

Subject: **List Building System**

Lesson #4

Hello again, Titus Hoskins here.

This is the fourth lesson so it's time to get down to the Nitty-Gritty! Get down to the actual '**set-up**' you need to have in place if you want to build your list.

I am often asked by those trying to build a list - 'but what do I need exactly to build my list?'

'What kind of **tools** and what kind of **system** do I need in order to build my list?'

Now you can dance around this question in many different ways but it all boils down to a simple system or structure.

In order to build your list you must have some version of the following system.

*You **MUST** have 3 things in place or set up. They are:

- a Management System

- a Prospecting Website

- an Advertising System

A **management system** to keep track of your subscribers, send out your e-mails/ezine, and manage all your email campaigns.

A **prospecting website** to capture your leads or prospects. This can be a single page or a full blown website.

An **advertising system** to advertise your lead capture page or website.

In more detail - What you need:

First: **A Management System** (Auto-Responder)

We covered Autoresponders in the last lesson so you should know how to set up your management system.

As you found out setting up your Autoresponder does require some work! You have to put into place a series of letters explaining how your system works. These will automatically go out to your prospects at pre-set intervals that you determine.

If your topic is list building; these letters should contain **useful information** that is designed to help your subscribers see the need for their own mailing list and to explain how to start building their list. Once this system is set up all you have to do is add your leads.

No matter your subject or topic - it's best if you start with an e-course or a **series** of letters on your product or service. Just to break the ice and introduce yourself and your site.

Remember; it's build your list, build your relationships, build your wealth!

I am not going to go into all the details why I suggest GetResponse AutoResponder for your management system but all I can say it is the simplest and easiest system I have found to set up, and it also has all the bells and whistles of more expensive management systems.

Try [Get Response](#).

or if you want to host your autoresponder on your own site you can try: [AutoResponderPlus](#)

Word of advice - when you're just starting out - a single autoresponder will do. But as you become more experienced and involved in your marketing.

You will need to 'move up' to a system that gives you 'unlimited autoresponders' and much more complex features. You will, no doubt, have multi campaigns ongoing at the same time - with 5 or 10 of these AR systems or series set up!

At that time or if you're at that stage now - I would recommend you move up to a 'heavy duty' e-mail management system.

Next #2 - **A Prospecting Website**

You need a Prospecting Website to make first contact with your prospects. If you have a successful website with plenty of customers and traffic - then you already have your prospecting website - it's only a matter of putting a subscribe box on your site and you will build your list.

If you don't have a website - it's a little harder - but you can still build a contact list. You can always use an affiliate site as your prospecting site. Many of these give you the 'email contact' information

of your sub-affiliates.(Those who sign up from your affiliate page.)

But you do need some kind of a prospecting website. What kind will depend on your own level or the stage of marketing you're at - I use a simple lead generating page on my website offering to teach or show people: How to Build their own Opt-in List.

Here: <http://www.bizwaremagic.com/opt-in.htm>

You can use any type of webpage as your prospecting Site. Just construct a lead capturing page offering a high quality e-course or autoresponder series as your prospecting site.

Here's one I really like!

It's an autoresponder course or e-mail series produced by Rick Davies and his brother Ron. It's linked to their 1stPromotion.com site which promotes ClickBank.

ClickBank is an affiliate system that sells downloadable information products, ebooks, software, etc.

So you not only have a way to capture e-mail addresses but a great way to earn extra income with the ClickBank system.

Lastly, #3 **An Advertising System**

These are the programs you use to advertise your Prospecting Website or offer. These programs put your offer in front of future contacts - without good advertising programs - your list building is dead in the water!

Picking your advertising programs can be very tricky!

The Internet is constantly changing - what worked last year - may not work today. For that matter

what worked last week - may not work today.

The 'Key' I believe to succeeding in your advertising programs is to look at where most of the website traffic comes from.

The Search Engines.

That's why I always recommend people just starting out or beginning their business to build a good foundation - build a site that's content rich and optimized for the search engines.

Then you will have Targeted Visitors and Customers to build your list.

Try SiteBuildit by Ken Evoy.

Actually, it's one of those 'magical' links that gives you all three of our systems in one program!

One of the best ways to familiarize yourself with sitebuildit is to join their [free affiliate program](#).

Then you can have access to 7 great viral ebooks and training manuals for free. You can also brand these products with your own affiliate ID.

It's great for people just starting to build their web business.

But what about those who already have a website?

If you already have a site and it's not optimized for the search engines - try someone like Brad Callen. His [SEO Elite](#) will help put your site in the Top Rankings.

To give you some idea - here is a mixture of Free and Paid Advertising programs that I have used.

One simple free program that has always worked for me is Trafficswarm! This is one Traffic Program that works!

Trafficwarm.

Co-Registration Services

Leads or buying leads have become very popular.

It is an option that should always be considered
- it can save you a lot of time in the long run
and also kick - start your own opt-in list.

Any marketing on the internet must have fresh leads or it's dead in the water. It might sound like a cliché but that doesn't make it any less true! Without a steady stream of interested prospects you won't get far - no matter how good the opportunity.

Depending on your own circumstances - buying leads is an option you should check out.

Internet marketers buy the right to contact these people who have opted-in. Don't get the wrong impression - these are not harvested names - taken illegally by software/robots roaming the net.

They are legit!

But the Big Issue here is Spam. You have to be very careful in using co-registration services. Like anything on the net - some are very reputable; others less so.

If you do use these kinds of services - make sure you have an 'unsubscribe' link in every e-mail; offer some valuable information and don't mail these contacts too often!!

If you're interested in using this kind of service to kick-start your 'opt-in list' or ezine; there is one site run by NitroListBuild.com that you should have a look at.

Pay Per Click

PPC programs are another great way to get targeted visitors and prospects. You bid on certain keywords in these programs like overture and adwords. If you want a gentle and simple introduction to these programs visit this webpage on this site. [Click Here](#)

To Sum up: In order for you to build your list you must set up some version of this simple strategy. They are a Management System, an Advertising System and a Prospecting Website to make first contact with your prospects. Once you have these 3 things in place you will be ready to start building your very own personal opt-in email list of contacts to which you can advertise your products and programs.

You have to set up your simple 'opt-in' strategy or system as explained above. It really only consists of simple tasks but you do have to do the work!

It is up to you to put this strategy into action.

If you have any questions about any of these programs or systems you can contact me any time.

Best Regards,

Titus

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If you liked this system why not recommend it to your 'downlines' or 'contacts'. Especially if they're new to internet marketing and you don't have the time to set up this kind of system.

Some of them may go on to build their lists of 1000's. Wouldn't you rather be doing business with people who with the 'one click' can contact thousands of interested prospects.

It's a Win-Win-Win system! I win, you win, they win!
Just point them to this link:
<http://www.bizwaremagic.com/opt-in.htm>

You would be helping yourself, your members and me! ;-)

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