

***“List Building Techniques” – How to generate
HUGE profits by Building a Customer List.
FREE report.***

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~ It Starts With A Market ~

So why would you want to run an **Internet** business?

- **To be your own Boss**
- **To spend more time with your Family**
- **To set your own agenda**
- **Be answerable only to yourself**
- **No hassles traveling to work**
- **No employees problems to worry about**

You want to create a product to sell on the web, build a customer list, drive traffic to your site and ultimately sell your product and make money. Well, it all starts with a market that is *hungry* for your potential product.

As you read further on you will learn how to find that hungry market through research. You will also learn how to build a list of potential customers and how to get them to come to your website to buy your product.

The first and most important step is research. Research will help you find your target market, which will lead you down the path to creating a product to meet the needs of that market. So, let's get started with the research, shall we?

- **Find a market that is hungry for your product**
- **Create of find a product to sell**
- **Build a customer list through an op-tin page**
- **Drive traffic to your product website**
- **Sell your product to your hungry market**

~ Research a niche ~

Why research is so important

“Build it and they will come”! You think so? Well think again. The number one reason why most Internet businesses fail is because **NOT** enough research was done.

You would be surprised how many budding Internet marketers spend the early stages of building their business by focusing on the product. **BIG** mistake! You could have the best product in the world but if you don't have a market that is hungry for it, you will **WASTE** a lot of **TIME**, **MONEY** and **ENERGY**.

The key to building a successful Internet business is to do your homework up front in the form of research. Internet research involves the researching of *keywords* across several places on the net to determine the level of interest for a related product. Once you have identified that there is indeed a desire or need for this type of product, then and only then can you move forward and create, or find, a product to fit the need. It's all about giving people what they **WANT!**

Here is a typical example of how you would go about conducting research for a particular niche. Let's say that you want to find out about "Fishing" so that you could maybe create an Ebook to sell on the subject. For researching keywords and niche popularity you will likely need to narrow your target niche, for instance fishing may be too broad, so maybe narrow the search to "Fly-Fishing". You need to be specific, not broad. There is too much competition in a broad market.

There is a great service that Google provides to begin the research process called **Google Suggest**. If you type in a general niche or keyword like "Fly-Fishing" not only will Google Suggest tell you how many times it has been searched for but it also suggests keywords, which will take you from a general niche to a more targeted niche. It is a great tool and saves a lot of time and effort.

Make sure you write down or print out the data for your records and further analysis. Once you have the answers you need from Google Suggest, you should to move on to continue the research. You should visit several sites researching your topic. Only when you have enough data from various sites to analyze, will you be able to make a wise decision about the potential profitability of that niche.

As I said in the beginning, thorough research must be done. You should never rush this step. It can mean the difference between success and disaster down the road. Take as much time as you need to do justice to your research efforts.

Here are some sites you should visit to gather data on your niche topic.

Google Suggest - <http://www.google.com/webhp?complete=1&hl=en>

Google Zeitgeist - <http://www.google.com/press/zeitgeist.html>

Amazon – see how many books are on the market for this topic already. You want less than 100. <http://www.amazon.com>

Yahoo Buzz Index - <http://buzz.yahoo.com/>

Lycos 50 daily report - <http://50.lycos.com/>

Ebay hot categories report -
<http://pages.ebay.com/sellercentral/whatshot.html>

Shopping.com - Consumer demand index. <http://www.shopping.com>

Google – Look at the ads in the right column to see how many are related to information products, not stores selling equipment. You need to see if people are spending money on this topic. <http://www.google.com>

ClickBank - Research how many affiliate products on your topic are being sold. <http://www.clickbank.com>

All of the above will give you a good indication of what people want. One last note, you can find relevant keywords at: www.nichebotclassic.com

~ **Decide upon a name** ~

What will you call your niche product?

Once you have analyzed the data from your research phase, you need to start thinking about the product. Keeping with the “Fly-Fishing” niche topic, you need to first decide in which form your product will be. Should you create an Ebook, an audio product or a video product? While Ebooks are still popular

on the net, an audio or video product can be sold for a higher price because they have more *perceived value* than an Ebook.

You now need to think about a name for your product. This will have to be tied to your domain name when you get one. For instance, let's say you want to create an Ebook entitled "Best Fly-Fishing Secrets". Then you would need to research a domain name like bestflyfishingsecrets.com.. You should always have your niche keyword in the title of your web page. In this case, Fly-Fishing. You wouldn't name your product best fishing secrets only to have your customers arrive at your sales page to find out that it is geared more specific to Fly Fishing. That won't do you any good at all.

So, remember to keep the name simple and make sure it is directly related to your domain name. If for some reason the domain name is taken, you will have to rename your product until you find a domain name to match. It may take a little effort, but it can be done.

~ Get a Domain Name ~

Searching for your domain name

There are tons of sites on the net where you can go and type in a potential domain name to see if it is available. Like anything else, domain names come with different prices and have to be renewed yearly, so shop around for the best price. You don't need to pay a fortune to get a good domain name.

Another important thing to mention is to always try to get a dot COM extension to your domain name, not a dot ORG or dot TV. It is easier for people to remember a dot COM and they are more used to typing something.com than they are something.org.

Here are a few sites to check out domain names.

Godaddy – One of the best places to get a domain name. They also have domain name auctions where you can bid on buying someone's domain name. Again, don't pay a fortune for it. <https://www.godaddy.com/>

Network Solutions - <http://www.networksolutions.com>

Net Firms - <http://www.netfirms.com/>

Google -

http://www.google.com/a/help/intl/en/admins/domains.html#utm_campaign=en&utm_source=en-ha-na-us-google&utm_medium=ha&utm_term=domain%20name%20registration

Web.com - <http://www.web.com>, they will give you a free domain name if you build your web site with them.

Yahoo - <http://smallbusiness.yahoo.com/domains>

~ Find a Host ~

What to look for in a host

When searching for just the right web host plan to meet your hosting needs it is important that you know what some of the basic features are available with various plans out there. Many hosting providers offer a variety of features and services but not all of them offer the same by way of features and services. Here are some basic features that you should expect to get with any hosting plan.

Disk Space

The amount of disk space that you will be offered will vary based on price of the hosting plan. “You get what you pay for” applies here. If you choose a lower cost hosting plan for instance you may not get as much disk space allocated as you would with a higher cost plan. This is an important consideration when choosing a web site host because if you have a lot of files, especially multimedia files, you may need a lot of disk space to store them on. If you plan to run an Internet business you also need to take into consideration the possible future expansion of your business and make sure that you have adequate disk space to accommodate additional files.

Email Accounts

Hosting plans usually offer various types of email accounts as a feature of their plan. This is pretty common among all types of hosting providers regardless of cost. In some cases, you even get the chance to control certain aspects of your email account such as the settings, adding restrictions for maximum space allocated to email and so on. Some host providers will setup your email account for you but others prefer that you make those choices yourself.

FTP Access

FTP (File Transfer Protocol) access is another of the more common basic features that you will find offered by various host providers. You can upload files to the server and edit and delete content on your website with this feature. This is much easier to do with FTP access than it is with a web-based interface. In some cases, depending on what type of system your host provider is using, you can even change file permission settings using FTP.

Prices and features will vary among hosting services. The more money you spend, the more features you will get. If you are just going to sell an information product, you don't need all the bells and whistles, just get the basic service.

Here are some hosting services that are considered to deliver the best service, support and prices on the net.

HostGator - <http://www.hostgator.com>

IX <http://www.ixwebhosting.com>

Host Monster - <http://www.hostmonster.com>

Dot 5 - <http://www.dot5hosting.com>

BlueHost - <http://www.bluehost.com>

InMotion - <http://secure1.inmotionhosting.com>

Ipower - <http://www.ipower.com/>

AN Hosting - <http://www.anhosting.com>

MidPhase - <http://www.midphase.com>

Yahoo - <http://www.yahoo.com/>

~ **Build a website using free software** ~

Where to find free website building software

Creating a website for your product is the next step. Instead of having someone do it for you and charge you an enormous amount of money, there are many places on the web that you can download for free. Most of these software packages are very simple to use and all come with help instructions or tutorials to show you how to do it. Here are several free website building software packages that you can download.

WebPlus Website Design – It is a free Serif software download found at: <http://www.freeserifsoftware.com/software/WebPlus/default.asp>

Ewisoft Website Builder - <http://www.ewisoft.com/>

First Page by Eversoft - <http://www.evrsoft.com/>

NVU – This is an open source software, free to everyone and covered under the MPL/LGPL/GPL tri-license. <http://www.nvu.com>

2 Create A Website - <http://www.2createawebsite.com/build/free-web-software.html>

Another thing that you could do is to download a free ready-made website template and edit it with your web building software. There are many places where you can download *website templates, sales page templates or optin form templates*. Here are a few.

Sarkis Design - <http://www.sarkis-webdesign.com/free-web-site-templates.html>

Dan's Web Templates - <http://www.allwebtemplate.com/templates/>

Steve's Templates - <http://www.steves-templates.com>

FreeWebTemplates - <http://www.freewebtemplates.com/>

TemplatesBox - <http://www.templatesbox.com/>

~ Offer Freebie in exchange for email & name ~

The Opt-in Page

Of utmost importance is the opt-in page, probably more so than your “sales” page. The reason is that you want to build a list of potential customers that you can sell your product to and continue to sell other offers to for years to come. This is the page where you will ask the visitor to give you their name and email address. When you start seeing subscribers leave this information, you will see an immediate positive response if your market is good. In other words, you will get a lot of names for your list. This is a really tangible way of testing the market.

However, you can't expect people to give you such valuable information for nothing. You have to give them incentive to leave their name and email address. That's where the “freebie” incentive comes in. You need to offer some type of free Ebook, report, podcast etc. that is related to you niche topic that they can download for free once they enter their name and email address.

It is crucial that this freebie is **GOOD QUALITY**

You can find a ton of freebie items to give away, but make sure it's good! You simply have to search for them. One good way to find free items is with

Flock. Flock is a free toolbar that you can download that has a menu of sites that you can search for free pictures, audio, video and Ebooks. It makes the search so much easier.

You could also buy items cheaply that give you private label rights (PLR) so you can edit them and resell them as your own. Or lastly, you could write a small 7-page report on your topic to give away.

You can record an audio interview with an “expert” in on your topic. An excellent place for recording an interview with an expert is at:

<http://www.imconferencing.com>

You both call the toll-free number, enter a conference bridge number, and you (the moderator) hits 2 buttons on your phone to begin recording. On their "pay as you go" program, it's 8 cents per minute per line for a toll-free number. So to interview one person would be 16 cents per minute.

If you wanted to get together with a bunch of people and pool your resources, you could buy a block of time for less than 8 cents per minute, per line. The .mp3 file is ready for download in about 2 minutes, and it's a flat \$10 fee to download. Note: This is a great way to create a product to sell and as I said before, audio products command a higher price than Ebooks.

The point is that you have to offer potential customers something for nothing. With a little searching, you will surely find a wealth of items to give away and build your list quickly.

A sample optin page may read like this.

Warning! Do Not Attempt To Go Fly-Fishing Until You Get This Shocking Free Report!

"Exposed! The Seven Deadly Sins Of Fly-Fishing!"

Type in the body copy: Just a few sentences about what they will find out. Tell them to enter your name and email address in the boxes below for instant access. That's all this page needs to do. It needs to collect information in exchange for the free report.

~ Autoresponders ~

When marketing your product, you need all the sales tools possible to help to sell your product. That's where autoresponders come in. They are automatic email responses to some type of action that you want people to take. They can be very powerful for your list building efforts if you use them right. It is "email marketing" at its best.

So what exactly is email marketing? It's the sending of a series of letters sent out by an autoresponder to potential customers telling them about your product.

Email marketing is done in a series, like a series of promotional letters. It is not a one-shot deal as with conventional advertising. With conventional advertising you have just one chance to make a sale, however with email marketing you have many chances. That's the beauty of email marketing with autoresponders.

With an autoresponder, your visitor gets an immediate response back from their action, like giving you their name and email address. Once they fill in your opt-in form with this information and click "submit", the information goes to your autoresponder where, you will have a reply message created, that will be automatically sent with the download link for their freebie. It's that simple.

It is not difficult to set up an autoresponder series. Autoresponder services have tutorials to help you. You will set up a series of these types of email so that you can keep selling to the list of potential customers that you accumulate. The main difficulty will be writing the autoresponder emails. You can learn this easily on your own or hire someone to do it for you.

There are free and paid for autoresponders available, you need to determine which one to use. Remember that you get what you pay for here, so if you think you will save a few bucks with a free service, you may not get the same support, service or reliability as you would with a paid service.

Here are several autoresponder service providers to check out.

Aweber – The most popular paid service, affordable. <http://www.aweber.com>

Get Response – They have a free service and a paid service.
<http://www.getresponse.com>

Intellicontact – paid service. <http://www.intellicontact.com>

AR PROS - <http://www.arpros.com>

Web Source – A list of autoresponder services. <http://www.web-source.net/web/Autoresponders/>

~ **Where to Promote** ~

There are several ways that you can promote your product, some are free and some are paid for services. They include, but are not limited to, pay-per-click advertising such as Google, writing and submitting articles to article directories, creating a blog and linking it to your product web page, going to forums on your topic and using free ad sites. I'm sure there are many more ways, but these are a few that can put you on the right track. You can use anyone of these alone or in combinations for the best result.

PPC – Google

Google is the king of pay-per-click advertising. You need to open an Adwords account and enter the keywords that you want to use in your ad campaign. Depending on how popular the keywords you have chosen are, you will pay according to the popularity. For instance, if you enter a popular keyword like Copywriting, expect to pay top dollar, maybe \$10 or \$20 per click every time someone clicks on your ad and is taken to your sales page. However, if you go with a lesser popular keyword such as Small Business Copywriting, you may only pay 10 cents per click. You have to be careful or you could go broke, especially if you have a small budget to begin with.

Articles

Writing articles and submitting them to article directories is a great form of free advertising. At the end of the article you can put a “sales” blurb with a

link to your website or opt-in page. Article directories don't charge for allowing you to post articles and don't limit you to the number of articles that you can post, so it's a great way to get the word out about your product.

Here are some article directories to consider. You may have to register with each of them before you are allowed to post articles, but it is well worth it. You can also get article submission software that will submit articles to a host of directories automatically once you sign up with them.

www.ezinearticles.com

(#1 article site)

www.goarticles.com

(#2 article site)

www.isnare.com

www.article-dir.com

www.articlewarehouse.com

www.certificate.net/wwio/index.shtml

<http://www.articlecity.com/>

<http://www.theezine.net/archive/>

<http://www.articlehub.com/>

<http://www.article-emporium.com/>

Blogs

Blogs are another great way to generate free traffic and build a list in the process. You can put a small opt-in box on the blog and offer a freebie here as you did with your opt-in page. You can also generate incoming links when people write a response to your posting. All are designed to get people to go to your product page.

You can get a blog that is hosted for free at blogger.com. Google owns Blogger, so the Google spiders will crawl your blog once it is created and this is a good thing for building traffic. They walk you through every step of the

set-up process and it is easy to do. The blog is basically a place where you can post articles on your topic or just keep your customers up to date on new products coming out or sales and special offers that you may have. It is a way to keep in touch with your list on a daily basis as well as a valuable sales tool.

You can also download the Word Press blog application that can be uploaded to your website and hosted there. It is a little more complex to learn the Word Press blogger but it offers more bells and whistles and many people prefer its flexibility. You can download it here <http://wordpress.org/download/>

Here is a neat little tool to track the traffic you get from using a blog. It's free and you just have to paste a snippet of code into your blog. You can then track who came to your blog. You can get it here: <http://www.statcounter.com>

Another great freebie to help you learn how to get traffic to your blog can be found here: http://www.123-wine.com/Instant_blog_traffic_Videos.htm
It is a resource called "Instant Blog Traffic" by Louis Allport. It's 12-video clips course that talks about ideas on how to increase blog traffic.

Once you create a blog and start posting to it, you will need to “ping” it. Pinging is a way to tell the world that you have updated your blog with new content. Since everyone is constantly looking for new content, including the search engine spiders that will crawl your blog, it is important to ping after every new entry. Loosely, ping means "to get the attention of" or "to check for the presence of" another party online. The main way these sites learn that a blog has been updated is for the blog software to 'ping' the blog trackers. Here are some free pinging services you can use.

Ping Goat – <http://pingoat.com/>

King Ping - <http://www.kping.com/>
Forums

Pingomatic – <http://pingomatic.com>

The Internet has a forum for just about any topic that you can think of, yes even Fly-Fishing. Sticking with our Fly-Fishing theme, you just Google these types of forums and visit them. You have to register to contribute or reply to a post. This is not only a great way to get traffic, but also to do a little spying of sorts in the sense that you see what people are looking for as far as products go. You be able to see a need and then you can create - or find - a product to fill it.

In addition, when you post, you are allowed what is called a “signature” or “resource box” that will show up at the end of every post you made. They will contain the name of the author, a brief description of the author, a brief description of the sponsoring site and a link. If a reader likes what they read, they would have the tendency to find out where the article came from to read more. The resource box will be their link to the source of the article and this will entice them to go to the site and do some more reading or research for the subject or topic they are interested in.

But like the article itself, the resource box must also be eye-catching to demand the attention and interest of the reader. While the resource box encompasses only a small space, providing the right keywords and content for your resource box will provide more prodding for the reader to go to your site.

You’d be surprised at how much traffic comes from forums. *Best of all, its totally free advertising to get totally free traffic.* Make sure to follow forum-posting rules about the type of posts that you can make. Putting a blatant ad here is an absolute no-no and will result in a ban. But you can still get your message out in your signature without the sales pitch.

Simply use Google to search for your topic forums and I am sure you will find a great many of them to visit.

Free Ads

Free advertising sites are just that. They let you post an ad for free. You have to follow their posting rules but who doesn’t love free advertising. There are a great many out there. Also, you need to learn how to write a great ad. You can go here to learn how. <http://www.adwriting.com/>

Now, here are some places that you can post your free ad.

Craigs List – <http://www.craigslist.org> (number one place on the web for free ads)

Yahoo Classifieds – <http://classifieds.yahoo.com>

US Free Ads – <http://www.usfreeads.com>

US Metros – <http://www.usmetros.com>

EZ Classifieds – <http://www.ezclassifieds.com>

A-Z Free Classifieds – <http://freeclassifieds.com>

- **There are many ways to promote your product, paid and free**
- **Pay-per-click is the most popular way to market your product, but it can be expensive**
- **Article writing and submission to directories is a great free marketing avenue**
- **Visiting forums and posting responses with your links in your signature will bring traffic to your website**
- **Blogs can generate a great deal of free traffic**
- **When you post to your blog, you must ping it to let the blog trackers know that you have new content**
- **Free classified ad sites are a great way to get your product in front of the masses**