

"It's All In The List! But How Do You Build Your List From 0 to 1000's? Here's My 3-Step Plan"

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How often have you heard internet marketers say, "It's all in the List?"

We all know they're right, but the problem is, where do you start.

How do you build a list, so you can send out emails via your autoresponder, from zilch?

This article will give you a 3-step plan to get you started...

In this article, you'll find 3 simple steps to **list building** success. I'll also reveal one very important tactic to help you grow your list at warp speed!

Without doubt the single most important thing you can do in Internet Marketing is build an opt-in list of highly targeted clients. It is all in the list! Look, by all means sell individual items using Adwords campaigns, but try your hardest to capture potential client's email addresses before you send them off to your affiliate or product page.

Think of it this way. If you sell a product without capturing the email address of the buyer, you won't be able to offer other products to them, will you?

However, if your buyer's subscribed to your opt-in list, you now have the option of recommending other products or services to them, time and time again! If you treat them well and provide an excellent service you'll have a customer for life!

OK, now we've talked about why a list is so important in **Internet Marketing**, let's get down to the nitty gritty! How do you build your list, starting from zero clients? Follow this 3-step plan and you'll be well on your way to success... it really isn't that difficult, it just needs planning and a little leg-work!

Step 1

Create or find some free products to offer your potential clients. Listen, nobody's going to give away their email address for nothing these days, so you're going to have to work for it! There are loads of products you can get with give away rights. All you have to do is find some closely related to the product or service you're selling.

If you can't find enough, then create some of your own. Write a couple of reports, offer to send regular tips by email, offer email support for the product you're selling.

All of these things have perceived value to potential customers, especially an ebook or report written by you, because that'll be unique!

Step 2

Create a sales page, or squeeze page to sell your product. Near the top of the page include a simple form and promote your free products. Now, a lot of Internet Marketers will only give away their freebies to people who buy their products. Let me tell you here and now... this is not a good idea! What does it matter if they don't buy the product you're promoting, if they sign up to your list?

Look, as soon as they're on your list, you can start to recommend other products to them... for life. Think long-term! That's crucial.

Step 3

Promote your sales page, using **Article Marketing!** If you're reading this article... (you are reading it aren't you?), then this is living proof that this works! Also, use Google Adwords campaigns, your Blog, Social Bookmarking, Web 2.0 Sites to drive traffic to your sales page. Make sure your page is optimised for search engines as well. By generating free traffic, you'll get a steady stream of people signing up to your list for each sales page you create.

Here's the big secret... create as many sales pages as you can and promote each one. That way the steady stream of sign-ups will turn into a gush!

Set yourself a target of putting up a new sales page every day and your subscription list will grow at warp speed. Think about it. Set up one page a day for a whole year and you'll have 350 pages (allowing for a couple of days off!) all working to build your list.

Start today... go out and find some free products to give away!

Key Resources

[List and Traffic - Jimmy D Brown](#)

[How To Build and PROFIT From Your Own Lists - Mark Hendricks](#)

Click on the links above for more information.

Keith Jones, author of The Ultimate Internet Marketing Wealth System, is an Internet Marketing Entrepreneur and Life Improvement Coach.

Look out for more articles coming very soon. If you want more information about building your list and other Internet Marketing tactics, visit <http://www.internet-business-toolkit.com> where you can download tons of free information.