

7 Ways to Build Your List Using Free Methods



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Introduction

Most people have heard it, at least if you've been trying to build an online business for any amount of time I'm sure you've heard it, "The money is in the list". While it is possible to make money online without a list, turning your business into a passive income machine is most easily accomplished by building a large, ever expanding list of people you can promote to over and over. This report gives you ten ways or programs to use to build your list. While this is not an all inclusive list, I give you 7 of the most productive ways to build a list from scratch.

Before beginning to build your list, there are a couple things to have in-place. While you can build a list without your own website, it is easier to build trust with your own domain and website. There are several places to find domain registration, hosting, and templates for your website. Having a website makes it easier to offer an incentive for someone to join your list and for you to deliver that product or incentive. In some cases, a blog will serve this purpose, but either way, you want to be able to customize it in a way to create a brand for yourself.

An absolute necessity for building a list, however, is a list management system. Most commonly an auto-responder, this allows you to store your list, send out newsletters, updates, and offers, subscribe new people to your list and send out a pre-written sequence of emails like an e-course.

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Most auto-responders available today automatically confirm the prospects desire to receive messages from you, helping to eliminate chances to be accused of spamming.

Depending on the complexity and completeness of your auto-responder, it will allow you many things, from sending broadcast emails to sending a preset series of emails to your prospects. You'll find a list of some of the more popular auto-responders, along with a review of their services at <http://www.haaseinfotech.com/autoresponders.aspx>.

Resources: [Hosting - Host Gator](#)

[Domain Registration - Go Daddy.Com](#)

[Website Design - My Free Website Builder "FREE"](#)

[Autoresponders](#)

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1. Traffic Exchanges

Traffic exchanges or hit exchanges are a good source of prospects for your new list because they are used by people with similar needs wants. Once you know your niche, you need to create a splash page with your offer. A splash is a simple page which describes your offer and has an opt-in for your list.

And all of this is done “above the fold” so that people surfing ads do not have to scroll down to sign up. Unlike a squeeze page, a splash page is not a hard sell because there is not enough space and time to include a lot of text to convince viewers to sign up or buy. People are only seeing your page for a couple seconds at best. All traffic exchanges include some type of timer to regulate how long you must remain on a page before moving on to the next. They are all a little different and you should investigate several to see which work best for you. I keep the ones I have the best results with on my Traffic Exchange Rankings page. [Http://www.haaseinfotech.com/te.aspx](http://www.haaseinfotech.com/te.aspx)

Resources:

[Top Surfer](#)

[List Surfing](#)

[Traffic Exchange Rankings](#)

[Affiliate Funnel](#)

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2. Safelists

Safelists are another excellent source of leads for your list. A safelist operates by sending emails to members with a link to a website promoted by another member. You earn credits by viewing the website from the link. You can then use your credits to send emails of your own to the list. It is called a safelist because everyone on the list has agreed to receive your emails, so there is no risk of being considered spam. While you can make your e-mail as long as you would like, I would suggest keeping them short and to the point. Most users will be looking for the credit link and not really read the body of the email. Also, your landing page should also be concise for the same reason as the traffic exchanges. You might even use the same or similar splash page for both. If you are a free member of the safelist, you are limited to how often you can mail the list so it is important to plan your mailings and spend your credits wisely. After your first couple mailings, you should be able to know what works for you.

Resources:

[Global Safelist](#)

[List Joe](#)

[List Surfing](#)

[Affiliate Funnel](#)

3. Giveaways

Without a doubt, giveaways are my favorite way to build a list. Everyone likes to think they are getting something for free, so they eagerly sign up for all kinds of giveaways. There is a lot of free stuff out there and much of it is actually useful and valuable. I suggest joining one or more of these giveaways to see what other marketers are giving away and also you may find products that you can use as your gift in a future giveaway event. (GOOD NEWS, at the end of this report I will show you how you can use this report as your giveaway item) The trick to being successful with giveaways is to promote them well and encourage both contributors and members to join. The more referrals you have, the higher your gift will rank and the more people will see it and sign up to your list. I also suggest using the same gift for several giveaways. The reason for this is three fold:

1. It makes it easier to set up if you only have to do it once and then can copy and past into the other giveaways.
2. Reduces duplicate sign ups. If they have already downloaded your gift and are on your list, your autoresponder may not allow them to sign up again.

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3. Familiarity and credibility are built by repetition. If people keep seeing you and your gift around, they will begin to trust you and feel more at ease giving you their information and joining your list.

You can also change some of the descriptive text in your offer but keep the gift the same in order to see what works better in encouraging signups.

Another great thing about giveaways is that they give you access to all the other marketers lists as well. Since someone is already on one list, they are less likely to have fears about joining another. You also are probably in a giveaway with others who have varying list sizes so someone with a small list can benefit by promoting to someone else's larger list. There are always several events in various stages and you can find some of the best ones here: [My Best Giveaway List](#)

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4. Twitter

Anyone who knows anything about Internet Marketing can tell you, Twitter has just barely scratched the surface of its potential. Celebrities, politicians, pundits and ordinary citizens alike are finding out how useful it can be. While you want to keep your post from being spammy, Twitter is a great place to find new prospects and subscribers. Be clever and short with your posts as you have only 140 characters to work with. It may be worthwhile to use a URL shortener such as [cli.gs](#) for any links you are promoting so you use less space. You can also use twitter in conjunction with other methods mentioned in this report to send people through those as well (no one ever said you had to choose just one). Many marketers are seeing Twitter as being a very effective marketing tool and it can be for you as well.

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5. Facebook

The hottest of the recent social networking sites, Facebook is almost made for marketing or prospecting. With the ability to connect with so many like minded people, create groups for your contacts, post bulletins on your wall and more, Facebook is full of potential. To get prospects on your list, just post what you are doing to your wall with a link to your opt-in. Your wall creates a kind of conversation between you and your contacts, so you don't want to be overly commercial. Just a passing mention will make a huge impact in your sign-ups, and people will click your link.

6. Myspace, Yuwie and other Social Networks

Other social networking sites can also be a source of leads and signups. Each of these sites works a little differently, but they will allow varying amounts of personalization and customization. It's a good idea to check out several sites to find out which ones will work best for you. Many of these sites allow you varying amounts of commercialization of your profile as well. Be sure to read the terms and conditions to keep from getting banned or having your account closed. One big key to all these sites is to have a large number of contacts or friends so whatever you do post will have a better chance of being seen and a better chance of creating a sign up. Also, there are also several sites that have various payment arrangements and will pay you for certain actions. Again, with so many sites it is impossible to explain all the individual specifics of each one, but here is a list of some that I use and I encourage you to check them out as well.

Resources:

[Yuwie](#)

[Jobvana](#)

[Apsense](#)

[LinkedIn](#)

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[Viral Networks](#)

[People String](#)

7. Building Your List Thru Blogging

Blogging has become very popular in the last few years, and with good reason. Anyone can set up a blog in a very short time and with little or no cost. It is also easy to have people read your blog regularly, if you continually update it. If people are interested in what you write, and they keep coming back, they are likely to sign up for your newsletter as well.

Once you have created a blog and written a few posts, put an opt-in form in the side column and then encourage your readers to sign up. You can add a couple sentences to each post that say something like “Be sure to sign up for my newsletter, so you don’t miss any updates.” Something simple like that works well. Then, as you promote your blog posts, you are also promoting your list.

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There are several services you can use for your blog. Few of the more popular ones are Blogger, Wordpress and Squidoo. They each have their strong points and you should try them each out to see which suits your style best.

Blogger is by far the simplest to use and the quickest to set up. It is owned by Google so adding adsense is easy as well.

Wordpress is a more advanced blogging platform with many more options for customizing and monetizing. Generally, you have to have your own domain name and hosting which are easily obtained. You can find domain name registrars [here](#) and you can find hosting [here](#). There are also plenty of tutorials on creating a wordpress blog and this one is very easy to follow.

Squidoo is a blog community of sorts that is fully monetized. They have easy layouts, a way to add your own content and revenue generating plugins. Just add a link to your sign up page or splash page to gain sign ups.

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Resources:

Blogger

Wordpress

Squidoo

I hope this report has given you ideas to help build your list. If you would like to pass this report on to your list, feel free. Just use the link: <http://www.haaseinfotech.com/7ways.aspx>

I will soon offer you the option to rebrand this report with some of your own links. Sign up below to be notified when this option becomes available.

<Http://www.haaseinfotech.com/7waysrb.aspx>

Thanks Again,

Mike Haase,

Haase Infotech

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