



# Build Your List with Ease

(Version 4)

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[www.buildyourlistwithease.com](http://www.buildyourlistwithease.com)

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## Introduction

Congratulations! By deciding to build your list, you have taken your first step to becoming an independent business owner in the internet marketing arena.

Building your own list will help you to:

- ◆ Promote many products and opportunities with little extra effort
- ◆ Become known as a unique individual with something useful to offer (branding)
- ◆ Have more confidence in your online business, as you gain more power over your outcomes.
- ◆ Become less vulnerable to the latest hype as your confidence in your own ability grows.
- ◆ Which all means more money in your pocket!

Before we get started, here are some words which you need to understand:

**Squeeze page** – also known as lead capture page. This is the page you will use to capture your subscriber's email address.

**Autoresponder** – a system which manages all email communications with your subscribers. It accepts their subscriptions, sends out all the emails you have set up at intervals which you specify, and takes care of unsubscribe requests. Once you have it set up, it runs itself. All you need to do is promote your squeeze page(s).

**List** – a group of subscribers which you have collected.

### **So Now it is Time to Begin, in 4 Easy Steps:**

1. Sign Up for Your Free Autoresponder
2. Set Up Your Autoresponder and Lead Capture Page
3. Write the Welcome Email to Your Subscribers (or Upload Pre-Written Emails)
4. Write Your Own Email Series and Broadcast Emails



## Step 1 – Sign Up For Your Free Autoresponder.

This book contains instructions for [ListWire](#) autoresponder. ListWire is free to use, and it will allow you to have up to 12 lists. It comes highly recommended and will give you a good starting point for your first forays into list building.

Even if you intend to use a different autoresponder for your lists, I recommend that you use ListWire to follow along with the examples. Once you have learned how to use ListWire, you will know how to manage any other autoresponder as well.

*Why bother paying for an autoresponder if you can get one for free? The answer is: “because generally you get what you pay for”. ListWire will give you up to 12 lists. You may soon outgrow that number! And, while ListWire has a good reputation, free autoresponders in general are believed to give you a lower confirmation rate than the more professional paid autoresponders. It takes money to run a top quality service. On the other hand, if you feel motivated to begin then my advice is to go for it in whatever way you can. Your success begins when you do!*

It will cost you under \$20 per month to use [TrafficWave](#) or [AWeber](#). Both are highly regarded in the internet marketing community and will give you a 30-day free trial (TrafficWave) or \$1 trial (Aweber). TrafficWave will give you unlimited lists and subscribers for one monthly fee, and comes with an income opportunity as well.

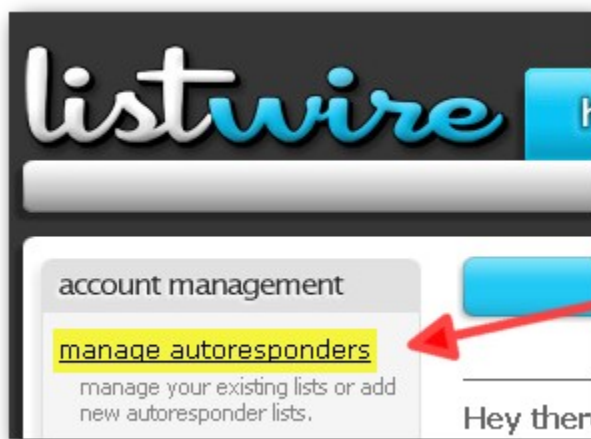
**\$\$\$ Tip:** *Your autoresponder will make you money, because it allows you to contact the same person many times, with more than one offer. Compare that to surfing the traffic exchanges with a splash or affiliate page, where your contact with a potential buyer is limited to one view of your page, and where you are constantly promoting to strangers. Will one in a hundred click on your offer? Use a squeeze page to capture that one, and use your autoresponder to build a relationship and promote again to that person.*



## Step 2 – Set Up Your Autoresponder and Lead Capture Page

### Set Up Your Autoresponder

Log in to [Listwire](#) and click on the [manage autoresponders](#) link.



On the next page, click on the button which says “Click Here to Add A New Autoresponder List”.



Now will be able to enter a name for your autoresponder, and a description. Then click on the button to create your new autoresponder.



Create A New Autoresponder

New Autoresponder Name:  ← ←

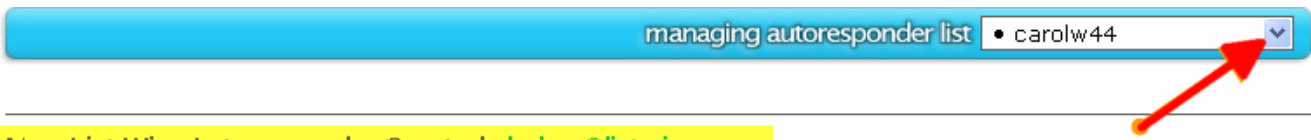
Autoresponder Description:  ← ←

Allow Replication?:  ▾

Replication Password:

←

Now you will see that your autoresponder list has been created.



New List Wire Autoresponder Created: [bylwe@listwire.com](mailto:bylwe@listwire.com)

You have successfully added a new autoresponder, [bylwe@listwire.com](mailto:bylwe@listwire.com), to your List Wire account. Please read the following page carefully to ensure that your new account functions as you intend.

Use the drop down menu (at red arrow) to select your new autoresponder.

The first time you go there, you will be asked to enter your contact information to make your mailings CAN-SPAM compliant.

There are several things you can add here, but for now all you need is your postal address. So scroll down, enter your details, and then click on the button at the bottom.



**Autoresponder Options and Settings**

Your From Name:

Your From Email:

Account Description:

Postal Address:

Account Replication:

Replication Password:

Confirm Redirect URL:

Remove Redirect URL:

Twitter Username:

Twitter Password:

Pause My Account:

Now you can finally get your autoresponder form code. Mouseover the Prospects tab and click on "subscription form".



You will come to a page like this, where you will need to enter some details before you can get your form code.



Options    Content

Form Name:

Form Type:  ▾

Form Redirect URL:  ← \$\$\$

Tracking Code:

Variable Pass-Thru:  ▾

New or Existing Window:  ▾

Next Page ←

Enter a name for your form (for your own use).

**Form Type:** Select In-Line if you are going to use the form in a squeeze page or web site.

**Form Redirect URL:** Monetise your subscriber contacts and increase your signups and sales by sending your subscribers to a Thank You page with your advertising on it. In the example we are using a Thank You page created at TE Toolbox. You can learn how to make your own in the \$\$\$ Detour section below.

Click on the Next Page button.

Now you will be able to preview your form, and save it. You can edit some text on the form if you want, but if you are adding the form to an existing squeeze page then don't edit, just leave it, and that space will be blank.

Click on the Save My Form button.

Options

Content

[Click Here To Edit This Text]

Name:

Email:

[Click Here To Edit This Text]

Live Preview: [Click here for a more accurate preview of your subscription form window.](#)

Form Fields: [If your form requires more fields, click here to add them.](#) (advanced users only)

Previous Tab

Save My Form

After you save the form, find the get code link on the next page and click on it.



**Success** : Form successfully Added!

Subscription Form Name	Subscription Form Actions
4steps	<a href="#">•edit</a> <a href="#">•get code</a> <a href="#">•preview</a> <a href="#">•delete</a>
Type: Inline	Views: 0   Subs: 0   V/S: N/A   UViews: 0   UV/S: N/A

A pop up window will appear with two sorts of code – JavaScript and HTML. Most pre-built squeeze pages will only accept HTML, but if you have your own website you can use the JavaScript. (See image next page.)

**Copy and paste this code into a notepad file on your computer and save it.**



Form Code Close

To add this ListWire subscription form to your website, copy the javascript code below, and paste it anywhere into the body of your website.

```
<script type="text/javascript" src="http://forms.listwire.com/8388/2190.js"></script>
```

**JavaScript**

The code below is the raw HTML for your In-Line subscription form. If you are comfortable working with HTML, or will be editing the look of this form, you can use the code below.

```
<center><table border="0" cellpadding="0" cellspacing="0" style="position: relative; margin: 0px; padding: 0px;">
<tr><td align="center" valign="middle">
<form action="http://www.listwire.com/form/process.php" method="post">
<input type="hidden" name="bot_action" value="form_subscribe">
<input type="hidden" name="bot_track_code" value="form_subscribe">
<input type="hidden" name="bot_pass_standard" value="0">
<input type="hidden" name="bot_pass_custom" value="0">
<input type="hidden" name="bot_account" value="bylwe">
```

**HTML**

### \$\$\$ Detour!

In the section above, you had the option to enter a Form Redirect URL for your form code. Here is that image again:

**Options**    **Content**

Form Name:

Form Type:

Form Redirect URL:  **\$\$\$**

Tracking Code:

Variable Pass-Thru:

New or Existing Window:

After your subscriber clicks on the submit button, they will see the standard “thank you for entering your details” page from your autoresponder company. That's what will happen if



you leave that Form Redirect URL blank, but that's not very smart!

This Thank You page is your first opportunity to advertise to your new subscriber. If they don't confirm their subscription then this is also your ONLY opportunity, so make the most of it! Create a Thank You page with an ad on it, and direct them to that page.

Note: ListWire always shows the standard page first, but it contains a big link to your thank you page. Other autoresponders will just go straight to your thank you page.

[TE Toolbox](#) allows you to create Thank You pages with your choice of ads on it. I will show you how, it's easy!



Log in to [TE Toolbox](#) and click on the ThankYous tab, then click on Ads.

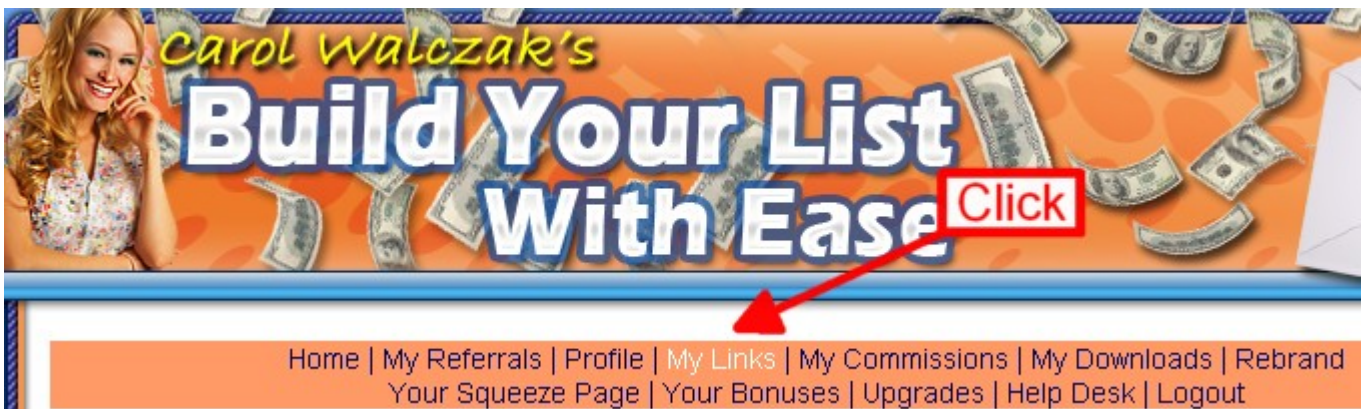
You will see your Thank You page link, a Confirmation page link, and even a JavaScript code which you can use to rotate ads on your own web page.

Enter the Thank You page URL as your Form Redirect URL.

Your Thanks Rotator URLs	
Thank You Page:	<input type="text" value="http://www.tetoolbox.com/thanks/carolw44/"/> ←
Confirmed Page:	<input type="text" value="http://www.tetoolbox.com/confirmed/carolw44/"/>
Javascript:	<input type="text" value="&lt;script src='http://www.tetoolbox.com/ty/carolw44/'&gt;&lt;/script&gt;"/>

Now scroll down to create an ad to put on your Thank You page. You will need to get the bonus ad HTML for whichever program you want to promote.

In this example we will use a bonus ad from Build Your List with Ease, so to get the HTML, log in to the members area at [Build Your List with Ease](#), and click on My Links.



Home | My Referrals | Profile | My Links | My Commissions | My Downloads | Rebrand Your Squeeze Page | Your Bonuses | Upgrades | Help Desk | Logout



Now scroll down to the bottom of the My Links page to get your bonus ad html.

**Step 7 : Add a html to the thank you or logout page of your site**

```
<center>  
  <a href="http://buildyourlistwithease.com/?  
rid=10" target="_blank"></a>  
</center>
```

[Click To Preview HTML Ad](#)

**Copy This**

Now go back to TE Toolbox and paste this code into the Add Thanks Ad box.

**Add Thanks Add**  
You've added 54 of 200 ads.

Affiliate Funnel - Flip Your Downline

**Title:** Build Your List with Ease

**HTML:**

```
<center>  
  <a  
href="http://buildyourlistwithease.com  
/?rid=10" target="_blank"></a>  
</center>
```

**Priority:** High

**Filter:**

**SubRotators:**  1  2  3  4  5  6  7  8  9  10

Give your ad a title (for your own use) and click on the Create button.

Now you will see your ad in the list of ads below the box.

To see how you ad looks on your Thank You page, take the Thank You page URL from the



box at the top of the page, and enter it in your browser.

Your Thanks Rotator URLs	
<b>Thank You Page:</b>	<input type="text" value="http://www.tetoolbox.com/thanks/carolw44/"/> ←
<b>Confirmed Page:</b>	<input type="text" value="http://www.tetoolbox.com/confirmed/carolw44/"/>
<b>Javascript:</b>	<input type="text" value="&lt;script src='http://www.tetoolbox.com/ty/carolw44/'&gt;&lt;/script&gt;"/>

You can edit that Thank You page as well, click on the Pages link to do so.



My Thank You page looks like this, and it gets me signups!

## Thank You!



Watch out for your confirmation email, it should be in your inbox soon.

If you do not receive it, please check your junk mail.

After you confirm you will receive your download links : )

### Unannounced FREE Bonus!

#### No Money? No Website? No Technical Skills?



Tell All Ebook Reveals How Truly Simple It Can Be To Set Up And Start Earning From Your Own Highly Profitable List!

Even If You Don't Know Your Squeeze Page From Your Elbow... This Free Ebook Can Have You List Building Like A Pro And Reaping The Rewards In No Time!

[Click Here And Grab Your FREE Copy!](#)

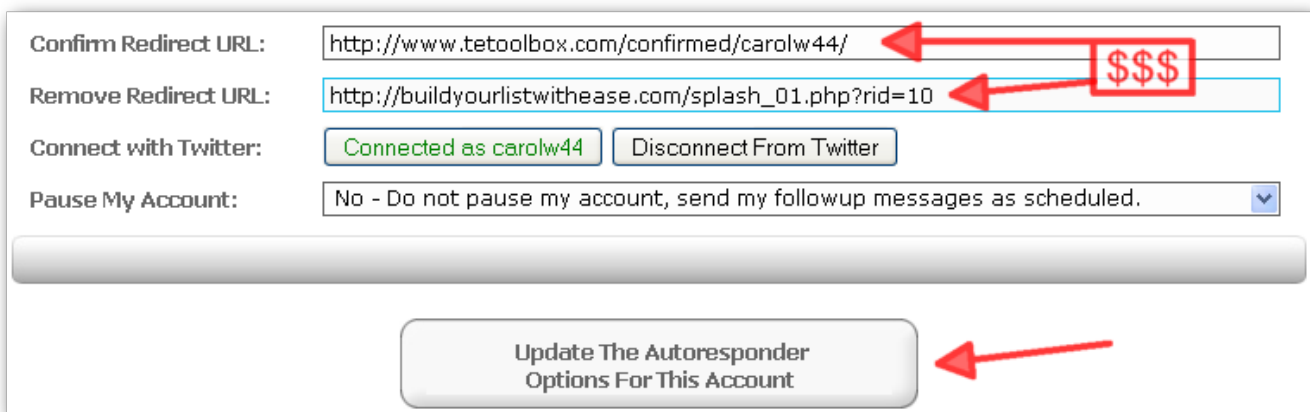
Thank You Page created on [Tetoolbox.com](http://Tetoolbox.com)



Now go back to ListWire, mouseover the Settings tab, and click on List Settings.



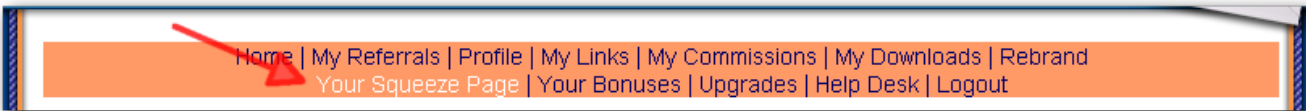
You will see your autoresponder settings page. Enter your Confirmed Page URL from TE Toolbox in the Confirm Redirect URL. You can also add something in the Remove Redirect URL, it's your last chance to advertise to that subscriber!





## Set Up Your Squeeze Page at Build Your List with Ease

Build Your List with Ease has a selection of squeeze pages which you can use to build your list. To use our squeeze pages (available to all members), log in at [Build Your List with Ease](#) and click on the Your Squeeze Page tab.



Scroll down to where it says “Step 2: Enter Your Autoresponder Code Below” and paste in the HTML code from your autoresponder (which you saved in a notepad document in Step 2 of this ebook). Then click on the Update button.

**Note:** You must use the HTML code, not the JavaScript.

**STEP 2: Enter Your Autoresponder Code Below**

```

for your free autoresponder</a></td></tr>
</table>
</td></tr>
</table>
</center>
</td>
</tr>
</table>
</center>

  
```

*(A red box labeled 'Your autoresponder code' points to the HTML code area, and a red arrow points to the 'Update Autoresponder Code' button.)*

Now scroll to the bottom of the page and grab one of the squeeze page links there. Enter it in your browser and check to make sure it looks right and that the form works.



**STEP 4: Promote Your Squeezepage**

<a href="http://buildyourlistwithease.com/squeezes/1.php?rid=1">http://buildyourlistwithease.com/squeezes/1.php?rid=1</a>
<a href="http://buildyourlistwithease.com/squeezes/squeeze_01.php?rid=1">http://buildyourlistwithease.com/squeezes/squeeze_01.php?rid=1</a>
<a href="http://buildyourlistwithease.com/squeezes/squeeze_02.php?rid=1">http://buildyourlistwithease.com/squeezes/squeeze_02.php?rid=1</a>
<a href="http://buildyourlistwithease.com/squeezes/squeeze_03.php?rid=1">http://buildyourlistwithease.com/squeezes/squeeze_03.php?rid=1</a>



You will notice that your ListWire affiliate link and their logo is at the bottom of your form. That's one of the prices you pay for using a free autoresponder, but on the other hand it can get you referrals as well.

John Doe Presents...



**A Special Free Gift For You**



**Set Up Your List In 4 Easy Steps!**



LEARN HOW TO:

- Set up free autoresponder
- Set up free squeeze page
- Write and enter emails
- Promote!

Sign up and receive a free copy of *Build Your List with Ease*

Name:

Email:

  
click here for your free autoresponder

Your details will be treated with respect and you can opt out at any time.

**Set Up Your Squeeze Page at TE Toolbox**

[TE Toolbox](#) has the best free squeeze page maker around. In addition to a step-by-step squeeze page maker and optional advanced editor, you also get a tracker/rotator and statistics, so you will know how your squeeze page is performing. Free members can use all of the functions.

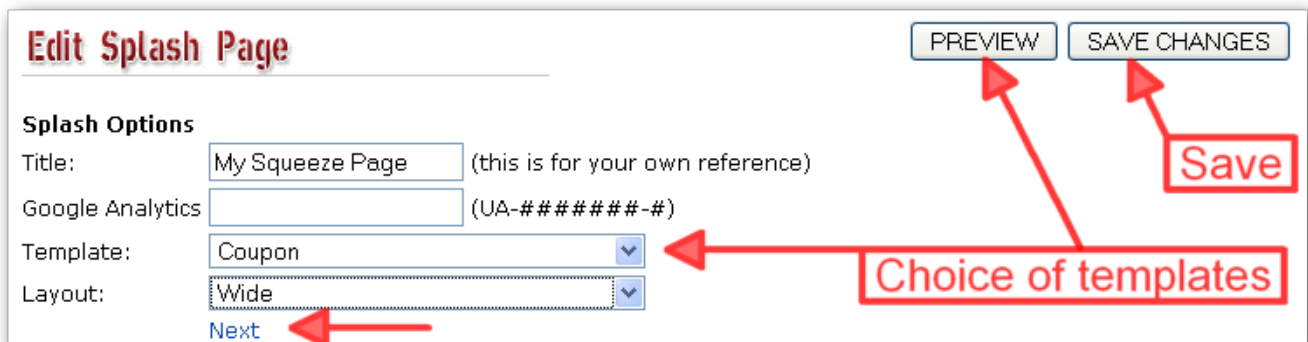
Log in to TE Toolbox and mouseover **HOME**, then click on [Splash Pages](#).



Now choose the Easy Splash Page Maker by clicking on [Begin](#).



Now enter a Title for your splash page, and choose a template from the drop-down menu. You can Preview the templates. ("Coupon" is the default and the most widely used, but you will also find TE-specific templates and some others.) Then click on [Next](#).



Enter a main headline and subheading, and click on [Next](#).



**Content Options**

Headline:

SubHeading:

[Back](#)      [Next](#) ←

Use ##EXCHANGE## to insert the name of the exchange the user is surfing on.

You will find yourself in the Splash Body Editor. Enter some bullet points about your offer here. Then click on [Next](#).

**Splash Body Editor**

*Need Clipart? TEtoolbox has uploaded over 6,000 clip art images [here](#) for you to use!*

**B I U ABC** | **A** ab | [List icons] | Styles | Format | Font family | Font size

[Rich text editor icons]

- Set Up Free Autoresponder
- Set Up Free Squeeze Page
- Enter Your Emails
- Promote!

Path: ul » li

[Back](#)      [Next](#)

Now you will see the Call to Action page, where you will enter your autoresponder code.

[Rich text editor toolbar]

1. Get the HTML (not javascript) version of your autoresponder code
2. Click the HTML icon (3rd from right, second bar)
3. Paste over content inside

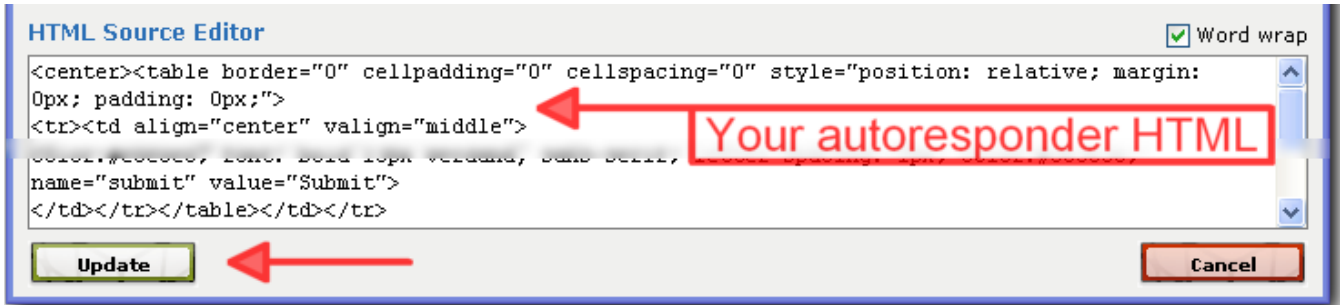
**Click here** → [HTML icon]

Path:      [Next](#)

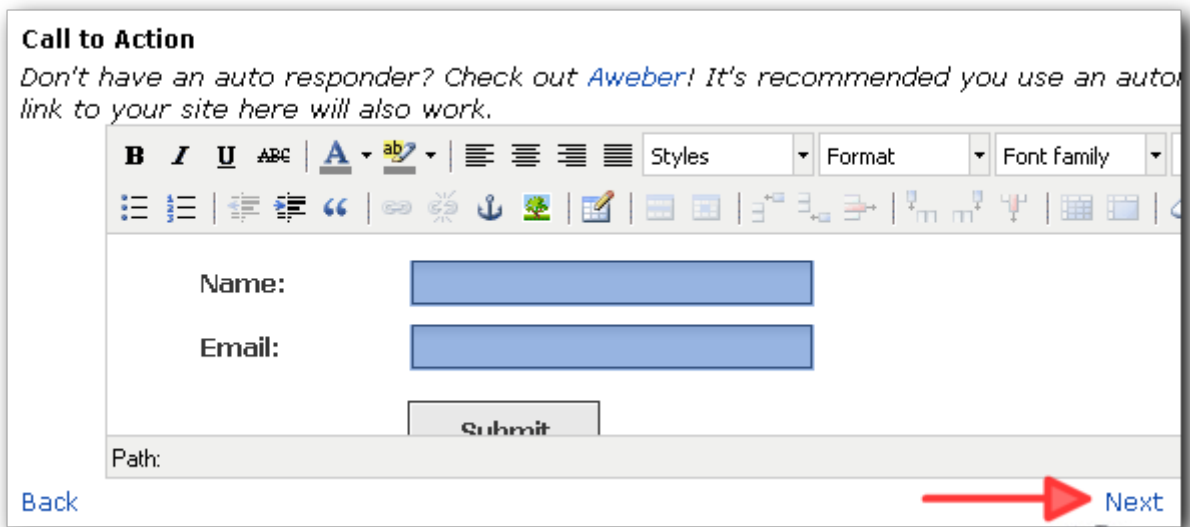
**You will need your autoresponder code which you have saved in the notepad file.** Select that code and copy it. Then click on the HTML icon at the right of the TE Toolbox editor bar.



A popup window will open. Replace everything in that popup window with your autoresponder code by highlighting it, and then doing a Paste. Then click on the Update button.



Now the Call to Action page will look like this:



Don't worry if the form looks out of alignment at this point, the system will take care of that. Click on the [Next](#) link.

Now it's time to add your photo, or an image of a free gift for your subscribers. There is also the option to add a YouTube video.

(If you want to host your photo at TE Toolbox, mouseover HOME and click on Media to upload it. Then you will be able to add it by using the "select photo" option.)



**Edit Splash Page** PREVIEW

**Insert Media**  
 Choose either a video or a photo to display. If using a photo, choose an audio file to play (optional).

YouTube URL:   
 ex: <http://www.youtube.com/watch?v=yb78FP-w-Nk>

Photo URL:  (select photo)   
 ex: <http://www.mysitem/picture.jpg>

Audio MP3:

[Back](#)

Click on SAVE CHANGES to preview your new squeeze page.



Click on [Back to Splashes](#) to see your squeeze page URL. You can use this squeeze page on it's own, or inside a TE Toolbox tracker/rotator.

There is a lot more you can do with TE Toolbox. Read the TE Toolbox Users Manual at the TE Toolbox site, or explore the site to learn more. Use the advanced splash page maker if



you want more flexibility in laying out your squeeze pages.

### **Set Up Your Squeeze Page at Instant Squeeze Page Generator**

[Instant Squeeze Page Generator](#) is an old favorite which has been updated recently. It has an easy squeeze page setup which includes a range of gifts for your subscribers. Once you are logged in, click on the Squeeze Pages tab.

This is where the fun begins...

Go through the steps of setting up your squeeze page, choosing a template and a background, a free gift for your subscribers, a headline and text.

### **Put Autoresponder form code Into Squeeze Page**

Step 7 will require your *autoresponder form HTML*. (That's what puts the signup boxes on your squeeze page.) You will have saved this in a notepad document earlier, otherwise go back to **Step 1 – Set up your autoresponder** in this ebook and get the code now.

Go to [Instant Squeeze Page Generator](#) and paste the code into the box at step 7, then continue.

At step 9, view your page, and make adjustments by going back through the steps if you need to.

### **Save Your Links**

Copy and paste your squeeze page link and your downloadable gift link from step 9 into a Notepad document. You will need it later.

You can make and promote several different squeeze pages if you want. It is good to try out different approaches and see what works best.

### **Splash Page Maker, Instant Splash and AdKreator**

If you don't like TE Toolbox or Instant Squeeze Page Generator, you can always make and host your own unique squeeze pages at [Splash Page Maker](#), [Instant Splash](#) or [AdKreator](#).



[Splash Page Maker](#) has a simple fill-in-the-blanks system for creating your splash or squeeze pages. It's been around for a long time, and your squeeze pages will look very professional.

Upgrades start at under \$10. Program owner is Steve Ayling.

Carol Walczak's

# Build Your List With Ease



INSTANT SPLASH

[Instant Splash](#) is Carl Baileys program. He is constantly adding features, so now you can make banners as well as splash pages, and there is a simple splash page maker as well as more complex ones which will let you create just about any look you like. Upgrade for \$10 per month. There is no One Time Offer when you first sign up, so you can try it out as a free member and upgrade when you are ready.

Splashpage  
Do It Yourself  
Kreations

adKreator

[AdKreator](#) is a very popular program from the TimTech group. You can make and host splash and squeeze pages, banners in several sizes, log in ads, page peel ads and more. It costs \$14.97 per month (less if you can catch a good login offer) and you can try it out for free.



### Step 3 - Write the Welcome Email to Your Subscribers (or Upload Pre-Written Emails)

Now you can set up the welcome email for your subscribers.

#### ***Your Download Link and Tracking Link***

You'll need the download link for your free gift, because you will put that in the welcome email.

If you are using Build Your List with Ease as your free gift, the link will look something like this:

<http://buildyourlistwithease.com/pdf/BYLWE-10.pdf>

That's a nice short link, but many links can be longer than one line of text. They can become broken up in your emails, and you'll have subscribers clicking on a broken link and getting nothing.

Make your links nicer, shorter and more functional by cloaking them with a tracker link. A tracker link will show you how many times that link has been clicked on, and even where the clicks have come from. This is useful when you are advertising the same link in several different places, and want to know which advertising sources are effective.

You can create tracker links at [ListWire](#) (and most other autoresponders). To create a tracker link at ListWire, log in and mouseover the Tracking tab, then click on [Create Tracking Link](#). You can also create a tracker at [TE Toolbox](#).

#### ***What To Write in the Welcome Email***

Use this email to thank your subscribers for signing up, and include the link to the free downloadable gift. Tell your subscribers when (in how many days) they will be receiving the next email, and what it will be about. That's it for your welcome email!

#### ***Set It Up Now***

Sign in at [ListWire](#). Mouseover the Messages tab and click on [follow up messages](#).



Scroll down to where it says Edit or Create Messages. You will see an area like this:

A screenshot of the 'Edit or Create Messages' form. The title is 'Edit or Create Messages For Autoresponder: bylwe@listwire.com'. The form includes several sections: 'Subject Tags' with dropdown menus for 'Prospect Tags' and 'Personal Merge Tags'; 'Subject Line' with a text input field; 'Text Body Tag' with similar dropdown menus; 'Text Based Message Body' with a large text area; 'Message Format' with a dropdown menu set to 'Plain Text Message Only'; and 'Message Interval' with a text input field set to '0'. At the bottom are two buttons: 'Click Here To Save Changes To This Message' and 'Click Here To Discard Changes To This Message'. Red callout boxes with arrows point to the 'Subject Line', 'Text Body Tag', 'Message Format', and 'Message Interval' fields, and the two buttons. The callouts are labeled 'Subject', 'Prospect Tags', 'Personal Tags', 'Email Body', 'Format', 'Message Interval', and 'Click for Help!'.

**Subject Line:** This is the subject line of your email, which people will see in their list of emails in their email program.

**Email Body:** This is where you will enter the text of your email.

**Prospect Tags:** Use this to select correct tags for such things as your prospect's name in the Subject Line and Email body. After you have selected the one you want, use the Insert Tag button to insert that tag where you have your cursor. This will be filled in with your prospect's data when your email is sent. Always make sure you use the correct tag for your



autoresponder, especially if you are copy&pasting an email which has been written for you.

**Personal Merge Tags (optional):** These contain your personal and business information, including website links. (To set up this data, mouseover the Settings tab and click on Merge Fields.) Select the tag you want in your email, then use the Insert Tag button to insert a tag for that information where you have your cursor. This will be filled in with actual data when your email is sent.

**Message Format:** *Select this before you type in your email.* The simplest format is Plain Text, but if you want your links to be clickable then use the HTML formats. The advanced editor will make it easy to make your links clickable. If you want your subscribers to have the option of a plain text message if they don't accept HTML then choose the option for both.

**Message Interval:** Your first email should have an interval of zero, since it will be sent as soon as your subscriber confirms. For later emails, enter the number of days from the first email as the interval.

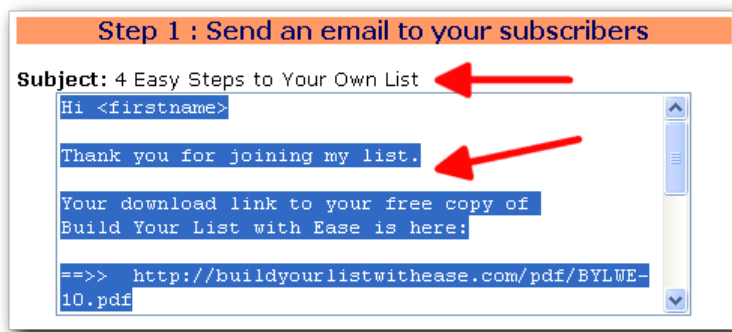
**Help:** Click on any of the headings to see information about that function.

### **Grab Your Pre-Written Emails**

If you are using the email series from [Build Your List with Ease](#), sign in and click on My Links. (Many other programs use a similar setup, so it's worth knowing how this works.)

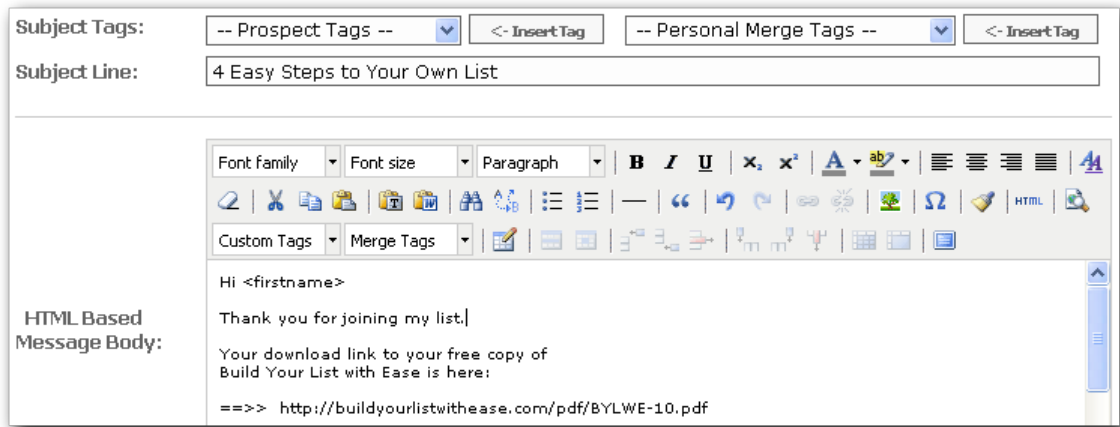


You will find your email series there. The first email is your welcome email:

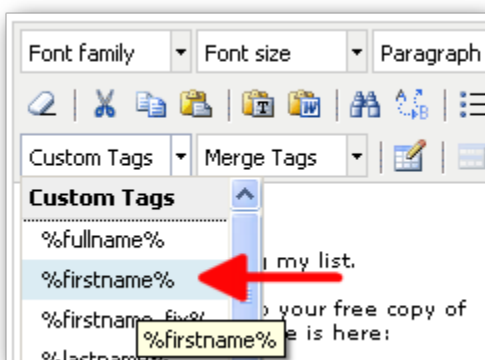


Copy&Paste the Subject into the Subject Line at [ListWire](#).

Now select the Message Format “Advanced Editor HTML Message Only” at ListWire, and Copy&Paste the Email Body from Build Your List with Ease to ListWire.



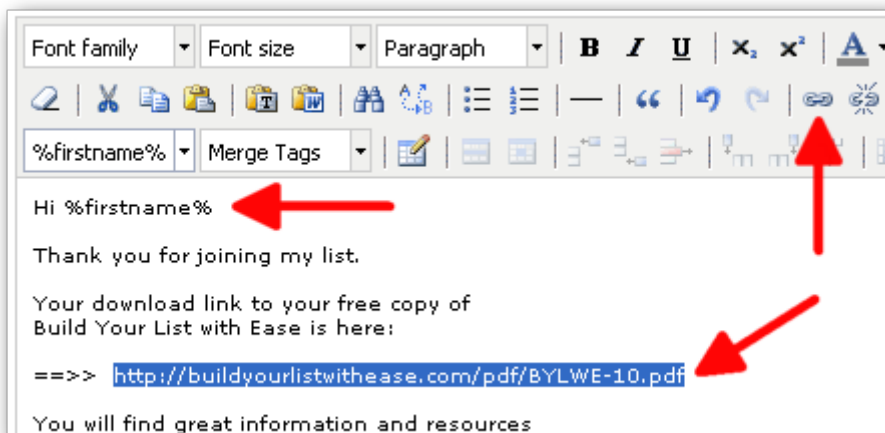
Now you will need to fix the firstname tag. (You need to pay attention to this with any autoresponder you use, because the tags in your pre-written email may not match those which your autoresponder uses, and you really don't want emails going out with “Hi <firstname>” in the salutation!



First select <firstname> in your email.

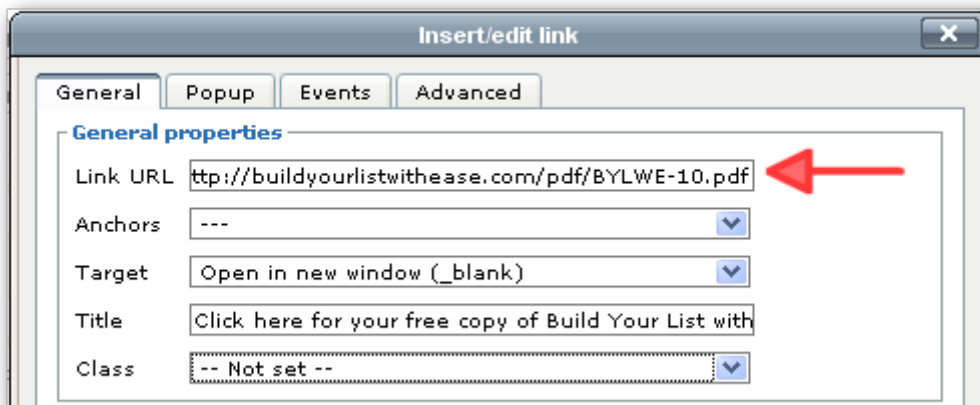
Then click on the down arrow next to Custom Tags and select %firstname%. This will replace <firstname> with the correct tag for [ListWire](#), which is %firstname%.

Now you will see the correct tag, so the next thing to do is select your download link, copy it, and click on the chainlink symbol to make it clickable.

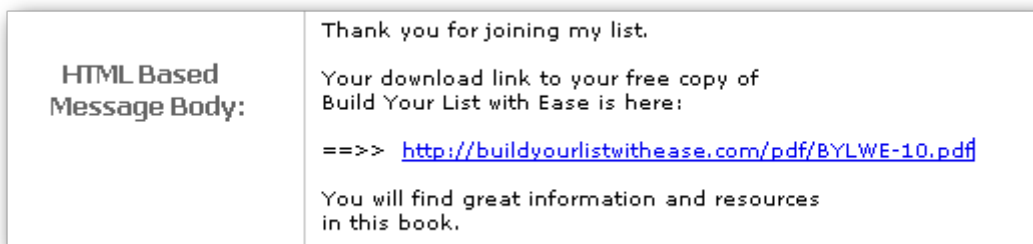


A popup window will appear. It will have a place to paste the download link. (If your browser won't allow you to copy or paste, use Ctrl C for Copy and Ctrl V for paste.)

For Target, choose "Open in a new window". You can enter a Title as well.



When you are ready, click the Insert button at the bottom of the popup. Now you will see that your link has been made clickable:



Now enter a Message Interval and click on the big Save button below your email. (If your messages are going out one day apart, the interval for the first one would be 0, the second one 1, the third one 2, etc.)



Message Format:

Message Interval:

[Click Here To Save Changes To This Message](#)      [Click Here To Discard Changes To This Message](#)

Your email will appear in your list of emails, and you will have the option to Edit or Delete it.

**Success** : Message successfully added.

Interval	Message Subject Line	Last Modified	Link Stats
<input type="radio"/> 0	4 Easy Steps to Your Own List	08/10/2010	<a href="#">view stats</a>

Format: WYSIWYG Only    Sent: 0    Opened: 0    Open Rate: 0.0%    Removed: 0    Remove Rate: 0.0%

[Test Messages](#)

[Click Here Edit The Selected Message](#)      [Click Here To Delete The Selected Message](#)

Now you can repeat this process to add the rest of the emails in the series.

**Advanced Tip:** You will get better email deliverability if you use the plain text message as well as the html message. If you want to do that, select the “Advanced Editor HTML Message/Plain Text Message Combination” for your message format, and copy your HTML message to your text message. This will work fine if you have only made the links clickable. If you have added images to the HTML message then you will need to strip those out for the text message.



Carol Walczak's

# Build Your List With Ease



## Step 4 - Write Your Own Email Series and Broadcast Emails

Now that you've set up the basic framework of your list building system, it is time to put your creativity into gear and write those emails!

### *What's Your Story?*

What story will you tell to keep your subscribers interested? How will you tie all your offers together in a way which makes sense? Your subscribers aren't interested in being your own personal pool of prospects. They signed up to your list for their own benefit and they will stay as long as they are getting something out of it.

If you can't see the whole story in your mind, that's ok, as long as you are clear on your main focus. You don't need to have all the emails written before you begin promoting your list, but you must keep ahead of your subscribers.

So, now it's time to begin...

### *Write the First email in Your Series*

It's best to pre-write your emails and their subject lines in a Notepad document, where you can add to or change them easily without having to log in and out of your autoresponder. You'll probably get ideas every so often as you go about doing other things. Once you have something written that you are happy with, you can enter the text into your autoresponder. (Follow the directions in Step 3 above.)

Congratulations, you now have your first email in your series!

**Tip:** Always sign up to your own list. That is the best way to see how it looks to a subscriber and to check for errors. Sign up to other people's lists too, and learn from what they do. The autoresponder can be your best tool and make you a lot of money. It's worth taking the time to get to know it, and to learn how to make the most of it.

### *Really, Really Stuck?*

If your problem is lack of confidence in what you have to offer, then perhaps this will put it into perspective for you: If you have spent any amount of time on internet marketing, you have learned something, and there will be someone who could use that information. Pick one thing which you understand, or one product which you find really useful, and base your series on that. It doesn't have to be up to guru-standard. The guru stuff can be overwhelming for people who are just starting out, or who don't have the time or the money to get that technical. Pick one simple thing. Make it easy for someone else to understand. Be a mentor.



If you still have no idea what to write, you can download 3 series of ready-to-go autoresponder emails suitable for different audiences instantly at [Responder Series](#). Have a look at the home page, you may get some ideas just from reading it.

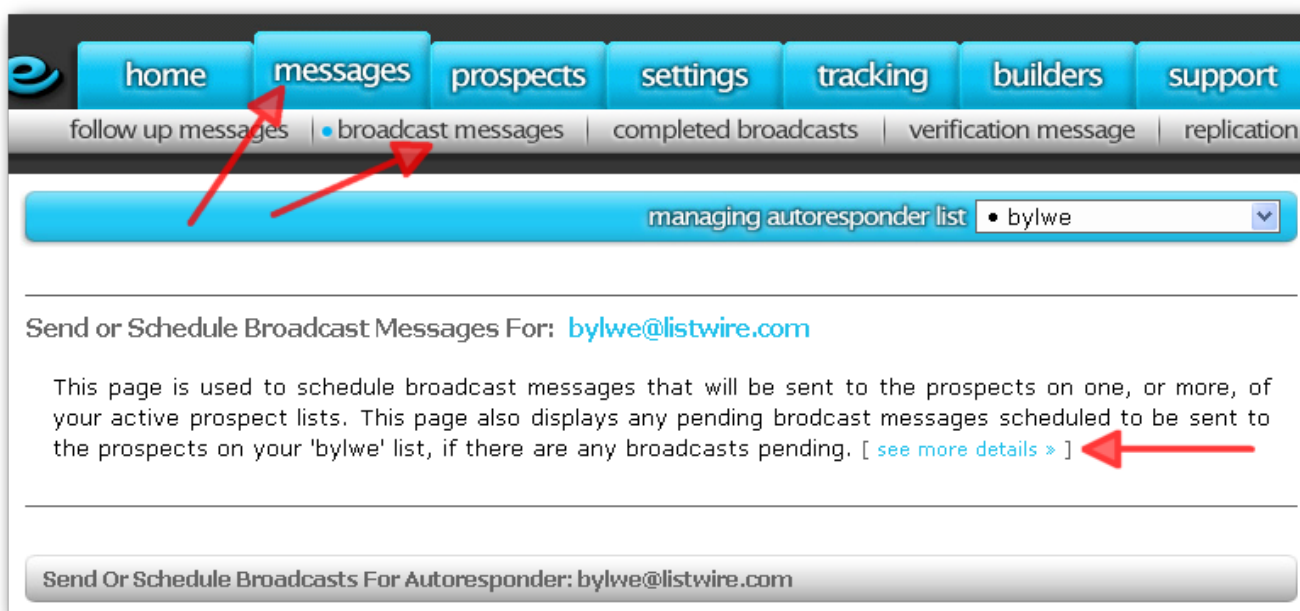
Another option is to upgrade at [Instant Squeeze Page Generator](#). This will give you access to products with matching pre-written email series which you can then copy and paste into your autoresponder. (You will still need your own autoresponder when you upgrade). Upgrading will give you a greater selection of gifts to offer your subscribers. If you are unsure, try it out for one month.

There is a free email series available for you in the “Your Squeeze Page” section of your members area at [Build Your List with Ease](#).

Another free solution is to sign up at [Affiliate Funnel](#) and use their promotional emails in your autoresponder. This will build your downline at Affiliate Funnel and your list at the same time. Read more about this excellent program under “Useful Tools” below.

### **Broadcast Emails**

Every so often you will have a new program to promote to your subscribers, or some news to pass on. In this case you don't need to add an email to your series, you simply create a Broadcast email. Broadcast emails are delivered to all your subscribers as soon as you send them, regardless of where your subscriber is in your regular email series.



[ListWire](#) allows you to send the broadcast to one of your lists, several of your lists, and even to your Twitter followers!



## Set Up Your Merge Values

Here you can set up values for information about yourself, such as your affiliate link, website URL, email address, and so on. Then, instead of typing those details into each email, you simply include the Merge Tag in the correct place. This means that in the future, if you ever change your email address, for example, you can change the value in the Merge Values area and it will automatically be changed in all your emails. You will also find this feature useful if you want to allow your referrals to copy your autoresponder emails. With Merge Values in place, they will be able to add their details very quickly.

The screenshot shows the Listwire settings interface. At the top, there are navigation tabs: home, messages, prospects, settings, tracking, builders, and support. Below these are sub-tabs: list settings, verification message, custom fields, and merge fields. A dropdown menu shows 'managing autoresponder list' with 'bylwe' selected. The main content area is titled 'Merge Values For Autoresponder: bylwe@listwire.com'. It contains a paragraph explaining that these tags are used to define information about the owner of the autoresponder, with a link to 'see more details'. Below this is a table with columns for Merge Tag, Merge Field, and Your Merge Data. The table has two rows: one for 'Company Name' and one for 'First Name', each with a 'Cheat Sheet' link and an input field.

Merge Tag	Merge Field	Your Merge Data
[mycompany]	Company Name	<input type="text"/>
	Cheat Sheet for Company Name -->	<input type="text"/>
[myfirstname]	First Name	<input type="text"/>
	Cheat Sheet for First Name -->	<input type="text"/>

## Promote!

Once you have written some emails and double-checked them, it is time to promote. Don't waste time worrying about whether your work is good enough. Get it out there and get some results. You can make adjustments as you go along and you will learn from doing. This is your first list. Soon you will have the confidence and the ideas to create another one, and another.



## WAYS AND PLACES TO PROMOTE YOUR SQUEEZE PAGES

### Traffic Exchanges

You are already familiar with traffic exchanges, so of course that is where you will go first to promote your new list.

Just a few things to remember:

- ◆ Often, people need to see the same ad several times before they really take note of it, so be patient and don't dilute your efforts by promoting too many things at the same time. Your squeeze page will stand out because it is unique and that will get you noticed, but you may need to show that page a few hundred times before you get your first signup.
- ◆ Surf several sites at once to make good use of your time. 5 sites at 100 credits per site = 500 credits and 500 views of your page. This can be done with tabbed browsing. If you are not sure what that is, just Google "tabbed browsing" and you will find directions for your browser.
- ◆ Make use of your banner and text ad credits, they can be effective too.
- ◆ Make use of Opt-in ads or List ads at those traffic exchanges which have them. This includes [PromoLotto](#) and [Tezak Traffic Power](#).

You will find the top traffic exchanges ranked and listed at [Affiliate Funnel](#).

If you want a really excellent surf console to organize your traffic exchange links, keep track of which ones you last surfed and when, and give you one-click access to your sites, you can get one for free by joining [Soaring4Traffic](#) traffic exchange.

### No time to surf?



Use [TE Blaster](#) to promote your sites at the top traffic exchanges. Buy credits at standard industry rates, and never lift a finger to surf. Or use this to give your advertising an extra kick for special promotions.

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# Build Your List With Ease



## Safelists

Once you've got your traffic exchange advertising under control, you can add safelist advertising to your bag of tricks (if you don't use them already). Safelists are a great source of free advertising, and can be quite effective. Some safelists call themselves List Builders, for good reason.

Read [SafeList Marketing Tactics](#) (free download) for a great introduction to growing your list with safelists.



Remember to use your tracker links in safelist emails if you want to know how many people clicked on your link.

## Writer's block?

Not sure what to write in your safelist emails? Some of your programs will have a section which contains promotional materials, including email text. You can copy that. Or cheat by reading a few of the ones in your inbox, and adapting them to suit your purpose. (Don't ever copy someone else's emails word for word.) I like to save really great promotional emails for inspiration. You'll get the idea after a while. Have fun!



## ***Text Ad Exchanges***

Text ad exchanges allow their members to post and view text ads, html ads, and email solos. They are considered to be quite effective.

## ***Paid-to-click (ptc) sites***

Have you heard of paid to click (ptc) sites? They are a bit like a traffic exchange, but you get paid to look at advertiser sites. Paid to click sites are a good alternative source of advertising which taps into a whole new group of people. They can also be a way of creating some extra money to invest in upgrades and advertising.

Some ptc sites provide a click exchange, in which you don't get paid, but you get credits for viewing other members' sites, and you can display yours.

Many ptc sites will allow you to trade in your earnings for cheap advertising. Here are some well established ones which do:


[ClixSense](#)

[LinkGrand](#)

[Wordlinx](#)

Once you start surfing the ptc sites you will find many others to choose from. You can experiment and see if these sites respond to what you are offering.

Of course you can buy advertising on these sites too, and that's ok if you've got the money, but you can test them out for free to see what response you get before you commit your funds.



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# Build Your List With Ease



## **Banner Advertising**

Banner ads are very effective. When people click on a banner, they are already interested in what you have to offer so your chance of getting a subscriber or customer is high.

If there are no banners for your unique list, you will have to make some, and find hosting for them. Luckily, you can do all this for free and quite easily.

To make your banner, just search the internet for "free banner maker". Find one which you like. Remember, the banners need to be 468x60. You can also make banners at [TE Toolbox](#) and [AdKreator](#).

Now you can go and put the banner and it's link into every single traffic exchange which you are a member of, or you can take the easy way out and use the banner rotator at [TE Toolbox](#). You will see stats for each banner, showing number of views and clicks by advertising source/tag, so you will soon know which banners are working for you. Almost all traffic exchanges allow TE Toolbox and it will save you a lot of time.

[TE Toolbox](#) also allows you to upload a banner image from your hard drive, which is great when you make your own banners with a photoshop program, or copy and modify existing banners or images. (Click on the Media link below the TOOLS tab at TE Toolbox to upload your banner image.)

Don't have a photoshop program? You can get a really excellent, free and simple one at <http://www.paint.net> .

Another excellent free banner rotator can be found at [HitsConnect](#). Free members get one rotator and up to 10 banners, and the stats are excellent. They won't host images for you though.



### ***Free Traffic Bar - effortless advertising***

Have you seen [Free Traffic Bar](#)? It is such a simple and easy way to advertise. This is how it works:

- You install the [Free Traffic Bar](#) toolbar on your internet browser (IE or Firefox).
- You set up your text ads.
- As you surf the net, the ads on the toolbar change, giving you credits.
- 61,000+ other people have Free Traffic Bar installed, so they are seeing the ads too, including yours.

Does it work? Yes. I get about the same click through rate (ctr) as I do on banners in traffic exchanges, and I'm advertising a wide variety of things, from free autoresponders to oracle cards. There are interest categories to cater for just about any product.

**Tip:** Some programs will give you Free Traffic Bar credits when you join, so look out for those bonuses. Here are some to get you started:

[Build Your List with Ease](#) – not a member yet? Sign up and get 10,000 FTB credits as a free member, or 25,000 when you upgrade.

[PromoLotto Traffic Exchange](#) – Check their downline builder for 10,000 FTB credits.

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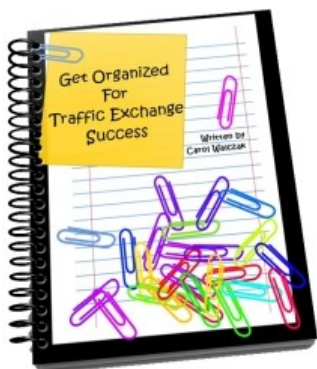
# Build Your List With Ease



## More Free Gifts For Your Subscribers

**\$\$\$\$ Tip:** Promoting rebranded ebooks is good for you, because they promote your links, which builds your referrals and commissions!

### **Get Organized For Traffic Exchange Success - ebook**



This ebook is great for anyone who is new to traffic exchanges.

It answers questions such as:

- Which email address is best?
  - How do I organize all my referral links?
  - How can I manage my credits and promotions easily and quickly?
  - How do I cancel a subscription in PayPal or AlertPay?
- What is a downline builder?
  - How do I build a list?
  - Where do I start?

Rebrand it with your links for free, details inside the book.

[Click here to grab your copy now.](#)

### **How to Promote Your Website on a Traffic Exchange - ebook**



If you are promoting to people who are new to traffic exchanges, you can rebrand a copy of “How to Promote Your Website on a Traffic Exchange” for free at [PromoLotto Traffic Exchange](#).

Links inside include Build Your List with Ease.

### **More Rebrandable Ebooks**

You can get more rebrandable ebooks at [Viral Ebook Explosion](#).



## Hosting Rebranded Ebooks

Some ebook sites will allow you to link directly to your copy of the ebook on their server, but not all sites do that.

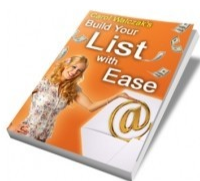
If you have your own website you can upload your rebranded copy of any ebook via cpanel or ftp. Then you will have your own link to send people to for downloads.

To get hosting, just Google "free file hosting". Find a host which you like, upload your ebook (which is a PDF file) to their site, and use the link which they give you as the download link.

You can then use that link in your website or blog, splash pages, or autoresponder emails.

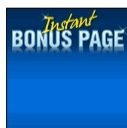
Another excellent way to host and present your downloads is with [Instant Bonus Page](#). This system gives you a professional download page, with your ads below the download link. You can see an example here: <http://www.HereIsYourDownload.com/bylwe>. This is a great way to get more sales and referrals with no extra effort, and it is free to use.

**Thank You. Your Download  
And Bonuses Are Below**



[Click Here To Download](#)

**Bonus #1: Instant Bonus Page - Easy Extra Money**



**This Limited Time Free Offer Could End At Any Time...**

"Imagine Pressing A Few Buttons And Instantly Creating Your Very Own Cash Producing Bonus Pages Where You Can Make More Money From All Your Visitors!" **\$297 Value.**



[Click Here For FREE Instant Access](#)

Carol Walczak's

# Build Your List With Ease



## Making Your Own Ebook

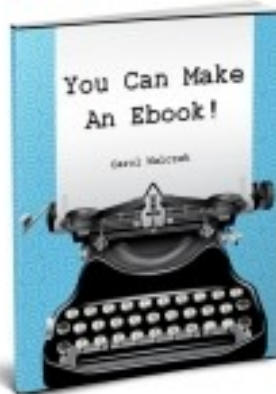
Nothing is more unique than your own ebook. It does not have to be long or complicated, even a few pages will do. Give it away as a freebie to build your list.

Making your own ebook is fairly simple. To begin with, you create a normal document using Microsoft Word, or you can download and use the free (and highly respected) open-source software [Open Office](#). Either of these will allow you to make a document and turn it into a PDF file. (In Open Office, you go to the "File" tab and click on "Export as PDF".) Just set the security on your PDF so it can't be altered or copied.

This ebook was made with Open Office.

To make your ebook rebrandable requires a bit more expense and effort. You can learn all about it at [Viral Reports Revealed](#).

Learn all about making, hosting and promoting your own ebook at [You Can Make An Ebook](#).



## Recommended Resources

### *Tools*

[AdKreator](#) – very popular splash and squeeze page maker. Try it for free.

[Affiliate Funnel](#) – a great place to learn more about internet marketing, build your list, build your traffic exchange and safelist downlines, promote your programs, and more.

[AWeber](#) Autoresponder – the Cadillac of autoresponders. Great if you can afford just under \$20 per month, though you will pay more as your lists grow. Lots of extras and features.

[HitsConnect](#) – free banner and URL rotator, excellent tracking, and much more.

[Instant Splash](#) – very easy splash and squeeze page maker with free mini-responder.

[Instant Squeeze Page Generator](#) – does what it says.

[ListWire Autoresponder](#) – free, up-to-date, professional, and will give you up to 12 lists.

[Responder Series](#) – instantly download pre-written autoresponder emails.

[Splash Page Maker](#) – make professional splash and squeeze pages using their easy wizard.

[TE Toolbox](#) – **My most highly recommended resource** - free splash and squeeze page maker, URL rotator, banner rotator, thank you ad rotator with your choice of ads, (even add your own), tracker links and cloaking, statistics, image hosting and more!

[TrafficWave](#) Autoresponder – unlimited number of lists and subscribers for \$17 per month, plus a great income opportunity.

### *Ebooks*

[Get Organized for Traffic Exchange Success](#) – make the most of your time and resources, and speed up your success, with this useful ebook.

[How to Promote Your Website on a Traffic Exchange](#) – give this ebook away to your newbie subscribers. It shows them how to get started with traffic exchanges, including advice about splash and squeeze pages. Includes a link to Build Your List with Ease. Join PromoLotto traffic exchange to rebrand this one for free.

[Internet Marketing Success Formula](#) – this one is an oldie but a goodie. Worth reading, and



great commissions!

[Safelist Marketing Tactics](#) – free ebook, very useful information. Read this before you start safelist marketing and save yourself a lot of aggravation!

[Traffic Exchange Solutions](#) – another free ebook about the value of list building. Short and easy to read.

[Viral Ebook Explosion](#) – free rebrandable ebooks to give away here

[You Can Make An Ebook](#) – read this to learn how to make your first ebook

### *Traffic Sources*

[Affiliate Funnel](#) – see a ranked list of the most popular traffic exchanges here.

[Free Traffic Bar](#) – effortless free advertising. Get 10,000 credits when you join Build Your List with Ease.

[PromoLotto](#) – the traffic exchange built for list builders, by list builders! Highly recommended! Use the opt-in ads to build your list.

[Soaring4Traffic](#) – top 20 traffic exchange with a really useful surf console.

[Tezak Traffic Power](#) – Excellent traffic exchange. Includes List Ads to help you build your list.

[Traffic Splash](#) – one of the most successful traffic exchanges around.

[Volcano Hits](#) – quality traffic exchange with a free mentoring program



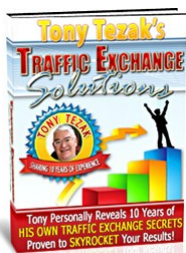
## Recommended Reading

### Internet Marketing Success Formula



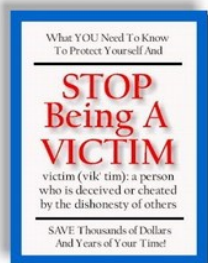
You've probably seen Soren Jordansen's [Internet Marketing Success Formula](#) advertised on the traffic exchanges, but have you downloaded your free copy yet? If not, now is a good time! [Internet Marketing Success Formula](#) will tell you many interesting things about internet marketing in general, and list building in particular. Soren surveyed thousands of internet marketers in order to write this book, and he passes on some useful statistics which will help you to know how to approach your market.

### Traffic Exchange Solutions



If you're still not sure that building a list is worth the effort, then read [Traffic Exchange Solutions](#) by Tony Tezak, the owner of [Tezak Traffic Power](#). Tony has been around the traffic exchanges for 10 years and built massive downlines in traffic exchanges and other programs in that time, but in the year that he built his first list he tripled his income. This ebook is an easy read and you can download it for free.

### Can you tell a good opportunity from a scam?



[Stop Being A Victim](#) will cost you \$5, but it is worth much more than that in potential savings of time and money, as well as increased peace of mind.

This book was written by Dave Gray of Online Business Alliance, and comes with resale rights.

Carol Walczak's

# Build Your List With Ease



## A true story about an internet marketer

Ray is a retired Electrician who makes a living from the internet. However, it was not always that way. Here is Ray's story:

2 years ago I could not use a computer and still can't make a spread sheet (for a while I thought that was what you did to a bed). It took me about 4 months to learn the computer, and I stumbled on Internet Marketing by clicking on a "make a fortune by tomorrow" ad. Nine months and \$8531.32 later (I keep my receipts) I said "Stop". I dropped almost all of my promotions and just watched for about 2 months. I also read as much as I could. I tried writing an email for a small product and sent it out. That worked! I sold only 5 twenty dollar items but I kept that up. In Traffic exchanges I tried to get to know the owners. I joined Traffic Taxis and sent an email requesting assistance. Within 10 seconds the mail returned with a little advice. I got to know David, the owner, and followed his training methods. I must say they were perfect for me. David must have found something in me I guess, as he asked me to be involved in Traffic Taxis Administration which I dived at. After a period of time I mentioned to David that it was always my desire to own a Traffic Exchange which was Honestly Designed for the Members, and that was all that needed to be said. David and many others became interested and really helped me to Build My Dream.



I know why I was failing but that only changed when I said "Stop!" and hopped off the merry-go-round and looked and learned for myself. I do not want anyone to go through what I went through, and my aim is to assist everyone I can to be the best they can, but I can't and won't do it for them. Thank you to Everyone who was involved in building my Dream...

[Volcano Hits.](#)

