

## The Money Is In Your List

### The Hardest Part Of Your Information Product Business Made Easy – Building Your List

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You **MUST** have a list. It's one of the lifelines of your business. Every time you come out with a new product, or want to promote another product, you can use your list to get the quickest profits! Here are several ways you can use to build your list right now!

#### Article writing

By writing articles that relate to your information product business can produce amazing results. When you write your article include a link on how to subscribe to your ezine in the resource box. Now, you can't just write an article and expect it to start working for you. You have to get it in front of people, but this is fairly easy to do.

Before I start telling you how to get your article in front of people we need to talk about how to get your article read. If no one reads your article then you are just wasting your time. The most important part of an article is the headline. If your headline doesn't grab their attention and force them to read your article right now, you've just lost a potential subscriber to your ezine. So, make sure your headline pulls the reader into your article.

The best way to get your article in front of people is to submit it to article directories. There are a ton of these online. Just go to <http://www.google.com> and do a search for article directories. You'll find a ton of them. Submit your article to every directory you can.

By submitting you article to article directories, you are also getting a link back from them (as long as the link to your ezine is in the resource box) so not only is your article getting in front of people, but you're getting a link back to your site which helps with the search engines. You're killing two birds with one stone!

You can also submit your article to other ezines publishers. Make sure you contact only the ezine publishers who publish ezines along the same lines as the topic you write your articles on. An ezine on dogs will not publish an article related to information products, so don't waste your time or theirs. When contacting ezine publishers, don't just say here's my article will you publish it. Instead contact them on a personal level. Let them know that you published this article and think that their ezine readers would benefit from it. Most publishers will publish your article if it's a good article. You're giving them free content. However, your article **MUST** be a good article. As an ezine publisher myself, I know what it's like to get articles that are nothing but a poorly formatted, poorly written, promotion salesletter.

#### Traffic Exchanges

Traffic exchanges are not something I recommend a lot because they product such little results; however, traffic exchanges are great places for getting leads. Don't expect a huge number of direct signups for your programs from them. Most of the people surfing the Traffic Exchanges are advertising their products or sites. They are not looking for programs to join.

The best way I've found to work the Traffic Exchanges, is to join a few lead generation programs of your choice and advertise them on the Traffic Exchanges. The people surfing the Traffic Exchanges who are not getting results are open to offers from new recruiting programs.

### Pay-Per-Click Search Engines

Now this is a very advanced technique, so use with caution because Pay-Per-Click Search Engines can cost you a lot of money. Here's how it works though.

Build a one page site that offers the visitor something incredible for subscribing. The better the offer the more likely you will get them to subscribe. Since you are paying for every visitor to this one page site, you will want to get as many of them as you can to subscribe.

Once you have your one page site built, start an account with a PPC (pay-per-click) search engine. In put all your keywords that people would use to find your ezine. Set it up so that all visitors are sent to your one page site to sign up. In this way you are getting targeted subscribers to your ezine.

This is the most expensive way to get subscribers, but it's the best way to get quality subscribers.

As I said though you will want to educate yourself on Pay-Per-Click Search Engines BEFORE you try this. Google Adwords is probably the best Pay-Per-Click Search Engine around. I suggest you start there.

I hate the word guru, but Perry is a Google Adwords guru. I call him the "Adwords Master" because of what he has taught me has made me a lot of money. You can pick up the Definitive Guide To Google Adwords by going to:  
<http://tomeymarketing.com/adwords.htm>

### Have A Contest

Run contests on your website and have people subscribe to your newsletter as a requirement of entry. If your newsletter is any good they will continue to receive it even after the contest is over. There are a ton of sites out there that will list your contest on their site. You can get a lot of subscribers by using this technique.

## Viral Marketing

Develop an ebook or software that is packed full of GOOD content. Also make sure that you put a “blurb” at the top of the product about your ezine. Make the product brandable (meaning people can brand the product with their own information) so that you can contact others to give it away. Once it starts getting passed around you’ll see a flood of subscribers coming in. Eventually it will slow down a bit, but if you’ve created a good product you always see new subscribers here and there from that product.

**Hint:** Do this over and over again and you’ll have a MASSIVE list in NO time!

**Source:** For more information on branding and buying programs that will allow your customers to brand your products, you can go to:

.exe Ebook Compiler and Brander

<http://www.tomeymarketing.com/brand-ebook.htm>

.pdf Ebook Brander

<http://tomeymarketing.com/viralpdf.htm>

## Co-Registration Leads

Co-registration leads are a list of leads you buy from a lead generation source. This too is a VERY tricky way to build your list, but it produces awesome results. I’m not going to go into detail on it, because I have a free product that will teach you everything you possibly need to know. You can get it by going to

<http://www.viralebookads.com/videos/coreg/Customers.zip>

That’s all for today! See you next week with another issue of “TomeyMarketing.com Info Product Start Up Newsletter”

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