6 Ways to Build a List in 30 Days

By

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http://diymarketingsuccess.com

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A popular saying among internet marketers is, "The money is in the list." Other similar phrases abound but the basic meaning is once you sell to one person on your list, the likelihood of them purchasing from you again increases dramatically.

Why is this true? It goes back to good old fashioned sales and customer service. If someone likes you and trusts you, they will more likely purchase from you than a complete and total stranger. Likewise, if they have already purchased from you and they like your product and received good customer service, that memory will last and they will purchase from you again.

Think of your own real life experiences going into a brick and mortar business. Were you greeted when you arrived? Did anyone ask if you needed help while you shopped? Was someone available to answer your questions or to search their stock room for a different size?

If the business owner was genuinely happy to see you in his store and went out of his way to make sure you were happy, you will remember this experience and think of this store again in the future, even if you didn't make a purchase that same day. This is an example of liking and trusting the business owner.

If, however, you didn't see anyone in charge and felt like you were being ignored, what are the chances you'd go back there? Slim to none, I would guess. The same situation is true for those with online businesses. Potential customers want to know who you are first, to know that you're trustworthy, before they spend money with you. Once you have proven yourself and have met their expectations, these same customers will remember your name and come back in the future.

It's part of human nature. Who wants to repeat a bad experience on purpose? Generally we all prefer to have good experiences with our purchases, whether online or offline.

Equipment Necessary for List Building

Absolutely every single business owner should have a list and that includes brick and mortar offices or stores as well as online business owners. The vast majority of people use email these days and this is the easiest way to stay in touch with customers. Even if you don't have a website yet (and you absolutely should have a website!) it's very simple to set up a list and start growing it.
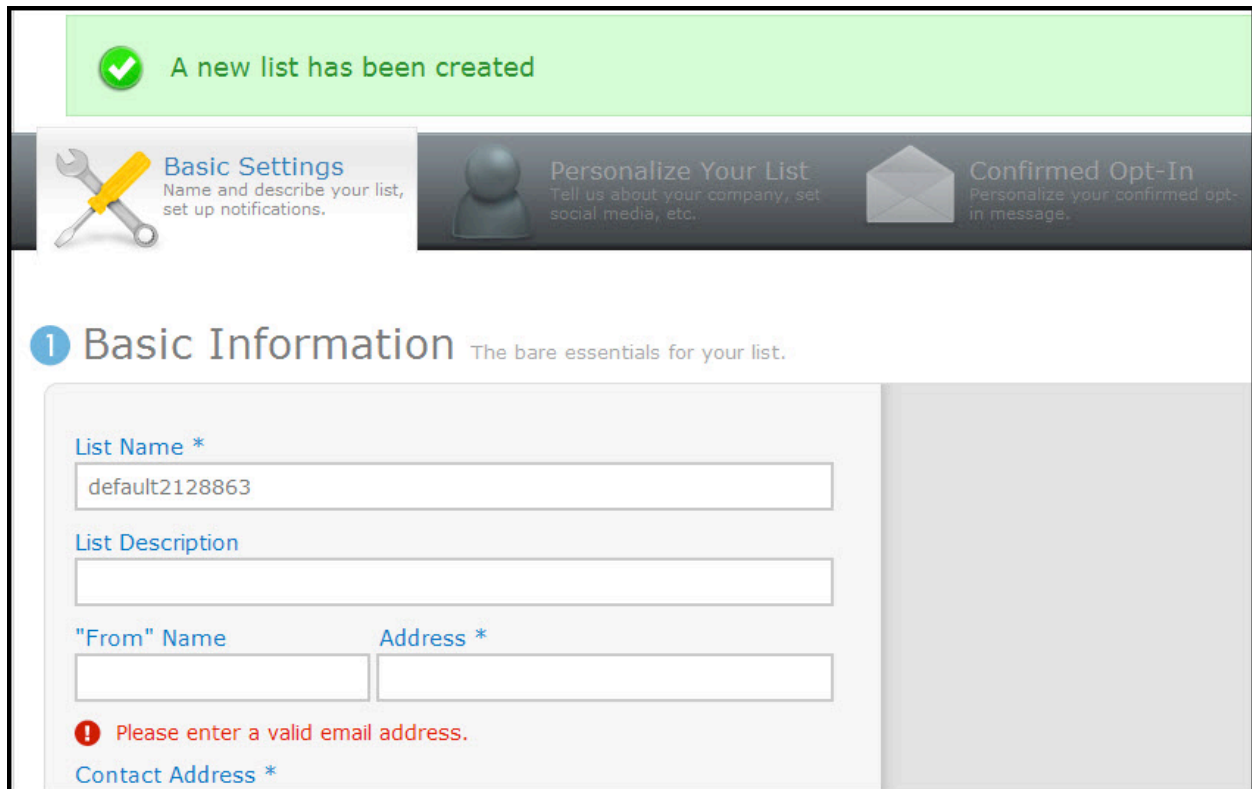
A list is nothing more than the names and emails of people who want to receive your notices and/or newsletters. However, it's widely recommended that you use a third party

email marketing service to keep these names organized and to abide by the CAN-SPAM rules and regulations. The free Yahoo and Google email accounts are certainly budget-friendly but if you start sending hundreds of emails from those email addresses, you will certainly be flagged as a spammer based on the volume of emails you send.

You'll need to do a search of email marketing services but two of the best are Aweber and Get Response. There is a monthly fee for each and there are certain limitations to how large your list can get before the price increases but both are just fine for starting out.

Get your aweber account thru… http://barefootautoresponders.com

Once you create your account, you're ready to create your list. This consists of a few steps, such as naming your list, adding your company branding and contact information, as well as adding a signature that is attached to every email you send. Both of these email providers have very easy-to-follow setup wizards that make the process stress-free.
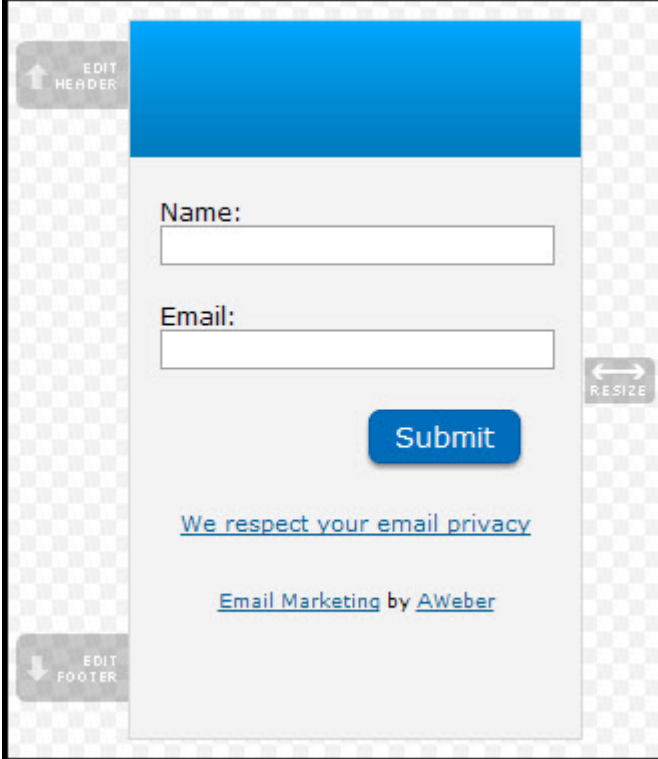
The next step will differ depending on if you have a brick and mortar business or an online website. For brick and mortar businesses, you will most likely collect the emails on a handwritten list usually kept by the register. As customers are paying you can ask them for their emails in return for a special coupon or for advance notice of sales. Since they are adding their names to the list themselves, they have already given permission to join. All you have to do now is enter those names and addresses manually into your email program.

If you have an online business, you will have a box on your website (aka the opt-in box) where they will enter their name and email.

In order to confirm their permission to add their names, the customer will have to watch their inbox for a confirmation notice from your email provider. Within the text of this email will be a validation link. If they click the link, they have granted their permission to be on your list. If they ignore the link, nothing happens and they will not receive your emails.

Subject Confirm your subscription.

We received your request for information from the default2128863 group. Before we begin sending you the information you requested, we want to be certain we have your permission.

CONFIRM BY VISITING THE LINK BELOW:

http://www.aweber.com/z/c/?xxxxxxxx

Click the link above to give us permission to send you information. It's fast and easy! If you cannot click the full URL above, please copy and paste it into your web browser.

If you do not want to confirm, simply ignore this message.

The nice part about using the opt-in box is you don't have to physically add the names to your list. It happens automatically once the confirmation is received.

Now you officially have the beginnings of a list and the fun begins. Obviously you have to promote the fact that you have a list, which means you better have a plan for what kind of information you're going to send out and how frequently. If you want to send out monthly sales coupons to your list, tell them that. If you have a monthly newsletter filled with information and tips, make sure that's clear. Be transparent with your plan and with how frequently you will send information so you won't be labeled a spammer.

Even if you're clear about your plans, some people need that extra push to sign up for a list. That extra push can be in the form of a freebie, such as a free report or a short audio. Basically, you're agreeing to give them valuable information immediately, for free, in exchange for their email. The genius of this move is that the link to the freebie is sent in the very first, immediate email message, which the customer can only receive if they click that confirmation link. It's a win-win for both the list owner and the customer.

Another wonderful feature of an email provider (autoresponder) is the ability to schedule notices to be sent on future dates. Essentially you could sit for an entire afternoon and schedule messages for the next 4 months (or more) and they will be sent according to the terms you set. Remember, even if you have just one person on your list, you need to fulfill your promise about sending valuable content, so get started right away.

Once your list is set up you might see an immediate interest with people signing up right away. Be sure to analyze your sales each month to see if those who are purchasing are on your list. Also check to see if those who purchase are quick to sign up for your list.

But eventually that interest will fade unless you make a concerted effort to market your list. Creating a specific marketing plan for promoting your list using the ideas on the following pages will help reignite interest in your list. Also try switching your freebies and track which freebie gets the most attention. This will prove that either the topic or the format is what your customers want. Just as each business is uniquely different, so are the ways to market your list. It really takes some testing and tweaking to find the best combination for your business.

#1 Ad Swapping

One way to build your list is by ad swapping. In its simplest terms, ad swapping means two marketers trade ads and cross promote each other to their respective email lists. The greatest benefits to ad swapping are that there's no charge for this type of cross promotion and you have the potential to reach many more people in your target audience. However, not all lists are created equally so you need to do some research before entering into a cross promotion agreement.

As with any marketing plan, the purpose of ad swapping is to extend your reach to your target audience. You want to spread the word about your business and drive those potential subscribers to your squeeze page where they will sign up for your list. In turn, as you build your relationship with your list, they will know, like and trust you enough to purchase your products or your recommended affiliate products, thus earning you money.

Even though this form of passive income is hugely dependent on your relationship with your list, it stands to reason that the larger your list, the larger the potential to earn big money. One way to grow your list is to cross promote your business to a similar list with new names who might not have heard of you before.

There are no limitations as to who can participate in an ad swap. These are usually personal arrangements between two marketers and both new and experienced internet marketers can benefit from this type of arrangement. However, you will most often find ad swaps are most successful when peers with equal levels of success join together in cross promotion; very rarely will you find a guru cross promoting someone who's brand new.

Let's examine how this arrangement would work for a brand new online business owner. Imagine that you've been in business for about four months. You've got your website up and you've been promoting your business online but you still only have about 20 friends and family members who have signed up for your list.

Even though you want to dream big and reach for the stars, don't contact an online business guru who has been in business 7+ years and has a following of many thousands. Sure, YOU would have everything to gain by this hotshot promoting your list to his many thousands of followers but what would this guru get in return from the swap? If you only have 20 names on your list, that certainly doesn't equate to his many thousands. Chances are high that your email offering the ad swap wouldn't even get answered because the guru wouldn't have heard of your before.

Instead, do some research about your competitors and also companies who offer complimentary services or products. If you're a work at home mom with a service-based business, join some work at home forums or chat rooms and find another mom with a service business. Use your social media connections to find partners and don't forget to do some local research into area businesses.

For instance, if you bake organic dog treats, contacting local dog groomers and kennels about an ad swap would make sense. The groomers and kennels will likely have different names on their lists than you have and vice versa. Sending an ad for your organic dog treats to the groomer's customers makes sense because you're trying to reach the same dog-loving audience. The same holds true when you send out the ad for the groomer. If done correctly and both businesses have lists of a similar size, both should see a rise in email sign ups.

Even more established and well-known business people can benefit from an ad swap. After all, your list can never be too big and marketing your list and business should always be a part of your ongoing marketing plan.

Both businesses might offer the same type of product or service but to different target niches. If they like the other's products and business model and think it will benefit their audience members, it makes sense that Marketer A would promote Marketer B's list, especially if Marketer B has an affiliate program in place. Offering an affiliate link even just for email sign ups increases Marketer A's chances of earning passive affiliate income for every name they pass along to Marketer B while Marketer B earns extra money and paying customers from Marketer A.

For example, the world of Private Label Rights content seems inundated with competition. But if one established owner writes content related to family and hobbies while another PLR site offers content about health, it makes sense to do an ad swap. This way the family PLR site will be exposed to those who purchase the health content and vice versa. You never know when a blogger will want to write a blog series or eBook about family health and they can purchase the PLR content from both sources, all because they were introduced via an ad swap.

Smart business people will always ask, "What's in it for me?" After all, they're in business to make money so that will be the underlying question. When you approach your potential ad swap partner, make sure you talk about the benefits THEY will receive from this agreement.

Deciding when to do your ad swap really depends on a few variables, namely your schedule and your partner's schedule. For instance, if either you or your partner is launching a new product, all your energy and focus will be on the launch, not on an ad swap which could easily get lost in the shuffle. Choose a slower time period when you both can put some thought into your ad copy and craft a solid promotional email to send to your list.

Research your market to determine a season or month when they are most receptive to new offers. Most people are extremely busy during the Thanksgiving to Christmas holiday season so new offers might get ignored. But have you thought about what your target market is doing in January to fight the holiday blues? Maybe that would be a good time to do an ad swap, when your market wants something new and exciting to read.

If you're timing your ad swap with a season or event, make sure your freebie that you're giving away as a "thank you for signing up for my newsletter" gift is relevant to the season. If you're trying to reach moms of school-aged children and your ad swap is near the end of the school year, a special report about doing things with your kids during the summer would be extremely relevant and would entice those moms to sign up for your newsletter.

Successful ad swaps are those where the ad swapping partners have done their research. Find out about your ad swap partner, how big is their list, who is their target market, how long have they been in business. Just because an ad swap is free doesn't mean it's OK to waste your time and if you send out an ad to someone's list without doing your homework, then you might be reaching hundreds of thousands of names but your opt-in conversion rate for the ad will be very low.

In addition to researching complimentary businesses on your own, there are some websites that promise access to other people who want to participate in ad swaps. These sites could be a good starting place for your own research but keep in mind that searching these lists will also take time. Some sites might even charge an access fee or membership fee, which might defeat the purpose of participating in a free ad swap. As always, do your research and enter into these membership sites with caution.

#2 Solo Ads

An alternative to organizing an ad swap is to place a solo ad, or solo mailing. This also utilizes email marketing but instead of two partners swapping ads for equal run time, the advertiser pays the list owner a fee for running a solo ad in their newsletter or other broadcast emails.

The biggest benefit to a solo mailing is the fact that YOUR ad will be the ONLY one broadcast. You don't have to fight with other ads or snazzy logos in a newsletter. Yours will be the only ad those readers see which puts your company into the spotlight.

The look and format of solo ads could be very different, depending on the list owners' preferences. Some solo ads are simply a few lines of text with a link at the top of a standard email message. Or the solo ad could be an entire email message written just about you and sending the readers to your opt-in squeeze page. These are all questions worth asking the list owner because you want your ad portrayed in the best way possible.

Why choose a solo mailing? The reasons are the same as why you would choose an ad swap: you want to expand your reach to a new part of your target market who hasn't heard of you before. You want to introduce yourself to this new segment of the market and entice them to sign up for your list.

Compared to ad swaps, solo ads are popular from an advertiser's perspective because all that is expected is payment for running an ad. The advertiser doesn't have to worry about whether his email list is similar in size or if the swap deal is equitable for the list owner, which is a common concern to new businesses that don't have large lists.

From the list owner's perspective, this is easy money. They've already done the work to build their list and they work diligently to continue building that relationship by writing regular emails anyway; the only difference now is someone is offering them payment.

For an advertiser, the number of prospects for solo mailings is significantly greater since you no longer have to provide anything more than payment. Now is the chance for a small business to approach a guru or a larger list owner to gain access to their list with thousands of names.

Be prepared, however, to go through a vetting of sorts, where the list owner may want more information about you and your business. Even though you're willing to pay good money for an ad, you need to remember that email marketing is all about trust and building relationships with your readers. If a list owner doesn't ask questions or check out their solo advertisers' websites, then a questionable ad or website could slip through and they in turn will hear complaints from their readers, questioning why they would bother to allow such advertising.

A savvy list owner will not take the risk of tarnishing their own reputation just for your solo ad.

Internet research will be involved to find those list owners who allow solo advertising. First, explore your contacts within your own niche. Search your favorite forums, mastermind groups, or ask on your social network platforms and create a list of names and contact numbers or emails.

Second, investigate those people you like to learn from; they might have solo mailing opportunities. Of course, be sure that your mentors are part of the niche you're trying to reach. It's always better to send out 500 very targeted emails to members of your niche

than 5,000 emails to a random group who probably have no interest in joining your list. Even if your mentors do not offer this option, this is an important networking opportunity so ask them if they're aware of anyone in your niche you could contact.

Next, take this list and take a look at their website for more information about solo advertising opportunities. Look for pricing and a schedule or calendar of when solo ads run. Sometimes this information is added to a media page on a website or they might have a physical media kit to send you. If you don't find the information easily on their site, send an email or make a phone call.

If you do a Google search for "solo mailing" or "how to find solo mailings" you will see many listings for directory-type sites that claim to do the research for you. As with the ad swaps, doing your own research about these services is imperative. I don't have any personal experience using these types of services and some of them may certainly be legitimate but if any are shady or if others have had a bad experience, that's information you want prior to making payments.

Once you have a list of possible advertising spots, you need to ask questions about the payments and timing of the ads. If the price is significantly more than what you expected, you will need to analyze what exactly you get for that higher price. For instance, will one high priced ezine run your ad multiple times as compared to a one time deal from a less expensive ezine? Is the price determined by the size of the list? How big is the list? Ask all your questions before making payment and submitting your copy.

Your ad copy needs to be compelling whether it's to recruit new list subscribers or to sell a product. You have a very short amount of time to grab the readers' attention, so keep your copy short and to the point. (This is especially true of those solo ads that run near the beginning or the middle of a standard length email.)

Avoid using all capital letters for every word (that indicates shouting) but you can certainly place emphasis on your name or other phrase you want to emphasize with bolding or capitalizing. Remember, most readers skim emails so grabbing their attention is important.

Always include a call to action in your solo ad. Don't leave your readers guessing about what they should do next. Spell it out for them, tell them exactly what to do. For example, instead of saying, "visit our website" try, "subscribe to get your free report," followed by the link to your site.

#3 Ezine Directories

An ezine is basically an online magazine which is delivered straight to your computer's inbox. Much like a printed magazine that is sent through snail mail, an ezine is

published on a regular basis and provides multiple articles in each edition along with an ad or two for products and the writer's speaking or teaching schedule.

An ezine directory is a website which organizes ezine titles into an easy-to-search format for those who are browsing for something new to read or for those who want to find a new way to advertise their own list. Generally the directory will include the name of the ezine and what topic the ezine covers. An added bonus is if they also include how many subscribers receive the ezine.

If you're someone who is just looking for something new to read, the number of subscribers is a form of "social proof" showing that the information the ezine owner is writing is well-received by his or her audience. If you are looking for a way to promote your own list, then the number of subscribers is VERY important because it obviously shows how many people receive that ezine each month.

The beauty of ezine directories is they are available 24/7/365 so you can browse or submit your own listing at any time.

As a list owner, there are two ways to effectively use ezine directories to increase your mailing list. First, you can use these directories to find other ezines that might offer ad swaps or solo mailings. A large amount of research is done for you because the ezines are already organized and categorized into lists.

Second, you can add your own ezine newsletter to these directories to increase your subscriber base. Not only would you increase your numbers with people who are looking for the information you provide but you will get a nice back link to your website.

As with any website, each ezine directory site will have their own rules and Terms of Service so do read those carefully. In general, however, it's free to search the directory and to add your ezine. Some ezine directories might offer different "premium membership" benefits but you will have to evaluate those terms and decide for yourself if it is worth paying.

Searching the directories is extremely simple. You will normally see a search box near the top of the page where you can enter your keywords or search terms. This will bring up a list of ezines that meet your criteria.
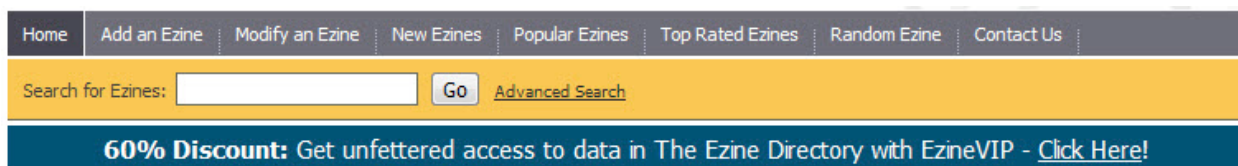
Remember, these search results are based on the number of ezines added only to this particular directory. You will, of course, get a much larger number of search results if you type the same keywords into Google but you will then have to visit each and every page to find a description of the ezine.

Ezine directories also have their ezine listings sorted into categories, which should be on the first page of their site. If you know you want a list of parenting ezines, for example, simply browse for the parenting category and click. The results of your search will appear on a new page with the name and description of each ezine for easy browsing. Each ezine title should be linked back to their opt-in page, which very often is the home page of their website.

Categories

Agriculture (9)	Military (5)
Animals (29)	Multimedia (1)
Arts and Entertainment (123)	Music (45)
Automobiles (9)	Nature (4)
Business (298)	New Age (31)
Comics (4)	News (7)
Computers (26)	Non-English (8)
Cooking and Food (35)	Other (9)
Crafting (14)	Paranormal Sciences (2)
Economics and Finance (16)	Personal Finance (20)
Education (22) new	Photography (15)
Environment (19)	Politics (7)
Ezine Collections (0)	Professional (13)
Family (53)	Publisher Resources (4)
Fashion (29)	Real Estate (33) new
Games (11)	Recreation (25)
Health (147)	Regional (18)
Hobbies (13)	Religious (19)
Home Decoration (17)	Science (6)
Internet (28)	Sports (36)
Living (190)	Technology (31)

There are **1,431** ezines for you to choose from!
There are **2** new ezines in the last month.

Keep in mind that your main purpose in placing your ezine in a directory listing is to increase your subscriber base. So, make sure that when people click your title link to subscribe that the opt-in box is very easy to find! In doing research for this report I clicked some titles in the directory and then got completely distracted once I got to the site because there was so much information to absorb. A couple of times I actually forgot why I was on this site in the first place.

Either place your opt-in box very close to the top of the web page or create a specific squeeze page that you submit to each ezine directory that only has the opt-in box and your free offer. Near the bottom of the squeeze page you should certainly have a link to your main site but you don't want to lose a potential subscriber because they couldn't find a way to subscribe to your ezine.

Here are some ezine directories for you to start your own research. As with anything on the internet, not all ezine directories are created equally. These three listed below appeared to live up to their names, providing extensive lists of ezines and having easy search features.

The page rank is also a good indicator of how important Google sees each directory. Also, if you add your own link to these directories, you'll get back links from high ranking pages, which can help your own website in the search rankings. I like to use the free PR Checker to get this information.

1. The Ezine Directory – lists 1,431 ezines; paid version offers access to advertising rates, subscriber numbers and ability to contact publishers by email; page rank 6.
2. Go-Ezines – lists 2,073 ezines; no paid version but they do ask for a reciprocal link on your site before allowing your ezine submission; page rank 5.
3. Best Ezines – lists 3,736 ezines; no paid version; page rank 5.

Article directories go hand-in-hand with the ezine directories and are a great way to get more subscribers.

On these article sites, writers submit articles, complete with author byline and a link leading back to your opt-in squeeze page, which can be used by other ezine writers in their newsletters. The rule is that if you are using an article from one of these article sites, you must copy and paste everything and make no edits, including to the author byline.

There are three benefits to submitting to article sites:

1. Your articles will show up in search results and also on the front page of the article directory.
2. If a publisher uses your article, your opt-in link will be seen by many more readers who could all be potential subscribers.
3. The more articles you write, the more of an expert you become and your name becomes more well-known.

If you write interesting articles that provide valuable information, ezine publishers will use your article in their newsletters. If you write a compelling byline that links to your email list, people will click your link and your list will grow.

When submitting your articles, it's more important to go for quality over quantity. Submitting to the most popular article directories gives you a better chance of having your article published in someone's ezine.

#4 Guest Blogging with a Special Offer

If you can write a blog post for yourself, then you can certainly write a guest blog post. The difference is that instead of posting to your own blog, you make arrangements with another blog owner to post your article along with an author's byline and link.

Why would you want to give away your content? Simply to gain more exposure to another segment of the internet world. It's impossible to reach every single person in your niche so don't try to. Even the most famous celebrities in Hollywood come across people who don't know them and the same will be true in your business life.

Finding another blogger with possibly a larger audience than you currently have is a great way to showcase your expertise on your subject matter and to make those readers a special offer for signing up to your list.

Going back to your research, find those bloggers who have a large following on their blog and who also keep their blogs updated frequently. It makes much more sense to be featured on an active blog which attracts a large audience rather than posting on a less active blog with little traffic.

Also, before making contact with these bloggers, read their blogs and learn about what type of content these bloggers give to their audience. A more focused blog about web design, for example, will likely stick to categories related to logo design, Wordpress, Photoshop, or printed materials. If you approach them with an article about how to write a special report, they may reject you immediately because your story idea doesn't gel with their content goals.

How to Win a Guest Blog Opportunity

When you're reading the blogs for content, also look for a page specifically about Guest Blogging Opportunities. It might be titled something else but those bloggers who welcome guest bloggers will likely have a page dedicated to their submission rules.

If you don't see a webpage about article submissions, simply email the blog owner asking if they offer guest blogging opportunities. You never know what the answer will be if you don't ask! Remember, this is a networking opportunity and first impressions are important. Put some thought into your email instead of just slapping it together and pressing the Send button.

First, ask if this is something they have done in the past and mention there are certain benefits for them, the list owner. Not only will you create content, which gives them a break from writing, you will also help them spread the word about the article when it's published. Even though you are doing this to spread the word about your list, don't include that in the email. Focus on what THEY will receive instead.

Next, mention your article title or idea and ask if this is suitable for their audience. This will show the blog owner that you have done your research by looking over their website instead of just sending out random emails. However, don't be discouraged if the blog owner responds that they've done a similar article so they won't use your idea. Kindly ask them if your Plan B article title would suit them better. If the response is still a no, then consider how much time you want to spend pursuing this blog owner.

It's also quite common to ask for writing samples, especially if the blog owner doesn't know you, so be proactive and send links to your writing when you first make contact. Link to your own blog but also link to a few other guest blog posts you have written. If you write well and are able to convey your thoughts and ideas clearly without a lot of "fluff," chances are good the blog owner will accept your proposal.

Once an agreement is made and you have a deadline for submission, be professional and follow all the submission directions carefully. Write as carefully for this blog as you would for your own. Proofread your article to check for grammatical errors but also smooth flow. Better yet, have a trusted friend proof your article.

One piece of advice: never, ever cut and paste bits of published articles and present it as your own. Most blog owners want 100% original material, which means that each word must come straight from your brain, through your fingers, onto your computer. Sure, do topic research if necessary, but copying and pasting from other articles is plagiarism and unacceptable.

On a similar note, don't submit an article that you have already published on your own blog. Yes, it may be original but this now turns into a reprint article that could have been taken from any article directory. Writing about the same topic is acceptable but it should be a completely new article.

Every guest blog article you submit should have an author's byline at the end. This is simply a short biography about the author and usually includes a link to their website. In fact, if the blog owner does not want to include a bio, then it's not worth submitting the article because you won't get the credit. But most successful blog owners are fully aware of the guest blogging opportunity and will gladly give you a link back to your site.

But you don't need to just link to your home page. This is where you can get creative.

Keep your current squeeze page if it's getting traffic and sign ups but consider creating a second squeeze page specifically for this guest blog article. You can create a special offer just for these readers, maybe a report, audio or video on a different topic and use this new link in your author's byline.

Now, when someone clicks on the link in your author's byline, it will direct them to this new squeeze page with the special offer. Of course, you will need to get creative with your text copy in this byline and make the special offer very clear so you grab the

readers' attention but this new link allows you to track how many of these readers followed through and signed up for your list.

Is there a "best time" to inquire about guest blogging opportunities? Not especially but consider asking a few weeks or a month before summer starts or before the holiday season gets into full swing. Some bloggers want to have posts scheduled while they are away on vacation or while they are enjoying the holidays and your email might arrive just when they are planning their publishing schedule.

Of course, there are also some blog owners who would appreciate guest blog posts throughout the year to help them improve their search engine rankings. It truly depends on the blog owner's own schedule and needs.

Arranging a Blog Tour

A blog tour is simply a selection of guest blog posts that revolve around a central theme and are usually scheduled within close proximity to each other. One example I found was internet marketer Nicole Dean's Summer Blog Tour 2009.

Nicole's goal was to guest blog on a different blog each week during the summer, each post about a different topic. That was 15 different articles, posted on 15 different blogs for thousands of viewers to see over the course of the summer.

Contacting blog owners regarding a blog tour is no different than contacting them for a random guest blog post but it's smart to give them the central blog tour topic and title idea in the initial email. Listing the calendar of events along with a link to each of the blog tour participants on your own site will sweeten the deal for the blog owners.

#5 Teleseminars & Webinars

Using multimedia is a great way to engage your audience without having to leave the comfort of your own home. Webinars and teleseminars are great options if you want to teach something to your audience and when each member signs up to attend, you capture their email address and grow your list.

Teleseminars are an audio-only presentation whereas webinars include both audio and video. With a teleseminar, participants can listen via their computer or their phone line. If they choose to call in on their phone, they can move around their home while listening to your presentation. This format is best when you're sharing stories, introducing yourself and your business, hosting a Q&A session and if you are the only speaker.

Webinars tie the audience members to their computers because of the video or screen capture aspect. However, this format is wonderful for teaching a concept, demonstrating a product, or if you have multiple presenters who have their own slides to share. The

choice between hosting a teleseminar and a webinar really depends on what type of information you have to present.

Multimedia options for presenting to your audience help build that relationship with your potential customers. Anyone can read a website but if you're lucky, they will spend only a few minutes on your site. With a multimedia presentation, these people are committing a significant piece of time to listen to you. You have their attention for much longer so your message needs to be very clear.

Teleseminars and webinars also allow your audience to connect with you and see you as a real person. They can finally put a voice and a face to a name. You're not just a pretty headshot on your site; you are a real person who has a lot to offer them. This is another step closer to getting your audience to know, like and trust you as a person and as a business owner.

Absolutely anyone can host a teleseminar or webinar but keep in mind, this will involve a lot of talking! Depending on what you are presenting, most multimedia presentations last between 60-90 minutes. Or you could plan to speak for 45 minutes and then answer questions from the audience for the last 15 minutes. You're free to schedule it any way you want but keep in mind your audience members and the information you're presenting.

If you have never presented like this before, practicing will ease your mind and your presentation will become natural. However, reading a prepared script might not be the best way to proceed because this could sound very boring. It's best to jot down bullet points of what you want to cover and then just practice your delivery. This way you will sound more natural, like you're talking to your best friend.

Another tip to remember: technology isn't foolproof. You do need special bridge lines or a webinar room in order to hold these events and even though these companies have built their business around this technology and keep improving it, technical difficulties do sometimes arise. Practicing with your chosen provider will familiarize you with how to work things and if you encounter any problems then, you can call the support line immediately. Also keep the support line number handy in case something arises during your presentation.

Usually your audience members will be very forgiving if you make an announcement at the beginning of the teleseminar or webinar, reminding them that sometimes technical problems arise. If something happens, this isn't a reflection on you or your business; it's just part of depending on technology.

Now that you have decided to host your own multimedia presentation, it's time to get organized. First, you need to get the necessary equipment but don't let this scare you. It's actually very easy.

To host a teleseminar, you need to find a company that offers multiple bridge lines. Essentially, you're renting a bunch of phone lines for the duration of your teleseminar. This is the most secure way to have multiple people all hearing your teleseminar at the same time.

You will find both free and paid teleseminar options but like anything else, you get what you pay for. Look especially at the features offered by each company. Some features to pay close attention to are: the ability to record your teleseminar, the number of phone lines available and how easy it is to export email lists.

Especially important is the ability to record your teleseminar, which may not be available with a free service. If you record your teleseminar, you now have a new product to sell or a new freebie to offer your list. Some people who register to attend your teleseminar might also not make the call and offering a recording to them is a nice touch.

Obviously, the number of phone lines available with your service will make the difference between how many people you are able to reach. Some companies only offer 25 phone lines while others offer 100+. If you're just starting out then 25 lines should suffice. Once you start holding teleseminars regularly or your audience grows significantly, you will want the ability to increase that number, which could mean upgrading your plan or possibly switching to another provider.

To host a webinar, you need to find a webinar hosting service. Again, do some research to compare features and pricing of different companies. If you're a beginner, you might not need all the bells and whistles some companies offer. Recording is still important as is the number of seats available. One more webinar feature to look for is the ability for your audience members to ask you questions. Some providers offer a chat room where people can type in their questions and this is often preferable to opening the lines to questions, primarily because of the background noise you will hear.

Now that you have chosen your provider, it's time to schedule your teleseminar or webinar. Each company will offer their own setup wizard but the screenshots below are from AnyMeeting.com, which is a free webinar service with some paid features.

First, select the "Schedule Teleseminar / Webinar" button.
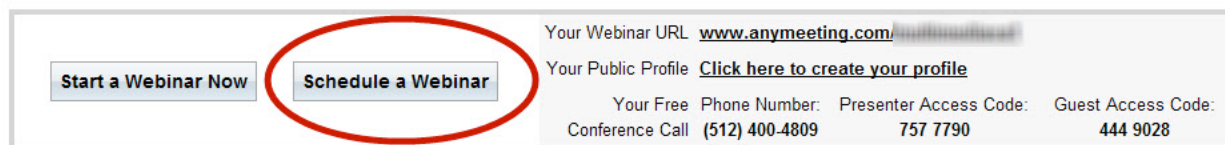
Next, create a title and set the date and time for your webinar or teleseminar.

Now you will be asked to enter the email addresses of those you want to invite. This is really just for anyone you have as a guest speaker or presenter. Since we're using this method to grow your list, you can just ignore this section.

You also have to choose how you want your presentation's audio to be broadcast. The choices are from computer speakers or via telephone. Some webinar hosts will allow for the attendee to choose the option they prefer and your choice can always be changed on the day of the webinar.

Some webinar providers allow you to link your social media profiles to the webinar or teleseminar setup, which makes it easy to automate your teleseminar or webinar notifications. You can certainly do this on your own without linking the profiles at this time.

When the teleseminar or webinar has been scheduled successfully, you will get a confirmation notice on your screen.
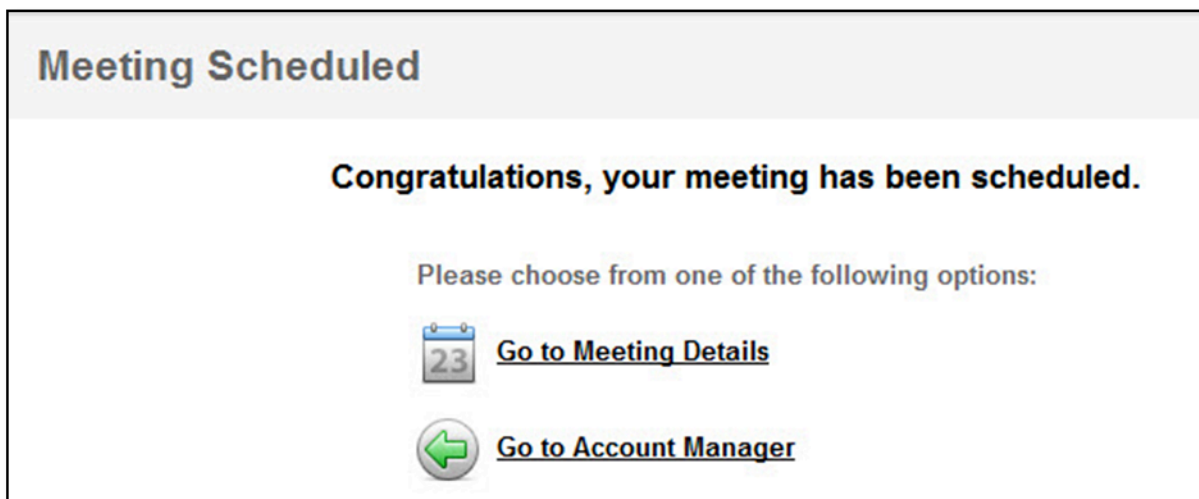
Now you have to create your registration form. This is vitally important because this is how you will collect your attendees' emails. Not only do you want the emails to grow your list but you want to be able to send the registered attendees reminder notices so everyone will some to the call.

The basic registration form looks very much like a Microsoft Word editor. Simply add your text – which is usually the name of your presentation and a short description – and indicate which information fields you want to include, such as Name & Email. Some financial-type webinar hosts like to collect addresses and other information but at the bare minimum you need a name and email address.

This is also the spot where you can set up how often you would like your registrants to be reminded about the meeting, which is especially helpful when you're trying to finalize the presentation and sending reminders might slip your mind.

When you're done editing the registration form, you now have a unique URL that shows your form.

Start publicizing your event and gathering those email addresses! Most of all, provide all your attendees with valuable information they can use.

One tip: keep all your attendees muted until you reach your question and answer session. This way you avoid hearing the barking dogs, crying babies or someone eating their dinner. Some services allow only the host to un-mute people while other services allow the attendees to un-mute themselves if they have a question.

Once you hold your teleseminar or webinar, you have a brand new list of names. Most of these providers have a way to export this list of names into a CSV file, which can then be imported into your autoresponder / email provider. This is an important feature so find out how easy this process is before you sign up for a paid service.

Our favorite service is http://barefootconferencecall.com

#6 Popups

A popup is a script that can be installed on your website's server that allows a window to literally "pop up" on top of your website, giving the reader a message. In this case, that message will be a special offer or freebie you give your subscribers along with your opt-in box. Once the email address is captured they are free to continue visiting your site.

To be considerate and to show them that they have not left your site, you should set up a special page on your site that serves as a "Thanks for joining my list" page. You can offer an additional upsell offer (another product or opportunity reserved especially for new subscribers) or they can simply continue navigating your site on their own without purchasing the upsell. Of course, there is always a way to exit out of the popup without subscribing but you want your offer to be so exciting they wouldn't think of passing it up.

Most frequently you see popups appear when a reader first lands on the site but you can also schedule the popup to appear when the reader wants to exit the site. This serves as a quick reminder that you have an offer, similar to a "last ditch effort" to get that email address before the reader leaves your site.

Some website owners believe that placing your popup at the exit point converts better because you aren't bombarding your reader with too many things at once. Let's walk through the scenario step by step.

First, you type in the URL for the site you want. You're expecting to find an answer to a question, a product to purchase, or to simply find out more about your business.

You get to the web page, start to get a feel for the navigation and then wham! A popup window opens up, distracting you from your original goal. One blogger equated it to being greeted by your wife, kids and the dog the very second you step in the door. Rather than bombard your reader, consider letting them look around, find the information they need and then remind them upon exiting your site that you have one more offer for them.

Which scenario is best for you? That's something that you will need to test on your own site and there are pros and cons to using popups. Some list owners like the fact that

their readers don't have to search for the optin box – it's given to them right at eye level and grabs their attention because it appears on top of an otherwise busy page. However, some argue that readers are annoyed by popups, will click the whole page closed, or will forget what they were looking for in the first place, making the visiting experience annoying rather than fulfilling.

If you have a website and an email list all setup with an autoresponder then you can use a popup. It's worth mentioning that the good popup scripts and software are not free. Some will offer a free trial for a certain number of days or they will offer a money-back guarantee but you will need a small budget to implement this on your own site.

Depending on your technical skills, you might also need to outsource the installation of the popup. There's nothing worse than "thinking" that you know what to do and then hitting a wrong button and crashing your site. Hiring out the installation job will alleviate your stress considerably and is much less expensive than doing website repair work.

One of the popular popup scripts is PopUp Domination and they boast having a Wordpress plugin – which makes installation extremely easy – and they also have a "stand alone" version that can be used on any basic HTML site.

To install the Wordpress plugin, you need to go through the purchase and then download the file to your computer.
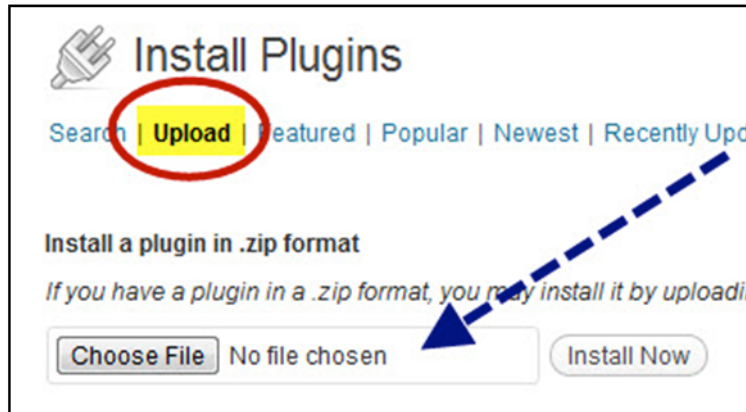
Then login to the Wordpress dashboard of your website and click the Plugins link in the left menu bar, then Add New.
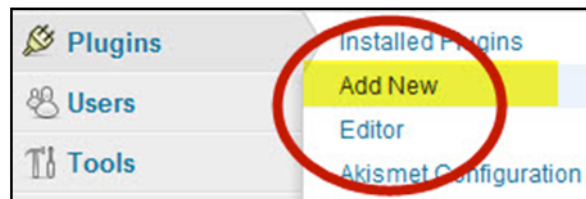
Click Upload, then browse your hard drive for the plugin file you downloaded. Select it, hit Install Now, and if all goes well you will get a success message.

After that you will have specific settings to set but that will be different for each user.

The standalone version appears to be just as easy to install but that does entail using an FTP service to upload to your website server. Once it's uploaded and you have confirmed the account information, you will login to your Popup Domination account rather than directly to your website. Be sure to ask for help before you start to avoid any serious errors to your site.

One of the customizations you need to make immediately is to copy and paste your opt-in code from your autoresponder into the opt-in control panel. This tech tool is useless if it doesn't capture your email addresses to your current list.

As with anything, some email autoresponders will be easier to merge with a popup script than others. This is what customer service is for! The object is to have the popup on your site, capture the email address, they receive an email confirmation, they click the confirmation link, they receive your freebie, then you can continue sending to them until they unsubscribe. If any piece of this equation is flawed, contact customer service for their resolution or money-back guarantee.

How to Implement These Ideas in 30 Days

There's an awful lot of information contained in this report but it IS possible to implement each one of these tactics in the next 30 days. You can conquer two of these tasks each week for a month or you can begin with those tasks that don't require feedback or response from other parties. No matter what your strategy, keep your momentum going and you'll see a jump in your email list subscribers.

When using this many new tactics, you'll want to track the progress of each one as well as the results so I suggest that you create a spreadsheet to mark the date that each of these things became live, the end date and how many new subscribers signed up. Also take note of how many subscribers you have on your list today.

The quickest task to implement is probably the popup ad. Do your research first, make the purchase, then get it installed. Now you just need to customize the look, add your freebie graphic, and drive traffic to your site as you normally would.

The ad swaps and solo ads will be a little harder to schedule because you will have to wait for others to respond. Start on that research (or outsource that to your virtual assistant) and send out those emails. As you receive responses, keep those organized separately and then pick and choose which swaps and / or mailings you want to use.

Guest blogging also takes some planning and requires feedback from the blog owners. If you contact the blog owner with a story idea, the owner will be more receptive to the idea than if you ask, "What can I write for you?" Of course, the blog owner might want to tweak your story idea a bit but if it means good exposure for you, it's worth making those changes.

Writing articles for the ezine directories is also a one person task. Choose the top 10 article directories and set up your profile at each one. Start writing your articles, complete with your author's byline and link to your list signup, then submit the articles to the directories. There might be some delay before the article is live because some directories have a manual process of reviewing the article but if you submit a couple of articles each week, you will soon be considered an expert and the link to your list will be seen by lots of readers.

Now plan out your teleseminar and/or webinar. This doesn't have to be a series; these can be a one-time presentation and you can have your affiliates promote these with their affiliate links. Pick the date and time that works best for your schedule and remember that you can't please everyone. For those who can't make that time, provide a recording so they can listen at their leisure.

Teleseminars are a bit easier to plan because there isn't any need for video or slides during the presentation. A teleseminar can be you talking to your audience, it can be a Question & Answer session with your audience, or it can be an interview.

The most important thing to remember is to TAKE ACTION. All these tips don't mean anything if you let them sit in this report, getting dusty on your hard drive. Start with one tip at a time, see it through to completion, then move on down the list. You WILL see results!

Resources:

http://barefootconferencecall.com

http://barefootautoresponders.com

http://barefootcart.com

http://diymarketingsuccess.com/lead