

How To Build
Your List
Using One Of The
Top Internet Marketing Forums



FORUM

LIST BUILDING

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Forum List Building

Introduction

“List building” is an online marketing technique used for compiling email addresses from customers and non-customers to engage them on a regular basis and gain more traffic to your website. There are several ways in which you can use a mailing list for this purpose. List building is the way of business or professional to keep in touch using the internet: with an email address. It can be said that “list building” is a affordable and efficient way of maintaining and converting customers.

“List building” is a constant process that requires you to work your way up to an progressively more larger “mailing list”, one that adds customers and interested prospects over time, and there are various ways in which you can do it. A “mailing list” is something that you put together from receiving traffic and word of mouth for your website, and by using all the means that you could get your hands on to put up that list.

Chapter 1: Why List Building

List Building is an amazing method that can help your business stay in touch.

Below, are some amazing benefits, as well some surprising facts that will help you get the most out of List Building on behalf of your business.

You built it, it's yours

One of the very best benefits of creating and building a mailing list is the choices that it grants you to manage it. It might occur that you manage communications with your customers pretty well through social media sites, but what if one of those social media sites goes out of trend?

It is easy to use, both for you and for your customers

One of the best advantages of using email to converse with your customers is its simple nature. Just make sure you have great content to send, and you're done. You also have the advantage of getting their focus. With email, they can read from top to bottom without turning their finger in another direction. They'll get your information in a condensed format that will only take them to where you want them to go!

It grants you exclusivity

When you think about what kind of content you want in your email inbox, or when you think about what individuals or companies you give your email address to, you don't think about it as a free for all, right? You think about it as something sacred, since years and years of receiving email junk has taught you to not expose it freely. You have to think that your customers think about their email inboxes exactly the same way.

It is better for creating reminders, making announcements and selling products

Mailing lists are very good for sending out information that you don't want to be covered under lots and lots of other insignificant pieces of content. People check their emails daily, and you can reach them much more easily this way. Reminders for events, offers, announcements, contests and news such as items in stock are best sent through email. Chances are you'll get an instant response, especially if you get your customers used to looking for your emails!

It is cost efficient

Booking and maintaining a mailing list is one of the cheapest ways to market across the board. You can use a ordinary service and even keep it free, or you can use a paid mailing list service and make use of better and more advanced features for keeping up with your customers. This, of course, will depend on how you are setting up to reach your customers, and to make sure they get the most out of the service.

It's private and can be targeted

One of the greatest benefits about a mailing list, and more in particular about using email, is the privacy aspect, which people care about a lot. It works both ways, because you can directly address somebody and he or she can do the same with you. Customer prefers it this way, because they can ask you something or complain to you without it needing to be on a public wall or post. You can also build a channel that can be exclusively dedicated for this kind of communications, which customers will be thankful for!

You can also target emails to certain people or groups of people, hence knowing their preferences and habits will be crucial. This will improve how you communicate with them, and in turn will also change how they perceive you.

Chapter 2: Key Elements to List Building

Preparing the Lead Magnet

List building doesn't get done by itself, and that it requires full commitment from whoever is trying his or her best to sharpen up their mail marketing efforts. It isn't just about setting up your mailing list and sitting back and have you noticed that there are various marketers and businesses that are so good at receiving new email subscribers that you can't help but doubt how do they do it?

While a lot of those marketers focus their efforts on very well-known list building strategies like content marketing and content automation, there is another safe and proficient way that can be used to capitalize on the number of your subscribers.

That strategy is lead magnets.

What is a lead magnet?

Well, as the name implies, it is a figurative magnet for attracting leads, to get people to sign up for your mailing list, but its work is far from only doing that. They also have to convert those subscribers into customers! Alright, but what *exactly* is a lead magnet? A lead magnet is something that you use to attract prospects into a sign up form to get visitors on your mailing that will be strategically placed inside your website.

This can be anything that you want to offer to your prospects in exchange for them giving you their email addresses, or in better terms, something so valuable to them that it would make them want to sign up for your newsletter just to get the item.

How do lead magnets work?

A straightforward example of a lead magnet would be something like a sneak peek of a sample of a paid product that can be sent directly to your email inbox, doing this will help your website get to new subscribers by offering them something that they can only get by receiving it through email. They didn't have to openly ask prospects for their email addresses, but instead offered them something that they need, and the way to get it is by having it sent through email. This ends up giving it a sense of exclusivity, because subscribers will be getting something that is not offered on the site.

The best way to explain why a lead magnet is so efficient is that it offers a solution to a problem. In this case, people are landing on this website because they need the company's service, and the lead magnet offers them a sample of that same service in exchange for their email address!

Preparing your lead magnet

Now that you know what a lead magnet is and how to use it, the next step is how to start it. You start by setting up the element from where your lead magnets and opt-in forms will originate. It's likely that your email marketing platform of choice has a built-in functionality to set up sign-up forms, and you can always use alternative services to combine those into your website.

You can have those lead magnets and sign-up forms publicized on your website in many different ways; in landing pages, lock on screens, light boxes and pop-up windows. Here are some examples of each one in action. After you've determined on how you want your lead magnet and sign-up form to be shown on screen, you have to decide what you are going to offer as a lead magnet, which is perhaps the most vital aspect of this process.

Keep in mind that you cannot just use any random content or material to give away as your lead magnet, because that can have the opposite effect of converting prospects. You have to present a SOLUTION to a problem. After all, this is why your visitors came to your website in the first place. This solution can be anything related to what your visitors need from you and your website, so for getting at this solution you need to know your audience. Take for instance that you can't propose a laptop catalog to your visitors if they're coming after your "protein powder care made easy" program!

This lead magnet can be anything of value to your customers. One of the most offered lead magnets around the web are eBook samples, free software registration for trial periods, limited access to a paid-subscription newsletter, and any free sample of what a website offers. You could produce your own materials, or pay someone to create material for you. There are lots of, many things that you can give away, but you have to bear in mind to have them focused on your product or service.

Using our content as an exemplar, you can create an exclusive PDF guide and offer it to new visitors as a way to access insider information and tips that have been gathered from the numerous pages of posts on your site, so they can focus on checking new content! If you conduct webinars, you can provide free access to the ones that have been most popular in the community by signing up for your mailing list. They will be then sent a link to recover those recordings.

For your blog posts, you can offer content upgrades of what visitors are reading, so make sure to customize these leads magnets for posts with details that can be extended in any way. Especially if it is a high traffic post! As you can see, there are various ways you can use lead magnets, and it is best you combine the materials that

you are offering with the kind of sign up form that you'll be using to offer them to get good results!

Putting up the Lead Capture Page

There are 3 diverse ways you can build your lead capture pages. Something important for you to know is that this page is known by several names. Three of the most used are: Lead Capture Page, Landing Page and Squeeze Page.

WordPress Plugins

There is an outstanding arsenal of landing page (lead capture, squeeze page or whatever you want to call it) plugins that you can use to effortlessly capture and even track your list building and email marketing activities. Some of them are paid, some of them are free, and some have different levels of memberships.

You'll see an overwhelming list of high quality lead capture page builders you can use without having any coding knowledge. The "Free Landing Pages Builder by Wishpond" is a really amazing plugin. It doesn't matter how simple it is, what matters most is how useful it is. If experienced marketers are using simple squeeze pages like this, don't you think it would work awesome for you? There are all kinds of remarkable editing tools you can use, you can drag and drop sections and several types of content.

HTML Templates

If you are not fond of to having fun playing around with WordPress Plugins, you can always look for finished html templates which are ready for you to upload to your server and use. However, for this you might need to learn how to edit it. You can search for templates like that in Google.com. You'll be astonished by all the amazing choices you can find. Once you find something of interest, you'll want to upload it to your server. Once there, get into the editor and modify anything you desire, and

you'll be able to see it instantaneously. You could also hire someone to do everything for you.

Auto responder Popup Windows

Within your email marketing service, you may have the capacity to add popup opt in forms to your site by just adding in a code. This is the case for AWeber. You can design it to look like a really pleasant looking lead capture page. You can add a header, resize it, change the submit button, and use the footer for adding some more stuff. It is best that if you change your form here in AWeber, you won't have to insert the code on your website again. Another a good thing with this type of lead capture popup is that it is also responsive, which means it works great on Mobile Devices.

Setting up email automation

Now comes a very significant part which is setting up email marketing automation, which is something known as the autoresponder. You can't just upload your landing page and start sending traffic without connecting the opt in form into your autoresponder service.

Setting up your autoresponder service

First of all, you need to build a list in order to construct an email database. It is best that you produce a list for every topic you plan to construct an email database for. Take for instance, if you plan to build a muscle building related email database, you should create a list called Muscle Building Subscribers.

Then, present the name of your company, company website, which address you would like to include at the bottom of your emails, and what sender name and email address should appear with your emails. Name your list and briefly describe the emails your subscribers are going to receive.

This is the confirmation email your new subscribers will receive and will have to confirm after they submit their email, before they start receiving your emails. This is a good utility, because this is a method to make sure interested people are trying to get into your email list. You have the option of disabling this function, so your subscribers can get into your list right away and start receiving your emails.

Firstly, you need to set up a welcome email, which will be the first email your subscribers will receive right after they submit their email via your sign up form and click on the confirmation email. There are several vital things you need to be alert of in this part. Depending on the method you use, there won't be much designing to do on the sign up form, because that design is already created on the template you decide to use.

Take for example, if you used the WordPress Plugin option, and you used the Wishpond WordPress Plugin, you don't have to design anything, because the design will already be produced. You will need to incorporate your autoresponder into your Wishpond WordPress Plugin. If you used the HTML Templates, the majority of them come with their own sign up form design, so you'll need to incorporate your autoresponder sign up form into the code of your html template, and that will require coding skills.

If you used the Autoresponder Popup Window option, then you'll need to customize a Sign up Form, because that is what will be shown on your site once your subscribers visit.

Setting up the Tracking Strategy

You can have a great lead generating page on your website, it may have a appealing design and you may also be offering some interesting piece of content upgrade as your lead magnet, but you are still not seeing the millions

of subscribers that should be on your list. That is happening because you still don't know how to accurately convert your leads into subscribers.

First, you should understand that what some of these tracking tools will show is something called "click through rate", which is the number of times a visitor clicked on your site in relation to an object inside of it. In this case, that object is your opt in form used to capture email addresses. What you really need is to have your opt in form clicked by leads that are going to subscribe. You also need to know how many visitors are clicking outside the opt in form, and how many of them are closing it instead of subscribing!

Tracking leads around your page

The most fundamental way to track where your leads come from is by tracking from which part of your page or from which of your websites a lead came from. This can be done with the auto responder that you are already using, like AWeber. With AWeber, you'll just need to set up notification emails to tell you where subscribers click to get to your lead generating page. When someone subscribes to your mailing list, a notification email telling you where it came from will be sent to you.

MailChimp can be integrated with Google analytics to track leads inside your page. Once you set up Google analytics to work within your MailChimp account, you'll be able to track your email campaign stats from its dashboard. Clicktale is also a viable tool to integrate with MailChimp. It will give you insights about how leads and subscribers interact with email related content in your site. It will track your email campaigns inside and outside your website.

It is also very straightforward to integrate Google analytics with GetResponse to track where mailing list sign ups come from. This will give you a full set of tools and

functions that you can use to get very valuable information about what subscribers do before they join your list. That includes a traffic sources segment to check where your subscribers come from and which social media platforms are giving you greater conversion rates, which is the number of people that visit your site and subscribing, instead of leaving!

You can even use it to check what keywords your prospects typed moments before subscribing to your list! It can also illustrate to you what traffic sources convert better on your site and what kind of content drives more conversion to your mailing list! If you want to use a dedicated and powerful tool to track traffic on your lead generating page, you should use [optinmonster](#), because it has a dedicated dashboard where you'll locate a number of huge features to get your tracking strategy set.

From here, you'll find how many visitors each section of your site gets, which is useful for determining where to place your opt in forms, or where could be the best place to generate leads on your site. Another great lead tracking tool is [opentracker](#). It is an event tracker and analytics tool that will assist you track unique visitors by searching all of their data on your website, to label them for email marketing campaigns. One more tool to insert to your arsenal should be a web service called [similarweb](#). Similarweb is a website that will help you to improve your lead generating method by reverse engineering your competition.

This is a very useful service, because if there's a larger website around working within a similar niche as yours, and doing well, it would be the perfect time to start paying attention to it and boost conversions to your mailing list by reverse engineering it! It will reveal your competitor's website traffic statistics, letting you benchmark your website against theirs and see what you can integrate to your lead generating efforts.

You can use it to determine what other website prospects visit during the same session when they visited yours, and to find out the sources that drive the most traffic to any website. Last but not least, one of the most powerful features is letting you see any website's inner functioning. With it, you can analyze your successful competitor's lead generating strategy through their content and their more popular pages!

Chapter 3: Building Your List using Free or Paid Services

Free services to build your list

There are a varied selection of tools and services that you can use to help improve your email marketing efforts. While it is best to focus on the best, top-of-the line tools and services to efficiently manage a list building task, it would be beneficial for you to also get to know some other ways, tools and services that can be used to build your mailing lists. These tools and strategies won't only help you attract more traffic, but also to retain most of it and get an increasingly large conversion rate.

Twitter Lead Generating Cards

Twitter has developed a great way to generate leads for businesses and individuals through the use of their newly introduced lead generating cards. Initially developed as a means to introduce automated lead generating potential for business accounts, they're now ready to be used by non-business accounts, too. These twitter lead generating cards work by presenting a post that can be 200 characters long with a custom picture attached. The content of the picture will work as a promotional flyer, and the uniqueness of this technique is in that it will let you get your follower's email address. The positive thing is, this will be confidential to both you and the user because he or she won't have to fill in any information. It will be retrieved from the user's profile!

Craigslist Ads

Craigslist.com is a website dedicated to people and businesses that want to promote a product or service online, much in the way a classified ad in newspaper works, but in digital form. Craigslist gets around 10 million visits a

day, so you can see why it would be a good place to advertise. You only have to create an ad where you can get visitors to a link to ask them for their email addresses, so don't directly ask on the ad and instead place a link that can get them to your website. To get customers to subscribe to your list, you'll need to direct them to a page where they can get a piece of content with two calls to action to join your mailing list in it.

ManyContacts

ManyContacts is another bar that can be positioned on top of your page and offers you a specific, yet effective feature: the ability to study your visitors. ManyContacts is easy to put into operation on your website, by registering on the start page and following the instructions. The ManyContacts bar will then let you tailor the content on your bar, so your visitors are pushed to take action once inside your page. After they register for your email list, ManyContacts will track their information and activity on the internet. By having such information about your subscribers, you can use the best targeting and segmentation strategies to help you attract more leads!

Paid services to build your list

The following is a list of paid services and software that will help you begin maximizing your email marketing worth. By using these services and applications, you can have an advantage in your marketing strategy by automating and promoting your mailing list.

FACEBOOK Ads

FACEBOOK ads can assist you direct leads to your page, where you will need to set up a bribe in order to get them to sign up to your mailing list. This works very well, because FACEBOOK ads are targeted, which means that ads will appear to demographics that are interested in what you promote.

FACEBOOK has 1.4 billion users worldwide and over 900 million sign in every day. You can customize your FACEBOOK ads to target specific audiences based on their location, age, interests, behavior and connections! Once you have created your ads to attract leads, make sure you also create a sign up form to get them to join your mailing list. Use FACEBOOK ads not only to promote your products or services, but also to promote contests, giveaways, and current upgrades. Moreover you can use FACEBOOK ads manager to learn what kind of ads are getting you the best results!

Wishpond

Whishpond is a great platform to assist you to jump start and sustain big online marketing campaigns. Wishpond will grant you access to several features that will enable you to build tools for your email marketing efforts. These features include the establishment of landing pages, pop-ups, forms, contests, email automation and marketing, lead management, lead scoring and lead profiling - all in only one package! You can use Wishpond with most of the services that you already use for email marketing. You can try Wishpond for free to catch your first 200 leads. Pricing for full use will depend on the number visitors, leads and users, among other things, with “basic”, “pro” and “growth” packages priced at \$44, \$78 and \$129 a month, respectively.

Infusionsoft

Infusionsoft is a software client that assist you by efficiently manage your list, helping you to make it grow by converting leads into subscribers and customers, with its administration capabilities helping you to also keep them engaged! By simply registering a customer on your mailing list, Infusionsoft will help you to get information about their behavior, their marketing interactions and section them by prioritizing those customers that it tags as “ready to buy”.

By developing a database based on customer segmentation using your mailing list, Infusionsoft will improve engagement by giving them what they want, going as far as to get them to promote you! This is done by making your most active clients advertise for you. It will also automate marketing, which means that Infusionsoft will create a efficient process to make you or your company reach new clients, capture new leads, convert them and keep them, which can be further stretched out to social media sites by creating an opt in form to catch new subscribers!

Chapter 4: Advanced List Building Method

Work on attracting more traffic

Attracting traffic to your website or blog to get visitors to your sign-up forms is not an simple task, and there will be a point when the conventional attraction tactics won't be effective anymore, at least not how you would like them to. Some of the most advanced strategies that you can use include having you guest post on a known source. For this, you'll need to know your audience and know what other sites they visit on a daily basis. By being presented as a guest blogger, you can make the most of your click through rate from other sites. Another strategy to make the most of incoming traffic to your website is to promote content about stuff that people consume, but always focused on the type of content that you publish on your website.

Sponsor a list building challenge with other marketers

This may sound frivolous, bearing in mind that you are already working on constructing your mailing list, but conducting a list building challenge and competing against other marketers no matter their field can give you three vital things that you are not likely to get by yourself.

The first thing is a boost in motivation. It's one thing to challenge oneself to get better, but another very different thing to be in a race with others for the highest number of subscribers. Not only are you shooting for first place, but for measuring your results in the long run.

The second thing is that you'll get exposure from word of mouth. By appearing on other sites and blogs as a competing site in a friendly race, can you guess what this will do for your mailing list? It will expose you to a higher number of prospects that you haven't heard of you before.

Use content upgrades

You need to know that just offering a content upgrade for each of your posts is not enough. The secret is to know where to place the opt-in form to offer content upgrades on your posts. The best places are in the middle of your post as a link, making it appear 20 seconds after the visitor starts reading the post, or as a footnote. You already be familiar with that placing content upgrade offers as footnotes is effective, but you should know that placing them in the center can get prospects to sign up, so they can obtain the content upgrade and start using it right away.

The third thing is that you'll be able to see what worked for each party. What worked for your site will not necessarily work for the other sites, but you can learn what worked from them and how you can apply it as one of your strategies.

See where your competition is getting their traffic from

One of the best ways to learn where to get traffic is to learn from where your most successful competitors are getting their traffic. You can see this in action by copying your competitor's website URL and entering it into "similar web".

This service will show you where they are getting their traffic from, and where their visitors go after they have been on their site. This will give you a good idea of what kind of prospects you should start targeting your email marketing efforts toward.

Use social proof and boast about it

Social proof is, as the name implies, your social status as a website. You talk about it to surprise people with the number of subscribers you are gaining. This will develop a greater sense of trust for your website. Of course, you may imagine that boasting about a number is a passive strategy, but how come this is talked about as

an advanced strategy? It is advanced, because to get to the point where you can boast about social proof, having 1,000 subscribers will not work.

You'll need to hit the right spot of around 50,000 subscribers for your social proof to be exceptional. The funny thing is; to get great social proof, you need lots of subscribers. To get subscribers, sometimes you'll need to show them how popular you are. What can you do if you can't show that big of a number? You show testimonials on your page. Having testimonials will show prospects that you are being taken seriously, and that you have a website they can trust.

Chapter 5: Tips to Successful List Building

Personalize your emails

It goes without saying that first impressions are important, and this is it even more vital for emails. Now, what would you do if you subscribed to a company's email newsletter only to find out that their emails are kind of boring? Simple fonts, no backgrounds, no signatures, and so on. What will occur is that you will ignore them, and eventually they'll automatically end up in your spam folder.

This is exactly what would happen to your emails if you don't pay special attention to your email's presentation. Of course, you need to be wary and limit personalization to the subject line and the first line of the message, or your email may seem forced or fake. Also, don't go beyond its design, just use something related to what you do as a business or professional.

Use blogging and Landing pages

Your mailing will go as far as the means you use to market will take it. This means that you can't just use a part of your website to show a sign up form and call it a day. What you really need is to get traffic, and put your mailing list out there. You can do that by having a blog committed to content outside your website, with carefully well thought-out information that can be used to get traffic from wherever you can and then slot in a landing page with a call to action to join your mailing list.

Make full use of Lead Magnets

Lead magnets are teasers or incentives that you offer in a call to action to motivate your prospects to join your mailing list. The secret behind a lead magnet is by giving away something that can only be earned by joining your mailing list. Take for

instance, giving away a free eBook, tips, or pieces of content that is not going to be published on the website and is exclusive, can be wonderful lead magnets. Even if your prospects only sign up for the promise of a one-time free piece of content, they will be on your mailing list. From then on, it's up to you to keep them engaged.

Use 100% effort when creating your email's content

If a personalization is the starter, then quality content is the main content. You already sent emails, but what you really need is for your customer to read them and make full use of its contents. Creating quality content for your emails guarantees that your customers will be waiting for the upcoming email. Build up anticipation by creating unique content from time to time, hosting contests, and sending gifts to random customers, anything to keep them on edge!

Allow guest posting

Guest posting is a effective way to get your prospects and repeated customers perceive you as a trustable source of information. By allowing guest posting and announcing it on your newsletter, you can have people wanting to read something from a different point of view. It will also generate traffic by means of word of mouth. If someone on your mailing list sees a guest post from somebody that knows someone is going to benefit from, they will forward that email to that person, so you'll probably add someone to your mailing list!

Use paid list building services if you can afford them

While it is a fact that you can use some free services to handle your mailing list, it is also true that their utility will get limited as your mailing list grows. Not only will you be narrowed to a low number of subscribers, but your choice to improve your list will be limited, as well. That's why it is best to use paid services to manage your mailing lists and to support you in growing it. In any case, you have to keep in mind

that the costs of email marketing are the lowest among marketing methods, and it also offers the biggest return of investment!

Give away stuff to your subscribers, so they respond

There is an easier yet all too often disregarded principle for email marketing, and it is basically about not offering something for your customer to purchase during their first week on your mailing list. Instead, provide them something like a gift card, or a free eBook. By giving them something that they don't have to pay for, you are in fact building up loyalty. Through this manner, you're teaching customers that you trust them by giving them a gift, and at the same time you'll be teaching them to trust you back.

Study your customers, so you can accurately target them

You can use various methods to study your customer base and prospects. You can apply it by using metrics, by visiting the kind of websites they visit, or by the type of products and services that they purchase, but you have to do it. This will be useful, because if you know your customers, you don't have to offer them everything you sell. You only have to target them and give them what you know they want. Email each of your customer segments with what they're looking for, and they'll stick with you.

Work on follow-up emails

You need to have a follow up email ready to be sent once someone subscribe to your mailing list. It is as easy as sending out an email welcoming a new subscriber and taking them to the introduction page with instructions and information about what he or she can do that they are signed in!

Run periodic maintenance checks on your Mailing List

You need to run a periodic maintenance checks on your mailing list to determine where your resources are going. It is just not worth it to have users getting your emails in their spam folders, or have expired addresses on your list. Make sure you do this clean up from time to time.

Chapter 6: Things to Avoid During List Building

List building is not a once-act task

List building is a constant effort. The development might be getting from A to B, but it barely ever ends, because your mailing list needs to keep growing over time. You can't just build a mailing list with your first contacts and then just put them up for your newsletter. What you really look for when you build a mailing list is to keep the influx of new subscribers coming, engaging them, and making them bring new people. You have to repurpose what you do with your mailing list from time to time and care for it. After all, this is your business!

Don't think about your mailing list as a short term recruiting tool

You just can't put up an offer to offer something free for signing up to your mailing list as a way to attract in prospects, because you'll end up with a mailing list full of people deleting your messages after having got what they wanted from it.

Don't focus sales on every person

One of the key words that successful marketers, salesman and saleswoman alike use for concluding a deal is the word YOU. Subscribers already gave exclusivity by granting you right to use to their inboxes. What they would like is for you to talk to THEM individually. What you have to do is sell in a personal approach, even if you're forwarding a promotional sales message to your 20,000 subscribers. Don't just explain about the product and the market. Talk about how YOU can benefit from getting what YOU are being offered.

Don't emphasize entirely on marketing 3rd party products

Let's face it, if you don't own a product, you'll be perceived as less reliable, as far as marketing efforts go. If you just emphasize on selling products and nothing else, in particular if those products are from a third party, you'll be end up being seen as a ordinary internet marketing robot. That's why you need to present something that comes from you, something that you worked on that you don't have to ferociously advertise and maybe even lie about in order to make a fast profit.

Avoid purchasing lists of Email addresses

Never, ever purchase emails databases. An email address coming from a mailing list for hire is surely getting lots and lots of unwelcomed emails on a daily basis. If you send them an email without them knowing who you are, your message will get deleted along with the others.

If they're receiving anonymous email for the first time, they will see you as an invasive, unreliable source of spam. They will block you and complain about you in front of other prospects, so this conduct will not pay off, even in the short term.

Don't take Email addresses from external websites

Don't just go visit a website or social media site and take email addresses and start mailing them without consent. Bear in mind that a mailing list is built upon the interest and trust of prospects, and by sending them unnecessary e-mail is just out of place with that fact. Just like with email addresses taken from a mailing list that you purchase, you'll end up blocked and with a bad reputation. Try not only to be cautious, but to completely avoid these kinds of practices.

Don't spam your subscribers with email

This is kind of an obvious and too valid of a point, but companies and individuals alike have a tendency to overlook that people don't like to be inundated with email. It is fine to provide your subscribers with news, offers and contests, but there's a fine line of how many times a day you should message your subscribers.

Of course, this will depend on the kind of products or services that you promote, and we recommend keeping newsletters limited to a daily basis, mailing offers and promotions twice during the day and mailing contests at random intervals. Keep in mind that not messaging adequately can turn out to be as bad as messaging too often. You can end up losing subscribers and worst of all, customers, to your competitor.

Don't send out information without purpose

This is also something that most marketers and especially business owners without proper marketing guidance end up being guilty of for emailing the irrelevant type of information. This downside can be as simple as promoting poorly selling items, thinking it would sell, or by promoting irrelevant content to the wrong audience. This is why it is important to know who you are targeting certain email content to.

Don't formulate your mailing list into a one-way channel

One of the most common, yet most detrimental practices in email marketing today is making email a one way communications channel. What this means is that companies use it to inform customers and prospects, but not providing them a way to communicate back. This is terrible for business, because if customers think that they don't have any means to directly communicate with a company, they might as well just start looking for other companies. Bear in mind that email is not just about advertising, but also about communicating with your clients.

Another oversight is the dependence on auto responders. Auto responders send out an automated response to an inquiry or complaint from a customer, and then another one until the inquiry is resolved. As a business, you have to think twice about how this makes someone think about your business ethics.

Do not deceive your prospects

This is obvious, of course, but it is too frequently used as a cheap means for attracting prospects. You use a call to action to join your mailing list to enter a contest to get a big, sometimes improbable, prize. While it is a fact that this occasionally works, it isn't a long term method. If prospects don't receive your promised prize, they disregard about you without a doubt as they enlisted to your mailing list. Also, cautious and knowledgeable prospects won't simply fall into this, so don't do it, ever.

Chapter 7: The Benefits of Forum Marketing

Forum marketing is a great strategy that many online business owners use to market their own products and services online. In fact it is fast becoming one of the most widely used free marketing methods on the internet. It has many benefits and it costs virtually nothing for you to apply it. It just takes a little know how and determination from you on a regular basis to begin seeing positive results.

The central rule of thumb when it comes to forum marketing is that you never jump straight in and immediately start promoting your business. This is considered bad etiquette and will actually drive your potential customers to a different direction. Before you begin to promote your product or service on any forum, you will need to establish yourself as a member of the community. There are two fundamental steps involved in this process.

Finding a forum and register as a member

When searching for a forum to join you will want to find one that is centered on a topic that is closely related to the product or service that you are planning to promote. After you have found a forum that you want to and have registered, you should take some time to create a profile page about yourself. This should include a good description about yourself and your business. You will want to pay extra attention when developing your signature file, because it will be at the bottom of every post that you make and it is very important to the success of your campaign.

After you have registered and set up your profile and your signature line you should take a few days to observe around the forum before you begin to post. Examine the posts and get a feel for the other member's thoughts, ideas and questions. It is also very important that you take time to acquaint yourself with the rules of the forum.

After you have observed around for a while it will be a good time to start posting. Begin by responding to the other member's questions and concerns. Do not by any means start out posting by immediately promoting your business. This can lead to a negative impression on the opinion other members have of you and blatant advertising can get you banned from the forum. Remember you want people to notice you not ignore you.

Focus on building your reputation on the forum

Starting with your very first post, you can begin to build your reputation as an expert on the topics being discussed. The first and most important thing you should do is introduce yourself. Then start to assist other members with their problems and promptly answer their questions. Bear in mind that the more respect you earn in the forum the more visits you will get to your website and the more sales you will make.

As I mentioned above most forums do not allow members to promote their products or services inside the post itself. This is considered spamming and it may get your post deleted and you may also be banned from the forum. There are many good reasons why forum marketing is so viable for many online marketers. Whenever you post, you have the golden opportunity to help another person that might have a problem or perhaps a question. This will not only provide you a feeling of satisfaction that you have done something to help someone else and it will also help you build a good reputation on the forum.

The basic unspoken rule is that if you give to another member then you shall receive when they click on your signature line and go to your website. Another side advantage of joining a forum is that you will find plenty of valuable and very useful information that you can use to build your business. As you read posts by other members you will be amazed at how much free information that you'll receive. This

information can be an invaluable resource to improve your forum marketing strategy.

As you start to post on the forum lots of people will be able to see your signature line and click on it, which will lead them straight to your website. This form of free advertising can add up to a good amount of free traffic as well as potential sales from forum members. So as you can see forum marketing is a really good method with a lots of extra added benefits that you can use to promote your business.

Forum Marketing Etiquette

Any kind of forums out there provides guidelines as to what can or cannot be done on the forum, helping you draw your limits as to how aggressive your marketing can be on these forums. Lack of this often leads to negligence leading to unnecessary bans, and black marking against a particular user's name.

So understanding the rules before joining any forum is absolutely vital, and comprises the first rule in successful internet marketing. The rules of the forum are posted right in the beginning under the guidelines or general discussion category and are not too in depth or tedious. They merely ban or disapprove of any kind of aggressive self promotion and improper comments which may offend the sensibilities of the other forum members. But the extent of strictness in implementing these rules differs from site to site, so checking beforehand is the safest way not to get you in trouble.

Keep in mind you are a fellow forum member who has joined because you like the discussion of the forum and the topics being discussed in it, you are not supposed to be here to market yourself. So do not start showing your own praises and that of your website and product the moment you enter, especially without context.

Read what is being discussed, see how the forum is (formal or informal) and reply to it. Moreover get to know some of the people on the forum, build a relationship before broaching the subject of your website, that also subtly. Following threads also has another bonus. If you follow, then you can keep track of certain queries raised by members, and if this falls in your area of expertise then you can help out them out and solve their problems, maybe even lead them subtly to your site containing matters about these issues.

Regular Contribution

Inability to use forum everyday is quite disregarded. The majority of the people think that after joining a forum and participating for a few days that people will check them out. But they generate no leads because you must post a lot before anybody will check you out.

For best results here is what you should do. First locate 3-5 forums that are in the network marketing field by searching on Google. By doing this you'll get a list of forums to join and participate in. While doing your search make sure to look for forums which have more than 10000 members and above. This will increase your chance of getting enough traffic that will subsequently pay for the time you have spent on posting.

After this prepare a good signature from your profile settings. Create something that will get everybody's attention towards you after reading it. However do not blatantly try to advertise on your signature, rather be subtle and get the message across. Every little detailing you think will add to your credibility must be added in the profile. Once you are through with this, introduce yourself to the community. After that make sure you are regularly posting on the forum. The traffic would not come if you have not posted in the forums regularly for at least 2 weeks.

Posting High Quality Content

Each day you will come across new people who will post questions. Try to reply to every post that you have answers to or opinion about. Do this for 5 people (at least) each day on each forum. You can also ask relevant questions yourself for attracting replies so that many people will notice your signature link. From time to time try to write posts which are very informative and has relevance. This will benefit other people in the forum. It is best to write articles based on your experience. For example: in areas you have been successful in getting traffic or any similar useful tip that would help others to build their business.

Chapter 8: Tips on Contributing in the Forum

Marketing

Forum marketing is a great way of marketing if you can do it the right way. But it can be a financial equivalent of stepping on a land-mine. Forum marketing is basically showing your expertise and building a reputation. It does exactly that if you do it the right way.

Before you start actual postings go through the contents of the forum thoroughly once. By reading the forum you will have a good idea about what the forum is all about and the best way you can approach it. If you try to barge in, that will have a negative impact within the forum and that is one land mine you would surely want to avoid.

Always keep in mind that along with the new comers the best known brains in the online marketing industry are also posting in these forums. So, before you post something on a given topic or try to comment on a post make sure you have the necessary expertise to do that comment. If you do not have the necessary knowledge and shoot from the hip then at best you will be ignored or at worse, experience marketers will call you to task and that will ruin your reputation.

Comment when you can help someone with a problem otherwise keep num. the forums is all about helping each other with a common goal. If you can provide help then go for it. Good or bad the reputation you create in the forums will be synonymous with you throughout your online career and internet marketing.

You must take the steps after you have registered in a forum, to ensure your success in forum marketing. A lot of forums have specific threads designated for

welcoming new members, where those who have just registered are encouraged to introduce themselves. Your introductory post should basically inform the other members who you are and why you've joined the forum. The motive you give should not be in any way business-oriented. Making a sales-pitch in your first post will definitely be frowned on and may get you banned.

Do not post immediately. Most forums have at least one, large, close-knit community in it. If you abruptly post on a thread where discussions have been carried on for days, you shall be shunned and ignored. Spend some time going through the archives—figure out which topics are constant favorites and which users are the unofficial leaders. Also observe the particular etiquette of the forum.

Whenever there are questions asked that fall within your area of expertise, answer them to the best of your ability. Back up your answers by providing links to trusted sources and answer follow-up questions promptly. If you prove to be a helpful, efficient member, you're more likely to be paid attention to.

Do not get involved in heated arguments, no matter what you think of the question at hand. Keep reminding yourself that you're there to build up a customers for your business so stay away from topics like religion, race and politics; don't immediately respond to criticism; make sure the others know when you're joking and leave discussions when they become controversial.

Once you're acknowledged as a respected user, start marketing your products aggressively. Focus on techniques which are likely to prove beneficial to the community as a whole. Offer forum members free samples and/or discounts. However, make sure to obtain the forum moderator's permission before you start a marketing campaign. If you are hiring a marketing agency to run your campaign for you, research their methods. A lot of agencies use robots to spam

forums. While spamming might ensure temporary traffic, in the long run, it'll do you more harm than good. Forum users dislike being flooded with spam and can

Chapter 9: Top Forum Marketing Sites

Forum marketing doesn't mean that you should only focus your attention on the forums that generate high traffic. This type of marketing is not based on the quantity

but rather by the relevance and quality of the forum that you are posting on when you begin your search for the perfect forum, look for one that you think will help you in your overall list building. It is vital that you join forums that are closely related to the product or service that you are promoting. You will want to invest most of your time and effort in forums where you can easily project a trustworthy image and build a good status for being an expert on the specific topic that relates to your product or service.

Once you gain the trust and confidence of the other forum members you can look forward to a lot of traffic to your website coming from the forum. Remember to always keep in mind that forum marketing is all about sharing information and making contacts as well as providing access to your products or services to your target market. When you first begin marketing on forums you may want to choose just one forum to post on. After you have sharpened your skills you can then join additional forums and repeat the process. When you are promoting your products on several forums you will want to prioritize the forums according to where you think you will gain the best opportunities to grow your business, and improve your products and services.

At the start it can be tricky to find the right forum for you to build your list. This is especially true if you are looking for a specific niche that you can tap into. It is important to keep in mind that forum marketing involves many skills and strategies that must be learned and practiced before you will start to see significant results.

That being said, there are a few of the top marketing forums that you can check in while you learn the ropes. These are mainly focused on business and marketing. By simply visiting the sites and reading the posts you will be able to gain some very useful insight into the world of forum marketing.

The Warrior Forum

Considered to be one of the biggest online marketing forums available, here you will discover marketing experts, entrepreneurs and home based business owners from all over the world on this forum. Members here provide a wealth of information on just about any type of marketing that you want to learn about. It also has a very well known advertising section called the 'Warrior Special Offer Forum' where you can post your promotional offers for your product or service, for a small fee of course.

The Better Networker Forums

This forum was developed by Mike Dillard, a well known internet marketer that has been around for several years. This site provides information on a range of topics and allows business owners to connect in a friendly environment which puts you more at ease than just about any other website out there.

Work At Home Forum

This forum has been online since May of 2004 and it appears on the search engines all of the time. It has thousands of work at home business owners from all over the world as members. While it may not be as popular as the other forums above it has a huge following and can provide you with a ton of useful information on many niche topics.

Wrapping Up

Forum marketing may seem like an easy way to market your products, but it's actually a bit more complicated when you take a look at what you have to do to do it successfully.

It's not just going to a forum and posting messages about what you want to sell; you have to gain the trust of the people at the forum. If they suspect you're a spammer, then you're probably going to be out really fast, and then you'll have to start over somewhere else.

You're going to have to learn how to fit in and behave, and then you're going to have to learn how to bring up what it is you're selling. You can't just inject it into every conversation.

Joining a forum and participating in the community is going to take a lot of your time, so be prepared. You could find yourself up late at night posting on the forums especially if you start to really get into it and enjoy the community.

It's good if you do because most people can't retain the detachment while trying to be personable. It can make more sales.