

# Simple Guide to Building Email List

## **Disclaimer**

Results are not guaranteed. You may follow all of the steps, spend some money, and not make any money in return. There are links in this book that link out to services and products that I suggest. I receive an affiliate commission if you purchase from one of these companies.

## **Give something away**

The easiest way to get someone to sign up for your list is to give something away. The beauty of all of this taking place on the internet is that you can give something digital away. Write a report or guide that will be valuable to your target audience. It has to be something that gets

them to part with their email address and receive some emails from you.

The best way to produce something is to think of a problem your audience wants to solve and then give them the solution in a brief document. Take the problem and write a step by step on how to get to the solution. You don't have to give in depth details, just an overview of how to get to the solution. Most of your audience that is looking for that kind of information will appreciate you organizing the approach.

### **Create squeeze page**

The squeeze page or landing page is key to a good list building campaign. The page should be very focused. You want to make your offer clear with a headline that grabs the visitors attention and moves them forward to either reading the benefits of the offer or signing up. Use bullet points to highlight the benefits.

Provide a form for the visitors to sign up. The simpler the form, the more conversions. Most marketers opt for collecting only the email address and name. Some even go just for the email address to try and increase conversions. Use visual elements like arrows to direct the viewer's eye to the sign up form. Also, make sure to have a clear call to action like "Get Yours Now."

Finally, include a component that lets the visitor know you are not in it to spam them. Use text that says you won't share their information or spam them. Some marketers suggest using a shield next to the text to indicate protection.

### **Link to email list**

When the visitors sign up, you need a way to save their information and continue to communicate with them. The best way to do this is with an email list management company like Aweber. They will give you templates for communicating with your subscribers; including templates for the signup process.

### **Drive traffic**

To get subscribers to your list you will need traffic. There are several ways to get traffic to your squeeze page. Forums are a good place to start. Look for a forum that is focused on your niche. Sign up and begin interacting with the community. Post links in your signature file and any other place the forum allows. Be sure to get the specifics about what the forum allows in your signature and other areas before you build any links.

Another good way to get traffic is to guest blog. Look for bloggers that cater to your audience. Study their content to get a feel for what they like. Engage the blogger before suggesting a guest post by commenting, tweeting, and doing other things that help to promote them and show that you care about their endeavors and not just your own.

Search engine traffic is another good place to get traffic for your offer. If you already have search engine traffic, you can try directing it to your offer once they are on your site. You can also work to have your squeeze page rank by leveraging internal and external linking. If you do not already have traffic from search engines, you can begin to put the pieces in place by using SEO techniques. Remember, this will take time to see any kind of results.

### **Get list to promote list**

Once you have subscribers on your list, you can get them to promote it for you. The first way to do it is to simply ask them to share it with their friends and colleagues. Another way is to offer them something for free in exchange for sharing. You can use a service like Pay With a Tweet to have your subscribers tweet your message before they get access.

### **Final thoughts**

List building takes a little effort, but if you work at it you can build a good one.

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