

Build Your List of

# 1,000 Subscribers From One Site



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# Why You Need A List

Just a year ago, I had no list and no success in my online business...

Now, things have changed and my success has increased many-fold.

The key to that success has been steadily growing my list in [AWeber](#) so that each month I have the ability to reach more interested people with my message.

Your list of subscribers is the most valuable asset in your business and the part that you can have the most control over. Facebook can't take it away. It works for multiple business opportunities or projects, no matter what happens.

It truly is the core of your business, just as it has been for me.

If you do not build and email list and communicate with them on a regular basis, you will be leaving half of your income on the table.

Email Marketing Masters Launch	
Traffic Sources	Conversions
107(100%)	192(100%)
36(34%)	192(100%)
21(20%)	177(92%)
5(4%)	139(72%)
<b>My Email List</b>	<b>77(40%)</b>

**My email list is my best converting traffic source which generates 30-50% of all referrals to any program or product which I promote**

# Lead Capture Pages and Lead Magnets

So, you now know that building a list of responsive subscribers is necessary for any consistent success in your online business.

The big question that many people have next is **"How do I do it?"**

To best understand this, you need to focus on why someone would want to give you their email address. Most people join lists because they feel that joining is going to help them either solve a problem they have, or help them accomplish a goal.

**Ultimately, they are joining your list because there is a benefit for them.**

We can compel people to join by offering a "bribe" that will help them with the problem that they have. This "bribe" is called our lead magnet. It is usually a free report, ebook, access to a video, or a piece of software.

## **100K Readers in 18 Months?**

Yes, it's possible. Learn how in my free guide.

DOWNLOAD

NO THANKS

**A Lead Capture Page with Lead Magnet  
"100K Readers in 18 Months"**

If the problem you were currently trying to solve was how to get more traffic to your website and you saw a page offering a free report that would "**Double Your Traffic in 30 Days with our Secret Method**", then you would probably give up your email address to get the report.

That is why you need a **Lead Magnet** which your audience really wants to get.

You also need a **Lead Capture Page** where you can send visitors that will offer them the lead magnet and provide the form for them to fill in their email address.

Lead Capture pages can be very simple, with just a headline and a form. The important thing is that you also have tracking to be able to analyze how many visitors it takes in order to get a single signup. Then you can make changes to try to increase this conversion rate.

### Double Your Traffic in 30 Days with our Secret Method

Email:

Download FREE Report

**Would you give up your email address to get the report?**

# Easy Lead Capture Pages at Your Viral List

I wrote earlier about what a gamechanger that building my list has been in my business.

It has taken me from struggling to get a single signup for whatever program I was promoting, to adding hundreds for every launch.

There is no activity more important to your future success than having an effective system to build a list.

**However, for many people, list building is difficult ... and expensive. You need a lot of different things to make list building work effectively.**

An Effective  
List Building  
System  
includes 5  
different tools

👍 High Converting Lead Capture Pages

👍 Valuable Reports and Bonuses to Use as a Bribes

👍 The Best Traffic and Conversion Tracking

👍 An Easy to Use Email System to Mail Your List

👍 Marketing Intelligence to Know Where to Promote Your Page

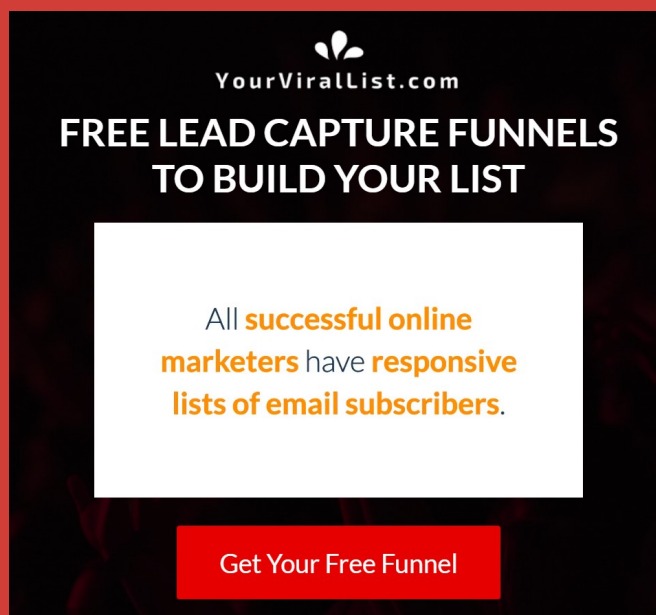
Fortunately, there is a quick solution to make list building easy for those who just starting out.

We now have the NEW [Your Viral List](#), which itself is a complete List Building System. It has almost 200 lead capture pages and reports that you can use.

Now, instead of needing a lot of different tools to build your list, you can do it all in one place! You just signup and send traffic to your unique lead capture page url. Prospects sign up to get your valuable free report and you are building your list.

You can join Your Viral List for free by [clicking here](#)

After joining the program you'll get your first lead capture page at no cost. So you can start drive traffic to your Lead Capture Page immediately!



**Your First Lead Capture Funnel at Your Viral List will Cost You Nothing**

**Your Viral List** solves the 3 challenges that most beginning marketers face when trying to build a list of interested prospects online.

### **Challenge 1: Have a Big Incentive for Prospects to Subscribe**

If you want people to give you their email list, you have to offer them something valuable in return. What do they get out of connecting with you? Usually this "lead magnet" is a free report or bonus.

With almost 200 different high-quality information reports for you to choose as a bribe, Your Viral List has you covered.

### **Challenge 2: Creating a High-Converting Lead Capture Page**

Of course, you have to have a web page where you make the offer of your lead magnet. It needs to get their attention and compel them to enter their email address because they "must have" your free report.

Each of the reports in Your Viral List has at least 1 proven and tested lead capture page that will get the attention of your prospect and get them to subscribe.

### **Challenge 3: Tracking Your Traffic and Signups**

If you want results, then you need to know how your lead capture page is doing at converting cold traffic into subscribers as well as which traffic sources are generating the most signups.

Instead of having to use separate tracking programs, like [Trck.me](#) or ClickMagick, **Your Viral List** tracks every visitor and can tell you the source of every subscriber and each traffic source's conversion rate.

Everyone knows that they need a responsive mailing list to get more signups and sales for whatever you are promoting. The NEW [Your Viral List](#) will eliminate the hurdles that have been holding you back from building one.



# Why Traffic Quality Matters

Every week, I publish [my results](#) and list of best converting traffic sources.

I'm a big fan of **Pareto Principle** or **80/20 Rule**. Every time I analyze my numbers, it confirms that the Pareto Principle applies to traffic sources and signups.

That's why I post only the best 20% of the traffic sources. These 20% of sites generate 80% of my results.

This is very valuable to know, because **YOU DON'T HAVE TO WASTE YOUR TIME** on the other 80% of sites that only get me 20% of the results.



**The Pareto Principle (The 80/20 Rule)**

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To better understand why traffic quality matters let's analyze the numbers from my "Email Marketing Masters Launch" spreadsheet.

During the launch period, I used 107 different traffic sources and got 192 signups. **Only 34% of traffic sources generated any signups.** The majority 71 sites didn't generate even one signup.

If I had less time, I would focus on just the top 20% sources. I would have gotten 177 signups (92% of total).

You can see that the top 20% of sites generated 92% of the results. That is even better than Pareto would predict.

If I had very limited time, I would use only 5 sources (4% of total). I would still get 139 signups or 72% of all results.

**Notice how many referrals I got from my email list. It is my best source which generates 30-50% of all referrals to any program or product which I promote. That is why it is so important for you to build yours!**

# High Quality Free Traffic Sources

When you work using free traffic programs, you want to make sure that you are working from sites that deliver traffic that converts.

As I mentioned above, I publish my best converting free traffic sources list that lets me add about a hundred new subscribers to my list every week.

This is a great way to start building your own list of sites that you should be visiting daily.

You can see the most recent list by [clicking here](#)

The sites that have consistently been working for me, week in and week out, are listed below. You can join each one for FREE by clicking on the link to open the signup page.

[Free Advertising For You](#)  
[List Mailer Plus](#)  
[List Impact](#)  
[Mister Safelist](#)  
[Herculist](#)  
[Email Marketing Masters](#)  
[Split Test Mailer](#)  
[Tezzer Mail](#)  
[Zombie Mails](#)  
[Ad Exchange Elite](#)



**These Sites Deliver Traffic That Converts**

# Maximizing Your Traffic

**In this chapter, I will share with you some of my "secrets" to getting more traffic and signups. These secrets allow me to generate more than 10,000 visitors a week from high-converting free traffic sources. This routinely adds 100 subscribers to my list on most weeks.**

**The first "secret" is to be consistent.** I work everyday ... no matter what. I try to never miss an opportunity to mail, especially at the best converting sites.

**The second "secret" is to make sure that you are focused on the free traffic sources that generate the best converting traffic.** (We covered this topic in the previous couple of chapters).

**The third "secret" is "Reinvest Your Profits to Multiply Your Efforts".** It isn't so much a secret, but it is something that most people don't do. Generally, upgrading at a traffic site will double or triple the amount of traffic you receive compared to being a free member. That is without spending any extra time.

**The fourth secret is to be "Focused on One Goal at a Time".** You have to decide what your ONE GOAL should be. If the goal is to get at least 1,000 subscribers to your email list in the next year then cut off any online activity that doesn't help you achieve that goal. Sometimes it is not easy because the shiny objects are so hard to resist.

**The fifth secret is to Get Your Timing Right.** You always want to be looking for the promotions where there are lots of "low hanging fruit". If you promote a compelling product that most people have not heard of, then the signups are easy. Look for the new products or pages to promote and get them out before anyone else. Timing matters.

# Weekly Tracking and Adjustments

**Once you are generating lots of traffic to your lead capture offers, then you need to make sure that you are taking the time to analyze your results on a regular basis.**

How often you need to do this will vary depending on how much traffic you are generating. I think that **you should check your stats for every 5,000 visitors** to your lead capture page. Checking it more frequently is a waste of time because **it usually takes at least 5,000 visitors to get enough conversion information** to give you a true picture of how it is working.

**The primary statistic you want to calculate and measure is your conversion rate.** How many visitors does it take to your current lead capture page in order to get one subscriber.

There is no number which I can tell you is acceptable or not acceptable for your conversion rate. It depends on the quality of the traffic you are sending, and how compelling your lead capture page is.

For my free traffic sources, which are primarily safelists and mailers, I like to have a conversion rate of lower than 300 visitors to get a single signup. Often, it is better than 200 visitors per signup. If it is higher than 300 visitors per signup, then I start testing other lead capture offers to potentially replace my current offer.

**You calculate your conversion rate by taking the total number of visitors you sent to a particular lead capture offer, and then dividing it by the number of signups. If you sent 5,000 visitors and received 20 signups, then your conversion rate would be  $5000/20$  or 250 visitors per signup.**

The most important comparison is not to my results or anyone else's. You need to compare how your offer converted this week compared to last week. Is the conversion rate getting better, worse, or staying the same.

**If you think you can improve on your conversion rate, then you can try sending some of your traffic to a separate offer and track the conversion rate separately. If the new offer converts better than the old offer, then it becomes the new primary offer.**

**This type of A/B or split testing is essential to make sure that you are making the best use of the traffic you are generating.**

# Summary

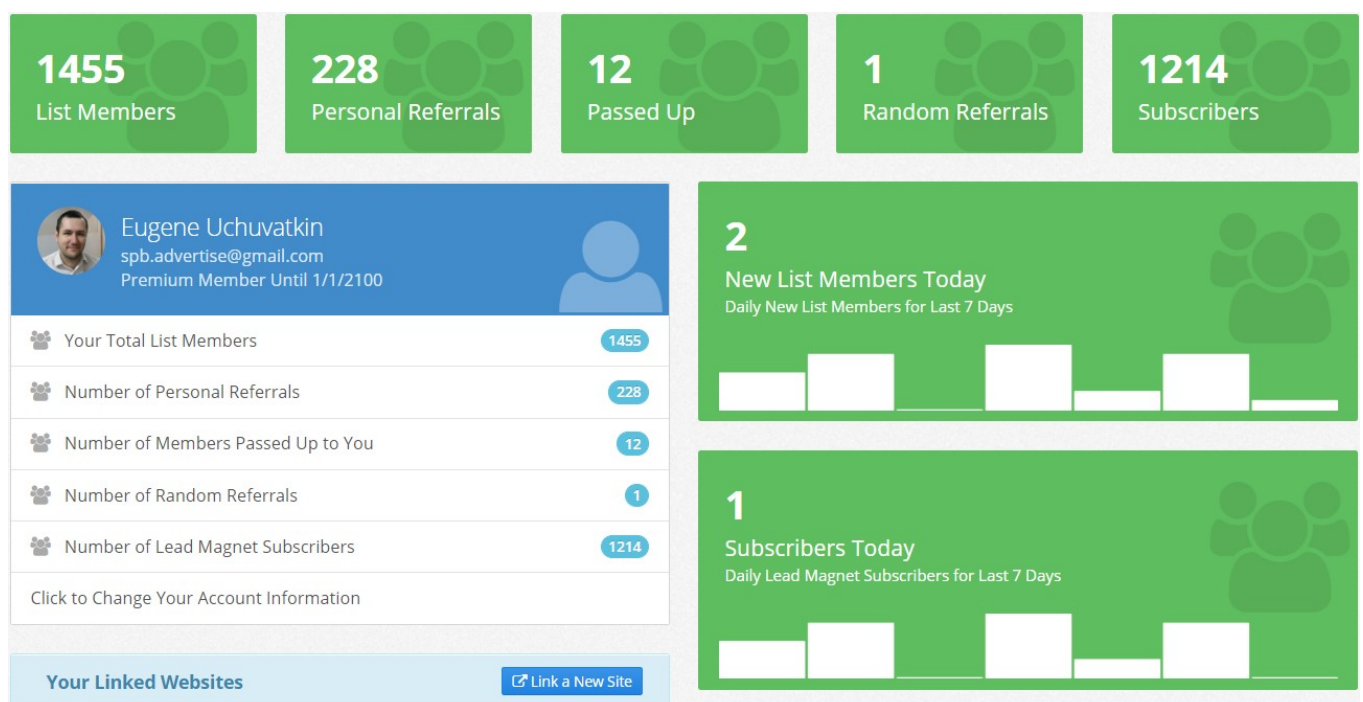
All successful marketers have an email list of people who **know** who they are, **like** their message, and **trust** their recommendations.

**Building an email list does not have to be hard.** You just need something to offer the visitor in exchange for their email address. If they believe that what you are offering is valuable, then they will join your list to get it.

Tracking the sources of your traffic and where your signups are coming from is essential to success in your list building. 80% of your signups will come from 20% of the traffic sources, so you need to devote your time and money on those sites.

If you want to see my list of best converting sites, you can [click here](#)

**If you follow these steps, then you are a short distance from having your first 1,000 email subscribers. Keep focused and only promote those offers that build your list until you reach this point. That is the key to success.**



# THANK YOU

## We Welcome Your Feedback.

Feel free to get in touch with us for  
any feedback or questions

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