



List Building Success Checklist

List building is all about traffic and having compelling offers in place. Set yourself up right on your website (**see our Email Marketing Success Checklist**) and then drive traffic.

Step 1: Recap Setting up Your Website

- Set up an opt-in page
- Make sure your opt-in box/offer is on all your pages
- Try tools like pop-ups, footer ads and page peels

Step 2: Drive Traffic

TIP: When using these traffic and link building tips, where possible, link to your opt-in page. Your goal is to build your list and you're more likely to do that by sending your visitors to a highly-focused landing page.

1. Start a highly-targeted pay-per-click campaign to your opt-in page.
2. Write guest blog posts on other relevant blogs and invite blog readers to sign up for your awesome freebie.
3. Research keywords at wordtracker.com and optimize your content for those phrases. Include promotions for your mailing list on those content pages.
4. Answer at Yahoo Answers (<http://answers.yahoo.com>), AllExperts.com, etc. Where relevant, link to your content in your answer.
5. Encourage your newsletter subscribers to share your emails with their friends. Include a note at the end of your emails telling them to pass it on.
6. Encourage your website visitors to refer a friend, share articles, etc. Install a refer a friend or "email this article" script/plugin.
7. Provide useful commentary on blogs and news sites. Include a link to your opt-in page in the appropriate space. Don't link to your site in the body of your comment.

8. Apply as an expert at About.com or other sites. Your profile can link to your site and you can link where relevant in your content as well.
9. Make Top XX lists and submit to Digg.com and other bookmarking sites. The key is to create a piece of content people will buzz about. Make sure your content includes a promotion for your mailing list / freebie.
10. Distribute press releases online (PRWeb.com) and to other online and offline media. Encourage press release readers to get their free guide / tool, etc.
11. Submit articles to article directories including EzineArticles.com. Include a link to your opt-in page in your resource box.
12. Write about another company, a blog post, etc. Link to them and let them know you wrote about them. They may just mention you back.
13. Submit to free directory DMOZ.org. Sites listed in this directory may gain favour with Google rankings.
14. Submit to paid directories like Yahoo (<http://dir.yahoo.com>) and Best of the Web (<http://botw.org>). Sites listed in these directories may gain favour with Google rankings.
15. Set up highly targeted pages on Squidoo.com. Include a promotion for your freebie and sent traffic to your opt-in page.
16. Set up highly targeted pages on HubPages.com. Include a promotion for your freebie and sent traffic to your opt-in page.
17. Join and participate in forums, Facebook groups, etc.
18. Create your own Facebook groups, Yahoo Groups (<http://groups.yahoo.com>), etc.
19. Become a reviewer on Amazon.com, link to your opt-in page from your profile page.
20. Set up a profile and add reviews to Epinions.com and Yelp.com
21. Submit your blog to technorati.com for extra exposure.
22. Recruit affiliates to promote or give away your freebie. You can offer pay-per-lead commissions or pay-per-sale commissions if you have your own product.
23. Have a sweepstakes or giveaway on your site. Encourage entrants to claim their free gift and subscribe to your mailing list. **TIP:** Don't automatically add sweepstakes entrants to

your main list as it's not likely they'll remember you or be particularly responsive. Have them opt-in directly to hear more from you.

24. Sponsor sweepstakes or giveaways on other sites by offering a prize.
25. Create a freebie that other webmasters can use a bonus for their product. Check out clickbank.com or search for products in your topic area and offer a high value bonus that increases the value of their product. Include promotions in the bonus that bring people back to sign up for your list.
26. Use social media – Twitter, Facebook Pages and connect with your target market.
27. Create and submit videos to YouTube.com and post on your site. Also encourage others to use the code to post the videos on their site as well.
28. Get interviewed on websites, podcasts, etc. Get out there and get known!
29. Interview other high profile people your target market wants to hear from. Look for others who have good followings in social media, high traffic website and large mailing list. These are perfect people to interview.
30. Send promotional items to bloggers who may write about you.
31. Create a useful quiz for your website visitors.
32. Use Google Trends (<http://google.com/trends>) to find keyword phrases that are popular right now.
33. Be controversial and get attention. Don't be a jerk, but don't be afraid to stand out from the crowd. This is what people like to buzz about.
34. Create a "Link to Us" page. Include copy-and-paste text link and image code that visitors can add to their sites.
35. Interact with readers on your blog, so they will come back and recommend others.
36. Offer testimonials for products you like. Many sites will publish your website URL.
37. Organize and participate in community service projects. Getting known in your community can be a tremendous business builder and feels good too.
38. Organize and promote a free webinar. Ask other website owners and your readers to let others know about the free event.

39. When you write a blog post or article for your own site, write a recommendation to sign up for your mailing list right in the body of the article.
40. Cross-promote with a fellow online business owners. Recommend one another's publications, freebies, etc.