like a waste of time and money to pull in one hundred visitors if only a handful get on your list.

Listen: If you know the secrets of creating a good landing page, then you’ll know the secrets of getting more subscribers and more sales... instantly.

All you have to do is tweak your landing page, and you’ll make more money... without getting more traffic!

It’s that easy. [Click here to discover these secrets for yourself!](#)

Step 2: Join social networking sites and get your profiles set up

Your next step is to join the social networking sites by registering for a free account. Then you can start setting your profiles up.

As mentioned, you may want to start off by joining the top social networking sites like: MySpace.com, Facebook.com, LinkedIn.com (which is more for professionals to network with one another), Friendster.com (which is particular popular in Asian countries), Faceparty.com (a good site if your market is in the UK), Twitter.com,

etc. After that, seek out smaller social networking sites that cater to your niche.

Note: *You're likely to find that some social networking sites provide more and better traffic than other sites. Obviously, you should focus your energy on those sites that produce the best, most-targeted traffic.*

Typically, when you think of setting up a profile, you think of setting up an "About Me" page (indeed, some of these sites refer to your profile as your "About Me" page).

However, this page shouldn't really be about you. Instead, it should be about your prospects and how you can solve their problems.

If you use this space to talk about you – even things that seem relevant, like how many years experience you have in your field – you're wasting this space. That's because your prospects don't care about you. They only care about themselves and their problems.

They (those who are visiting your profile) only care about what you say IF it somehow ties into them and their problems.

Now, that doesn't mean your profile page should be a hardcore, "spammy" pitch page.

Of course not – that will get people to ignore you. However, you do need to engage your prospects on this page. And one way to do that is to post content that's relevant and beneficial to them.

Step 3: Start contributing content

Your next step is to start a blog, post videos and similar activities to add content to your social networking pages.

The basic idea is for you to present yourself as an expert in the niche. A regularly updated blog full of content will help you do exactly that.

Think about it. Who do you trust more: The person who posts a profile page and nothing more, or the person who consistently makes thoughtful posts on his blog?

Chances are, you trust the person who delivers the good content. And your prospects are no different.

As you create your content, keep your main purpose in mind: Namely, you want to use this social networking site to funnel traffic to your own website and on to your newsletter list.

As such, you need to end your blog posts with reasons why people should click through from your social networking blog to your regular blog or squeeze page.

For example: Let's suppose you create a multi-part article. You can post Part 1 on your social networking blog, and then ask readers to click through to read Part 2 on the blog on your own domain.

Another example: You can post an excerpt from a very useful and engaging free report. Indeed, you can post one

of the best parts on your social networking blog. Then you can post a link to your squeeze page where you tell people to click through if they want to get their hands on the full report (for free).

Again, keep in mind that many of these social networking sites frown on commercial activity. That means that you shouldn't post sales pitches disguised as articles. And even if they allowed such things, most of their users aren't coming to read ads.

So that means you need to focus on delivering quality content, getting a good reputation in your field and networking with like-minded others. More about that in the next step...

Side Bar: *As you create your content, keep in mind that some of these social networking sites have high Google Page Rank and are ranked well in the search engines. That means that you should consider creating content around long-tail keywords, as you stand a good chance of your articles getting top place rankings.*

To do this, simply go to WordTracker.com or your favorite keyword tool and enter in your niche's broad keywords (like "candle making" or "dog training"). The keyword tool will present a large list of related keywords to you.

Your goal is to find keywords that may not get a lot of traffic in the search engines, yet they don't have very many other

webmasters and marketers competing for top rankings, either.

The reason for doing this is simple: You stand a better chance of snagging the top ranking yourself. And while each individual keyword may not bring you a flood of traffic, collectively you can get plenty of traffic if you rank for dozens of these "long-tail keywords."

Once you find your keywords, then start creating content around them. Generally, you can create articles that are 400-500 words long. Whenever possible, use the keywords in the article's title. Then sprinkle the keywords into the content at a rate of about two to four times for every 100 words of content (e.g., a 2% to 4% keyword density rate).

Finally, give readers a good reason to click from this article to your website. Then post this article on your social networking blog.

Step 4: Use the community/networking aspect of the site

Once you've set up a profile and have started contributing good content to your blogs and other pages, it's time to fully harness the social networking aspects of the site.

Now, you'll see many marketers suggesting that you build up your "friends list" on the social networking sites and start sending bulletins to them.

As long as you're building your lists by carefully targeting who're asking to "befriend" you, this is a good tactic. But it's just a small part of your overall strategy.

Let's look at your overall networking strategy in more detail:

- **You should be looking for potential partners as well as prospects.** Sometimes you'll find that the most important (and profitable) connections you make on social networking sites aren't with your prospects. Instead, they're with your potential joint venture (JV) partners and affiliates – the people who can make money for you by introducing you to prospects.

Think of it as the same as networking offline, such as when you go to meetings (like a Chamber of Commerce) meeting or niche-related seminars, conferences and workshops. While you may find potential customers at these events, you'll likely have a better chance of finding other marketers who could be potential business partners.

***Tip:** Most of these sites allow you to search through their members list by looking for people who are interested in certain topics (like "dog training" or "indie music"). Take advantage of this feature to more easily find prospect and potential partners who are interested in your niche.*

- **Find influential people and build a relationship.** Whether you're looking for potential joint venture partners or you're looking for prospects, you should keep your eye out for those who seem to

wield a lot of influence on these social networking sites. These are the people you want to make a point of not only befriending, but also actually networking with so you can start building relationships.

In order to do this, you need to be able to recognize these people. Generally, these are the people who have a big following on the social networking sites. For example, they may have a lot of active friends who regularly leave comments on every blog post they write. Or you may see that they're well-respected on forums and elsewhere.

- **Join or form niche groups.** Most of the social networking sites allow you to form groups around specific topics, such as "toy poodle owners" or "people who think the Dallas Cowboys suck." You should join groups relevant to your niche, as well as form your own groups. That makes it easier for you to connect with and network with those in your niche.
- **Ask your current subscribers and prospects to join you on MySpace, Facebook and elsewhere.** Your social networking sites shouldn't be your main means of communication. And indeed, your overall strategy should be to funnel your social networking sites onto your own domain... and onto your list.

But nonetheless, the more ways you have of reaching your prospects, the better chance you will reach them and get their attention. As such, don't be afraid to ask those who are on your newsletter list and also already a member of these social networking sites to befriend you on these sites.

Summary

Here is your social networking strategy summed up:

- **Post content not on these sites not only for SEO purposes, but also to build up your web presence and establish yourself as an expert in the niche.**
- Post links to your site alongside all of your content – and give people a good reason to click to your site. You want to funnel traffic from your social networking site content to your own blog and squeeze page... and on to your newsletter list!
- **Network with prospects, partners and influential others. Get them on your friends list (so you can send bulletins to them) and subscribed to your social networking blog. Develop relationships with them. Then work to get them to join your regular newsletter list.**

Simple, right?

It is. But like most free traffic, it does take time.

There are ways to cut corners, such as by hiring someone else to build your friends list. But generally, you'll do better if you go out and do the networking and list building yourself.

And remember, keep your eye out for joint venture partners as well as prospects.

How to Use Web 2.0 Content Sites for Generating Leads and Building Your List

Web 2.0 content sites are those sites where the content created and posted by users rather than the site owners.

For example, all YouTube videos are created and shared by users. Another example: Webmasters (or even hobbyists) can create one-page websites around the topic of their choosing on sites like Squidoo.com.

While the focus of these sites is on creating and sharing content, there's also an element of social networking on these sites.

That means that you can create friends lists, build your reputation as an expert, and siphon off the traffic from these sites to your own sites so you can build your list.

Here's how to accomplish these tasks on some of the more popular types of Web 2.0 content sites...

Generating Leads Using One-Page Content Sites

There are plenty of places where you can set up a one-page website around the topic of your choosing. But there are only a few places that Google absolutely loves: Squidoo.com and HubPages.com.

The idea behind both of the sites is simple: Users set up one-page, interactive website around the topic of their choosing.

Then they use the social aspects of the site to help them climb the internal ranking charts of the site.

Specifically: The site's users rate your site – the better your ratings, the higher your site will climb on the site's popularity charts. And that means more traffic.

End result: Not only do you get visitors from other Squidoo and HubPages users, you also can optimize your site to get plenty of visitors from Google and other search engines.

Here's how to do it...

Step 1: Prepare your own site

Your goal is to siphon visitors from the social media site to your own site and onto your newsletter list. To that end, you need to not only have content ready for these visitors, you need to give them a compelling reason to join your newsletter list.

***Tip:** See the previous chapter (on social networking) for notes and tips about how to create a persuasive squeeze page that turns visitors into subscribers.*

Once your site is ready, then you can get ready to build your one-page site on a niche topic...

Step 2: Select your keywords

Because Google is in love with many of these content sites (especially Squidoo and HubPages), you'll want to optimize your page around a particular keyword phrase. In particular, you'll want to choose long-tail keywords.

As mentioned previously, long-tail keywords generally don't tend to get a lot of traffic. But that's also why there aren't a whole lot of other marketers scrambling to rank for those words.

That means they're "low hanging fruit" – even if you're not a search engine optimization expert, you can probably get a page-one ranking for these words.

Side Bar: *So maybe you only get a few visitors per day for each keyword. But imagine optimizing for dozens of these words. Suddenly, you're getting a whole lot of traffic... effortlessly!*

To choose these keywords, just use your favorite keyword tool and seek out those words that generally don't have much competition in the search engines. Tools like WordTracker actually provide this information for you.

Step 3: Set up your one-page site

Now that you have your keywords, write content around these keywords (keeping in mind the 2%-4% keyword density rate). This content will serve as the basis for your Squidoo Lens or HubPages.

Here are a few other tips:

- **Because this is a social media site, you'll also want to add interactive features such as polls, a frequently updated blog, videos and similar.**
- Squidoo and HubPages rank your site on their internal lists in part depending on how well other users rate your site. Don't depend on your visitors to remember to rate your site. Instead, use a strong call to action where you specifically tell them to rate your site.
- **Quality counts – the more thorough your site and the higher its quality, the better your site will rank on the internal lists.**
- **Submit your site to Squidoo's "Lens of the Day" – if you win, you'll get a burst of traffic.**
- Finally, don't forget to add links to your own site (and give people a compelling reason to click through). However, don't overwhelm your page with links, as that will look "spammy" and could get your account banned. This is particularly true on HubPages, who recommend you have no more than two links pointing to the same site.

Let me emphasize this: Don't overlook getting good ratings (and good rankings) on Squidoo's and HubPages' internal charts. When you rank well, you'll get plenty of visitors.

Step 4: Promote your page

As mentioned, the internal rankings of these sites depends partly on how well others like your site. But it seems that sending traffic to your site from outside sources also helps your rankings.

To that end, you can do a mini-campaign to promote your Squidoo Lens or HubPages. For example, you can:

- **Blog about your page.**
- Tell your newsletter readers about your page.
- **Ask others to blog about your page.**
- Write and submit articles to newsletter directories.
- **Post a link to your pages when you post on niche forums.**
- Tell your social networking friends via a bulletin about your page.
- **Use social bookmarking services like Digg to share your page with others.**

And so on.

However, don't promote these content sites to the exclusion of your own site. You should always put most of your ad efforts towards promoting your own site. If you can fairly effortlessly promote your Squidoo or HubPages (as is the case in the examples above), then by all means do so.

***Tip:** Whenever you send out a newsletter, article, blog post or you otherwise mention your Squidoo Lens or HubPage, be sure to encourage your readers to rate your site.*

Step 5: Get involved in the community

Because these are social media sites, you can network with other members – and in doing so, you’ll drive traffic to your page (and eventually on to your newsletter list).

Here are a few tips:

- **Exchange links with other Squidoo Lensmasters and HubPages webmasters.**
- Comment on the related blogs of other Squidoo and HubPages users. In particular, be sure to comment on the blogs of those Lenses that make it to the “Squidoo Lens of the Day,” as you’ll get a lot of exposure from those comments.
- **Join the community forums on these sites, always being sure to leave a link to your page.**
- Some of these Web 2.0 content sites (like Squidoo) allow you to join or create groups around a specific topic of interest. Do both, being sure that you’re directing your efforts towards participating in niche groups that are highly targeted.

Summary

Like the social networking sites, these content sites allow you to network with people of like minds, establish yourself as an expert in your niche and promote your links and sites.

And because Google loves these content sites, you're also bound to get a lot of traffic coming in from the search engines.

All you have to do is follow the five simple steps above – from creating your site to promoting it to networking – and see for yourself how easy it is to siphon traffic to your own site... and on to your list!

How to Generating Leads Using Video-Sharing Sites

Another very popular way to drive targeted traffic and qualified leads to your site is by participating on video-sharing sites like YouTube (the biggest and most well-known), Yahoo! Video, Viddler, Vimeo and similar.

The fantasy is that anyone can create a video, post it on a video-sharing site, and become an overnight sensation.

Generating Leads Using Video-Sharing Sites

You can just imagine getting tens of thousands or even hundreds of thousands of views in a matter of days. You can imagine the buzz in as people discuss the video, share it on forums, blog about it, and email the link to each other.

While there are certain videos that take the Internet by a storm, keep in mind that you're not looking to attract a mass audience.

You want to appeal to a very targeted audience – your niche market.

While it's nice to have the whole Internet buzzing, your goal is to get your niche buzzing.

Here's how to do it..

Step 1: Choose a topic

This is NOW the time to choose a bland topic. You don't want to remind people of their 8th grade math teachers when you create your video.

Instead, you need to dig out your edgiest material and turn it into a video. If you can stir up some controversy in your niche, that's good. If there's a chance that you might offend a certain segment of the population (as long as it's not your niche), even better.

***Tip:** Look at how people create controversial and offensive material for a living do it. Usually, they say or write something that pulls their target market closer to them, while simultaneously repelling people who aren't a part of their target market.*

For example, Republican political commentators in the U.S. (like Rush Limbaugh and Ann Coulter) are basically "shock jocks." They say things that are often offensive to Democrats, especially liberals. But this is what draws their target market to them even closer.

And no matter what, both Republicans and Democrats tune in to hear what they have to say next... even if part of that audience knows they'll be offended.

Minimally, you need your video to be engaging, humorous or very useful. It should cover a topic that's not usually talked about, and/or cover it from a new angle.

Remember, don't be afraid to "push the envelope" and go into controversial territory – it's one of the few ways of rising above the noise online and getting attention.

Step 2: Create your video

You don't need to drop thousands of dollars on film equipment and video editing software in order to produce video that could go viral and get watched by hundreds of thousands of people in your niche. But that doesn't mean you should be producing grainy videos that cause people to squint.

Instead, find a happy medium by purchasing (and using) the best equipment your budget will allow.

That means purchase a decent camera, microphone, lighting equipment and backdrops. If you plan to do PowerPoint-type presentations, then get your hands on a copy of [Camtasia Studio](#).

Tip: You don't have to spend a penny on video editing – you can use free software like [Audacity](#).

As you create your video, keep these tips in mind:

- **Engage your viewers immediately.** From the moment users start watching your video, they probably have their hand on their mouse – and the mouse pointer is hovering over the "back" button. They're looking for a reason to ditch your video, because they know there are hundreds of others they could be watching instead.

That means you need to grab your viewers by their shirt collars and drag them into your video. Engage them. Shock them. Make them unable to turn away.

- **Make your video short.** You might think people would be happy to watch a long video, especially since these same people probably watch TV for hours every day. But if they don't know you, they might not be willing to take a chance on a 10 or 15 minute video. And don't count on grabbing and holding their attention – many people won't even start watching your video once they see how long it is.

Instead, make it short and snappy – from about 30 seconds to two minutes. If you have more than two minutes of material, create a multi-part video series.

***Tip:** Short videos also help the viral effect. People are more likely to pass along a one-minute video to their friends versus "bothering" their friends with a long video.*

- **Pay attention to the first, middle and last frame of your video.** Most video-sharing sites like YouTube allow you to post the first, last or middle frame as your video thumbnail picture. As such, be sure to create a visually interesting frames so you have something eye-catching to post.
- **Create a call to action.** Finally, make sure your video includes a strong call to action – and that this video includes both a verbal call

to action as well as having that call to action written on the screen at the end.

In short: Tell viewers EXACTLY what you want them to do when they finish viewing the movie (for example, tell them you want them to immediately go to a certain URL and sign up for the newsletter).

***Tip:** If you're posting to your own site, keep this in mind: when the video ends you should have the web page forward to the page you want viewers to go next.*

Step 3: Post your video

Your next step is to upload your video to the video-sharing sites. There are basically two things you need to pay attention to:

- 1. Your video thumbnail picture.** As previously mentioned, make sure it's visually interesting and eye-catching. Sometimes these thumbnail pics serve as the mini advertisement for your video.
- 2. The keywords you associate with your video.** You want to do two things here. First, associate ("tag") your video with long-tail keywords, which will help your video get both some internal as well as search engine traffic. Second, use some of the same keywords as other videos in your niche – that way when someone is watching one of those other videos, your video will show up along the side.

Step 4: Promote your video

Viral videos don't happen by accident. That means if you upload your video to one video-sharing website and then expect to wake up to thousands of new subscribers tomorrow, you'll be sorely disappointed.

Instead, what you need to do is officially launch your video. And that means you get it in front of as many people as possible.

The more people who see it soon after the launch, the more people you'll have talking about it and sharing it... and that means your video will "catch fire" and the viral effect will take over on its own.

But first, you need to promote your video. Here's how:

- **Promote your video by using social bookmarking services (described later in this ebook).**
- Blog about your video.
- **Ask other people to blog about your video.**
- Post links to your video on niche forums.
- **Tell your list about your video.**
- Ask your subscribers to forward your email to their friends and to tell their lists about it.

- **Post your video on your social networking sites like YouTube and Facebook.**
- Post your video on your Web 2.0 content sites like Squidoo and HubPages.
- **If you created a controversial or offensive video, then make a special effort to get it in front of those who are likely to be the most offended. For example, if your video offends Democrats, then post it on Democrat forums. If your video offends accountants, then get it on account sites. If your video offends cat owners, then get it in front of cat owners.**
- Write articles about your video (with links to your video) and submit to article directories like EzineArticles.com, GoArticles.com, IdeaMarketers.com and similar.

Summary

In short, get the word out about your video.

Call up those who owe you favors (like joint venture partners) and ask them to help spread the word, too.

If your video is controversial or otherwise engaging, and you've followed all the steps above, then you can expect your video to go viral, fast... and that means plenty of new traffic and a bigger list just as fast!

How to Generate Leads Using Community Sites Like Yahoo! Answers

There are quite a few sites online where users both ask questions as well as answer questions from others.

Some of them require that you be an expert on the topic, while with other sites it's understood that the people giving the answers may range from amateurs to experts.

Generating Leads Using Yahoo! Answers

There's one community knowledge site that stands well above the crowd (including the popular Answerbag.com)... and that's Yahoo! Answers (<http://answers.yahoo.com/>). Because this is such a large and well-trafficked site, you can use it to drive traffic and targeted leads to your website.

Here's how...

Step 1: Set up your profile

Because this is another social media site, networking and establishing yourself as an expert are important parts of interacting on the site. And to help you do that, you should set up a good profile.

People do business with those they know and trust, so you should create a profile that builds that trust.

That includes a picture (people like to know who they're doing business with) as well as professional content. Now is not the time to write a profile like you would write an email to your best friend, which misspellings, failure to capitalize words, etc.

As usual, keep in mind that your profile isn't really about you. Rather, it's about how you can help your target market solve their problems.

So while you don't want to write a sales pitch in your profile, you do want to write something engaging that connects with readers and let's them know how you can help them.

Step 2: Browse the site for niche-related questions

If you use Yahoo! Answer's search feature and enter your keywords, you'll find plenty of questions – but they won't be listed in chronological order.

That means you could be looking at questions that are anywhere from a few hours old to days old. And that's no good.

When it comes to using Yahoo! Answers to your advantage, speed is the key.

You want to jump on questions minutes after they hit the site, and be one of the first to answer.

Otherwise, you risk merely agreeing with those who answered before you... and that almost guarantees your answer won't get chosen as the best answer (and thus you lose a chance at additional exposure).

As such, your best bet is to browse the categories that mostly closely fit your niche, and see if you can find related questions that way. Be aware, however, that you may have to wade through some juvenile and downright silly questions on your way to finding the "adult" questions in the category.

Step 3: Reply thoughtfully

***Side Note:** Before we talk about replying to questions, let me make a quick note: Yahoo! Answers runs on a point system. When you first sign up, you get 100 points. You get points added for answering questions and having your answers chosen as the best answer.*

The more points you have, the more you're allowed to participate on the site. That means that if you're just starting you, you'll need to limit your participation until you build up your point level.

As mentioned a moment ago, speed is the name of the game.

You want to be one of the first to answer a question, because a thoughtful reply at the top of the pile will get more attention than a thoughtful answer at the bottom of the pile (especially since a late answer tends to just rehash what everyone else said).

Tip: *You'll notice that certain basic questions tend to be asked repeatedly in your niche. You can prepare a "cut and paste" answer for these questions. Doing so allows you to always post a good answer to these questions... and allows you to do it quickly.*

Two more tips:

- 1. Sign your name.** Spammers are known for "drive by" anonymous postings. If you sign your name, your post will look legitimate (which is important when you're still establishing yourself in the community) and you'll look more trustworthy.
- 2. Address the person who asked the question by name.** Doing so adds a personal feel to your answer... and it may sway the person asking the question to choose yours as the best answer.

You'll notice that you are given the opportunity to post a link to your "source" for any questions you answer. This is where you can drop your own link.

But take note: people who click on that link are expecting additional information. That means you shouldn't be sending visitors to a sales page or a squeeze page, as other community members may start flagging your posts for spam. At the very least, you'll lose credibility in the community.

Instead, direct visitors to a page on your site or a post on your blog that answers the same question in an advanced manner and/or with more detail.

Then at the end of the article you can give people a compelling reason to sign up for your newsletter (perhaps they'll receive a free report that delves even further into the topic).

***Tip:** Use some of your long-tail keywords when you compose your answers, as Yahoo! Answers tends to rank well for these keywords. See the first chapter of this ebook (on social networking) for tips and notes about how to select keywords and create content (articles) around these keywords.*

Step 4: Use the social aspects of the site

Finally, you should use all the social and interactive features the site allows, including:

- **Posting comments on closed questions.** Once a question is resolved and a best answer is chosen, you can still participate. Namely, by commenting on the best answer... and then leaving your link.

As usual, you'll want to craft a careful reply. Otherwise, you'll look like a spammer if you go around from question to question, leaving one sentence shallow comments.

- **Building a list of contacts.** Yahoo! Answers lets you build contacts in two ways. First, you can help develop relationships by adding others to your contact (fan) list. But people can also follow you on the site if they're your "fan." You should encourage people to follow you whenever possible – and that means by using your profile to specifically ask people to do so.
- **Stay active.** The more you participate on the site, the more points you'll accumulate. And the more points you accumulate, the more likely it is that others will see you as an expert in your field. That means your answers are more likely to get chosen as the best answer and you'll get more fans. And all of this adds up to more traffic to your site so you can build a big, responsive list!

Summary

Yahoo! Answers is really just a social network and content site with a specific purpose (exchanging information and sharing knowledge), wrapped in a very specific format (questions and answers).

But aside from that specific format, you essentially leverage it the same way as you leverage other networking and content sites.

Namely, by building your contact list, contributing good content, establishing yourself as an expert and by funneling traffic from Yahoo! Answers... to your site... and onto your newsletter list!

How to Generate Leads Using Niche Forums

So far we've talked about very specific types of social media sites, like social networking sites and Web 2.0 content sites.

Generating Leads Using Niche Forums

Even though your traditional forum communities are formats with a long history online, they are still important social mediums you should be using.

Here's how to use them to drive traffic and build your list...

Step 1: Find busy forums in your niche

This one is easy – go to Google and enter your market's top keywords (like *"dog training"* or *"lose weight"*) along with a word like *"forum"* or *"discussion"* or *"bulletin board."*

For example: **"dog training" forum**

You should get dozens of possibilities (unless you're targeting a very small niche). But before you move to the next step, be sure to take a good look at the forums.

- Are they busy?
- Do they seem to get at least a few posts today?

- Can you tell how many members there are?

If a forum is so quiet you can almost hear a pin drop, bookmark it, but skip it for now. Later on, you may consider posting it for search engine optimization backlink purposes (if the forum permits the search engines to follow links). But for now, focus on forums that seem busy.

***Tip:** To find forums where products and marketers in your niche are regularly discussed, run a search in Google for some of the top products along with the word "forum" or similar. These are the sorts of forums you'll want to pay particular attention to, as their members are obviously cash-paying customers (rather than tire-kicking freebie seekers).*

Step 2: Register and lurk

Once you find a few good forums, register an account with them – but don't start posting yet.

***Tip:** You'll want to register immediately after you find a good forum. That's because it's a good idea to "season" your account or let it age a little bit. Other members tend to look at how long posters have been members. The person who starts posting on Day 1 will be met with some skepticism. Those who've lurked for a few days stand a better chance of earning the respect of the other members.*

Your job is threefold for the next few days:

- 1. Create your profile, which should include your picture and a link to your site.** Remember your profile shouldn't a hyped up ad... but neither should it solely be about you, either.
- 2. Read the rules and terms of service on the site.** Double check to be sure that signature links are acceptable on the forum.
- 3. Lurk – that means read without posting.** Read the archives. Read all the current posts. Get a feel for who's influential in the community. And get a feel for the forum etiquette so you don't make any mistakes when you do start posting.

Once you've spent a few days studying the "feel" of the forum, then move on to the next step...

Step 3: Start posting (without linking to anything commercial)

Now it's time to introduce yourself to the community. And the best way to do that is by following these tips:

- **Post an introduction** (especially if you see others posting introductions and being well received). Make it relatively brief, though – people aren't interested in reading a whole lot about someone they don't know. A paragraph or two will do.

- **Start answering questions.** You don't want to reply to 50 questions your first day, as that will raise red flags for other members. And you don't want to pull up old posts out of the archives.

Instead, answer three to five current questions per day for a few days. And as with any social media content contribution, be sure to post good, thorough answers. You'll look like a spammer if you post one or two line responses and/or if you post responses like "I agree."

- **Use your signature link – carefully.** In the first few days when you start posting, you don't want to drop an overly commercialized signature link. In other words, don't link to a sales page or to a squeeze page.

Instead, spend a few days linking to your blog. That shows the community that you're not just on the forum to get new sales and subscribers.

After a week building up a good reputation on the forum, then you can switch to the signature link of your choosing. But before you do that, read Step 4.

Tip: *Some forums get a lot of love from Google – and that means if you post a few long-tail keywords in your post, it might get picked up by the search engines. As such, feel free to include keywords in your post – but don't let it be obvious you're optimizing your post for the search engines.*

Step 4: Create a compelling signature line

Before you start dropping a more commercialized signature link (like the one to your squeeze page), you need to create a compelling signature line.

That is, you need to create a “mini ad” that gives people a reason to click on your link.

You see, many people completely waste this space by putting a signature line that says something like, “My site.” (And then they say forum marketing doesn’t work because they can’t even get any click throughs.)

Guess what? No one cares about your site.

Remember, people only care about themselves. So that means your signature line must address the prospect and give him a good reason why he should click on it.

“Free newsletter” or “click here for a free newsletter” also don’t make for good signature lines. People want solutions, not newsletters. So a better signature line might be something like:

“Click here to discover seven fast weight-loss secrets you never knew before!”

Summary

Like most social media marketing strategies, you’ll do best if you spend time building your reputation as a thoughtful poster and an

expert in your niche. In other words, become a contributing part of the community, rather than a “drive by” poster who stops by every few days to paste in “cut and paste” answers.

To that end, take advantage of the networking features many of the newer forums offer.

For example, you can get in contact with people through forum “PM” (private message) features – that’s a great way to develop relationships with others, and a great way to cut through the “noise” you generally find in people’s regular email inboxes.

Also note that many forums allow you to create “friends lists” with other members. Again, this is a feature you can and should use as you network.

Finally, remember that you’re not just looking for prospects on forums – there are plenty of potential joint venture partners on these forums too.

Indeed, you may find the biggest benefit comes not from attracting prospects to your newsletter list, but from meeting new partners.

How to Use Social Bookmarking Sites for Generating Leads and Building Your List

Social bookmarking sites are just what they sound like – these are sites that allow people to share their favorite sites (bookmarked sites) with others.

The reason they're so popular is not only because of the community aspect, but also because of the way the rank information.

Consider this: If you're looking for news about a topic and use a search engine, you'll get a list of sites optimized for the search engines.

That is, the sites at the top of the rankings are those sites coming from webmasters who are good at search engine optimization.

But is it the BEST information? Not necessarily.

On the flip side, you can browse categories or run a search for keywords on the popular social bookmarking sites, and you'll get a list of sites that ranked as good sites.

That means you automatically get better content (generally)... because it's already been filtered by hundreds or thousands of users just like you.

Generating Leads Using Social Bookmarking Sites

I'm sure as a marketer you can see a great deal of opportunity to get hundreds or even thousands of visitors in a very short time using social bookmarking. Yes, it is possible – and here's how you do it...

Tip: You're about to discover some of the best ways to use social bookmarking to drive traffic and hungry subscribers to your site. But this information is only the tip of the iceberg. If you'd like to master this social media marketing strategy and use it to make tons more money than you ever thought possible, then click here to get your hands on the best-kept [Social Bookmarking Secrets!](#)

Step 1: Find social bookmarking sites and register for accounts

You should register for the top social bookmarking sites, simply because the traffic is unrivaled. These top sites are listed below.

However, you'll note that many niche-oriented, more focused social bookmarking sites are turning up online all the time. You'll want to run a search in Google for your keywords alongside terms like "bookmark," "bookmarking" and even "social bookmarking."

While you may not get as much traffic from these sites, you'll likely end up with more targeted traffic – and that means visitors who are receptive to your offers.

Here are a few of the top sites you should consider using:

- Digg.com
- StumbleUpon.com
- Del.icio.us
- Mixx.com
- Furl.net
- Reddit.com
- Ma.gnolia.com
- BlueDot.us
- ShoutWire.com
- Yahoo! Buzz (<http://buzz.yahoo.com>)
- Technorati.com

Step 2: Start commenting and voting on content

If you start out your social bookmarking campaign by only bookmarking your content, you'll be ignored.

Your content would need to be something completely out of the ordinary in order to have others bookmark it, rate it and comment on it.

Instead, what you need to do is join the community.

Spend about a week just voting on (rating) other people's content and sharing insightful comments. Get some visibility in your general market. Develop a good reputation.

Step 3: Build a social network

Social bookmarking sites are “social” sites because they allow you to network with others. This goes beyond merely commenting on content that other people have submitted.

You can also contact other members directly, “befriend” them (and join each other’s lists), and send messages to each other through the system. In other words, you can become a member of a community.

Like other communities, you’ll notice that there are certain people who seem to wield a lot of influence among members. When they say, “check this out,” everyone does... and fast.

I’m sure you know what I’m talking about. Just think back to when you were in high school. Chances are, there were probably a few people who everyone listened to. These were the “cool” kids everyone wanted to befriend. They started trends.

***For example:** There could be a dozen students wearing a certain clothing style every day for a month, but not many people would take notice. But the day after one of the “cool kids” wore that particular style, everyone else started wearing it too.*

This sort of behavior isn’t just limited to high school cliques. It exists in the high-powered boardrooms of powerful CEOs. You’ll find it in the office politics where you work. You’ll even find it in places you didn’t expect – like at your own family reunion.

Some people just radiate power and leadership.

The reason I'm telling you this is because you need to start identifying these sorts of people on all your social networking sites, but especially on your social bookmarking sites.

Think about it...

You can get a few people "Digging" your site (this is the term used on the website Digg.com when someone rates it as a worthy site), but if these people aren't popular on the site, you won't get too much attention. You either need a LOT of votes from plenty of "regular" people... or you can seek to pick up a votes from a few of the influential people on the site.

As you might expect, it's easier to get a couple people to vote for your site as opposed to getting dozens of strangers to vote for your site quickly.

Either way, once you get a lot of votes in a short amount of time, you're going to get attention, get more votes and comments, and get a LOT of traffic and new subscribers.

But all of this doesn't happen by accident. YOU need to make it happen. And that starts by developing relationships and networking with influential others in your niche.

Then when you start releasing content to the network, you'll be able to secure votes from the powerful members.

Tip: Do you want to make your social bookmarking strategy more powerful? Then not only should you leverage a powerful network to help your pages gain popularity, you should also work to become an influential and powerful member! Step 2 – commenting thoughtfully on content – is your key to earning respect on the site.

Step 4: Create and submit worthy content

Once you've established a presence and a good reputation on the social bookmarking sites, then it's time for you to start submitting your own content for consideration.

Obviously, you need to submit content that's different than a lot of the other content out there. Just as with any other viral content, you'll do best if you can find a topic that people are already talking about – especially something that's controversial – and then put forth information on the topic that is engaging, includes a twist or in some other way gets attention.

For example: If you find a topic that really seems to have polarized people, then take a stand and blog about it. But don't just take a "middle of the road" stand – take a **STRONG** stand and express strong opinions.

Think about it for a moment. People don't "buzz" about content that takes a middle of the road approach. People don't say, "Oh my gosh, you HAVE to read what this guy wrote – he agrees with everyone else!"

You don't see that happen very much, do you?

What people DO talk about is "edgy" content. As previously mentioned, content that's controversial or even offensive gets noticed, gets bookmarked and gets talked about.

Remember, social bookmarking isn't really about "bookmarking." Instead, it's about sharing information. And specifically, it's about holding a conversation with others in your niche. That means you'll do best when your content can spark spirited or even heated conversation.

***Tip:** For best results, you need to post your comments on a blog. After all, visitors who've reached your page through a social bookmarking site just came from an interactive site. If they hit a boring, static page where they can't get their voices heard and can't continue the conversation, they probably won't stick around.*

That's because your visitors want to feel like they're a part of something – and placing comments on a blog allows them to feel like a part of your community.

Don't have a blog yet? Or maybe you have some content sitting on static pages that you'd like to place on dynamic, interactive, blog-style pages? Then you need to click here to get your hands on [Turbo Comments Manager!](#)

Step 5: Encourage others to bookmark your content

If you want your content to “go viral,” then you need to do two things (aside from creating content that’s worthy of being shared):

- **Get it in front of as many people as possible.** Your strategy to make content go viral should always be a multi-pronged strategy. That is, you shouldn’t just “Digg” or “Stumble Upon” your content and expect it to sweep the Internet.

Instead, you need to encourage the viral effect by getting it in front of many members of your target market as possible. Bookmark it on all the popular sites. Tell your newsletter readers about it. Blog about your content. Create complimentary videos and post them on YouTube. Ask your partners to tell their lists about it.

And while you have all this traffic streaming to your site, do this:

- **Encourage people to bookmark it.** Obviously, you should integrate the badges from the top social bookmarking sites, so that those who are members of those sites can easily bookmark your content.

However, those buttons and badges are really only “reminders” for people who regularly bookmark pages... and they probably would have bookmarked your page anyway.

That’s why you need to create a strong call to action. Tell your newsletter list, specifically, that you’d like them to bookmark your

content – and tell them how to do it. Likewise, tell your visitors, specifically, to bookmark your content.

Do that, and you'll see more bookmarks and ratings than if you depended on badges, buttons and your visitors' memories.

Conclusion: Community = Subscribers = Cash

Congratulations on getting to the end of "***Social List Building!***"

You now know how to use the Net's most popular social media marketing sites (plus all the up and coming social media sites) to funnel highly targeted traffic to your site... **and then to get these visitors on to your mailing list!**

To that end, we talked about a range of topics, from what sort of content you need to post to how to set up your landing page in a way that converts browsers to subscribers. You even learned how to create viral content that would get the Internet buzzing... and get more subscribers on your list!

And you also learned specifically how to leverage the most powerful social media marketing sites.

Indeed, let's quickly recap the three main types of sites and what you learned about them:

- **You discovered the secrets of driving hordes of traffic to your newsletter squeeze page using social networking sites like MySpace, Facebook, LinkedIn, Twitter and a host of others!**

- You learned how to harness the power of the Web 2.0 content sites (like Squidoo, YouTube and more) to grab a horde of hungry subscribers!
- **Plus you discovered the truth about using social bookmarking sites to drive tons of responsive subscribers to your newsletter list!**

Now here's the thing:

Just knowing about these powerful social marketing strategies won't put money in your pocket.

What you need to do is take action – right now.

Not later today... but right now.

Just consider this: Remember how earlier we talked about the fact that you should "season" your forum accounts? That goes for pretty much all social media marketing sites.

The longer you're a member, the more respect you'll get. **And that's a good reason for you to get started registering for social media marketing site accounts right now.**

If you put this ebook aside now, you might forget about it. A month from now, you'll be in the same place. You'll have to start from scratch.

But if you start signing up for accounts – maybe even make a goal, like join ten sites today – in one month from now you'll have ten accounts that have aged a bit. And that will help you get a good foothold in any community.

So go ahead, start registering your accounts today – and very soon you could see these simple steps turn into a big, hungry list!

John Delavera and [{--your-full-name--}](#)