

9 Ways To Build Your List Quickly And Cost Effectively Brittany Lynch

List Building Secret #1 - Write Free Articles

While it's a given you will put your newsletter subscribe address in your resource box at the end of the article, this is not the best way to get people to subscribe to your newsletter.

The best way is to write a few free E-courses that people can subscribe to via an autoresponder and weave the links into your article.

Here is what I mean, and I can tell you now, HARDLY ANYONE is doing this.

Let's say you have a newsletter on Ice Fishing and you're in the middle of writing a few articles to send out for publication. Here is what I would do.

I would go to Aweber.com, buy a monthly subscription to their service and then start writing up 2 or 3 free e-courses on all things to do with internet marketing and plug them into my autoresponder.

Now why would I want to do this if I really want people to subscribe to my newsletter? Well, article writing has come under attack by people who believe cutting peoples article bylines out is acceptable. They just steal the content as their own. So instead of trying to fight these people everyday of the week, I've accepted this is going to happen and I made provisions for it, and infact, it probably works in my favor.

So in my article while I'm writing it, I would let the readers know there is this great E-course for free they can sign up for. I wouldn't mention it was mine. I would just weave it into my article and it looks like I'm providing them with a great free resource.

I would then provide them with the autoresponder link and how to sign up.

Also remember that when you write your resource box for your article, you don't have to get them to go to a webpage to sign up for your newsletter.

You can put your newsletter subscribe information in your resource box like this....

"To get more information on how to catch more bass on a weekly basis, sign up for our newsletter by sending a blank email to youremail@address-here.com"

List Building Secret #2 - Buy Leads With Co-Registration

Quick and easy way to get subscribers, but not the best way. That's how I describe Co-registration.

Some marketers swear by it and have great results, others fail and have to throw out the entire list they brought because it's riddled with fake addresses, spam complaints and basically freebie seekers.

So what is Co-registration?

Basically its building lists by buying subscribers from a 3rd party service.

Here is how Dr Raph Wilson put it.....

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

Have a look at the two best Co-registration companies to see what I mean.

<http://www.worldwidelists.com>
<http://www.profitinfo.com/leadfactory/>

What you do is you pay a fee to these companies per subscriber. So everytime they supply you with a new lead you pay them a fee. Usually around 15 cents to \$1 depending on the niche market and if you want double opt-in or single opt-in.

Always go for double opt-in if you can.

The best way to make money from these types of subscribers is to first give something away for free. Build trust with your subscribers. Sign them up for a free course, give them some bonus products like you created before and remember if anyone asks to be removed from your list, just do it! Don't argue with them ever!

That's the quickest way to get your newsletter shutdown.

List Building Secret #3 - Use Free Forum Posting

This is a great way to get not only more subscribers for your newsletter but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

- 1) Find forums in your niche
- 2) Read some of the back posts and see whos the boss, who posts good content and what the rules are
- 3) Start posting with informative information and include your little newsletter byline at the end of your post or in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in.

Now that work is done for you. Just enter the topic your newsletter is on into the website address below and you will find all the forums you could possibly want on those subjects.

<http://www.link-advantage.com/search/>

List Building Secret #4 - Trade Ads With Other Publishers

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers newsletters in your newsletter and they do the same for you in return.

It's not something I'm a huge fan of, but it does work. But there are a few tips you should know.

Trading ad's for ad's with other publishers works well when your mailing list is small and growing rapidly. It's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ad's? Easy! Do a Google search for the following.

"your market here ezine"

EX

"Gardening Ezine"

"Gardening Newsletter"

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezine, look at their website, personalize any contact you make with them so they know you're not just harvesting email addresses and you will do well.

Some of the time you don't even need to trade ad's with people in your exact market. Let's say just because you run a gardening ezine, that doesn't mean you can't trade ad's with landscaping ezine. Do you get my drift?

List Building Secret #5 - Buy Ezine Solo Ads

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself.

This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read, in reality, a very well written longer solo ad will pull much much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry.

You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

List Building Secret #6 - Submit To Ezine Directories

The best ezine directories are paid for and they are:

Topezineads.com and Directoryofezines.com

Here are some free ones:

<<http://www.liszt.com/submit.html>>

<<http://www.go-ezines.com>>

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

<<http://gort.ucsd.edu/newjour/submit.html>>
<<http://www.ezine-dir.com/>>
<<http://www.list-city.com/>>
<<http://www.e-zinez.com/cgi-bin/hyperseek/hyperseek.cgi>>
<<http://www.published.com/index.html>>
<<http://www.homeincome.com/search-it/ezine/index.html>>
<<http://ezine-universe.com/>>
<<http://www.disobey.com/low/addere.shtml>>
<<http://inkpot.com/submit/>>
<<http://catalog.com/vivian/intsubform2.html>>
<<http://paml.net/submissions.html>>
<<http://www.ezines today.com/freesubs/>>
<<http://www.diysearch.com/>>
<<http://ezineads source.com/submit.htm>>
<<http://www.ezinesearch.com/search-it/ezine/ezine-add.html>>
<<http://www.ezinesplus.com/ezines/cgi-bin/add.cgi>>
<<http://www.published.com/add/>>
<<http://www.infojump.com/publishers/pub/submit/>>
<<http://www.site-city.com/members/e-zine-master/>>
<<http://www.listtool.com/cgi/listTool/addList.cgi>>
<<http://www.newsletteraccess.com/database/reg.html>>

List Building Secret # 7 - Use Classified Advertising In Ezines

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free course via autoresponder all about your product. Once you have their email address, you can contact them over and over again until they buy or unsubscribe.

This is by far the best method of advertising with classified ads.

List Building Secret #8 - Use Top Sponsorship Ad's In Ezines

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well.

They are also usually 5 to 8 lines long, and you should really concentrate on your headline, and leading them straight to your autoresponder.

List Building Secret #9 - Press Releases: Not Dead, Just Evolved

Mark Twain once said the rumors of his death had been greatly exaggerated. The same may be said for the press release. It's not dead, but its mission has evolved.

Those PR practitioners who are spreading these death rumors would have you believe that press releases should never be written, nor distributed. I take issue with this old-school thinking.

Now, inundating the media with press releases has not been a good practice since shortly after Edward Bernays opened the first PR firm in 1919. Any competent PR person has known for years that garnering media coverage almost never directly happens due to a press release. However, that is fodder for another article.

Let's talk about the evolution of the press release into a solid tool for helping organizations deliver key messages to multiple audiences in the digital age.

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets. The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it.

Organizations today are able to bypass the media filter in a number of ways, thanks to the net.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web. And, every month, US web-users conduct 27 million searches at Yahoo! News, Google News or other news search engines. According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

- 98 percent of journalists go online daily
- 92 percent do it for article research
- 76 percent to find new sources and experts
- 73 percent to find press releases
- 68 million Americans go online daily
- 30 percent use a search engine to find information
- 27 percent go online to get news

But you need to think differently about writing your releases in this new age. You can extend the power of your press releases beyond the media by positioning them for search engine pick up. In effect, your press releases become a long-lasting, online, searchable database about your organization.

Once properly written with both readers and search engines in mind, you need to distribute the release. PR Web™ and PR Newswire are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

Journalists, analysts, freelance writers, media outlets and newsrooms, as well as your average web users are signed up to receive this information. Also, it distributes releases via FTP, XML feeds and through a network of its own websites. PR Web-related sites are in the top 2,500 most visited sites. Every release sent out through PR Web is optimized for search engines, and PR Web guarantees your release will be picked up by Yahoo!, which is the number one most visited website on the Internet.

Does it work, you ask? Let me provide a recent example. I used PR Web to send out a release about my client Brent Dees and his Focus Four training for

entrepreneurs. The editor of Leadership Excellence emailed me after seeing the release and asked Brent to write an article for his magazine.

The granddaddy of press release services is PR Newswire, which distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

It reaches a total of 22,000 media points in the US alone. All releases are distributed to and archived in more than 3,600 web sites, databases and online services. Additionally, PR Newswire's website is in the top 2,000 most visited sites on the Internet.

Finally, let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as executive bios, earnings figures, key contacts and other solid, factual information. An organization also should place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences across the digital divide is smart PR. Practitioners who believe the news release is dead need to evolve, or they will be the moribund ones.

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