



Module 4: Moving Closer To The Launch: It's All Starting To Gel Now... We're Almost There!

List Building 202

This is List Building 202. First we are going to start off with a quick review of some of the high points from List Building 101. Remember that the real answer to how you build a list is to always focus on list building in everything you do.

I have made that the cornerstone of my business from the very start and that's made all the difference. It is amazing the ways you can find to build your list if you make that your number one focus. In fact, I've heard it said, I think it was by Dan Kennedy, "You don't build a list to sell product, you sell product to build a list."

In other words, even in your sales process, selling is ultimately the way to build a list of buyers. I mentioned this in List Building 101. There are two primary lists you are going to have. You'll end up with more than that, but in your mind you need to think that you have prospects and you have buyers.

Buyers are worth typically ten to fifteen times what a prospect is worth in terms of looking at your overall list. If you have a list of 100 buyers, that is like having 1,000 to 1,500 prospects. In any case, always focus on list building. Your list building metrics, these are the measures, are some of the most important metrics in your business. Key metrics are what a subscriber is worth.

If you are just starting out with a list, you are not going to know, but as soon as you start to generate some revenue, then you can start to calculate what a subscriber or a customer is worth. You have your two lists. What is a prospect subscriber worth and what is a client subscriber worth? What is your opt-in percentage? What is your unsubscribe rate? Is your list growing and how fast is it growing?

The list building formula is basically traffic plus conversion equals a list. Traffic is just the different ways you can pull in visitors to your web site. Conversion is the idea that when someone subscribes, you convert them from just a visitor to a subscriber, a visitor to a list member, a visitor to a client who is then on your client list.

The basic list building formula is that you work on getting traffic and building your traffic. Then you work on your conversion to subscribers. That equals your list.

In List Building 202, we are mostly going to focus on the traffic portion of this formula or how to get traffic. First we are just going to touch on some of the factors that affect your conversion. I have mentioned this over and over. The most important decision you are going to make in terms of picking a vendor or supplier for your business is your list hosting.

I'm not going to make any bones about it. My favorite is AWeber. If you are going to go with AWeber, I would really love it if you went with www.ProFollow.com. That is my private label version. There are only two differences between ProFollow and AWeber, well actually three.

One difference is the name – www.ProFollow.com is the domain that I own. The second difference is that if you go with ProFollow then you'll get some extra bonuses from me, some bonus training videos. Those haven't been created yet. As soon as I wrap up Product Launch Formula 2.0 in a few more weeks, then I'll create those videos and you'll get those extra training videos. This is some of the stuff that I've figured out that isn't really covered in the documentation at AWeber, some of the ninja tricks I've come up with.

The third difference, what is the third difference? The first difference is the name. The second is that you'll get the bonus videos, and the third is, I'll get a small affiliate commission if you go with ProFollow. It is my private label version. I've spent several thousand dollars with AWeber and then they set me up with the ProFollow. That just gives me a branded domain name and then I can promote ProFollow instead of sending you to an affiliate link.

There is really no difference. All the support and everything comes from AWeber, all the features are from AWeber, all the deliverability,

monitoring, all their work on getting your e-mail delivered, is entirely AWeber. It is the exact same thing. It just has a different name.

Moving right along, in terms of converting visitors to your web site to subscribers, we are going to look at three primary ways. Again, this is review so I'm going to move quickly. We have squeeze pages, pop-ups and subscription boxes.

A squeeze page is basically where someone lands on your page. You give them a small amount of text. They can either opt in or they can leave your page. You force them to make a decision either to subscribe to your list or to leave your page. You don't give them any other options. You give them some amount of text.

An example of a squeeze page is my Product Launch Formula website. Here's another example. You can see where I got my design. This is a design from the Double Your Dating Product. I basically took their design and used it in mine. This site is actually published by Eben Pagan who you may have heard of. He's becoming quite the marketing guru. He also has his Double Your Dating site which is a very, very big business.

This design has been tested very thoroughly and it's worked for him, so I borrowed it and I used it. It tested out pretty well for me as well. So that is a squeeze page.

The second primary conversion method is pop-ups. Let's say that someone comes to visit your page.. After someone is there for a few seconds they'll get this pop-up on the screen. This type of pop-up is actually called a pop-over. It doesn't open up a new window. It pops up an image right in the window. You may have seen a sticky note "pop-up on a web site you have visited, this is a pop-over. People can either click to close it or they can subscribe.

I heard of a recent test from someone I knew who went from having just a little opt-in box on the side of their page to using one a pop-over. They got several hundred times more subscribers by going this way. They had maybe four, five or six people a day subscribing and then they went to a pop-over and they were getting several hundred people per day opting in. These can be very, very effective.

Pop-overs are also called DHTML pops which stands for Dynamic HTML. They are also called slide-in boxes. They are called a whole bunch of different things. They are very, very effective.

Squeeze pages and then pop-ups, pop-overs, DHTML pops, whatever you want to call them, and then this is the least effective way to increase conversion, which is just using a subscription box. You have a subscription box off on the side of your page. If you had a subscription box, and instead you went with a pop-over, you could actually have a subscription box, but also use a pop-over and you would see greatly improved results on most web sites.

Here's another example of a subscription box off on the side here. This isn't the most effective way, but it is the most unobtrusive way. For most people listening to this, if you are just getting started with list building this is probably not the best way to go. This is the way you are going to want to go on a big content site that has lots and lots of content.

Here is another example of a subscription box. This is actually a subscription box for a learn guitar site, Jamorama. In their big long sales letter, in the middle of their sales letter they have this subscription box. This is a little more in your face than something that is off on the side. It is an inline subscription box that is right in line in the middle of the sales letter.

Now we are going to talk about using natural traffic. There are lots of ways to do this. One is through natural search traffic. Those are people finding you from Google or other search engines like Yahoo or MSN. They get to your site and then you use these conversion methods that I just showed you to try to get them to subscribe.

The second one is by writing articles and having those around the web at places like www.EzineArticles.com. The other way would be links, forums, and everything else. Links would be going to other web sites and getting links on them and trying to get traffic from them. Forums would be posting on related forums. I've showed you how to get the forums in your niche. It is very, very easy.

If your site is about learning guitar, you just go to Google and type in 'learn guitar' and then the word 'forums' and you would find the active forums. Then go and participate in the forums. You don't want to go in and spam the forums and just start posting a bunch of links. Go to

the forums and become a member of the forums. Then you can point people to your site after you've become a valued member.

Most forums will let you put what they call a signature at the end of your post. That signature might have a link back to your site. Generally that is not a way to drive a ton of traffic, but it is a way to drive high quality traffic.

These are three of the main ways to drive traffic to your web site.

Now we are going to talk about getting free traffic. This is the first one that I talked about, the natural search traffic. We are going to talk about a way that I've been able to get free traffic. This is pretty easy to do. It takes a little bit of time, but it is easy and very, very inexpensive. We're going to talk about creating a site with a blog and then putting up keyword focused posts on your blog, building up a critical mass of those posts where you start to pull in traffic.

In doing this, it is really not that hard to pull a couple hundred visitors a day. If you are getting 200 or 300 visitors a day, if you can get your conversion rate to be at ten percent. I'll do the math right here. If you are getting 300 people a day times a ten percent rate that equals 30 people a day. So 30 people a day comes out to 900 people a month – 900 people a month comes out to more than 10,000 a year.

You can build a real business around that. If you can get to 300 visitors a day and get to a ten percent conversion, maybe you can get your conversion higher. If you are at 200 visitors a day and you get your conversion to 15%, you are at the same place. This is the way that numbers that don't seem that big, can really build over time.

I actually had a site that was averaging 23 subscribers a day. Over time I built that list up to almost 80,000 people, and this was in a high dollar niche. The way it works is you just keep getting subscribers day after day and it starts to add up. As the list gets bigger, there are other ways you can build a list.

You can trade mentions. You can trade out advertising on your site and on your list for advertising on another list and start to build your site quickly. Or you can just create content, mail it to your list and all of a sudden, if you have a bigger list, they'll help you take that content viral. Then quickly you'll get a big rush of new subscribers. With very, very small numbers you can start to build a real business.

Let's take a look further into how I do this and how I built one of these sites. I'm going to walk you through step by step.

The first thing we need to do is talk about keyword research. With keyword research you are basically looking to find out what people in your niche are searching for. Once you figure out what they are searching for, which tells you what they are interested in, then you can create content. When you create content, you can also get good search engine rankings for those search terms.

I'll walk you through this in just a second. Entire courses are taught on keyword research. This is like a lot of things. It can get as complicated as you want. I'm just going to give you the basics here.

The service I use and have used for years for keyword research is www.WordTracker.com. It is not the only service out there. There are other keyword services that you can use. This is just one that I've used for a long time. One of the reasons that I'm going to show WordTracker to you is that they have a free service. WordTracker is a paid service and it is not inexpensive. If you buy a year subscription it can be fairly expensive, but they also have a free tool that you can use.

It is www.FreeKeywords.WordTracker.com. I'm sorry that's difficult to read. If I could figure out a way to make it easier to read here I would. That is actually a link and PowerPoint knows that I've clicked on that link before so it grays it out. I don't know how to fix that, so I hope you can read it. It is www.FreeKeywords.WordTracker.com. I'm going to take you over there and show you the basics of using this.

As you can see it is www.FreeKeywords.WordTracker.com. This is WordTracker. If you click here I'm sure they'll be happy to take your money. There's the pricing. For an annual subscription it is \$329 a year. You can get a monthly subscription for \$59. Like I said, it is not inexpensive. A lot of people I know view this or some other keyword tool as being a very essential part of their arsenal. I typically go for the yearly subscription, but let me show you the free tool.

This will get you started as well. Basically, you type in your term. Say we are going to do a site to teach people how to play guitar, then you could just type in 'learn guitar.' I actually start off with the most broad

range, really, really broad terms, so 'guitar' would be the most broad term. You just hit the little "Hit Me" button.

Here are the searches. The number one search with the word guitar in it is 'guitar tabs.' Guitar tab is a form of reading music without having to actually read music. These are people that are basically looking for the music for songs to play on their guitar. 'Guitar Hero,' that's a video game. 'Guitar Hero III,' that's a video game. 'Guitar Center' is a physical store for buying guitar stuff.

As you can see down here, this is the first one that is overtly about learning guitar. 'Online guitar lessons', 'guitar lessons online', 'guitar lessons,' this will give you all these terms. If you just scroll down, and I'm not sure how many terms it gave you for "learn Guitar". One thing that is significant is a number next to the search term. I'm not sure exactly what that number is supposed to represent. I think it might be how many times each month this particular term is searched for. It's their estimate.

I view those actual numbers as pure fantasy. I don't think they have any real relation to reality and how many times something is really searched, but I do look at these in a relative sense. 'Guitar tabs' is searched 8,500 times versus 'free guitar tabs' which is only 1,926 times. So this is more than four times as popular a search as 'free guitar tabs' to 'guitar tabs.'

Now, of course if you are trying to get a good ranking in the search engines, it is probably going to be easier to get a good ranking for 'free guitar tabs' than it is for 'guitar tabs' because that is just the way it is. The broader the term, the more general the term, the harder it is to get a good ranking.

Let's narrow this down a little bit to what we're actually looking at which is 'learn guitar.' Now you see down here the top phrases. 'Learn to play guitar' is number one, followed by 'learn guitar' and then 'learn to play the guitar.' You can see these terms are searched much less frequently than the overall broad terms, but that's okay. We are looking more for the relative numbers. 'Learn to play guitar' is searched 100 times more than 'learn and master guitar.'

If you are going to build a web site, it is great to have search terms in your domain name. If you are going to build a new domain, what we're talking about is building a keyword focused domain to pull in

traffic. It is usually a pretty good idea to choose your domain carefully, in order for it to pull in traffic.

Build a web site with a squeeze page or with lessons, which is content. This would be your main site, which is also called a flagship site or as Jeff Johnson would say your money site. Then, you can create another site for a strategy that I'm going to teach you. This strategy is basically about keyword focused blogging.

When you are going to get a domain name, you should look for a domain name that has the search phrase. It might be good to build 'learn guitar' into your domain name. It could be LearnGuitarNow.com, or LearnGuitarNinja.com, or QuicklyLearnGuitar.com, or QuicklyLearnToPlayGuitar.com, or FastLearnGuitar.com. Put one of the top phrases that you are going to be going for in the domain name.

Now we've covered the very basics on keyword research. Like I said, you can get a lot deeper into this than I have, but I needed to at least go over the basics of keyword research. www.FreeKeywords.WordTracker.com is the place you can do some keyword research for free.

Now I want to quickly cover setting up your blog. The blogging software that I use and that I recommend is called WordPress. It is available for free. It has a big community and a lot of people that continually develop extensions for it. The capabilities just keep growing. You can get it for free at www.WordPress.org. You can install it on just about any web site.

The installation is very, very simple and easy. If you can't figure it out, even though it is very, very simple you can probably get it installed for \$20 or \$30 by someone at either www.RentACode.com or www.eLance.com or Craigslist.

There is another alternative which is this thing called cPanel. If you go to certain web hosts, when you sign up for hosting, included with your account is something called cPanel. That stands for Control Panel. The control panel makes a lot of the things with your web server really push button simple to use. Part of cPanel is a feature called Fantastico. If you have a cPanel that also has Fantastico, then it basically makes the installation of WordPress completely automatic.

There are hundreds and hundreds of web hosts that offer cPanel with Fantastico. Two of the ones that I have used and I've had good luck with are www.MidPhase.com and www.LunarPages.com. I'm not saying these are the people you want to host with if you are going to do some mega product launch. These probably aren't the people you would use for that. But if you are hosting a relatively modest traffic site with just a WordPress blog that you are going to use to get more subscribers, then www.MidPhase.com and www.LunarPages.com are great.

In my experience, these two have been well up to the task in the past. Things can always change going forward, but they've worked for me. Plus, they are very inexpensive, anywhere from \$8 or \$9 a month to get a web site.

Now I want to cover using Control Panel to set up WordPress and you'll see just how easy this is. Basically, I've logged into one of my niche web sites. This is basically what Control Panel looks like. I've covered up some sensitive information because I don't want you guys seeing the inside and have someone hack my site, so I've put in a couple of these text files to cover some of the basics.

You can see this is the control panel and there are all these icons here that you can click on to set up various things on your web site. I scrolled down so you can see some more icons. Here is Fantastico. I'm going to go ahead and click on this.

Now you are in Fantastico. The menu items on the left are all the different things you can install very quickly. Fantastico will install these for you automatically. The one we are interested in here is WordPress. I'm going to go ahead and click on that.

We are now within the WordPress installation. Basically, you just tell it what directory to install it in. If you want it on the main homepage you can leave that blank. If you are just setting up a new site to do this, then that is probably the best thing to do, otherwise you could put it in a blog directory.

In that case you would enter the word 'blog' in there. If your site was Ninja Learn Guitar, it would be NinjaLearnGuitar.com/blog. If you leave it blank it would be in NinjaLearnGuitar.com and that's where

your blog would be. Whatever word you put in there, it will create a directory and that is the directory where your blog will be.

Next, go ahead and create an overall administrator username and a password. Then you put in an administration nickname and a password. You put your site name, so if it was Ninja Learn Guitar, you would put Ninja Learn Guitar here. You could put in a short description there. Then put in your e-mail or put in an e-mail address and a password. The server is usually your domain. Then, just click the button.

I'm going to go ahead and fill this stuff out and show you how easy it is to create a blog. O.K., I've filled it out. I'm going to put it in a test directory just so you can see it. This isn't a real blog I'm creating. I've created an administrator name of 'test' and then a password of 123456. Don't use this in your installation. Put in a real username and a real password. I'm just doing this for illustrative purposes.

That's about it. You fill this information out and now I'm going to go ahead and hit the enter button. In about 30 seconds I'm going to have a new blog. It is that simple. Here it is, ten seconds later. I just hit the button, it created it and I have my new blog.

Here is the title that I put in which was Learn Guitar. The description is, "Learn how to play guitar here." That's it. You have a blog. It is real easy. This is the most generic looking blog, but it is real easy to get templates. In fact, I'll show you a site where you can get templates. Go to www.Themes.WordPress.net. You can see that there are all kinds of themes here. For the most part they are free.

If you can't find a theme that you want here, then do a search on "templates". What you really want to do is do a search on 'WordPress themes' and you are going to find tons and tons of themes. For the most part a lot of them are free.

Now, go back on our blog. You want to log in. I was already logged in so it took me past the login page. I'm logged in as Jeff. Use the credentials that you created when you set up your blog. Remember, I set it up as test and my password was 123456. I entered that and now I'm logged in.

Once you are logged in you'll go to the dashboard. You can go to "Manage" and see your posts. When your blog is brand new it

automatically creates a new post. That post says, “Hello World” “Hello World” is the first post. This is just a test post. You can see when it was written and posted. Mine says it was posted eight minutes ago. You want to delete that one, but right now let’s just go ahead and write a new post.

You will see that this isn't much more difficult than using a word processor. That’s it. I’m going to click Publish. Now you have basically published to your blog. Here is your first post right here. I just wanted to show you how setting up a blog and publishing to a blog is very, very simple.

Now I want to show you how to make this effective in terms of the keyword research I showed you. We are back over at WordTracker and here is our learn guitar words. You are going to want to create keyword focused blog posts about each one of these phrases. The general rule of thumb is the one that gets the most searches, the most general generic terms like ‘learn guitar’ are going to be the hardest ones to get a good search engine ranking.

You can use those, but as you scroll down to see all the keyword search terms in WordTracker as I’ve done for “Learn Guitar” you’ll see other popular search terms. When I scroll down, I find ‘learn to play acoustic guitar’. That is going to be a lot easier to get some traction in the search engines. If you go to the paid version of WordTracker, they will tell you not only how many times a term has been searched, but how many competitors there are. Then you can look for the phrase that gets lots of searches but doesn’t have many competitors. That will be an easy term to win with, on in the search engines.

You could pick out ‘learn to play blues guitar.’ Then what you would do is create a blog post just about that phrase. Let me give you some specifics on how to do that. These are your rules. Each blog post focuses on one keyword phrase And you can have multiple posts per keyword phrase.

In other words, say it was ‘learn how to play blues guitar,’ you could do a blog post on that one and you can do a blog post on it again in another month or in a week or two. You can do multiple posts per keyword phrase, but make sure each post focuses on one keyword phrase.

If it is going to be 'learn how to play blues guitar' you would write a post on 'learn how to play blues guitar.' You can create more than one post about that as long as they're different, and I wouldn't do it on back to back days. I would spread them apart, so do one now and do one three or four weeks from now.

Make your posts between 300 and 600 words long. Most text editors and word processing programs have a word count function in them, so you can see how long your post is. I would vary them. I wouldn't make them all 300 words. I'd make some 300 words, and some 500, and some 400, and some 600 words. This just gives you an overall range to shoot for.

This is important. Put the keyword phrase in the title of your post. It is real simple. If it is 'learn how to play blues guitar' then the title for your post could be Learn How to Play Blues Guitar or it could be, I've Always Wanted to Learn How to Play Blues Guitar or It's Not Too Hard to Learn to Play Blues Guitar.

Next, take that keyword phrase and you put it in the first sentence of the post. "One of the things I've always struggled with is learning how to play blues guitar..." There's your first sentence for the post.

You want to make your post at least three paragraphs long. If it is a small 300-word post, maybe it is three paragraphs long. If it is 600 words it might be six or eight paragraphs long. Use the keyword phrase in each paragraph especially if you are doing something that is three or four paragraphs long. If you are writing a 600-word blog post that has eight paragraphs, then you probably don't want to use it in each one.

Try to use it in several paragraphs and definitely that first and last paragraph. Then just go ahead and publish it. You now have a keyword focused blog post that should do well. Not every blog post is going to be a winner in the search engines, but this is the way you get good rankings with keyword focused blog posts.

Now you've seen how to set up a WordPress blog and you've seen how to do basic keyword research, and then how to take that and turn it into a blog post. What you need to do is you should start off with one or two blog posts per day. If you are really, really enthusiastic, then you can start off and knock out five or ten and put them on the site right away.

The general rule of thumb is that you don't want to build a site too quickly. What we're talking about here is fine. What is not cool and won't work for you is when you are adding hundreds and hundreds of pages per day. If you can start off with five or ten pages, it's no problem. Remember, each blog post will have its own unique page.

Winning in the search engines always comes down to having content. The more words you have on pages and the more unique pages you have, the better you are going to do. If you don't want to go the quick start plan and knock out five or ten blog posts right away, you can start off with one or two blog posts per day. That means in a month, depending on whether or not you work every day, you should have anywhere from 20 to 60 blog posts.

After a month, remember each one of those is a unique page. You'll have anywhere from 20 to 60 different pages on your web site. So don't stop after that first month. Keep on going. If you can keep on doing one post per day, that is going to build into a serious traffic stream. If you do this you are going to start to see traffic to your site within weeks and maybe even within days.

If you end up that first month with 60 blog posts, you could easily start seeing 100 to 200 unique visitors per day. It is all going to depend on what niche you are in. If you get incoming links to your site, that is even better. That is an entire other subject that I can't get into, but if you can even get a few incoming links to your site, that will help you get that much more traffic.

Anyways, you are going to start seeing traffic within weeks. Even if you get 50 to 100 visitors per day, you can build a serious business with that kind of volume. With this plan I've shown you, if you just get those first 20 to 60 blog posts up, and then you try to be consistent, even if it is only two or three blog posts per week, if you consistently add more keyword focused blog posts, you are going to build this kind of traffic.

When you get this kind of traffic it is game over. Then start to build your list like I showed you earlier. Put in the DHTML pop-ups on your site. Go get a ProFollow account and take one of those pop-ups and put it on your site. Those visitors will start turning into subscribers.

Again, say you are getting 100 visits a day, which is pretty darn modest, and you get them to subscribe to your list at even a ten percent rate, which again is pretty modest and not too hard to do, that is ten subscribers a day, 300 subscribers per month, 3,600 subscribers per year. You can build a serious business with that.

This is your basic List Building 202 plan I walked you through. I admit I went through this fairly quickly, but this isn't crazy rocket science stuff. This is stuff anyone can do, if you just do a simple WordPress installation. Do some basic keyword research and start making those blog posts.