



INSTANT DEATH
Top List Building Mistakes
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When it comes to making money online, you absolutely need to develop a mailing list.

Not only does this instantly increase the value of every customer you acquire, but it will dramatically increase your chances of building a solid brand and being able to maximize your online income with less work, and with less time.

Consider just how quickly you could effectively send out a promotional broadcast introducing your latest product launch if you had a built-in customer base of prospects that you could instantly contact with every new product you create.

You can not only make money with your own product releases, but with affiliate marketing offers, being one of the first to solidify your place in the niche by being able to quickly notify your subscribers of each upcoming launch, tagging them with your unique affiliate ID.

There is sheer power in having a responsive mailing list in your online arsenal, and failing to recognize the value will cost you tremendously.

But here's the real problem.

While the majority of savvy marketers understand the importance of building a list and even make an effort to build squeeze and landing pages, they often mistakenly fall through the cracks, simply because they took the wrong approach.

I want you to avoid making these common mistakes, because ultimately, if you focus your time and energy on the WRONG strategies, you will only end up back at square one, struggling to build an online business, and subsequently, a solid brand of your own.

Let's dissect the most common mistakes that new list builders make, so you can avoid following in their footsteps and instead, spend your time building a profitable business in the shortest amount of time possible.

MISTAKE #1: FAILING TO OFFER DISTINCT VALUE

One of the most important elements of a successful email marketing and list building strategy is in the

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actual incentive offer showcased on your squeeze page.

This is where you entice visitors into becoming confirmed subscribers, and ultimately, begin building the blocks to a trusted relationship with each subscriber you obtain.

An incentive offer is the giveaway offered on your squeeze page, used to entice visitors into subscribing to your list. Many marketers use reports, eBooks, articles and even eCourses to offer unique value to subscribers, and to help build brand awareness quickly and easily.

Your incentive offer needs to represent your business in a positive way, and should be exclusive to your company, and tailored directly towards your target market.

Consider the different products that are successfully selling in your market. Quite often, developing a similar product and offering it for free on your squeeze page is a sure-fire strategy of building a massive subscriber list in a very short amount of time.

As long as your incentive offer is relevant, unique and targeted towards your mailing list's overall topic or

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theme, you should be able to build a mailing list with very little effort involved.

Consider outsourcing the development of your incentive offer to seasoned freelancers from online marketplaces including www.eLance.com and www.Guru.com or from community forums including <http://forums.digitalpoint.com> and www.WarriorForum.com

MISTAKE #2: FAILING TO INVEST IN THEIR BUSINESS

You can easily set up a list building campaign without investing a dime in start-up costs, but the problem is, the majority of your efforts will be futile, when autoresponder providers are blasting out THEIR messages to YOUR list.

There are only a few things that every successful email marketer needs in order to grow and monetize their mailing lists, and one of those critical components is a professional autoresponder account.

Professional Autoresponder Services:

<http://www.aweber.com/>

<http://www.getresponse.com/>

With both of these autoresponder providers, you can set up an unlimited number of campaigns and shoot out broadcasts 24 hours a day, 7 days a week.

You can also utilize their advanced tools that include monitoring open-rates, click-through rates and even the number of subscribers who have chosen to unsubscribe

from your mailings.

These features are critical to providing you with the information needed to improve your overall conversion rates and generate the greatest response from your mailings.

Signing up for a professional autoresponder will also eliminate any third party advertisements that appear within your broadcasts. The last thing you want to do is distract your prospects by featuring other people's promotions.

Aside from a professional autoresponder account, you also need a domain name and proper hosting account.

A domain name and hosting account will enable you to set up squeeze pages so you can easily collect leads, and your domain name will help establish brand awareness, helping you build your online presence.

The only other thing you really need to get started is solid content. Depending on your skills, you can either write this yourself or choose to outsource it to seasoned professionals, just make sure that the content is original and of incredible quality.

Remember, you are competing against other email

marketers in both retaining subscriber interest and motivating them to take action when promoting your products as well as third party products.

By communicating with your list directly, and offering them genuine value with your email broadcasts, you will be able to establish a solid relationship with your list that will carry your business to the next level.

MISTAKE #3: FAILING TO PROMOTE THEIR OFFERS

Setting up your squeeze page is exceptionally easy (I provide detailed information on how to create a killer squeeze page in my List Building Bullet guide), however you need to actually promote your offer in order to begin generating leads.

People won't just find your landing page simply because you uploaded it to your hosting account and spiced up the sales copy. You need to be pro-active in pushing your offer out in front of as many people as possible.

You can do this a number of different ways, including by creating keyword-rich articles that direct people to your squeeze page for more information, or by participating in social communities, forums, setting up individual landing pages on HubPages, Squidoo or creating Knols, Facebook accounts, twitter accounts and

the list goes on.

There are literally hundreds of different ways that you can instantly generate leads for your mailing list and I cover the top strategies in the www.ListBuildingBullet.com guide. (including the #1 FREE strategy for generating thousands of fresh, targeted leads effortlessly).

MISTAKE #4: FAILING TO MONETIZE THEIR LISTS

While it's very important to provide your list with fresh, useful and free content, resources and information, you are in the business of email marketing so that you can build a profitable business and you need to get into the habit of monetizing your list right from the start.

Here are a few ways to quickly monetize your lists:

Affiliate Products

You can promote third party products to your list, where you will earn a commission each time one of your subscribers purchases the product using your referral link.

To begin, visit <http://www.ClickBank.com> or

<http://www.PayDotCom.com> and review products relating to your market from within their marketplace.

With these two resources alone, you will have an unlimited number of products available to promote, covering dozens of niche markets.

Sell Advertising Space

There are many benefits of offering ad space within your newsletter including the fact that you can set your own price structure based on the number of subscribers you currently have the exposure that you are able to offer to potential advertisers and sponsors, increasing your prices as your list grows.

You can also consider solo mailings at a higher price once your list has grown enough to make it worth their while.

With offering ad space within your newsletter, you are in full control of the types of advertisements that you accept, so if you currently have your own product line, you could avoid promoting competing products.

In order to set up a successful advertising program, you will need to be able to provide detailed statistics and demographics regarding your subscriber base.

I recommend building your list to at least 1,000 subscribers prior to offering advertising space so that you are able to offer greater value to potential advertisers who are looking to maximize exposure for their products and services.

Advertising Tip:

When it comes to locating potential advertisers, you can sign up for a free account at <http://www.Text-Ad-Links.com> or <http://www.Adbrite.com> where you will be able to create advertising offers that feature your pricing, statistics and overall website or list theme.

Sell Private Label Content

Private label material is pre-created content that is available for resale, either with "transferable" rights (where you are allowed to transfer the right to sell the product to your customers) or with personal rights where only you are allowed to sell or distribute it.

What you want to do is purchase high quality reports, articles, eBooks and other material that is of high quality and relevant to your list.

Then, spend some time re-packaging the content so that it's an improved version of the original, and customized so that it showcases your personal style and brand.

You should also focus on purchasing private label content developed by writers who are offering only a limited number of licenses, which will dramatically increase the value of the material and minimize the amount of competition who are offering the same content.

Regardless of where you purchase private label material, you should always spend time going over the material, tweaking and improving it and increasing the quality of the information whenever possible.

This doesn't have to be a time consuming process, and if you have purchased quality content you can easily re-package it just by editing the title, adding in a foreword, revising chapter titles, and adding in an introduction and conclusion page.

Create Your Own Products

With direct access to potential customers, you already know the types of products or services they are interested in, so the next logical step is to create your very own product or service catering to your existing subscriber base.

Consider surveying your subscribers to determine what types of products or services they would be interested in and create a secondary squeeze page so that

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subscribers can choose to join your new newsletter to receive information on when your product is ready to launch.

This will help you determine the overall demand for specific products prior to creating them.

MISTAKE #5: FAILING TO BUILD A UNIQUE BRAND

When it comes to promoting affiliate products to your list, you need to avoid the common “lazy email marketer” tactic of utilizing existing affiliate resources to promote products and services to your list.

Instead, create customized emails that truly connect with your target audience and speak directly to your subscriber base.

Since the majority of affiliate marketers will be busy using the pre-made content offered by the merchant, you will be able to stand apart from the crowd by simply developing your own unique promotional based content.

Besides, you know your subscriber base and what they are likely going to respond to, and by crafting emails that really touch down on the things that are most important to them, you will be able to maximize the results of every broadcast.

MISTAKE #6: FAILING TO SEGMENT THEIR LISTS

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Segmenting your lists does more than maximize your chances of having your emails delivered successfully.

List segmenting will also help you effectively communicate and target specific subscribers, increasing response rate and helping you create successful broadcasts.

With [Aweber](#), you can easily segment your lists by creating a custom field for your actual opt-in form.

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