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Top Recommended Products

1 Content - Content - Content

Content is what makes the web-go-round so...

If you haven't done this already, then it's time to create a content site. One that is on the same topic as the list that you are building or planning to build.

Include lots of keyword rich articles so that you get traffic from the search engines, then make sure you add an opt in email form on all of your pages, so that people that enjoyed your articles can sign up for your list.

Keep in mind that you don't have to write all the content yourself. You can find many free quality articles at article directories (such as ArticleCity.com).

Can't find what you want, hire a ghostwriter to write the articles for you or you can purchase ready-made articles and even ready made websites these days. Just do an Internet search for "private label content" or "your market articles" and you will find endless possibilities.

A great location for free private label rights content is [PLRWholesaler](#)

2 Gift's – everyone loves a free gift

Offer a free gift as an incentive for people to sign up for your list. You can offer a free ebook, report, mini-course, free software...just make sure it is of the highest quality! This is a tested and proven method to increase the number of people that subscribe to your list.

The gift that you offer does not have to be anything expensive, but it should be something that is perceived as useful and valuable to the people that you want to subscribe to your list.

For instance, if your website is about dogs, then you could offer a free report on dog grooming. If you sell software you could offer a free trial download. Just make sure your gift is something of great value to your potential subscribers and you will have people eagerly joining your list.

3 Let's talk about creating viral ebooks

Now this may sound like a huge task, but really, it does not have to be that hard. You can easily create your own viral ebook with a text editor like MS Word and turn it into a downloadable PDF file using free tools like pdf995 or Adobe Online

Creating an viral ebook specifically to give away filled with good information on your topic, plus links pointing back to a website or blog where they are exposed to your opt-in list form is a great way to multiply the number of subscribers that you add to your list.

Inside the ebook, encourage your readers to share the ebook with their friends and subscribers. Remember, people love getting things for free, and they like sharing even more.

If you want to know more about the power of viral ebooks, download this free ebook written by Mike Filsaime called [Virology](#)

4 Contests!

Contests are great, because everyone likes to win!

Start a contest on your site. Give away something of real value to the winner of the contest. Of course, they have to join the contest by signing up to your list. This will give you the privilege of contacting them in the future.

Make sure that whatever you are giving away is relevant to the topic of your site and that it something that will encourage people to want to enter and win.

5 How you can quickly grow the number of subscribers on your list

If you already have a list and you are looking to get more subscribers then it's time to work a little trade (joint venture).

Do a search for lists or ezines that are similar to yours, then contact the owner of the list and see if you can arrange to recommend each other to your subscribers.

Let the owner know that you believe your readers would benefit greatly from the information that they have to offer and that their readers will benefit from.

If you keep in mind that most people sign up for more than one list you will see how this can be a great arrangement for both of you. Make your offer as irresistible as possible to the other list owner.

6 Advertising

Buying advertising space in other ezines that are of a similar topic (not competitive) to your own can be a great way to get more subscribers. Although it can be expensive, depending on the amount of subscribers that the list owner has.

Just keep in mind that the bigger the list the more sign ups you are likely to get. Make sure you write your ad carefully; a well-written ad can make a lot of difference to the amount of sign ups you get.

It's a good idea to join the list you are thinking about advertising in so that you can get a feel for the type of content that the publisher provides. This will help you write a more effective ad.

Check out the [DirectoryofEzines](#) to find hundreds of ezines to place your ads in!

7 Pay per click advertising like Google Adwords and Yahoo Search Marketing

Pay per click advertising can be a great way to get new subscribers, but first you have to work out whether or not it will pay for itself. You will also need to have some cash to use in your advertising budget to get started. With pay per click, you need to be very careful that it does not end up costing you more money than it makes.

The best advise that I can give you on using pay per click advertising to get new subscribers is to make sure that you learn how to effectively use the program. If you take the time to do this, you will be able to build your list very quickly.

If you are new to pay per click advertising, read this comprehensive ebook written by an expert in the field of PPC and Adwords...Brad Callen.

This is a great ebook to learn how to make money with Adwords
[GoogleAdwordsMadeEasy!](#)

8 Let's jump right in!

This works great if you sell a product or service. After your customer has paid and been directed to your download or thank you page, ask them if they would like to opt in to your list so that you can keep them informed of any future free upgrades to the product that they have bought.

If you sell a physical product that has to be shipped, you can also include a note that asks them to visit your site and join your list. Make sure to give them a good incentive to join and you will get a great response.

Remember they have already purchased from you, so you know they are interested in what you have to offer.

9 Entice people to join your list

Design a sign up or squeeze page on your website and offer a free multi-day course or a series of helpful tips like this one that can be delivered by auto responder.

Keep the messages relevant to your topic and encourage them to sign up by letting them know that the information is very useful and beneficial to them. Point out all of the ways that you can help them if they decide to join your list.

This works great because you will have multiple chances to present your sales message during the course. It is also a great way to increase the traffic to your website and build your list of subscribers.

For making great looking squeeze pages (or landing pages) I recommend Matthew Glanfield's [YourSqueezePage](#) - version 3.0, it's so easy to use!

10 Sell your sign up form!

Don't just pop your sign up form on your website and tell people it's there. Sell it to them. The same way

that you would sell them anything else. Make sure they know when they join your list that they will receive helpful and useful information that will benefit them greatly. Pull out all of the punches. Point out every thing that you will do for them.

Make it irresistible for them and they will join. You can even add testimonials from other subscribers as you would with a sales page.

11 Helpful and Informative Articles

If you write helpful and informative articles on the topic of your product or service and submit them to article directories such as EzineArticles.com they can be seen by hundreds if not thousands of people interested in what you have to say.

By doing this you will see a definite increase in the number of subscribers that you receive. Simply because you have given them helpful information in your article. Submitting your articles to ezines one at a time can be very effective for promoting your website.

Just make sure that you include the URL of your sign up page in the resource or bio box so that they can click through to sign up to your list.

You may want to check out several of the article submitters that are available today. Some you have to pay a fee to use.

I use one called [ArticleSubmitter](#), which is a free service where you can submit an unlimited number of articles to hundreds of article directories.

12 Do you have more than one list?

If you do have more than one list on related topics then it is a great opportunity to cross promote. When people sign up for one list put the links to sign up pages for your other lists on the thank you page. Make sure you explain the benefits of joining your other lists too.

Let them know that the information that you provide on your other list is valuable to them and that it is not the same content that you provide in the list that they just joined.

13 List building programs

There are specific programs just for list building. Some are pay-per subscriber programs and others are down line programs.

A pay-per subscriber program allows you to purchase a certain amount of subscribers at a set cost per subscriber. You are usually required to purchase a set amount of subscribers when you sign up. Just be sure that you find good quality double opt-in lists. The last thing you want to do is spam people.

Then there are down line programs that allow you to build a list of subscribers by recommending the program to others. In exchange, the option to join your list will be presented to other members.

There are many variations of both types of these programs and they can be very effective if used properly. The best advice that I can give you is to make sure you examine any program that you are interested in trying carefully.

If it is free to join then it may not need close scrutiny, but if you are paying for subscribers then you will want to know exactly where they are coming from before you add them to your list to avoid any problems in the future.

For building your lists, you are going to need a good auto-responder. This one is very affordable and is used by all the top marketers in the business! It's called [AWeber](#).

14 Let's talk video!

These days video is all over the web and you can use it to get more subscribers. There is no doubt that publicizing free content like articles and ebooks can drive traffic to your website and increase your subscribers.

But, have you ever thought about using video to do the same thing?

All you have to do is create a short video introducing yourself and your business. You can provide tips or a short tutorial. Try to provide some helpful information and point out all of the ways that you can help them if they visit your website and join your list.

Don't worry if you aren't ready to be a film star. You can create videos from slide show presentations such as MS PowerPoint or from screen capture software like Camtasia. This program has great tutorials that will help you get started.

You can get a free trial at: <http://www.techsmith.com/camtasia.asp>

In your video, make sure you point your viewers to a specific landing page (a squeeze page) with your sign up form on it. People will be eager to join your list because you have provided them with great information in a wildly popular format.

Top Recommended Products

Here are just a few of the products that I personally use to run my online business...they work!

- [ArticleSubmitter:](#)
One of the best pieces of free software that helps you automate the process of article submission.
- [XSitePro:](#)
This is a very easy and affordable website design software. It has a lot of automatic features such as building your own site map at the click of a button.
- [YourSqueezePage:](#)
Quickly and easily make short or long landing pages or sales pages. Add your own media such as audio, video or images in just a few seconds. No need for a hosting service!
- [KeywordElite:](#)
A very valuable keyword research tool, which helps you build a powerful keyword list.
- [DirectorySubmitter:](#)
This is a free tool that will help you get hundreds of one-way links by submit your site to link directories.
- [AffiliateElite:](#)
Find out what are the hottest top affiliate programs on Clickbank. Get the entire marketing strategy of any business online.
- [AtomicBlogging:](#)
The only complete step-by-step roadmap to driving massive targeted traffic and making money from your blog.
- [PLRWholesaler:](#)
This is a free Private Label Rights products resource that you can use to create your own products.
- [HyperVRE:](#)
With this free software you can easily and quickly build hundreds of niche Adsense websites that will continue you to bring in money month after month.

Take advantage of all of these recommended products, they work! I sincerely hope that this information has been helpful and I wish you much success in your online ventures.

About the Author: Mike Van Bergen has been an internet entrepreneur for over 3 years and is the owner of several successful online and offline businesses. Mike started his online career with a monthly

newsletter called [i-Net Marketing Success](http://i-NetMarketingSuccess.com) devoted to providing proven marketing tools and solutions for affiliate and network marketers. For more information visit <http://i-NetMarketingSuccess.com>

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