

Google Adwords Exposed



[DOWNLOAD HERE](#)

Posted on July 27, 2012 by Terry Telford Building a prospect, subscriber or client list quickly - is a rewarding experience. Since August, 2001, Ive built lists that range from a few hundred highly targeted prospects to lists of over 280,000 subscribers. In this article, youll discover the secrets Ive used to quickly build targeted, effective lists. At the end, youll get a glimpse of an actual case study. The basic principles of list building are pretty straight forward. - You need something of value to offer your prospects and give them a reason to sign up to your list. - You need to set up a form to capture your prospects contact details and connect it to your autoresponder - You need visitors to come to your website (Develop traffic) Basic Principle 1 Starting with the first basic principle, you need something of value to offer your potential prospects. You can offer 1. A newsletter 2. A product 3. A service 4. A special offer Basic Principle 2 The

second basic principle is setting up your lead capture form. This is the box (form) on your website that your prospects fill in with their contact details. As soon as they press the send button, your autoresponder adds them to your database and sends them your message. Presto, you're starting to build your list. Most autoresponders give you the HTML code for your form, so you don't have to worry about any special programming. All you have to do is cut and paste. The details you can comfortably collect from a prospect depends on your offer. If you're offering an online newsletter, you only need your prospects first name and email address. If you're sending them a CD by snail mail, you can collect their postal address even phone and fax numbers. Quick Note: You'll increase your response rate if you include the sign up form at the top and bottom of your webpage as well as use a popup / popunder or slide in box. Once you've got the ground work done, you're ready to start driving traffic to your website.

Basic Principle 3 Building your list is like building a city.

You want to get as many people into your city as possible, so you need to build roads. You need an 8 lane highway and multiple smaller roads to fill your city with people. In list building terms, you need to focus on one main technique to pull prospects into your list. You also want to use secondary techniques to add to the momentum of your traffic. The following list gives you the exact methods I use to develop my lists. Choose one method as your main focus and use the rest as your secondary traffic sources.

1. Advertise in print Place advertising wherever your market is. Ask yourself what you read personally, where do you get information? Your market most likely does the same as you, so get in front of them by using classified or display advertising in:
 - a. magazines
 - b. trade journals
 - c. newspapers
 - d. direct mail
2. Advertise online This is the least costly method of advertising. You can reach a targeted audience through advertising in ezines, online newsletters or pay per click services like Google AdWords (TM).
3. Write articles Writing articles gives you credibility. Write articles on a regular basis and submit them to online and offline sources. You should be submitting articles to the same sources you're advertising with as well as all other publications you can find in your market. Do a search on Google or your favourite search engine for the keyword ezine directories and you'll find lists of potential places for your articles and advertising.
4. Affiliate Program One of the fastest ways to build your list exponentially is to set up an affiliate program. Your affiliates will link to your website, which means plenty of targeted traffic. This helps your search engine rankings, which brings you more traffic, which increases the number of affiliates you get and helps you build your list at break neck speed. It's a never-ending cycle.
5. Forums Get involved in forums. When you post or answer a question in a forum, you're generally allowed to have

a signature file attached to your post. Its just like the signature file in your email. Your signature file should direct people to your website where they can sign up for your list. 6. Email signature file The same as in forums, every email you send out should have a signature file directing people to your website. 7. Joint Ventures If youve got a unique, original product, a joint venture may be an option for you. Contact some entrepreneurs who have large lists and see if theyre interested in working with you. 8. Referrals This is very powerful. Include a referral or tell a friend form on your website. This little form can help build your list exponentially. When someone recommends your site to a friend, that friend is most likely going to visit and possibly tell another friend. And the snowball starts rolling. Add this technique with an affiliate program and youll soon have a nice fat, targeted list of prospects. 9. buy opt-in subscriptions If you want to build a big list really fast, you can buy opt-in subscribers for as low as a penny each from pennyperlead.com. These leads have raised their hand and said yes Im interested in receiving business opportunity information. Theyve filled out a form and you can contact them with your offers. The upside of this process is you build a big list fast. The downside is your list will be less responsive than one you build on your own. It takes some time to cultivate a relationship with these new subscribers, but if you send them quality information, you can convert the list into an asset for your business. Regardless how you decide to build your list, the important thing is you build it. It will be your online companys biggest asset and the easiest way for you to generate short and long term sales. Your list is your companys lifeblood. Start building today. This mini report has been brought to you by Terry Telford. Terry Telford helps ordinary people achieve extraordinary results on the internet. Discover how you can make your living online using one of his highly recommended business models. Terry Telford Blog

[DOWNLOAD HERE](#)

Similar manuals: