



Ask any affiliate marketer or business owner what their number one goal is, and you may get answers similar to these,

- Help others.
- Provide for my family.
- Achieve independence.
- Become wealthy.
- Be able to work when I want to.
- Take time off when I need to.
- Enjoy life more.
- Pay my bills on time.

And 100 other goals.

While all of these may be desirable, they overlook the one goal that could help them achieve one or all of these.

Your primary goal must be to build a list you own and control.

When you have a list, you can control your destiny.

Without a list, you do not have a business.

So how do you build a list?

Here are the building blocks you will need.

1. Capture page.
2. Hosting account.
3. Autoresponder.
4. Some items to give away as incentives.
5. More items to give away to keep your subscribers happy.
6. Website traffic.

To do all of this takes time and effort.

It took my partner Jane and me years to build our lists, sites, and tens of thousands of dollars.

There are much easier and less expensive ways now.

Today you can use a list-building system like List Elevate.

List Elevate eliminates the expense of a hosting account, autoresponder, and a capture page creator.

With List Elevate, you can focus on building a list; those who join your List will help you grow your List.

Are you already using List Elevate? Congratulations. I predict you will soon become an "Internet Success Club" member if you persevere and never give up.

If you are not a member of List Elevate, [I recommend you join here and start List building now.](#)

So that takes care of the mechanics of building a list.

But now let's move on to more important things.

1. How to grow your List
2. How to sustain your List and keep it growing, and
3. How to profit from your new List.

## **1. How to grow your List.**

As I said before, if you are using List Elevate to build your List, each person you signup will help you grow it.

Imagine if you could bring in 5 people a week, and those five people brought in 5 people a week, you would grow your List at a rate of 25 new subscribers a week, and of course, you would earn a percentage of the sales they make.

Week 1 - You would have 25 subscribers.

Week 2 – You would have 50 subscribers for a total of 75.

Week 3 – You would have 375 subscribers for a total of 450.

And so your List would grow almost like magic.

But how do you continue adding five people a week over an extended period?

**Here is a tip you can take to the bank.**

Advertise everywhere you can, using every method you can, and when you do, make sure you only use a capture page in your marketing. Don't try to make sales; focus on building your List.

If you use email marketing and try to sell something using other people's lists, you have one chance to make a sale.

If you get people to join your List, you will have multiple chances to make those sales.

Always use other people's lists to build your List.

## **2. How to sustain your List and keep it growing.**

There are thousands of lists online, each clamoring for your attention, with an owner doing everything they can to entice you to join.

Your task is to siphon off your share of the potential subscribers.

To achieve this goal, many marketers offer valuable free bonuses when you subscribe to their lists, and this tactic is sound psychologically. It's the principle of reciprocity.

I give you a gift or some gifts, and you give me your name and email address for my List. It is a simple goodwill exchange.

When you give away bonuses or gifts, ensure they are of the highest quality.

You want to create the WOW factor for your subscribers, so they begin saying to themselves, "Wow, if the programs they recommend and share with me are half as good as the free stuff they have been giving me, I better pay attention."

The next question is, where can you get an endless supply of quality products to give away?

I am talking about top-shelf products, not like some of the cheap recycled junk you see online; you can get them below,

[Top-shelf giveaways, most with private resale rights \(PLR\).](#)

You won't find better quality products than these.

### **3. How to profit from your new List.**

The best way to profit is to help your list members get to know, like, and trust you. Now I say this is the best way because psychologically, people tend to buy more readily from people they know, like, and trust.

The first two, know and like, are critical to your success.

In the movie the King and I, with Yul Brynner and Julie Andrews, the main song has these words,

Getting to know you

Getting to know all about you

Getting to like you

Getting to hope you like me.

## Getting to KNOW you.

So how do you help your subscribers get to know you?

1. Be honest.
2. Be transparent.
3. Share your hopes and dreams.
4. Share your successes and your failures.

When people see you are a normal person they can identify with they will begin to know about you and who you really are.

## Getting to LIKE you.

When people like you, they feel more comfortable with what you are saying and offering, and they respond more positively.

One way to increase likeability is to conduct surveys with your subscribers. Find out,

1. How they are doing.
2. What are they trying to achieve?
3. What are their hopes and desires?
4. What scares them most about working online?

When you show your subscribers that you care about them, they will begin to like you, care about and follow you.

**Getting to TRUST you.**

Trust is a two-way street, and it is something that you earn.

To earn your subscribers' trust, continue giving them lots of top-quality free stuff and sound advice.

Just be aware that trust takes time to build.

Trust is measurable and verifiable, so never let your subscribers down.

If you say you will send something special to them on Thursday, make sure you send it on Thursday. Not Friday. Not Saturday. Thursday.

Whatever you promise them, make sure you deliver it.

Your word is your bond. Your word is everything to them.

If you do this, your subscribers will begin to believe you, and they will look forward to receiving what you said you would send to them.

And trust will grow.



Now some people ask what ratio of free stuff to offers works best.

This balance will be different for every List.

Your subscribers will be different from mine.

Your target may be different.

Your training will be different.

I like the 60/40 rule—60% free stuff to 40% offers.

The last thing you want your subscribers to think is that all you want to do is pick their pockets.

By injecting gifts and advice, you show them they are important to you, and they will respond more readily when you offer something.

Now no book on list building would be complete without giving you some low-cost ways to build your new List, so here are some resources we use.

## **Advertising Resources**

### [Classified Submissions](#)

Submit your ad to 1,000's sites on autopilot.

### [Infinity Traffic Boost](#)

ITB is a simple, powerful advertising and income system.

### [Home Business Central](#)

This site is a warehouse of different types of advertising.

### [Leads Leap](#)

LL provides quality online tools to help you run your business.

### [Profit From Free Ads](#)

PFFA is a top advertising and email promotion site.

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