

LIST BUILDER SECRETS

THE TRAFFIC BUTTON

Simple Traffic That's Amazingly Effective!



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Introduction

The first List Builder first took the Internet by storm in 2005. Since then they've established themselves as a powerful marketing tool and hundreds of professional marketers from all over the world are using them to generate leads and make more sales.

There are now several List Builders online but there's a core of around 20 sites which are consistently proving themselves by delivering results for their members.

At the time of writing, this hardcore group of sites has a combined membership base in excess of half a million users. To contact that many prospects is very powerful, however if you compare that figure with the millions of people trying to make money online, it proves that List Builders are still a hidden gem...

A Little Known Marketing Resource Just Waiting To Be Tapped Into.

This product is designed to give you an insight into the secret weapon of List Builders. Keep reading to discover the tactics used by professional marketers, and find out how List Builders can explode your business!

Module 1 - What is a List Builder?

A List Builder is a membership site which is designed to drive targeted traffic to your website- simple.

They're based on an advertising exchange model: "You view my website and I'll view yours."

This is a very simple concept but it's been proven to work time and time again.

Basic advertising exchanges, or traffic exchanges, have been around for a number of years - however List Builders offer a whole new concept which is far more powerful than the original systems.

The traffic exchange model was taken as a base and then new features built on top to develop what's now known as a List Builder. The introduction of a 'mailer' allows members to contact thousands of prospects at the push of a button, and it was this feature that set List Builders on fire!

Many List Builders also offer incentives, which are attached to the mailer, and it encourages members to read your ads. This works like gangbusters!

The most common incentives are credit based. The credits members earn can be redeemed for additional advertising of their own site.

We'll go on to talk about more of the features later in the product.

For now it's important to understand that List Builders do an awesome job of getting your messages delivered, clicked and read - and by following some of the strategies we'll cover in a bit, you'll be able to see some astonishing conversion rates as well!

Members of List Builders are all 'double opt-in' subscribers, which means they fully understand the advertising concept and are eager to view your offers. They've confirmed their membership by clicking a confirmation link - so there's a next to zero chance of being reported for spam.

As previously mentioned, there are hundreds of professional marketers already using List Builders to promote their business...

But the real beauty of List Builders is in the *thousands of new marketers who are joining in droves every single day!*

These are the members you'll want to target with your product, or consider offering yourself as a mentor to help them achieve their goals. Many are new to online marketing and are looking for answers or guidance.

These are members most likely to make a purchase from you - especially if it's a product they actually need.

Module 2 - List Builders -vs- Traditional Lists

There are several key differences between a List Builder and a traditional mailing list. The main difference is the incentive given to members of List Builders to view your offer.

With a traditional mailing list your email might hit the recipients inbox but the only marketing tactic you'll have for them to open your email is the Subject line. Whereas a List Builders offers incentives for your email to be opened and read - usually in the form of credits (or in some cases such as at ViralAdStore.com - members can actually win cash prizes for reading emails!)

Once your mail has been opened the rest of the conversion process depends on your content. Even the most successful marketers struggle to get their emails opened - the credits based mailer helps you to achieve this easily.

The Simple Fact Is, That By Using List Builders Your Emails Will Be Read.

Another winner for List Builders over tradition lists is the ability to build and e-mail your entire downline on a regular basis.

This powerful 'snowball effect', taken from the MLM industry, has been built into all of the top List Builders. A traditional mailing list would be classed as single-tier because all the optins would come from your own efforts - whereas with a List Builder you can gain from others below you in the downline. As members of your downline promote and build the List Builder they will also be building *your* downline and allow you to mail more prospects on a regular basis.

This MLM type feature is a huge advantage over traditional lists and will get you fast results!

You might have also heard the terms 'Safelist' or 'Blaster' used in Internet Marketing.

This is a common misconception, but it's important to note:

A Safelist Is Not The Same Thing As A List Builder - Not Even Close!

With a safelist every member can email every other member. This can soon add up to a vast amount of emails being exchanged, and in return you can expect to receive an "unmanageable" amount of messages.

This means that when your offer is sent out to a Safelist it will end up in an inbox with thousands of other emails and is very unlikely to be opened.

It's also possible (and very likely), that other safelist members will just create a junk folder and redirect the thousands of emails away from their inbox so they never get opened.

The sales copy at some of the Safelists boast of being able to email 5 million members. That might be so, but there's not much point in hitting millions of email accounts if nobody is reading your message. You'll likely just get your domain blacklisted from all the spam complaints :)

I've personally tested a huge number of Safelist programs to see if they are a viable traffic source - and with a very few exceptions, I've had very little success. As a result, I don't recommend Safelists to my members, and we don't use them in our marketing efforts.

If you've heard otherwise - consider the source and make an educated decision.

Honestly though... If you wanted to email 5 million contacts that would be even remotely interested in an offer, you should expect to pay thousands of dollars - so their offers are just unrealistic.

You know what they say... If it sounds too good to be true... it probably is.

The difference with List Builders is that they have constraints on them which only allow the delivery of 10 to 50 emails a day to each member (and normally the member selects how many messages they want to receive - if any!)

This instantly boosts the chances of your email being read. This is a much more manageable level for members, and it prevents overwhelm. Members can spend just a few minutes each day reading the emails in their inbox, earning credits and paying

special attention to emails that they feel could benefit them (we'll show you how to write those emails).

One other important note that puts List Builders way ahead of the rest... The top programs that we'll introduce you to shortly are all managed by professional teams that are dedicated to keeping spammers out, activity up and email deliverability high- these are all very important points that mean better results for you.

Module 3 - How to use List Builders.

List Builders are super simple to use. You'll just need to create an account by completing an online form and then opting in to the mailing list.

By joining a List Builder you'll receive emails from other members as part of the system. If you join a few List Builders then it could soon add up to a lot of email being delivered to your inbox. To keep your personal mailbox organized, it's recommended that you either use a separate email address (Gmail is best), or use an email client such as Windows Mail or Microsoft Outlook. Email clients allow you to create rules so you can easily separate mail from each different List Builder. By doing this it will free up your inbox and allow you to go click through each folder and read the members emails.

Once you're inside any of the recommended sites, you'll find that they're super easy to use.

You Can Use List Builders To Get Traffic Almost Instantly!

Whatever you're promoting online, you need the ability to deliver massive traffic at super fast speeds. List Builders provide you with the mechanism for the fastest and easiest way to get people to your website and get them to buy. All you have to do is compose the message you want and click 'Send'.

There's no need to start downloading thousands of email address and you don't need an autoresponder. You don't need any additional software to achieve this as everything is done from within the site.

All of that work is done for you by the List Builder so we're not exaggerating when we say 'Super Simple'!

You can use List Builders to promote just about anything - your blog, website, own products or even just a straight affiliate link. Many professional marketers simply promote affiliate programs at List Builders, and have great success - but we recommend following the strategies we outline below to get maximum results.

Just remember...

You Definitely Don't Need Your Own Product Or Service To Generate Fast Profits When Using List Builders.

With that said... let's get into the *real* secrets of getting results as quickly and easily as possible with these programs.

Module 4 - Improve Open Rate

This section is all about improving the open rate.

Members who realize the power of List Builders usually sign up to a few of the top programs - you'll find getting easy traffic is somewhat addicting. Depending on how many they're managing, they may have opted in to receive a lot of email.

Although there's an incentive to open your email, you're still competing against others to get your email opened.

By using List Builders your offer *will* be viewed by prospects - but it's possible to gain the advantage over others and get your message opened at a higher rate following a few proven tips.

Take a look at your own inbox and look at some of the subject lines... which ones prompt you to open? If you're tempted to open an email then it's sure to have the same effect on others.

Copying and pasting other people's subject lines is a bit sneaky so try playing around with a few and see if you can improve on anything which has already been done.

FREE is a word widely used in email marketing but it's very effective at improving open rates. Everyone loves something for free and if you aren't deceptive you can run a good campaign by including the word FREE.

If you don't have anything to give away yourself you can search the Internet for products of value that you can use and incorporate into the subject line.

There are literally hundreds of products to find just by doing a simple Google search for "Private Label Rights" or "Free Master Resale Rights" These are products with no copyright, so you're well within your rights to use them. Be careful to read the TOS though. Some PLR products have restrictions on them which ask you not to use them as giveaways; you'll just need to make sure to read the small print before using them.

Another trick to improve the open rate is to send your mailing at a particular time of day. For example, if you want to target US based subscribers then time your mailing so it goes out between 8pm and Midnight in the correct time zone.

Recent studies show this is prime time for Internet usage and more prospects will be in front of their PCs waiting to view your offer. If you are promoting your product to a worldwide audience then try to send mailings at a different time in each slot. Mixing up the mailing times over 24 hours can produce sales from several different countries.

It's also recommended that you personalize your emails by adding the recipient's name in the subject line. Most List Builders have the ability to add a first name tag to your mailings so the messages are more personal, e.g. {FIRSTNAME} is replaced with the member's first name from the database.

Personalized emails have been found to produce a much higher open rate than those without the use of a tag. So a subject line of 'Don't miss this John!' would work better than 'Don't miss this!'

Personalize your emails where possible - but be sure not to overuse this feature. Members will feel that your email is individually addressed to them instead of being delivered to a few hundred at once. After all, who does not like to be greeted by their own name?

There are a couple of List Builders that only allow you to use the first name tag if you're upgraded, but in general it's a free feature so make use of it!

Messages that are conversational in nature most often work best - so write as though you're talking to the prospect, and you'll see improved click throughs.

And here are a couple of other strategies our testing has found will generate a higher click rate:

1. Using very short subject lines. I've found that 2 or 3 word subject lines that are highly relevant to the email content will generate not only a high click through rate, but higher conversions. As far as the click through rate goes - take a look through your Inbox next time you have a ton of messages in there - aren't your eyes immediately drawn to the shortest subject line? This works.

2. Use *action oriented* subject lines to get the open. Things like 'move fast' or 'watch this 2 minute video' work very well.
3. Use all lower case - again... these just stand out from all of the other emails.
4. Use curiosity driven Subject lines... Things like 'Have you made this mistake?' or 'What would you have done?' People will click just to get the whole story, and then you draw them in to your message - and answer the question (on your website - where your message drives them to :)
5. Negative subject lines have also been known to generate high response rates - people just can't help themselves... A Subject line like 'bad news' covers not only this one, but also ideas 1, 3 and 4 - pretty powerful!

There are lots of other things you can try, but what's most important is that you're always *testing* to see what works best for you - then repeat and tweak the winners!

Getting your emails noticed and opened is a big piece of the puzzle. Follow these tips and *always* be testing - you'll find yourself way ahead of the majority of people using List Builders blindly.

The lazier other people are with their marketing, the easier it will be for you to clean house - and let's face it... testing and tracking is a component far too many people leave out of their daily routine.

One last thing to note... You may have run across messages that make false promises in their subject line just to get the open. Messages like 'You made a sale!' or 'Your commission payment.' or any similar types of messages geared toward getting you to open the email and drive you to an offer.

Here's the deal - these types of messages are prohibited at any program I'm aware of - for obvious reasons. If you use tactics like this your accounts will be banned, and honestly... it's just not worth it.

Fact is - yeah, you'll get a high click through rate. But you'll also get a reputation for being a dishonest marketer who resorts to trickery to get people to take action... not good.

Messages like that generate high click rates, but very low conversions - so what's the point?

And speaking of conversions...

Module 5 - Boosting Conversions

This module is all about boosting conversions and getting the best possible results from each mailing.

There are a few different ways that other members will wind up visiting your site (or affiliate promotion). It may be through a link in the emails you send out from the system, through a 'featured ad', a 'login page ad' or any number of other exposure methods that particular program has implemented to help you boost your results. But regardless of how another member lands on (and clicks), your link - your offer will appear in a new window.

Most List Builders use a timer which encourages members to view your page for a set number of seconds before they receive credits into their account. This means you only have a few seconds to grab the reader's attention and convince them you have a good product or service to offer.

Because time is limited, you'll want to keep the information displayed on their screen to the minimum. There's not much point in having paragraphs of text as the reader will not have enough time to digest everything, and they'll probably close the window to move onto the next ad.

So what's the best way to get them to 'stick' and take the desired action? Here are some tips for getting the best results from your landing pages.

I can't stress this one enough...

You Should Always Be Driving Traffic From Your Ads And Messages Directly To A Squeeze Page.

The page you are promoting will need to attract attention in a short space of time and you'll want it to literally *jump* out at them. Squeeze pages provide the perfect platform to achieve this.

If you aren't familiar with a squeeze page, it's basically a simple one page website with an opt-in box to capture the viewers email address (which is then added to your autoresponder series).

With your squeeze page, you can use a catchy headline and some strategically placed graphics to grab immediate attention and get people to take action! Or you could choose to use no graphics at all... we've found good copy will almost always out perform a flashy graphic - so don't let lack of a budget to hire a designer, or lack of skill to create your own graphics slow you down - just get something online with solid copy!

The most important thing is to make sure that most (if not all), of your content can be seen without the user having to 'scroll' down the page. It's a proven fact that less than 5% of visitors will ever scroll on a landing page - so just make sure you get all the important stuff (like your opt in form) 'above the fold'.

Video and Audio also work extremely well.

Try to highlight your "unique selling proposition" on the squeeze page... the biggest thing that makes you stand out from your competitors.

Make use of bullets to highlight some of the biggest benefits your product can provide to these prospects - what problems can it solve for them? Be sure to focus on benefits - not features.

As an example, a feature for a phone would be 'equipped with call forwarding' but the benefit would look more like this: 'Never miss another important call again!'

Here's a critical thing to keep in mind: These programs are called List Builders for a reason, and I'm sure by now you know why...

**Your Main Focus Should Always Be To Get Members Of These
Programs Onto Your Personal Mailing List.**

This way you can bond with them, and market to them anytime you want. You can introduce them to your other products and services or present them with relevant affiliate promotions.

No matter what you do, always be using these programs to build *your* list!

This leads us nicely into our next couple of methods for boosting conversions: Name Branding and Video Marketing.

You've already chosen a killer subject heading and your email has been opened. Now you'll want to convince the reader that you're a reputable Marketer.

Name branding plays a big part in getting your readers to trust you. If they are seeing your offers over and over again they will begin to recognize your name.

Always sign off your emails with your own name so readers will know who you are and will start to take note of you. People always prefer to buy from someone they know, like and trust rather than a stranger.

You can also brand yourself and build credibility by adding a personal photo to your website, using consistent themes across your pages (if you have multiple promotions you run through the List Builders). Adding testimonials to your pages will also give you a big rep boost.

But there's no better way to make a sale than face to face - where prospects can see your expressions and hear your voice and tone. Now I don't know about you... but I'm not personally a big fan of selling one on one - it just takes too long. But luckily enough for us we have Video Marketing!

Video Marketing is the latest craze in getting your message across, and it's perfect for name branding. If you're brave enough to go in front of a camera and aren't too shy then it's something you *must* do.

Online video has been proven to convert better than a static page. Try combining a video clip with a squeeze page to achieve the best results.

And if you're a little nervous about getting in front of a camera - that's no problem either... we've had great success using voice over powerpoint presentations - I'm sure you've seen many sales letters now using this method for selling - because it works. There's great expression and power in your voice, so use that to your advantage.

Remember that your ad will be displayed on a timer so you only need a short presentation to grab attention and brand yourself.

Ok, this next conversion booster is probably the most important in my book... Split Testing.

The Quickest, Easiest And Most Reliable Way To Increase Conversions Is To 'Split Test' Your Ads.

Split Testing is very simple, but it means you'll constantly be improving your results. Just choose two subject lines and try to send a mailing to the same number of prospects at the same site.

So you send a mailing to 5000 prospects at List Builder 1 with Subject A and then send another mailing with Subject B. If possible try and keep to the same mailing time and day of the week as this can also have an effect on the amount of people reading your ad.

Now the key to split testing is monitoring your results and not making any changes until you have a definite winner. Compare the number of opt-ins and sales from each mailing. When one subject line significantly outperforms the other, simply keep the one that worked and drop the one which didn't do as well. Now choose another subject line and repeat the same process - testing against the control (the winner from the last test).

Each time drop the Subject which produced fewer results and replace with another one for testing. To make sure results are accurate you may need to send 3 or 4 mailings before making a decision. You can do a Google search for 'statistical significance calculator' and find a tool you can use that will tell you when you have a definite winner - never guess which one is the best based on just a few results - you may be making an incorrect choice. Always test until you have significance.

You can find a tool inside the members area of [IMSuccessMap](#).

After you've found a few subject lines that are working well you can also use the split testing system on the email body. Try comparing the differences between short and long ad copy and look at testing writing styles.

And always be testing your squeeze pages. A good squeeze page should convert anywhere between 30 - 50 % depending on your niche and offer. This is only a gauge - but it's important to have something to shoot for.

Typically I find that I'll reach a testing 'plateau' with squeezes converting at 60% - getting higher conversion rates than that takes a lot of time, and energy - but you can get a page that's converting at 15% pushing 50% fairly quickly if you're testing the right elements and monitoring your results closely.

I always test 'big' changes during the first few rounds of testing. Completely different layouts, offers, copy etc. This is how you get those big improvements in the beginning. Just trying different background colors or font sizes will typically only make a marginal improvement - we're looking for big improvements right off the bat - so try big changes!

We kind of already hit on tracking in the previous paragraphs but as a golden rule in marketing you should *always* track the traffic hitting your sales page. Testing and tracking kind of go hand in hand... It may sound funny, but I know lot's of top marketers that set up lots of tests, but rarely monitor and track results and then implement new tests to continually be improving their lead and sales funnels. It's money out the window - don't let that be you!

Monitor the number of clicks, opt-ins and sales you're getting routinely and make changes based on those results. It's why some marketers can sell a single e-book and make a great living - and others sell dozens of products but can barely stay afloat. The guy with one e-book has a finely tuned machine - whereas the other person just has a bunch of engines running a few cylinders short!

Tracking Your Ads Will Help You To Constantly Improve Your Business And Boost Your Return On Your Investment.

There are a number of products on the market that will give you solid methods for tracking your advertising efforts, and a quick google search will find you a host of tools both free and paid. I personally use and recommend a few different tools for testing and tracking.

Google Analytics and Website Optimizer are great free resources, but there is a bit of a learning curve.

For paid options, I recommend Adtrackz as a great starter tool. When you're ready to really kick things up and do some powerful Multivariate Testing (where you can get results much faster - from much less traffic), I use and recommend [Split Test Accelerator](#).

It takes a little time to set up a good test, up but once you start comparing results, you'll find the information second to none!

So when you're trying to quickly decide which emails are working and which are not - compare the number of clicks to your squeeze page from each of your messages (by using a different tracking link for the call to action in each version of the email). This way you'll know which version of your email (whether you're testing a subject line or email body), generated the best result.

You can take it to another level, and use a different tracking link for each program you're mailing through if you're using multiple programs (and you should be). So in this way, you'll know which programs are getting the best response.

If you find one or two List Builders outperforming the rest then consider buying additional credits from these sites or look at purchasing solo ads to the entire membership.

If you find a List Builder that isn't getting results, then try testing some different approaches. Maybe that member base is attracted to different design elements or conversation style. If you can't make it work, and have tested adequately, then cut down on the number of credits you earn or cancel a paid membership to invest your money into something that *is* working.

You can also use the tracking results to work out the ROI on any purchases you've made. If you buy an ad or upgraded membership for \$100 and it generates 1000 clicks and 4 x \$50 sales then you've just doubled your money and made a 100% profit.

It's not rocket science to work out where your profits are coming from, but you should always figure out your ROI based on a longer timeframe. I usually figure ROI on a 90 day basis.

So you should know what a new lead will be worth to your business after 90 days.

Chances are they'll be worth much more than the upfront purchase they make - so factor that in and consider that very few advertising methods provide a positive ROI immediately. Most of your money will be made on the long term relationship you build with the new prospects and customers that you pull from these sites.

We should probably discuss formatting a bit as well - this is important.

To prevent any formatting issues with your emails try and keep them to a maximum line length of 65 characters. There are a wide range of operating systems and email clients in use and they all display emails in different ways. A high number of characters could run into problems and wrap the lines for some of the recipients.

When the lines wrap it makes the email formatting look untidy and breaks up your email in undesired places. Recipients might think that you're unprofessional marketer and simply close your message.

The solution is to keep lines short and add hard returns at the end of each one.

Create your message in notepad underneath a sample line of 65 characters and then create a new line each time you reach the end of your gauge.

Once your email is fully composed you can copy and paste it into your List Builder and hit send.

Always use notepad or a basic text editor instead of a word processor such as Microsoft Word. If you copy and paste from Microsoft Word directly into an e-form on a website it can cause further problems with the formatting.

Some List Builders will automatically adjust your email to 65 characters but if you're unsure just follow this tip and your emails will always look professional.

There are also a few basic, but important things to consider in regards to the formatting of the links in your messages.

**If You're Promoting A Straight Affiliate Link, Then
It's Possible You Could Be Losing Commissions.**

If your link shows your affiliate ID in any of your messages, then customers could delete it and any commissions would go directly to the site. Or if they have an affiliate account at the site the program is hosted through, they could replace your ID with their own to earn commissions on their own purchase - not cool, but it happens a lot!

Some people begrudge Internet Marketers making money and purposely delete affiliate ID's.

By using credit based List Builders you don't need to worry about your commissions being stolen as your link is automatically cloaked into a credit link. Recipients will only see the credit link which will they can click to earn credits.

There are a few List Builders that aren't credit based. If you are mailing through one of these then you should look at using a 3rd party cloaking service. [ViralURL](#) provides a free tool which is available to all users, and I highly recommend them.

Want another quick way to boost conversions? Add PS to the bottom of your emails!

After you've written your email add a P.S to the bottom of your message. This can be a very effective way to draw attention to key points and it can boost conversions by as much as 10%!

You can use the P.S message to focus on a key point in the email body, but they are best used to offer a special bonus. Try and create a sense of urgency to push the sale or opt in a little closer.

Here's an example:

P.S. - Buy before midnight and get an extra 10% off the regular price!

Another trick is to use a testimonial in the P.S (I personally love this one)! This gives the reader peace of mind that your product is worth purchasing, and it also reminds the reader that you're a real person.

Something like this for example:

P.S - This is what John Smith said about xyz after trying for the first time.

'Wow, I bought xyz and got instant results. I can't recommend xyz highly enough!'

Personal interaction in the P.S also works well, so try to use a name tag in this section. e.g. **P.S** - Sorry {FIRSTNAME}, I almost forgot! Check this out before its gone forever: 'your link here'

Another trick is to add your contact details. Again this will help the reader identify with a real human being, and good customer service (which will go a long way towards making a sale).

Here's one:

P.S - If you have any questions at all then please feel free to contact me at:
123-456-789

This should go without saying, but you should definitely be careful when giving out your phone number. I recommend having a dedicated support number when using this approach. Remember... your emails will be going out to the world wide audience and you might get calls at some strange times. Plus, not everyone will try to contact you for the right reasons! If in doubt; use another number or try using Skype where you have more control over blocking calls.

Recipients will sometimes skim read emails or scroll right to the bottom of the message to see how long it is before reading. It's possible that the P.S. is the first thing that will grab their attention so use it wisely!

One final secret we'll cover on boosting conversions at List Builders is to 'lock in' your exiting traffic. The law of averages shows that no matter how hard you try, the largest number of people who visit your offer page will close the window without taking any action.

The idea of 'locking in' traffic is to try and convince them they've made a mistake by leaving, and that they should take a second look at your offer.

Pop-ups used to be a popular choice for locking in sales and leads, but this technology is now outdated. Because of overuse (and abuse), by lots of marketers and site owners, they just became an annoyance to surfers, and as pop-up blockers were invented their results quickly bombed.

As technology developed, new systems have been designed to make use of the same exit traffic and lock in sales.

[Traffic Locker](#) is simple system which uses non intrusive windows to offer viewers a second chance to look at your product. It's worth using a system like this to offer a special

discount or free bonus as an incentive for the reader to find out more information from you.

**These Systems Have Been Known To Dramatically Boost Conversions,
So They Shouldn't Be Overlooked.**

Module 6 - Extra Features

The 'mailer' is without a doubt, the most powerful feature of a List Builder and will get you the biggest result in the fastest possible time. But it's important to note that many List Builders incorporate other features which are also designed to drive traffic to your site quickly and easily - and in most cases these 'mini' traffic funnels may only require a one-time setup!

Other features to be found at most of the top List Builders include:

Login Ads - Typically this is a full page ad space which is displayed to other members when they're logging in or out of their member's area - so you get their complete and undivided attention. These are usually on timer (which runs 20 seconds or so), so the member keeps the window open to earn extra credits.

Featured Ads or 'Side Bar Ads' - These can usually be either simple text or a 125x125px banner that is displayed throughout the member's area (usually on high traffic pages).

Top Email Ads - Another powerful and automated way to get your message seen and your links clicked! These are a 1 or 2 line text ad which is displayed in the header or footer of every email message that passes through the mailer. This is a prime spot to offer a special deal to prospects.

These are typically reserved for upgraded members, as your message will be seen even before the main message email - very powerful!

And many sites will offer the opportunity for you to purchase **Solo Ads** that will go out to either part of, or all of the site's members! This is an amazing opportunity to *really* cash in on the ads you've already tested and know convert well with that specific member group!

Module 7 - Maximizing List Builders

As explained in Module 2, all List Builders allow you to build a downline that you can contact every few days with your offer. To get the most from your membership, you should definitely promote your referral link and recruit others into the List Builders you are a member of.

The main reason for promoting is to kick start the 'snowball effect' and have other members below you building *your* list; but it's also possible to pick up some decent pay checks along the way.

All List Builders pay commissions for referring upgraded members, and depending on your membership level, you could be generating 50% commissions on each and every sale you make. In addition, every new member that you introduce can also be worth a hefty number of credits, or give you an ongoing percentage of credits earned by your referrals.

It Definitely Pays To Promote List Builders And Build Your Downlines As Quickly As Possible.

More referrals = More traffic = More Sales

There are a number of ways to advertise List Builders. In fact it would probably turn out to be another product if we explained everything in this report, but here are a few quick tips to get referrals for very little effort...

- If you have a blog then write an article on how it's possible to generate massive amounts of traffic using the power of List Builders.
- Get involved in discussions at 'work at home' forums and share your successes of using List Builders. Be professional, offer value and never 'spam' the forums. If you're unsure which forums to use, try a quick google search for 'work at home forum' or 'Internet Marketing forum'

- Add a signature line to all of your outgoing emails with a link to your favorite List Builder, along with a short description.
- Promote your favorite List Builder on other List Builders. Members will already be using the site to successfully promote their business so they'll already be on the lookout for recommendations of new List Builders. This method works best if you are promoting a lesser known site to an established site with thousands of members. If you are promoting the other way around then the chances are that most members will already be using the established site.

With most membership sites there's an option to upgrade. List Builders are no different and an upgrade can save you lots of your time by 'fast tracking' the ability to mail thousands of contacts.

A typical upgrade will allow you to mail 3000 random prospects every 3 days. This is usually in addition to mailing your downline or on top of any credits you've earned.

An upgrade catapults your advertising power and puts you in the driving seat from the word 'go'.

List Builders tend to favor a 'One Time Offer' sales model. This is usually a page presented to you immediately after signing up. It will be displayed to you only once so pay careful attention and don't be tempted to close the window until you've read everything in front of you.

On first impressions it might look like a 'One Time Offer' is put in place by the site owner to force you into a sale. Whilst it might be a powerful selling tactic it also gives you the best value for money.

If you're willing to spend some of your advertising budget then purchasing the One Time Offer will give you a host of awesome benefits and masses of traffic compared to free members.

If you skip the one time offer and attempt to upgrade at a later date, you'll find the price to be much higher inside the back office. It's recommended to take advantage of the One Time Offers whenever possible.

Being an upgraded member allows you to spend your time being a marketer and growing your business instead of earning credits. It will save you money in the long run by giving you the best bang for your buck.

**An Upgraded Account At A List Builder Will Almost Definitely
Allow You To Mail More Members More Often.**

Ultimately the choice of upgrading will lie with you. As well as considering your bank balance and future earnings you should also look at the amount of time you can save. By upgrading your account you can get mailings out fast and use your time to work on other projects.

As we mentioned, most List Builders also sell additional advertising power in site by way of Solo Ads or extra credits. If your advertising budget stretches, you can purchase traffic on demand any time you want - it's pretty cool, and way cheaper (and often much more effective), than PPC or other paid media channels.

This is important: When it's time to send your mail through a List Builder don't forget to use it. Typically you can send a mailing every 3 to 7 days depending on your membership level.

If you miss your slot then it's not a big deal. You can just mail whenever you're free - but there's no carry over, so try and use your mailing at every opportunity!

After your mailing you then have to wait another 3 to 7 days before the next slot.

At some List Builders it's possible to put your account into 'vacation mode' but this only stops you from receiving emails from other members. It won't hold your mailing slot until you return; so even if you're away, try and get something out or ask a friend to mail on your behalf.

Ok, so let me share some info that will save you months of research and trial and error if you're new to using these hidden traffic gems...

Module 8 - The Super 5

We're nearing the end of the report, and by now you'll be wanting to know which of the List Builders to join (and maybe which *not* to join). We've carefully selected the top 5 List Builders which will unquestionably give you the best results, and allow you to reach the most people.

These 5 list builders are the 'cream of the crop' and have consistently proven themselves over and over again, to deliver signups and sales for their members.

In No Particular Order The Top 5 List Builders Are...

TheListAuction.com

ViralUrl.com

ListJoe.com

ListOutbreak.com

ViralAdStore.com

At the time of writing this, these 5 List Builders have a combined membership of over 250,000 members. A more specific figure has purposely been left out; otherwise this report would quickly become dated.

Hundreds of new members are joining these List Builders on a daily basis so it wouldn't be accurate by the time you received this report if we put a set number in - so we put a very conservative number in place - just know that it's considerably more than that by the time you're reading this report!

And now the bad news...

Without naming names, there are a few List Builders that you probably shouldn't join.

If you want immediate results then it's probably not a good idea to join a List Builder with less than 5000 members. You'll want to sign up and then send your mailing to as many members as quickly as possible.

Having said that, you shouldn't totally overlook the smaller sites. One day they may become the largest List Builder online, so if you like the look of the site and are impressed by the quality, it might be an idea to join before the masses and build your downline for the future.

Membership sizes are often displayed somewhere on the site, but if you can't find the information you're looking for just log a support ticket with the site's help desk. Most site owners are extremely happy to help and will respond to your query as quickly as possible. If you aren't happy with their response, then it might be an idea to drop that particular site and work with another. This is very unlikely to happen though as most site owners are a friendly bunch!

Nowadays it's very easy to purchase a simple List Builder script and install it on cheap web hosting. Because of this, hundreds of new sites have sprung up in an effort to capitalize on a growing market.

A very small handful have succeeded, but in general, these 'clones' have struggled to make an impact and offer little in return to their members - and for good reason...

It takes a strong company and professional *team* to run a successful List Builder that truly delivers on its promise to drive quality traffic for its members. There's a lot that a site owner needs to know about email deliverability, server configurations, programming, handling support and lots, lots more!

And the clone scripts people are buying simply don't offer the features, or reliability of the true List Builders. We put this section together to help you avoid the "want to be" sites and put the real winners right at your finger tips!

What happens to many people that look into List Builders is that they'll start with an inferior program, because there is no real way to tell good from bad in some cases. Then when their advertising bombs, they blame it on the traffic source - not the particular program they joined.

Would you say Google AdWords was 'no good' because the ads you were using bombed - hopefully not! You'd try some better ads, right?

When choosing a List Builder, try and look for a unique site with exciting features that will constantly bring an influx of new members. A steady stream of new members coming into the site means new prospects for your business.

If you're unsure whether to join a List Builder or can't work out if it's just another Safelist, then try and do as much research as possible before joining. The same can actually be said before signing up to anything on the Internet. A little 'due diligence' can go a long way to helping you into the right programs.

Start with a quick Google search on the site name and look for any bad press. Quite often the searches will pick up on blog posts or forum discussions regarding the site.

You might even come across members sharing their advertising results from different List Builders. You could also try looking up the names of the site owners and finding out their background or send them a quick introduction through the contact pages.

These steps might not be necessary but if you are cautious about spending your hard earned cash then it can at least give you some piece of mind.

Or another shortcut you can use is to read our upcoming report on the secret tool we use to tell us exactly which sites are worth joining - based on countless tests and member's feedback. It's an amazing resource that you'll absolutely want to add to your 'toolbox' - and it's free to join too :)

Look for an email from us in the next few days where we'll show you how to get access to this amazing program - for free!

Making traffic easy,

Michael Purvis & Greg Hickman

