

# 13 Deadly List Building Tragedies



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## **13 Deadly List Building Tragedies**

Why people haven't brought these things to your attention before is beyond me.

Maybe, its because they are afraid you might be scared off from building a list if you knew the down and dirty truth about what it really takes to build a profit pulling list of Internet marketers or business seekers.

After all, it requires hard work and a bit of money along with the know how to pull it off and don't let anybody tell you different.

Sure, the gurus make it look easy. However, it's one thing to make money hand over fist when you have several thousand affiliates, but it is an entirely different thing when you are just starting out with a shoestring budget or you don't have your own product or membership site

Yes, you can achieve your financial goals, no matter or lofty or humble they may be, by promoting affiliate programs to other Internet marketers and business seekers.

All it takes... is having your own automatic money machine working twenty fours a day. I am going to let you in on a big secret here. All those ads promising to reveal the secret formula to building those cash pumping robots are really just a sexy way of talking about building a list.

This also holds true for the so called secrets to generating multiple streams of endless income or promoting business opportunities without having to bug your neighbors, friends, family and co-workers

Like all worthwhile endeavors, you will make mistakes along the way as sure as night follows day.

I know from first hand hand experience how disappointing it can be to spend hours every night in front of computer doing everything you ought to be doing only to find it didn't provide the results you expected.

Not getting the expected results is something all advertisers, big or small, have to routinely deal with. Sometimes, all you have to do is make slight adjustments and everything is fine. Other situations may require a full blown overhaul.

But, some mistakes will crush any chance of you earning the life changing income you are sacrificing all those hours and hard to come by cash.

And since many of these deadly mistakes are really nothing more than easily avoidable fundamental errors; they really should be classified as tragedies.

I wrote this report so you can find out for yourself what mistakes are nothing more than temporary setbacks and what mistakes require immediate action on your part lest they smash your dreams and hopes of a better life for you and your family into oblivion.

The easiest way to get the most out of this report is by carefully looking at each tragedy and see if it is a mistake you are making.

If you are making any of the deadly mistakes I mention, don't worry. You will either get a simple solution, where possible, as well as the resources and tools I use myself.

Let's go take a look at each of the 13 Deadly List Building Tragedies, shall we?

## **Tragedy #1 – Sending new traffic directly to an affiliate promotion Thirteen Deadly Traffic Exchange Tragedies**

If you have read my [\*\*Thirteen Deadly Traffic Exchange Tragedies\*\*](#), then you already know the two of the biggest mistakes people make with traffic exchanges are advertising generic affiliate pages and not capturing the names and emails addresses of your visitors.

It's a problem afflicting over 95 percent of all affiliate marketers regardless of how they generate traffic, especially those affiliates using article marketing, bum marketing or pay per click advertising to link directly to some sales letter.

Don't get me wrong. When done right, those are excellent ways of generating high quality targeted traffic but...

When you capture somebody's name and email address first, you can follow up with them again and again. More importantly, if they don't buy the first product you are advertising, you can tell them about another.

If you, however, send people directly to an affiliate page, then you are gambling on them buying right there and then.

Here is the little known fact savvy marketers base their marketing strategies on.

Over eighty percent of all Internet products are sold after the buyer has read at least three emails.

When you sit back and think about it, you will quickly see you are throwing an outrageous amount of money in the form of lost sales out the window by not using email to promote affiliate programs.

Let me show you what I mean.

Just to keep things simple, lets us say you are using pay per click advertising to promote a dynamite affiliate program converting at an outstanding five percent. You are making five sales for very hundred visitors you send there.

But, like I mentioned before, eighty percent of all the sales are made after the third email. That means the actual conversion rate is higher.

Simple math says the conversion rate could be as high as twenty percent. That's assuming all your visitors did not read a single email about the product.

But, you and I both know some of the traffic you sent there did read one or more emails promoting the product, right?

Therefore, the actual rate is somewhere between five and twenty percent.

Now if you ask any affiliate marketing expert on how to improve your commissions, they will say, "instead of sending your visitors directly to the affiliate page, send them to a lead capture page where they can get a free report or video on the same topic as the product."

Then, after they have given you their contact information, you can automatically redirect them to the actual sales letter. It's a simple cut and paste operation if you are using a quality autoresponder.

Now, some people will get mad at you for doing this and won't buy. The worst case scenario puts this number at twenty percent. Instead of getting five sales for very hundred visitors you only get four. Not good but...

With a persuasive lead capture page, you can reasonably expect half the traffic you generate from pay per click advertising to fill out the form.

Here is what really makes this approach sparkle.

You are still going to get four instant sales AND you are going to pick up a few extra sales from your follow up email series and the links in the report.

That's seven sales you made instead of five.

Wait, it gets even better.

You also have fifty people on your list, you wouldn't have had if you kept on sending all your traffic directly to the affiliate page.

Those fifty people are really a source of instant laser targeted traffic you can send to any related affiliate program in the future.

Yes, it takes a bit more effort on your part but the payoff multiplies each and every time you use it.

Basically, all of your traffic generation should be done to YOUR squeeze page. No matter how you are generating traffic you want to use your traffic for building your list.

The key to making this work is the squeeze page.

All your squeeze page has to do is convert the people most likely to buy what you are selling into subscribers with deadly effectiveness.

If you are not comfortable creating your own squeeze pages you can check out a great free service at [Instant Squeeze Page Generator](#). It's a simple easy to use point and click online squeeze page generator and hosting service.

**No excuses now** – send your traffic and capture email addresses *FIRST*.

I really can't stress point enough but let's move on to the second list building tragedy.

## **Tragedy #2 - Building lists you don't own**

If you are are doing this, don't feel bad. I have seen seasoned marketers, who should know better, do it too.

New marketers make this deadly mistake because they are still learning the ropes or are frustrated with setting things up. For seasoned marketers it is laziness and we all get that way sometimes.

Before we get into the meat and potatoes of this mistake, I have to let you know that there is nothing with getting other people to build your lists for you. Getting other people to do the hard work of driving traffic is why people start membership sites, viral list builders or payout 100 percent commissions like I do with [\*\*Thirteen Deadly Traffic Exchange Tragedies.\*\*](#)

There are some websites saying they will build your downlines for you. The owners have hired professional designers and copywriters to create pages designed to get as many people on a list where they receive a killer email series with your referral links.

It does get you signups from people who didn't join right away. Often, the owners will add a downline mailer you can use to email your referrals.

Then you can promote other affiliate programs to your referrals on the back end.

At first glance, it's looks mighty tempting to send all your traffic to such a site because you don't need to do any set up and you can still mail the member's you refer to the program about other things (sometimes – always check what you can and can't do in their in house mailer).

The problem is driving raw traffic to sites which say they will build your list for you, when in reality, you are building the owner's list.

Even if you can use the mailer there is still a huge potential tragedy in this.

You don't own the list. If anything happens to the program, the nice list you built disappears and you are out of luck.

There is one program where things are done differently – [\*\*Affiliate Funnel.\*\*](#) They have an email series and quite a few promotional pages but...

The signups go to YOUR autoresponder first, then you send them to [\*\*Affiliate Funnel.\*\*](#)

Instead of the program capturing the leads you do. This way you are free to promote what ever programs YOU want to instead of the programs the owners decides on.

**Affiliate Funnel** gives you a follow up email series you can import directly into your autoresponder. There are even videos showing you exactly how to do this.

Furthermore, there are three free conferences a week where you can get expert advice by professional marketers who make their living online.

The key point is to maintain control of your email list and not let some program owner reap the just rewards of your hard work

I could go on and on about this but I don't want to be a broken record. Instead, let us turn our attention to the biggest mistake people actually build their own lists keep on making.

### **Tragedy 3 – Using the wrong tools**

It never ceases to amaze me how many people defend their use of inferior tools that simply don't get the job done.

The two most common reasons they put forth are;

1. They bought a package with all the tools you will ever need already included for far less less money than using similar tools available separately.
2. They are trying to do this for free.

Let's deal with using nothing but free tools first, okay?

There are are tons of free tools you can and should be using for much of your marketing. Some of the free tools are superior to many of the paid tools.

However, when it comes to using a free autoresponder service or a free script you run from your server, you are losing money, plain and simple.

And when it's costing you money in the form of lost profits, then it's really not free is it?

It's the same with the packages you see being advertised all over the internet.

Even though you think you are saving money, you are are actually letting potential sales slip through your fingers and the commission checks that go with them.

It all has to do with email deliverability and the sincere desire of internet service providers to protect their customers from unwanted spam.

Many people think all they have to do is avoid using certain words in their emails and all their problems will be solved.

Things are more complex these days.

The big email services and internet services providers don't rely so much on what the email says anymore, but on more esoteric criteria such as accreditation, reputation, and email authentication

This is not the time or place to deal with these matters. They are best left to the experts. However, they basically mean certain senders are allowed to bypass the email filters the service providers have put in place to protect their customers from spam.

All you really need to know is the internet service providers looks at what company is actually sending the email on your behalf.

It is a monumental task for any autoresponder service to keep up with the constant changing policies of the many many internet service providers. It takes time, expertise and a sizable staff to do this properly. And most importantly, it requires working relationships with the various providers.

Frankly, the free autoresponder companies don't have the money, the know how, or the contacts to do this on the massive scale required.

But, no matter how hard they may try, they suffer from a systemic flaw which prevents them from achieving any real success in getting your email delivered. And the flaw is, my friend, there will always be people using free and even low cost services to spam people.

It's even worse when you try using one of the many autoresponder scripts on a shared server, even if you bought the best script available. With shared hosting there can be thousands of people all using the same IP address. You see it's IP addresses that get blacklisted - not the person using the address.

That means if somebody was sending a ton of spam each day and their account suspended, you could be blacklisted even if it happened over a year ago.

Why should you actually care about this?

Well, you are working your butt off to build a quality list of 1000 subscribers. You send a mouth watering email and your subscribers are clicking immediately to go see the sales page at astonishing twenty percent click through rate

The sales pages pulls out all the stops and converts a whopping five percent of your traffic into buyers right there and then.

The beautiful part of the equation is... the \$23.50 commission you get on each and every sale.

The numbers speak for themselves

1000 subscribers with 20% click through rate equals 200 visitors

A 5 percent conversion rate on those 200 visitors equals 10 sales

Ten sales with a \$23.50 commission equals \$235.00

I am sure you would agree those are pretty good results for only having 1000 subscribers, wouldn't you?

However for something like this to happen everybody on your list will have to have the opportunity to open your email whether they do so or not.

But, if your free or low price packaged autoresponder only delivers to half of your list and if all the other variables stayed the same, you would only make 5 sales or \$117.50!

Sure, you saved approximately \$20 by using the free autoresponder but one mailing cost you over \$100 in lost commissions because of poor delivery.

I can think of no better reason to use a quality autoresponder like [Aweber](#) because you will be promoting more than one offer a month and losing half on each to save the small fee does not make sense.

It really is a case of penny wise pound foolish.

## **Tragedy #4 – Not tracking your results**

Earlier, in the introduction, we talked about having to deal with not getting the results you expect and having to make adjustments along the way.

In order to make those absolutely essential adjustments you need to be able to measure every step of the process. You see, if you are not measuring each step of your process, then you have no idea how to improve it.

Here are just a few things you need to be measuring;

1. How many visitors does it take to get one subscriber
2. How many readers click the links and buy from an email
3. Various advertising venues to get subscribers

There are more but this gives you an idea. Before we go any further, lets get make sure this is crystal clear to you.

You won't get it right the first time. The sad fact of the matter is most people just keep doing more of the same things that are not working because for some reason or another they feel it will eventually work if they stick to it.

This is particularly true for affiliates promoting business opportunities.

Hey, I am not a dream stealer, but if you are not bringing in people into whatever business you are promoting on a regular basis, then something needs to be changed.

You find out what needs to be changed by employing a process called an A/B Split Test.

Here are a couple examples of split testing.

The most common test, is determining what headline works best out of two possible headlines.

You find out by using two squeeze pages with different headlines and track them through to conversion (they verified and hit your download page for your whatever incentive you are giving away).

You use a rotator so both pages are getting traffic from the same sources. Doing so removes the source of traffic out of the equation.

Once you have set up your tracking, it's a simple matter of checking to see which one works better. Keep the good headline and create another one and test again. Doing this can double, triple or more the number of subscribers you get from the same traffic.

It also stands to reason you want to know where your subscribers are coming from. Here are the results from the same ad in 2 different ezines.

A – received 50 hits – generated 5 subscribers - cost \$5.00

B – received 150 hits – generated 0 subscribers – cost \$10.00

If just hits were counted and not tracked through to conversion, It would appear B performed better. After all, B generated 15 hits per dollar spent versus 10 hits per dollar on A.

In reality A performed much better because it only cost \$0.50 per subscriber and there no subscribers from B.

*Caveat – One test is not valid and in this case I would rerun the ads a second time in both. Then if the results were the same B would no longer be used.*

The software I use and recommend for testing and tracking is [\*\*Hits Connect\*\*](#) because it tracks all the way through to conversion as well as providing a rotator for testing purposes.

If you don't have this information, then you might as well pack it in because chances are you losing money bigtime!

## **Tragedy #5 – Not planning before you start**

Most affiliates trying to make money by building a list are doomed to fail before they even start.

They think all they have to do is get as many subscribers as they possibly can and money will automatically start rolling in.

As such, people spend all their time on crafting the perfect squeeze page only to find nobody is buying anything

Getting people on your list is not a goal. *Getting people on your list is the means to reaching a goal.*

Look, I am not going to waste you time by talking about finding niches because you probably already know what you selling. So you start by figuring out what type of person is most likely to buy it.

You need to know this so you you can create a free product of some sort your potential prospects will be happy to give you their contact information in order to their hands on the thing.

It's the easiest way of building a list of people interested in what you are selling.

Skipping this step can lead to some rather severe problems down the road.

For example, if you want to sell blogging products, the last thing you would do to offer some report on how to make money by list building. You would use a free report covering some aspect of blogging.

Before you even think of saying, "Well, that's obvious." I want to share with you something I hear far too often by people struggling to make money with their lists.

Basically, they place the blame on their lack of success squarely on the shoulders of their subscribers and other people.

They say things like,

"My subscribers are nothing but freebie seekers."

"The gurus lie."

"Too many people are promoting the same things"

Blah, Blah, Blah.

The real reason behind almost every single instance I looked into was...

the actual emails they sent to their lists promoted something entirely different from the incentive they used to get people on their list in the first place.

When you do something like this, all you can reasonably expect is an immediate disconnect with your new subscribers.

Knowing this does not mean you have to be tightly focused forever.

You will discover the proper way of expanding your business into different areas later. However, you really must stay on topic, at least initially, with every new subscriber you get.

One last thing, don't worry about having to create the incentive yourself

You can find quality reports to target your list at sites like [\*\*Viral Ebook Explosion\*\*](#). There are wide variety of great rebrandable ebooks you can use to target your market on numerous topics at the site. It's a perfect way you match your gift to your target market and have an affiliate land mine built in.

## **Tragedy #6 – Not Following Up Regularly**

The fastest way to wipe out all your list building efforts is not following up regularly. Everyone tells you the money is in the list but in reality, it is in the relationship you create with your list.

Think of downloading your incentive as a girl saying yes to a guy when he first asks her out on a date. If he doesn't call back for a couple months, how successful do you think he will be when he does call?

If you don't stay in regular contact your subscribers can forget about you, ignore you or just plain get mad when you finally send out an offer.

The hands down best and easiest way to do this is by creating a follow up series in your autoresponder. This way you automatically stay in contact with them on a regular basis.

The length of the series will depend on whether you are planning regular broadcast emails to the list (like a newsletter, promotions, etc.) or if you want a hands free system.

Unless you are sending regular updates, you want to have a series set up in your autoresponder from the beginning. Most people don't do this because it involves a bit of that nasty 4 letter word "WORK" but...

It is necessary. There are numerous sources out there to help you get started and many quality affiliate programs provide you with outstanding email series you plug into your autoresponder such as [Instant Squeeze Page Generator](#) or [Affiliate Funnel](#).

You can also buy email series. For example, the [Responder Series](#) is designed to appeal to beginning affiliate marketers. There are also numerous PLR products available for other niches. A quick search for "your niche plr" will give you resources to check out.

## **Tragedy#7 – Not monetizing your sign up process**

Let me get those out of the way for those that are rolling their eyes at the above. Why are you building your list? To make money right!

After all, if someone is going to be offended at being shown an offer do you want them on your list? If so, why?

For the life of me I could never understand why people trying to sell me products cringe at the idea of offering people a chance to buy something while they are signing up. They complain it will reduce the number of people who actually complete the process.

The truth of the matter is ...you are really hurting your wallet because the best time to make an offer to somebody is IMMEDIATELY after they said yes to another offer. The free offer you used is the first time they said yes to you.

If you pick and choose affiliate programs closely related to the incentive you used in the first place, you will make extra sales.

Not sure how to do this?

Soren Jordansen just released the what many people consider the ultimate step by step blue print to doing exactly this. And the best part is... Soren's [\*\*Internet Marketing Success Formula\*\*](#) is free.

## **Tragedy#8 – Not training your list**

One way to give people reason to complain is by thinking sending nothing but content for a month or two is the way to build trust and credibility.

All this does get people mad at you when you finally send them a offer. Who can blame them? After all, they have come to expect only content from you.

Getting people to think of you as only a free content provider is tragedy. But the real tragedy is not understanding how trust and credibility is really built.

You build trust and credibility by mixing content with free offers so your subscribers get used to the idea of clicking on links in your email.

One of the easiest ways is to put your content online and have your subscribers click through to read it on a web site or a blog.

The best offers to use initially are free to join membership sites offering something of value your subscribers are interested in. You want to pick sites with deadly one time offers that convert like crazy.

The nice thing about using these sites is you don't have to pressure people into clicking or using advanced sales techniques because the sales process doesn't start until after your subscriber has taken out a free membership.

Presenting the the offer properly is extremely important. The best free resources I have seen for sending promotional emails are the videos you get at [\*\*Email Promos Exposed\*\*](#). (And yes there is an upgrade and you can see the above process in action.)

## **Tragedy #9 – Not Segmenting Your List**

Segmenting your list sure sounds like something only hardcore marketers or technical oriented people would even attempt.

It's probably why so few people even bother doing this.

However, it's an easy hands free way of delivering certain information to certain subscribers.

The most common way of doing this is by using sublists.

For example, your first list was built by offering surfers a book on effectively using traffic exchanges to promote affiliate programs. But you also want to promote blogging products too.

If you start sending blogging related offers to your traffic exchange list you will be wasting valuable opportunities to sell traffic exchange related services and products.

It's a tragedy because people told you they want to know how to promote affiliate programs using traffic exchanges and the first rule of marketing says sell products your audience wants.

But, not expanding your business is a tragedy too.

You can expand your business into blogging related products by creating a new squeeze page and offering an incentive people interested in blogging want. It's like standing in front of an audience and asking, "Anyone here interested in using blogs to make money?"

The people who take advantage of your offer have raised their hands and said, "I am interested in blogging too."

This gives you a targeted sublist of people who want information on making money with blogs. Now you promote blogging products regularly without upsetting the subscribers on your main list and create a second stream income.

The best way to do this by making the free offer on blogging part your automated email series so you can continue to get new subscribers to tell you if they are interested in blogging. Then you do it with other topics.

Yes, you can still tell your whole list about any good blogging product you found and only continue to follow up with those on your blogging sublist.

You want to be following up because, as previously mentioned, 80 percent of internet marketing products are sold after people received at least three emails.

You will also want to be building a separate list of buyers as well. With a good autoresponder you can move them from one list to another as they take specific actions. The customers that have bought your products are the most likely to buy again and should be treated differently than the cold prospect.

A great resource for discovering how to generate more buyers and how to maximize them is [\*\*Get More Buyers\*\*](#) from Michael Rasmussen. Michael is a super affiliate and puts out some of the best lessons on email marketing in an easy to understand step by step fashion.

## **Tragedy #10- Not Building A List Of Buyers**

If you want to EXPLODE your affiliate commissions, I have dynamite news for you. This bit will show you how to build a list of buyers even if you don't have your own product.

Basically, what you do is create a rebrandable PDF with [VIRALPDF](#) promoting a product where you get 100 percent commissions paid instantly into your Paypal Account.

Another link in the PDF directs people to a squeeze page where they can rebrand the PDF. BOOM! You have an instant list of buyers.

A BIG WORD OF WARNING!

You only want to use products like [\*\*13 Deadly Traffic Exchange Tragedies\*\*](#) where your links are protected. This prevents people from using a big security loophole in the Seven Dollar Script from grabbing commissions which should rightfully yours.

Here is the sneaky part.

You are going to be able "steal" the buyers from other's people's lists in a completely legal, ethical and moral manner.

And that leads us directly to the next tragedy.

## **Tragedy #11- Not Getting Other People to Promote You**

The big secret to building a massive list is by getting other people to send their visitors to your squeeze page.

One of the easiest ways of doing this by the one joint venture opportunity available to almost everybody. We are talking about giveaways here.

Giveaways have received a bad rap because too many people think they are full of freebie seekers. But you will find freebie seekers everywhere except on your buyers list.

But, internet marketing is a numbers game. The idea is to pack as many people on your list as possible so when some people are ready to buy, your link will be front of them.

Another reason some don't like giveaways is they feel they shouldn't be promoting other people's lists. They don't seem to understand their subscribers are already on other peoples lists. That means they are going to hear about the giveaway anyway whether you like it or not.

And grabbing an extra 100 to 1000 subscribers over the course of the giveaway can do wonders for your bottom line.

You can also use the viral list builders to send the traffic to the giveaway and maintain the list of your subscribers. Or you can do both because the more people you send to the giveaway, the higher your gift ranks and the more new subscribers you will get from the giveaway.

Giveaways do require some set up and a bit of HTML. The simple way out is by using the templates along with monetization tips you get with Mike Paetzold's [\*\*Easy Giveaway Plan.\*\*](#)

I think you will be pleasantly surprised at the ease with which you can expand your reach. Remember though to target your gift to what you want to promote on the backend as discussed earlier.

## **Tragedy #12 Not using forums**

If you want to get people paying really close attention to your squeeze page right now, head over to the Gauntlet at [Net Marketing Forum](#) and ask for advice on your squeeze page. You are going to pick up some new subscribers and get invaluable advice on improving your page at the same time.

The other way to use forums is by turning your sig file into a classified ad for your squeeze page. Your sig file can be as simple as a powerful attention grabbing headline linked to your squeeze page. You will want test this like everything else you do as it always can be improved.

Then, it's a simple matter of participating in the discussions related to what you are selling and welcoming new members. This will help establish your credibility and allow you to piggyback off the search engine rankings the forum enjoys.

Another way of using forums is by using banners to advertise your incentive. When people click on the banner they goto your squeeze page. Creating compelling banners is really not hard to do when you use something like [Instant Banner Creator](#).

Check out Cindy Battye's [Forum Traffic Gold](#) for even more powerful tips on using Forums to drive sales

## **Tragedy#13 – Not using traffic exchanges**

Traffic exchanges like **Max Traffic Pro** are where beginning marketers go to get six to eight hundred visitors just by spending a few hours surfing after supper.

With that much traffic, it should come as no surprise to you the number of people using exchanges is skyrocketing. If you sell products to new internet marketers this can be one of the most targeted resources you can find.

The average surfer is just learning the ropes and is probably going about internet marketing all wrong. It's no wonder because they have been only been trying to make money online for two to three months. Then they stop using traffic exchanges because they aren't getting results.

These surfers are a goldmine... if you can get to them before they drop out.

The key again is to tap into the market by offering the surfers something they want in exchange for their name and email address.

And they are looking for almost everything regarding making money online. You can build big fat lists of business seekers and beginning marketers on traffic exchanges for far less money than using pay per click.

The best part is you don't need to be an expert marketer to effectively use traffic exchanges to build your list. However, you do need to use slightly different techniques to work in this arena than other forms of advertising.

For more information on using traffic exchanges, I strongly suggest you read my my other book, **[13 Deadly Traffic Exchange Tragedies](#)**.

Hope you have enjoyed this and please avoid these tragedies and maximize your list building efforts. After all that list is the real Big Red Easy button once you have built it. Everyone just forgot to tell you about the effort it took to create it <grin>.

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