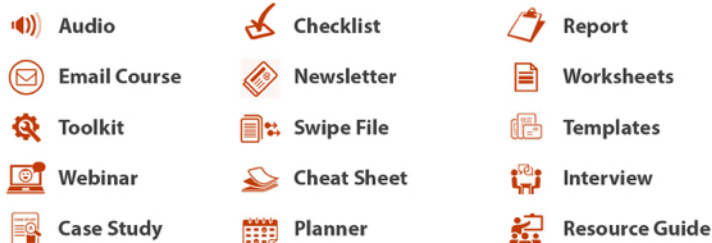


The 1-2-3 List-Building

CHEAT SHEET

Step1: CREATE A Lead Magnet.

A lead magnet is something of value that you give away to persuade prospects to join your list. Fifteen of the most popular lead magnets are...



Best Practices For Creating Irresistible Lead Magnets...



What works best:



Your lead magnet should solve a specific problem with a specific solution for a specific segment of your market.

Step2: CAPTURE The Opt-In.

Once you have created a lead magnet, you want to make it available to those who visit your website through an opt-in form connected to your list management resource (Example: Aweber.com). Here are five of the most effective ways to host a form to give away your lead magnet and build your list...

Opt-In PopUp.



A form that appears over the top of the webpage content and must be submitted or closed before the visitor accesses the page.

In-Content Forms.



A form that is embedded in the content (typically midway) of a page so the reader must look eyeballs on it as they continue reading the accessed information (Example: blog post or sales page).

Header or Footer Bar/Form.

A form (or a bar that is linked to a different page where the form is located) that is positioned at the very top of the browser window or the very bottom.



LANDING PAGE

A form that is showcased as the dominant or (more likely) the exclusive part of a webpage with a sole purpose of building a list.



SIDE BAR

A form that is located to the immediate right or left of the webpage, typically as part of a multi-columned blog format.

Elements Of Effective Opt-In Forms...



What works best:

Upon submitting the email address, redirect the subscriber to a page that informs them that the link for the lead magnet has been sent to the submitted address. Consider presenting a special offer at this time, and/or deliver the lead magnet on a sales or special offer page.

Step3: CHOOSE A Traffic Source.

Upon creating a lead magnet and a form to capture email addresses, it's simply a matter of getting website traffic to the page where the form is hosted.

Understand this:

List-Building is about traffic generation. The more traffic you get to your website, the more people will see your lead magnet and join your list to receive it. There are many ways to drive visitors to your website. Listed below are a few of the most popular.



Ways To Generate Traffic...



Best Practices For Targeted Traffic Generation

