

*The List
Building*

LIE

THE TRUTH ABOUT MAKING
MONEY IN EMAIL MARKETING



List Building Lie

by

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The List Building Lie

So, you're interested in joining the ranks of successful email marketers but you're left out in the cold: unsure of what to do or how to get started.



You're stuck – and you don't have the time, money or desire to play guessing games with what works and what doesn't. You just want to make money like so many other email marketers that you've seen in the marketplace.

Well, you're in luck because this special report reveals the powerful (yet incredibly simple) strategies to making money with laser-targeted mailing lists in virtually any niche market you choose.

But don't be mistaken: There is one big lie in email marketing that will ultimately destroy your chances of ever making real money. This one myth has been responsible for many failed attempts because it sabotages your efforts and blocks your ability to make money, right from the get-go.

I'm going to tell you all about this unbelievable lie so that you can avoid falling victim to it like so many others. I'm also going to show you how to avoid common pitfalls and mistakes so that you can focus only on successful, proven strategies that will help you achieve the results you've been looking for.

So, sit back and just follow along with me as I show you exactly what you need to do in order to target the right markets, set up a bulletproof system designed for success and ultimately boost your income in a matter of a few short days. ***Let's get started!***

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Knowing Your Audience

Take it from someone who climbed the virtual ladder from the very bottom rung, to the top of the crow's nest: There really is money to be made in email marketing & list building when you build your system with long-term success in mind.



For many, they make the mistake of developing cluttered lists of unmarked subscribers - a collection of nameless groups that they can't identify, recognize or address correctly. When you do this, your lists become useless because you'll never be able to customize and tailor your emails to what your audience really wants.

And forget segmenting because it will be virtually impossible if your lists are nothing more than a smorgasbord of who's-who.

So, when you first start building your mailing lists you need to identify WHO you are looking for and give them a reason to join your list.

When you match up subscribers with what's most important to them, your opt-in rates will literally explode and you'll be able to build massive lists that are ultra-targeted.

In order to define who your audience is you need to research your market. Find out what your average customer is most interested in by surveying forums, research groups, message boards, and social media platforms.

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Listen in on discussions, get involved in your market, ask questions, and be as proactive as possible with really getting to know your audience, because the more you do, the easier it will be to build email campaigns that will generate a high response rate.

One easy way of researching your market is to look at what is already out there:

- *How are other email marketers reaching out to their audience?*
- *What incentives are they using that members are gobbling up?*
- *What is being sold on digital marketplaces like ClickBank, as well as physical marketplaces like Amazon.com?*

Write down everything you uncover, because every bit of it is important.

Then, once you have a full snapshot of each niche market that you are interested in, start building your incentive first - your squeeze page second - and finally, a series of follow-up emails that offer an even balance of quality, informative content as well as targeted offers that blend well with your overall theme.



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The Biggest Lie Ever Told



Do you know how successful email marketers are able to make a full time income from their email campaigns? Are you in on the "big secret" that has kept list builders in the green for many years, despite a shaky economy, markets that go up & down and niches that die out?

It isn't just in becoming an authority figure, a leader or a recognized source of quality information and content. If you've been told that the secret is to become the "go to" person in a niche market, well, you've been deceived. While becoming an authority can easily maximize your income, it's not the most important aspect to building a successful email marketing system.

And while quality does matter when it comes to building successful email lists, it isn't going to matter if no one responds to your offers, right? Moreover, targeted offers won't mean anything if your subscriber base is so low that you're unable to generate enough interest or exposure from your ads.

Perhaps it's in the incentive offer. Many marketers in the email-marketing arena tout the incentive as being the most important piece of the puzzle. The problem is that even if your incentive drives in traffic and opt-in rates go through the roof you are still relying on a **single source of income.**

And that in itself is the greatest lie ever told in email marketing. That your focus, your objective, your efforts – should all be placed around a single incentive offer, an individual squeeze page and one list building campaign.

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Because that great lie – the myth – the outright saboteur has held back countless email marketers, leading them down a path of no return.

The greatest lie forces you to eliminate all other potential income sources because you're told instead, that in order to become successful you need to focus all efforts on boosting conversion rates on a single campaign before expanding your outreach.

This is absolutely ridiculous!

If you pay close attention to what successful email marketer's are REALLY doing, you'll see that they all follow the same format – and this strategy has been responsible for generating millions of dollars in email marketing revenue, year after year.

So, what is the big secret that will keep the money flowing in while giving you the financial security you need?

You need to build multiple email lists in multiple niche markets!

Savvy email marketers never run just a single list - that's too risky! Instead, they have dozens of email lists in various markets so that they are not only able to test out different niches but they are able to create multiple income streams in the event that one fails!

This is what you need to do if you are serious about making money online.



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Design your customized email marketing system that is based around a wide market – with multiple lists and squeeze pages set up under one rock solid system.

How do you begin?

Start off by choosing one main market or arena. For example, if you were interested in the weight loss market as well as healthy eating, living and anti-aging then “*Self Improvement*” would be your main umbrella, or theme.



Then, create individual lists that cater to each segment of your market. Create one for weight loss, one for healthy eating and one for anti-aging.

Repeat the same process with your squeeze pages, creating one for every list. The idea is to follow a specific theme but create independent lists and squeeze page funnels for every part of your market. This way you can test different styles, maximize conversion rates, and really tailor your email content and promotions to what each audience is truly interested in.

Plus, you’ll set yourself up for long-term success by expanding your outreach so that you’re able to make money in dozens of markets and niches, all contained under one main system!

One of the easiest ways of building a manageable, highly profitable email marketing system is with the popular [Squeeze Ninja](#) product – a powerful, robust software program that makes it easy to build profitable mailing lists.

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Final Words

In order for your email marketing efforts to be successful you need to work towards expanding your outreach from day one. Plan ahead – because this will ultimately be the difference between short-term profits and long-term success.



Visualize a wide net that encompasses many different lists that cater to segments of your market. Work towards building a complete email marketing campaign for each segment that includes a squeeze page, incentive offer and a follow-up system of emails that offer informative content, quality material, and important, valuable resources.

Rinse & repeat.

Test out different email subject lines, email frequency, times of day, linking structures, and study what works and what doesn't. Never stop experimenting and taking risks because in the end, it will be what makes you stand out and leaves an impression in the minds of your audience.

Split testing squeeze pages is an important element of a successful email marketing campaign. Regardless how well you design your site, or how thoroughly you analyze each section of your squeeze page, there is no way that you will be able to accurately predict how well your visitors will respond to your offer, without comparatively testing alternative layouts.

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One easy method of testing your pages and evaluating conversion rates is by using Google's Content Experiments, a free tool within Google Analytics that will help you run simple split tests of any websites you own.

You can sign up for a free account at: <http://www.google.com/analytics/>

To use Content Experiments, sign in to Analytics, open Standard Reporting, and in the Content section, click Experiments.

When split testing, start with **only one element at a time**. For example, if you change the headline on your squeeze page, leave everything else in its original state until you determine whether tweaking your headline helps with conversion rates.

Since you are split testing different layouts and overall structure, you don't have to get it right the first time, as long as you consistently work to tweak your copy until you are able to significantly maximize conversion rates.

Once you have determined what headline works best, change another element of your squeeze page, such as the color scheme, opt-in box frame, or summary of your offer. Always test the original against the variation and give it enough time to accurately determine whether your changes have increased your subscription rate before making any permanent changes.

Again, try using Google Analytics to test and optimize your websites through Google's Content Experiments. This will provide you with enough information to be able to quickly analyze and evaluate your progress.

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REMEMBER:

Engage your audience. Remind them of the value in remaining a subscriber and in becoming a customer.

Interact, entertain, teach and inform and most importantly, never stop learning and sharing!



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3- Get 2,100 optin leads every month. Guaranteed!

<http://DrHilal.com/Resources/organic.html>

4- Learn how to make \$1,575.90 - \$2,556.80 Per DAY in easy steps.

<http://DrHilal.com/Resources/gsniper.html>

5- Let other people build your list on autopilot and make you much money.

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6- BIG guys only! Want to make \$20,000 per customer?

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