

# 30 DAYS TO A BIGGER EMAIL LIST



THE  
ULTIMATE GUIDE ON HOW TO  
BUILD A PROFITABLE EMAIL LIST  
**THAT PAYS OVER & OVER**

Build Your Email List Today



**Presents....**

# **“30 Days to a Bigger Email List”**

**By Paul Henderson**

**& Paul Counts**

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# Intro to...“The 30 Days to a Bigger Email List” System

This course has been put together by myself and the awesomely successful **Paul Counts**. Paul has been internet marketing for many years now and is one of the most successful performers in the business. His extraordinary talent for making money online seems to know no bounds. For myself, I’m just happy to hang off every word he says and know that by following the steps we’re now showing you, my personal lists get bigger daily and my online income has never been as high as it is right now. So please just accept that the techniques we’re revealing just plain **work!**

Ok, it’s a fact that the single most valuable asset that every successful internet marketer owns, without exception, is his/her list. To explain, their ‘List’ is just a collection of email addresses belonging to the visitors that landed on their squeeze/landing page (having got there by one means or another), saw value in a totally free offer, and entered their email address in order to get that free offer. The offer could have been a report, a checklist, a video – or almost anything.

And it’s as simple as that. And from that initial simple free giveaway, we go on to offer other paid and related items to our list of subscribers and in doing so, eventually make regular consistent income – even when we’re away on vacation. Indeed it’s entirely possible to grow this model into a six figure money machine.

All of this is done by a method known as “**Email Marketing**”.

But before you can start to do ‘**Email Marketing**’, you have to have a list of subscribers otherwise you have no-one to market to!

And that my friend is the purpose of this course – to show you how to build that golden list of email addresses that could easily become the most valuable thing you ever owned.

So, over the next 30 days, myself and **Paul Counts** will be showing you the exact same steps we’ve used ourselves to build our email lists that pay over and over and over again.

### 30 Days To A Bigger Email List

Once you've complete this course, "**30 Days to a Bigger Email List**", you'll be well on your way to making it online. How well you do will be largely dependent on how well you apply the techniques. Some learn or apply the knowledge more slowly than others, while some people are just naturally better at it. Those things can't be helped, but what matters for YOU is that you are diligent, and that you stick with it – even when things get tough. Don't give up.

Because make no mistake, this is worth struggling for. There has been one constant in the marketing world, and that is email. If you want success, you must have an email list, and that's why we're here.

Now before we march on, I just want to say a quick word about how best to tackle this course...

So obviously it's designed to take 30 days to complete. That doesn't mean you fail if you take a bit longer; or that you can't tackle it faster. 30 Days is just a guide. As long as you do the work, that's all that's needed for success.

Importantly, don't feel obliged to read all 50 or so pages of this book before starting. In fact it's better NOT to.

Success loves speed.

Far better to read only up to Day#1 and do the tasks given there before quickly moving onto Day#2, - and so on.

I'll also point out that some steps may feel as if they repeat themselves, and that's just because some of the things we do, we have to do more than once.

It's important that you're consistent with your marketing efforts. Each section will have specific things to do that day. Do them and move on.

Also, feel free to work faster on the steps. We've designed this course so that each step takes just a couple of hours each day. Some may take less work and others a little more. The idea is that you keep your eye on the end game and stay consistent.

If you already have an email list, but want to use this ebook to add more subscribers, then you could just skip past Days 1 - 4 and jump right into the traffic section on Day 5. Please do try to read each section though, as we provide valuable insights that will help you along the way.

### 30 Days To A Bigger Email List

Further, keep in mind that this guide is intended for any type of online business. Whether you are a local bricks and mortar business, an ecommerce shop, an info marketer, an affiliate marketer, an Amazon Kindle author, a CPA, or even a hair stylist - this can help you get more customers and more business which at the end of the day is why we're all here.

Once again, consistency is everything! Don't get discouraged if after 5 days you don't see much progress in your list building. See this whole process through to completion for things to happen.

The people that succeed in this business succeed because they are consistent and diligent in their efforts.

It will be fun to watch your email list (and your online profits) soar!

Ok, enough intro, - let's get this dang ball rolling....

# Day #1: Creating Your Lead Magnet

The very first thing you need in this business is to decide on a niche you want to be involved with. I always recommend the Internet Marketing/Make Money Online niche simply because there are hundreds, even thousands, of people joining this industry every day and they all want to know the same thing – **“How to Make Money Online?”**

But you might decide on something else. Anyway, some more tips on niche selection will follow shortly but for now let's just pretend you have a niche.

After the niche, the next thing you must have to get started building your list is a lead magnet. For those that already have a lead magnet, you might pick up some tips in this section that will help enhance your lead magnet and thereby increase your conversions.

But if you are just starting out with building a list, then you will want to make sure you have something really cool to offer that will entice people to willingly hand over their email address in exchange.

That being said, you'll need to know what market and niche you'd like to follow. I always recommend you stick to the following markets...

**1) Health**

**2) Wealth**

**3) Lifestyle**

Notice I said **‘Markets’**. The above 3 broad topics are markets not niches, and you need to select a niche. So a niche is a very small sub-section of a market aimed at a very specific group of people. Let me show you. As an example the following are all subsets of the Health Market...

***Healthy Eating For Overweight Men, Vitamin Supplements for Babies, How to Lose Weight When Pregnant, How to Quit Smoking Without Gaining Weight, Skin Care for Farmers, Acne Cure For Teenagers, How to Cure Diabetes Without Medication...***



You get the idea?

Generally speaking, the best niches will either ...

- *Solve someone's problem, or*
- *Improve their quality of life, or*
- *Make them money*

So even before you create your free '**Thing**' that you'll be giving away, you need to decide what niche you want to be in.

Some will say to choose something you're passionate about. Maybe you play guitar well and you'd like to teach people how to do that online. I say to stick with the things that are already selling in droves and join them. Competition is good in this business.

People get hung up on this and spend forever deciding on a niche. These people never make any money. Don't be one of them. It's just not that important. Pick a niche and move on. Do that now and move on...

All done? Great - let's continue....

Back in the early days of list building and marketing online you could simply say "**Join My Newsletter**", and people would be happy to do it. Nowadays people are less willing to just give their email address away; there has to be a compelling reason.

So, you must give them a great reason to opt-in to learn more from you.

To decide what to give away, first consider the different types of products that are being successfully sold in online marketplaces. You could create a shorter version of a hot selling product, and offer it free to anyone who subscribes to your list.

If competitors are successful in selling a similar product and you are giving away a high quality product based on the same topic, imagine just how easy it would be to get people onto your list.

Plus, what better way to begin building a relationship with a subscriber base than by offering them something of equal value with no strings (or price tag)

attached!

### Examples of Things You Could Offer:

- Free Reports
- Free eBooks (full length or leaked chapters)
- Free Tutorial Guides
- Video Tutorials
- Free or Trial Access To a Membership Program
- Free Booklet with “Top Tips”
- Free Weekly Newsletter Subscription
- Free templates or graphics
- Free Audio Interviews, Lessons, Tutorials
- Cheat Sheets (short list of things to do to get from A to B)
- Checklist – Like the Checklist you got as a bonus with this product.

So those are about 10 examples. Let’s pick a few and go into a bit more detail.

Remember, the more exciting your offer sounds, the more people will give up their email address to grab it.

#### 1. Top Tips PDF Report

This can be a list of tips that will help people solve a problem that they are seeking a solution to. For example, if you are a tax accountant offering CPA services, then you could write a report called: **“The Top 8 Tax Savings Every Small Business Owner Needs to Know About”**.

If you were a small business looking for help with taxes, then you better believe that would capture your attention, and get you to give up your email address!

In this report, you can share the top 8 tax savings tips, and even do a paragraph or page at the beginning and end that sends people to your website for more information.

If you are an affiliate marketer with content sites selling people on mattresses, then you could do a report called: **“How to Find the Perfect Mattress for Your Bad Back”**. Then you create a short 3 to 5 page report explaining your tips for finding the perfect mattress.

To give you one more example, let's say you sell *pet products* in an ecommerce store. You could create a report that entitled –

***“6 Weird Products Every Dog Owner Must Have”...***

That would create curiosity, and would entice people to subscribe so that you can market to them in your follow-up emails.

And inside the report you would of course recommend 6 products from your store with direct links.

Another example for this type of lead magnet is found here in this chapter. I could simply take the 6 lead magnets I'm recommending right now, and do a free report called: **“6 Highly Effective Lead Magnets to Build Your List Quicker Than You Ever Thought Possible”**.

If you are stuck for ideas for things that your market wants, look at Q&A sites like <http://answers.yahoo.com> or [www.quora.com](http://www.quora.com). You can search for your niche keyword phrase, eg “pet products”, “small business taxes”, or “mattresses” in [www.youtube.com](http://www.youtube.com) or [www.google.com](http://www.google.com) and take note of the ‘Suggested Search Phrases’ that come up as you begin typing.

Browse forums in your niche, or even look at top selling books in your niche on Amazon. Just think creatively and start writing. It entirely possible that you could research and write your entire lead magnet in just a few hours from start to finish!

## 2. Video Training

Like the top tips report, you can record a video that teaches people something important to them. Don't let the idea of video scare you. This video can be as simple as a PowerPoint slide presentation where you record your voice reading aloud the content on the slides, and you use screen capture software like those mentioned below to record it.

These types of videos are really simple to do, and you can knock them out fast too.

Here are 3 different screen capture recording software programs.

- 1) [www.Screencast-O-Matic.com](http://www.Screencast-O-Matic.com) – This is a free screen capture software with a \$15/annual upgrade (at the time of writing this ebook). The annual upgrade option removes the watermark on the

videos and allows longer recording. A great low cost option !

- 2) [Jing](#) – This is a free software that also allows you to capture screenshots and record videos. It has a low cost upgrade to make it easier to work with the video files.
- 3) [Camtasia](#) – This is a more expensive software, but it's so worth a serious look if you plan to do lots of videos into the future. I use this as it has a simple to use editor that can be used for all kinds of videos not involving your screen captures. That said, I'd suggest starting with one of the free or low-cost options to get your feet wet first.

Another simple way to make a video to give away is to use your cell phone. It's absolutely true, even a selfie video (as long as you hold it still) will do the job just fine. You can make a great video in 10 minutes or less. Just make a list, either on paper or in your head, on what you want to cover - and start recording!

Video is not hard. The hardest part of it is getting started. Once you get your feet wet in the video creation process you can even start making videos to promote your landing page as we will discuss later in this ebook.

### 3. E-Coaching Lessons

Another popular giveaway is to offer e-coaching or email training! This is a great strategy to get people in the habit of opening your emails consistently.

So instead of offering your giveaway in the form of a single PDF or video like in the previous lead magnet ideas, you could offer a series of 5 to 10 emails that deliver the content daily, every other day, or weekly!

Another benefit to this strategy is that it means you can launch your list building efforts after having only prepared the first email. Then of course, you add the others, and once your e-coaching lessons are all wrapped up you don't have to do it again unless you decide to update them.

All these will be delivered automatically through your autoresponder which we will talk more about in 'Day 2'.

Again, just find hot topics to create content around. What are people asking in the forums? What do they need to know? Find out and use that for your list magnet! The key is finding answers to stuff your audience really wants to know, and then making it easy for them to get the answers (contained within your lead magnet!)

#### **4. Exclusive Interview**

Interviewing an expert in your industry is another unique way to quickly create a great lead magnet. This means researching to find a popular author, speaker, blogger, radio show host, or other expert in your marketplace to do a 15 to 30 minute interview with you that you record electronically.

Simply come up with the top questions to ask, and join each other on Skype or Google Hangouts!

Then you deliver the interview as an audio file to your audience after they opt-in for your email list! This may not be the ideal 'first' lead magnet when you're all shy and wussy, but it's a great one to consider a bit down the track when you're super-confident 😊

#### **5. Special Webinar Event**

Hosting a live webinar event in your market is a great way to start building a list, and once your webinar is done you can use it as an ongoing lead magnet.

You simply choose a date for your special webinar event and drive traffic to your registration page. You can use Google Hangouts (free) or GoToWebinar to host the webinar. Webinars also double as a really powerful sales tool as webinar holders always sell their products or services at the end of them very effectively. Sometimes you can even get affiliates to help send traffic to your webinar registration page in order to get a bigger audience. Affiliates are a little way off yet, but very soon....

Just like with the other lead magnets your key is to choose a topic that you know your audience wants more details on!

Again, this may not be the best choice for a 'first' lead magnet, but these are super effective once you acquire the skills and confidence.

## 6. Exclusive Discount or Coupon Code

This is probably the easiest lead magnet to create by far! You can create a unique coupon code that you can offer people that optin to your email list.

It is a great solution because it solves two problems.

- 1) What are you going to give away?
- 2) Gives your customers an immediate reason to buy from you.

The simplest way is to create a generic coupon code and offer it to your customers to download, or give them access to a special discount page to access your products in the future!

**Day #1 Assignment:** At this point you should choose the lead magnet you want to go with and start creating it. Don't put too much thought into this step. Don't get bogged down with indecision and wondering which will be the best. Just pick something and get started creating. Seriously, it's far better to start taking action, and you can always perfect it later.

Just a tip here... Perfectionism will lead to surefire failure in this business. I get that you want to put out quality materials as you start to grow your business, but realize this...unless you get things DONE, you can expect zero new email subscribers.

So let's create your lead magnet and move onto Day#2 where we'll setup your auto-responder so you can start to collect email addresses.

Well done for getting this far 😊

# Day #2: Setup Your Autoresponder Account

As we move along in this process, the amount of reading you'll do each day will decrease since I want you to focus your efforts on taking action. Action taking will be key to your success in growing your email list during these first 30 days.

### 30 Days To A Bigger Email List

In this section we'll go through the process of setting up an auto-responder account.

If you already have an auto-responder that you're happy with, you can skip this step and move to Day #3.

This step is a little bit more technical, but don't worry, you'll manage just fine.

Just to be sure, an auto-responder is a MUST HAVE tool in this business; you can't do without it! This will be your database for storing email addresses, helping automate your list building, and it contains the necessary opt-in forms needed to grow your list, - all of which will allow you to collect new email subscribers and grow your list.

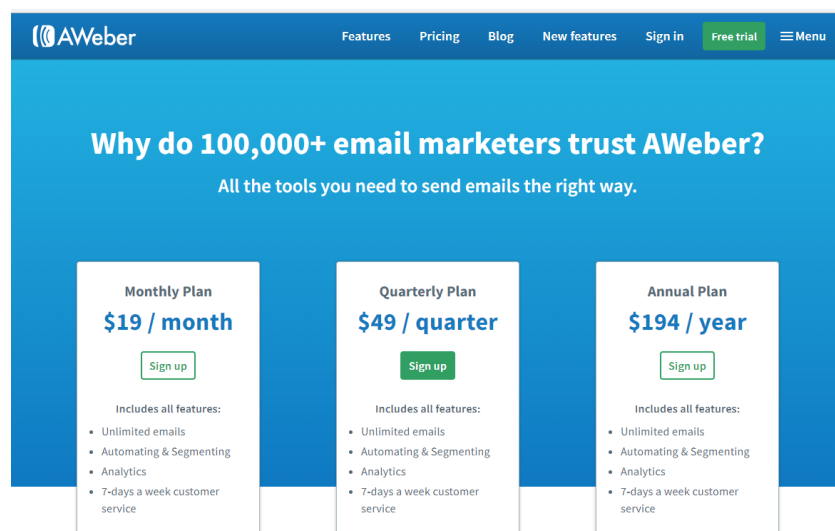
There are several auto-responder companies available, some great and some not so great. The free ones you should avoid at all costs because they won't serve you well.

I've only ever used one and have been entirely happy, so I'm only going to share details of that one with you. Ok, the one I use is [Aweber](#) and in my opinion it's one of the best available. They have loads of online tutorials in case you get stuck. But don't be tempted to go and look at those now ;)

There are two companies that would have about 70-80% of the internet marketing business, and they are [Aweber](#) and GetResponse. I chose Aweber because it's American owned, and by and large their US FTC sets the prevailing standards of online regulations. I think GetResponse is Polish, they cost the same and as far as I know they also have a great reputation.

Please don't get hung up or worried about picking the perfect auto-responder. Click [HERE](#) for Aweber and you'll get taken to a screen where you can click on the **GREEN [Free Trial](#)** button at top right and get a whole month to try it for ZERO COST.

## 30 Days To A Bigger Email List



The most important thing is that you get started without wasting time.

OK, for now just [click HERE to choose Aweber](#) if you haven't done already. Sign up, and let's move onto the next day's work without delay.

**Day #2 Assignment:** The assignment for Day#2 is to set up your Aweber auto-responder account. If you've done that or if you already have an auto-responder account, move to Day#3.

## Day #3: Follow Up Emails

We're already on day #3 and moving right along through this system. Today's lesson is simple but extremely powerful for you. It is also enormously beneficial to your bottom-line. Now I know you are anxious to start getting email subscribers, but we have just two more things to accomplish to make sure we maximize revenue from our list building efforts.

In this step, we're creating follow-up emails, and then setting them up in our auto-responder. I would recommend you come up with a sequence of 5 to 7 relatively short emails that introduce people to who you are, and what types of information they can expect to receive from you in the coming days.

The follow-up emails serve several purposes...

1) Getting your email subscribers into the habit of opening your emails.



2) In internet marketing, as in anywhere else, people tend to buy from those that they **'Know, Like & Trust'**. Your emails will allow your subscribers to get to **'Know, Like & Trust'** you.

3) They allow you to sell to your subscribers automatically, without further effort from you, as you offer either your own products or affiliate products from within your emails.

The best part is that once you setup your follow-up sequence, it can be generating you autopilot cash for years.

Each new email subscriber will start at the beginning of the follow up sequence and work their way through. You can have 5 emails or 200 emails in your follow-up sequence – it's up to you. In the Internet Marketing & Make Money Online (IM/MMO) niche, I recommend you keep it shorter rather than longer. I like to have 5 to 7 and I describe the contents below.

So, let's begin with my 6 message email sequence....

#### - Message #1: Give them their 'thing' and warm them up:

In this email you give them the 'thing' that they originally signed up for. So that would be the free eBook or Report or whatever. And you'll also tease them a bit, - kind of warm them up for what's in store for them in coming messages.

You might say... *"Hi, and thank you so much for subscribing to my abc list. Click [HERE](#) to download your free report.*

*In a couple of days I have something really exciting to give you and I'll be telling you all about that very shortly".*

So you tease them for what's coming up. You want them to look forward to it and be inquisitive so that they remain on your list rather than quickly unsubscribe.

Please note that this is not meant to be an example of the exact wording to use, I'm just showing you the format here.

#### - Message #2: Introduce yourself and welcome them.

A couple days later, along comes #2. You welcome the subscriber to your list, and make them feel good about being on your list.

*“Hey, my apologies, you downloaded that free thing yesterday and I really hope you’ve been enjoying using it – the feedback has been amazing.*

*But I seem to have forgotten to take the time to tell you who I am or why you should listen to what I’ve got to say”.*

So you can use this email to cement your authority on this topic. It re-confirms in their minds that they’ve made a wise decision to join your list.

### **- Message #3: Tell them a story - and a product promotion.**

A couple of days later, tell them a story of something that’s gone on in your life, - and a product promotion. It needs to flow into the promotion nicely.

It could go something like this...

*“Once I was struggling to do xyz just like you. Then I discovered this thing and it made me successful. If you buy it, you can be successful too. Here’s a link to the product”.*

This will be the story of your rise to success at where you are right now.

### **- Message #4: Product promotion.**

A day or two later, you promote the same product as you mentioned in message #3. Just sort of summarise what it was you said in that message.

### **- Message #5: Content (related to the product).**

A day or two later, just send them a couple of tips and/or some advice based on the product they signed up for and that you’re promoting.

### - Message #6: Product promotion, scarcity and close.

A couple of days later, you send them a third product promotion about the same product. Add a scarcity factor such as...

*“This will be taken down tomorrow...” or*

*“The price is going back up to \$97 so this is your last chance to grab it at this price”*

And then after they’ve received all of your initial follow-up sequence, you just promote related products to them – either yours or someone else’s.

**Day #3 Assignment:** Start to write your follow-up sequence emails and insert them into your auto-responder. This is a simple but easy assignment to complete. If you have questions on what should go into a follow up sequence you can look back at email lists you have joined to see what they are doing in their initial emails. I do this all the time in different niches – simply be guided by those that are doing well.

## Day #4: Setup Squeeze Page (Landing Page)

We now need to setup our squeeze page or landing page (same thing).

Your squeeze page should present only two options.

Leave, or stay and opt in.

For best conversions, you want to keep your squeeze page as simple as possible. In the world of squeeze pages, **‘less is more’** should be your mantra.

The reason they call it a squeeze page is because we want to “squeeze” information out of those that visited the page!

As you can see from my example squeeze page, you want to keep it simple. This page was not made with any fancy page builder. In fact, it was all made using a free HTML editor called Kompozer.

This page has consistently been my top converting squeeze page seeing conversion rates above 50%

With your squeeze page you want to go for conversions between 35% and 50%, but if you can find a winner above 50% then so much the better.

The main element you want on a squeeze page is an attention-grabbing headline. Your headline should pull people in with benefits of what they will receive from your lead magnet.

For example, if you are doing a lead magnet on “The Top 8 Tax Savings Every Small Business Owner Needs to Know About”, then your headline would go something like this:

***“Discover The Top 8 Tax Savings Most Small Businesses Never Even Find Out About!”***

This would surely draw them in because it peaks their curiosity. You can apply this to any lead magnet in any niche and it will work just as well. Arouse curiosity and outline benefits. That’s all there is to it.

So focus on a good headline, and a simple sub-headline. In my sub-headline, which appears below the headline I say: **“Follow this proven & simple formula for generating real income through the Internet”**.

For the tax example, you could say: **“Follow this simple proven formula for saving massive amounts on your taxes – every single year!”**

To create your squeeze page, simply fire up Kompozer and copy my example template.

[www.kompozer.net](http://www.kompozer.net)

If you need images, go to [www.pixabay.com](http://www.pixabay.com)

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For an e-cover just hire someone on [www.fiverr.com](http://www.fiverr.com) or use a software called [PixelStudioFx](#) for all your e-cover needs.

For inserting your web form just follow the instructions found in the help section of your autoresponder of choice.

If you really get stuck here don't be afraid to go to [www.fiverr.com](http://www.fiverr.com) and type in "autoresponder" to find someone that can assist you for just a few dollars. Better to pay a few bucks and get it done fast and right, than wasting hour upon hours of frustration.

Following is one of our simple but effective html templates as I mentioned...

## "Discover How To Start From Scratch & Generate \$100 Per Day Using Private Label Rights Content!"

Follow this proven & simple formula for generating  
real income through the Internet!



Just use your **Best Email Address** - then click the button to instantly get access to your free training.

***Get Full Time Income With PLR Free***



Email:

[Send Me My Free Training](#)

We respect your [email privacy](#)

[Email Marketing](#) by AWeber



**Note:** I will **never sell or share** your email address with anyone. *Never.*  
You may unsubscribe anytime. I hate spam just as much as you do.

[Support](#)

### About Kompozer:

Let me be honest, I've recommended Kompozer for your squeeze page purely because it's free. In my opinion much better options are available. They aren't free, but they're worth their weight in gold for the sheer amount of value they provide. Kompozer is old, even outdated, and the newer products do a much better job way faster and easier.

My page builders of choice are OPTIMIZE PRESS and INSTA-BUILDER.

These are both amazing programs and would be by far the most popular low to mid price page builders available.

You can check them out below...

[OPTIMIZE PRESS V2](#)

[INSTABUILDER2.0](#)

Both of these products contain huge amounts of tutorial videos, so you'll never be stuck with how to do something. Setting yourself up properly in this business is cheap, but not free. A quality page builder is one of the items in my opinion that is a 'must have'.

Anyway, moving on.....

Setting up the squeeze page is just one of the main things we wanted to accomplish today.

The next most important task is to provide a link to the squeeze page on all the pages that you control online. This includes your blog, other websites, email signature, YouTube Channel, Twitter Profile, Instagram Profile, Pinterest Profile, LinkedIn Profile, Facebook Profile, Facebook Page, WeChat profile, resource box for articles you may have written and published online already, and so on.

The point is you want to get your squeeze page link out all over the web so people keep coming to this page. You can honestly run an entire six figure per year online business with just a simple squeeze page like we setup in this step here in Day #4. So please take this seriously and get this page out there.

Over the next 25 or so days the focus is to drive traffic that ultimately leads back to this optin form. You want to get as many subscribers as you possibly can, so spend a little extra time today making sure all your bases are covered and that this squeeze page can be found all over your social media profiles. It will greatly help you with the steps ahead.

**Day #4 Assignment:** Setup your squeeze page and autoresponder web form for today's assignment. Then place the link to your squeeze page and opt-in page all over the web on the social media channels and pages that you own already.

# Day #5: Write a Killer Blog Post or Article

Today is an exciting day because it is the first step in starting to get traffic to our opt-in form or squeeze page. This means we are now at the part of the process where we can start to get email subscribers.

Congratulations on getting this far in the course. The key to traffic, as mentioned before, is consistency. So be very consistent as you go through this process. Complete the tasks described for each day and watch your list grow dramatically.

Now that we are onto the traffic tips there is going to be less reading and more doing. The real action is about to start ;)

So for today's lesson you need to write a high quality blog post or article that will draw your target audience into your website and eventually onto your email list.

One good article can play a huge role in getting you traffic for even years to come, so make sure you put in the effort to put together some amazing content. For this step we are just going to write this article.

I will give you some ideas below, but if for some reason you don't want to write, then outsource this task to [www.iwriter.com](http://www.iwriter.com) or [www.fiverr.com](http://www.fiverr.com). On [www.iwriter.com](http://www.iwriter.com) you will spend anywhere from \$10 to \$40 to get a great content piece written. Whatever you do – DON'T DELAY.

The types of articles that do well are called "Listicles". This is an article that contains a list. For example, "Top 10" lists do great here. Here are a few "Listicle" examples:

"Top 10 Ways to Improve Your Relationship"

"The 5 Things Winning Sales Copy Should Have"

"My Top 8 Places to Get Free Web Traffic"

"25 Places You Must Visit Before You Die"



“6 Signs Your Relationship is in Trouble”

“The 10 Everyday Fridge Items You Can Use For Medical Emergencies”.

So the idea here is to create a content piece that will draw people in. You can get ideas by browsing forums, facebook groups and content websites in your niche. Look at magazine covers on news-stands and online, and looking at suggest search phrases on both Google and YouTube!

One trick to coming up with great article ideas for your industry is to go to Google Images at [www.google.com/images](http://www.google.com/images) and do a search for “**magazine name covers**” or “**niche magazine covers**”. So if you are in the fitness niche for example, you could do a search for “**fitness magazine covers**”. Then look at the article topics they featured on the cover.

Magazines want to get read, and so they only include the most exciting and popular topics on the covers to draw in their readers. This is a great way to come up with content ideas.

The next super important thing you need along with quality content is a good image. You can find royalty free images for your article at [www.pixabay.com](http://www.pixabay.com) or [www.pexels.com](http://www.pexels.com)

You can also design some cool looking images using free tools like [www.canva.com](http://www.canva.com) or [www.youzign.com](http://www.youzign.com). These allow you to use point-and-click web based software to create some killer designs for FREE.

You definitely want to include an image because it will help your article get more shares on social media, and allow you to get more traffic from other relevant traffic sources online.

**Day #5 Assignment:** Research and write (or have written) one good article or blog post for publishing online. Create one good image that goes along with your article for later sharing on social media.

## Day #6: Promote Article on Social Media Channels

Today's task is short, but super important. However, if you are brand new and do not have social media accounts or pages setup for the major social media sites, then this step may take you a bit of effort to get setup. But rest assured the effort is worth it and will pay off big time.

Now that you've created a pretty awesome piece of content, you need to get it out in front of your target audience and out to the search engines. So, for this step you'll submit your article or blog post to social media channels.

You need to first copy and paste your article into your Wordpress blog or onto your website. If you have an ecommerce store, then create an article section and add this there. To make this work best for you, it needs to be posted on your website, whatever form that takes.

**IMPORTANT STEP:** Once you have your article posted on the social media sites you need to see how it will look when you share it. Facebook has a free tool called: "**The Facebook Debugger**" tool that you can use.

<https://developers.facebook.com/tools/debug/>

Put the link to your content into this tool, and they will let you see what image they show, and the text they use.

If it does not look right, and you are using Wordpress you can use a plugin called [NextScripts](#) to help you fix the settings when you post your content. NextScripts will also automatically post your content to the major social media sites, - so that will automate this process a little bit for you.

You are going to want to share with the main social media channels, and keep in mind that if you are just starting out, you may not have much of a social media following. Do NOT let this discourage you. Everyone started with no social media followers, so you are starting at exactly the same place as the biggest people and brands did.

Alright so let's create and submit the link to our great article to the following channels.....

### 1) Facebook

You can easily build a following for your brand on Facebook, and it's widely used by every man and his dog – individual or corporate. If you have people that follow you for business already, there is no harm in submitting your quality post to your personal Facebook page. You should also have a Facebook page for your niche and for your company as well. So start those pages, and then submit to these.

### 2) Twitter

Twitter has always been a good way to get traffic. Once you create your Twitter account you can start to follow people that are interested in similar topics related to your brand.

So go out to the famous speakers, authors, and trainers in your market area and look at their followers, and start to follow the people that follow them. You'll find that some of them will follow you back, - some straight away, some after a few tweets. That's how your following begins to grow on Twitter from scratch.

When you post your article make sure you post the headline which will draw people in and also use hashtags related to your niche. If you are teaching dog training tips, then you would use these hashtags #dogtraining #puppytraining #dogobedience

### 3) LinkedIn

Many people forget about LinkedIn, but this is a great channel for getting your content out there. You can also link up your Twitter with LinkedIn so each time you post on Twitter it goes to LinkedIn.

### 4) Pinterest

Do not underestimate the power of Pinterest. This can be a tremendous traffic source for your business. The key to success with Pinterest is to find a board to post on in your niche, and consider creating your own boards that are similar to your market. Posting to Pinterest is why you MUST have the picture in your content piece.

If you are new to Pinterest you can follow their tutorials here:

<https://help.pinterest.com/en>

You'll learn a lot on how to best use them for your blog. Some major online niche blogs rely almost 100% on Pinterest for their traffic, and they get a lot from it!

**Day #6 Assignment:** Post your content piece from day #5 to Facebook, Twitter, LinkedIn, and Pinterest. If you don't have an account with these websites, then create an account before posting. For those looking to do something a little extra today you could start researching another blog post or article to write. Remember - content is key to your traffic success!

## Day #7: Create a Video From Your Article

Now for today's task you'll be creating a video from the article you wrote on day #5. Video may seem scary to you, but I can promise you it's much easier than you might think. You can't afford to ignore the massive potential that video offers for marketing your online business.

Ok, for this step you'll simply take the article and copy/paste the main points into PowerPoint slides. If you don't have access to PowerPoint you can use [OpenOffice](#) which is free or even [Google Slides](#) which is also free.

The first step is to open the software. Then each of the main points from your article could be made into individual slides. The bullet points on those slides will become the content your viewer sees on the video.

Next thing you need is to record the presentation. To do this you will need a screen-capture software. We mentioned this earlier but I'll give you the options again here.

- 1) [www.Screencast-O-Matic.com](http://www.Screencast-O-Matic.com) – This is a free screen capture software with a \$15/annual upgrade (at the time of writing this ebook). The annual upgrade option removes the watermark on the videos. A very low cost in my opinion.
- 2) [Jing](#) – This is a free software that also allows you to record videos, and has a low upgrade to make it easier to work with the video files.

- 3) [Camtasia](#) – This is a more expensive web-based software, but honestly worth a serious look if you plan to do lots of videos in the future as it has a simple to use editor that can be used for all kinds of videos not involving your screen captures. I would suggest starting with one of the free or low-cost options to get your feet wet at making videos first.

Once you choose the screen capture software you want to use, you can fire it up and start recording your PowerPoint presentation. Most laptop computers come with a microphone preinstalled. If you sit close enough to the computer screen it will sound good.

For the best sound, you can use a USB headset microphone. A good model to use is the [Logitech H390](#) which you can buy cheap on Amazon or at major big box retail stores.

Once you get the hang of creating videos from articles, this task will just get easier and easier. So don't worry if it's a bit daunting at first.

Alternatively, if you decide you don't want to do a PowerPoint video you can use a cell phone, webcam or any camera, and simply record yourself giving the content. Selfie videos that give good value to your audience work great these days.

The key to making online videos is to NOT think! I don't mean you have to be brain-dead, lol, - just don't OVER think it. Get started creating your video now.

**Day #7 Assignment:** The assignment for today is simple. Create your video from the article you wrote on Day #5. Don't overthink it!

## Day #8: Promote Video to Social Media Channels

The task for today will be especially quick and easy for you if you already created your social media accounts. For today's job, you need to take the video you created yesterday and start submitting that to social media channels like Facebook, Twitter, and LinkedIn AFTER you upload it to your YouTube channel.

Make sure you also post this onto your Facebook pages as well, and also post it in relevant groups.

Another tremendous way to get more benefit from your video is to embed it onto your website or blog after you upload it to YouTube.

Obviously, the first step in this is to go to [www.youtube.com](http://www.youtube.com) and create an account. If you have a Gmail or Google account already it will take just moments. Then you just need to follow the steps to upload your video to YouTube.

To upload a video, you will go to this link: <https://www.youtube.com/upload>.

If you get stuck on using the technical features of YouTube you will find some great [technical tutorials here](#).

The most important thing to keep in mind about uploading videos is that you use a title that includes your main keywords in it. Also, keep in mind that the description box is a place to include your website link. You can increase your clicks by placing your link near the beginning so that people can see it as they're watching the video. (You might have noticed you can see the first 2 or 3 lines of description whilst watching – so put it there!).

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

Use keywords and a clear description as well, and don't forget to tag your video with appropriate keywords. I would advise you to study other top videos in your niche market to see what keywords they are using in tags and in the description. Don't be shy about looking at the competition.

Since you have a little more time today after submitting the video to the social media channels you can look at something like [HootSuite](#) which can assist you with social media marketing efforts moving forward.

They have a [great education platform about how to use HootSuite](#), and on social marketing training that you may find useful. The training is free, but very helpful for you.

**Day #8 Assignment:** Upload your video to YouTube and promote the YouTube link of your video to the main social media channels including Facebook, Twitter, and LinkedIn.

## Day #9: Setup A Paid Facebook Ad to Grow Your List

Give yourself a good pat on your back now. You've done well!

You've now created a content piece for marketing, posted it on social media, and created a video from it and posted that too. Now it's time to take your marketing game to the next level, and your list growth as well by creating a Facebook ad.

As you know Facebook makes their money by running advertisements on their website, and you will have seen these in the FB sidebars, in your newsfeed, and in videos as well. These ads just 'work' and the Facebook platform is a great way to reach your target audience.

With Facebook ads, you can narrow down to specifics like age, gender, and interests. You can see that this allows you to create ads that display only to the people most likely to want to see your offer.

In this step, you are of course sending people to your squeeze page or landing page with the intention of generating more email subscribers.

Since Facebook ads and their terms and conditions are forever changing, I'll provide here a link directly to Facebook ads support which will get you on your way to creating your very first Facebook Ad.

[https://www.facebook.com/business/help?ref=fbb\\_resource](https://www.facebook.com/business/help?ref=fbb_resource)

Nothing we've talked about so far in this course is intended to be intimidating for you, - and Facebook ads are no different. You just need to get started creating your ads. Follow the tutorials they provide and have your first ad live and helping you get more subscribers.

As a basic guide, here are a few best practices to help you get the most from advertising with Facebook.

### 1) Create multiple ad variations.

I highly encourage you to make multiple ad versions as you set up your Facebook ad. This can be as simple as using a different image or using different ad copy. Sometimes one image can pull 2 or 3 times better.

You never know until you try. So run 4 or 5 versions of the same ad, and Facebook will display the ad that pulls the best for you.

#### 2) Monitor your results.

You will want to check your results often. Whenever you do paid advertising it is vital that you check your results - like how much you're spending, how many clicks you're getting and how many impressions you are seeing. If impressions and clicks are low, then you probably need to change the ad in some way, because the thing is - you won't know until you test!

#### 3) Play with your budget.

Facebook ads are great because you can start low, and then scale up when something works. So you can play around with various budgets to see if it helps kickstart your campaign. Maybe launch your ad with a \$20/day budget.

Don't worry, you won't be up for a monthly spend of \$600 because you can pause the ad whenever you want. Or adjust the bid down to spend only \$5 a day. It's totally up to you.

#### 4) Be creative with your interests.

Targeting your audience's interests is important to the success or failure of your ad. You want to try and get right into their minds – think like they'd think - to determine how to best target your ads to reach your perfect customer or subscriber.

Some things you can consider for interests is what books might they read, who might they follow, what TV shows might they watch, what sports might they play, etc. You get the idea?

Think like a marketer. For example, if your offer is a dog training ebook, then your ideal people might follow **Cesar Millan** (a famous dog trainer), they might watch the TV show "**Dog Whisperer**", they could watch the TV network **Animal Planet**, and they'd probably shop at '**Petco**' or '**PetSmart**'.

So don't just target general interests like "dogs" because anyone might like dogs. Target deeper, and truly understand your customer.



You have now learned something about Facebook advertising and you have access to the tutorials from Facebook. So just get going - start creating your ad.

If you get stuck, watch the tutorials again. That said, they are amazingly helpful and simple to follow – even for me ;)

The key thing is that you monitor your results so you can see how many subscribers you are getting, and how much you are spending.

**Day #9 Assignment:** Create a few variations of a Facebook ad for your landing page and set a campaign going. Don't be afraid to step outside your comfort zone – this is where the best things are. You're now well on your way to getting ever more subscribers onto your list. Well done!

## Day #10: Setup a Solo Ad

OMG, you're doing such a great job if you're still with me. By now you'll be getting some traffic to your landing page and maybe you have a few subscribers. Doesn't that feel fantastic?

Since you need to give your content time to get picked up by Google, and for your Facebook ad to take off, you may not see a huge influx of new email subscribers immediately, but after you apply today's lesson you should see things really start to rock.

Solo ads are by far one of the most effective ways for building a list. This is a form of paid advertising where you pay someone that already owns a highly targeted list to send your link out to their list.

Now before we get into this, if you don't want to or can't afford to spend money on solo ads, you don't have to. Instead you can repeat one of the previous lessons and work on, say, a new piece of content to market to social media channels as you've already done. The key to success with this 30 day list building system is simply that you do something new **every single day** to move you towards your goal.

Ok, that said, you will have to bite the bullet and send solo ads to your page at some stage, so let's dive in because you can get massive and immediate leads from solo ads. That's why I like them so much, - because they're so targeted - and I know that for \$40 I'll get about 50 new subscribers that I can market to instantly.

The process is really pretty simple, but like most other things we're learning here, the trick is not to over think it and just to leap in and do it.

The best place to get solo ads, especially in the Internet Marketing/Make Money Online niche is...

<https://udimi.com>

Visit the site and see how easy it is to choose from a whole selection of people who deliver real proven value. The testimonials are right there to proven how well they perform for their clients. So click on the link above, sign up for an account and choose your solo ad provider.

You'll need to have ready your squeeze page and occasionally (but usually not) a solo ad email. I say 'usually not' because in the IM/MMO niche, the solo ad provider generally wants to write their own email simply because they KNOW their list and what type of email will get the best results for you. So don't struggle or argue the point, just let them do that for you. Usually, they won't even add you to their list, lol, in case you were thinking that by doing that you could see exactly what they were sending 😊

Moving on, - they'll then want a delivery URL – somewhere to send your traffic. This will almost always need to be a proper tracking link and NOT just the raw URL of your squeeze page because they can't easily track the number of unique clicks they sent you from that.

To explain, with this form of advertising you pay for unique clicks. A 'click' is what happens when one of the vendor's subscribers clicks your link in the solo email they receive, and is taken to your landing page. That is one click. Normally you'd purchase in lots of 100 clicks; in other words a guaranteed 100 visitors to your landing page. Of course what happens after that is down to your landing page and not the solo ad guy. Your copy/landing page will determine whether they like what they see and take it further by subscribing, or just leave.

So, long story short, you need a way of being able to count the number of unique clicks that come to your landing page. And the way we do that is by using '**Link Tracking**' software. With this software, you generate a unique URL based on the actual landing page URL and that is what the vendor's subs click on. So you can see it makes it easy to count the number of visitors – simply because no-one else will ever arrive at your landing page via that unique link. So everyone that visits your landing page thru that tracking link must have been sent there by the solo ad guy.

I hope that makes sense.

So, to do this you need '*tracking software*'.

I mentioned my favorite two of these in the '**Resources**' guide that came with this, but I'll mention them again here.

To start with, a low priced one-off purchase product with no monthly fee will suffice. I still use and recommend a product called [Link Supercharger](#). It's not as full featured as the next option but it's great for starters.

Without doubt the link tracker of choice is [ClickMagick](#). This does everything and more besides, and it's a monthly fee based service. The monthly cost is just \$17 which is actually really good value for what you get. Plus, you can bring that right down to just \$12pm if you pay the full year up front, which is what I did since the saving is better in my pocket than theirs ;)

You can check these two out right here...

[LINK SUPERCHARGER](#) – this is the sales page and it describes the features etc.

[CLICKMAGICK](#) – this is a look at the tutorials so you can get an idea of all that it's capable of.

In case you do have to write your own email swipe (that's what we call them) here is an example of a good solo ad email which you can customize for your particular niche:

-----Swipe Copy-----

Subject: Earn a Full Time Income With PLR

Hey,

Grab this free step-by-step training that teaches you how to generate a full-time income with PLR content, even if you're a complete newbie.

<https://your-cloaked-tracking-link.com/>

### 30 Days To A Bigger Email List

Discover an easy, proven, & simple formula for generating real income through the Internet by using private label rights! You seriously have nothing to lose, even if you never earned a buck online before!

Go here now while this training is still FREE.

<https://your-cloaked-tracking-link.com/>

Sincerely,

(Your Name)

-----End Swipe Copy-----

Once you have written your simple email swipe, you can use one of the links or ideas below to find solo ad providers. I've included solo ad providers for niche markets outside of Internet marketing as well. So, if you are in weight loss, health, survival, and other niche markets you can find solo ad providers.

Solo ads are not just for people in the Internet marketing and online business niches. Don't overthink this process. Just find a place to buy your solo ad, and get after it!

[www.TrafficForMe.com](http://www.TrafficForMe.com)

One of the up and coming sources for solo ads and reliable traffic. You can buy for various niche markets with them.

[www.DedicatedEmails.com](http://www.DedicatedEmails.com)

They work with many different niche markets. Your initial pricing may be higher, so you may want to start with another provider if you are just starting out.

[www.SoloAdsX.com](http://www.SoloAdsX.com)

A tremendous list of the top solo ad providers at any given time. This is a fantastic resource you must check out!

[www.EmailAbilities.com](http://www.EmailAbilities.com)

Another tremendous place to buy solo ad traffic even for other niche markets online.

[www.DirectoryofEzines.com](http://www.DirectoryofEzines.com)

This is one of the oldest and longest running directories for solo ads. There is a fee to pay for the Directory of Ezines, but it is a treasure trove of data, especially if you are in other niche markets.

### **Solo Ad Facebook Groups:**

Don't underestimate the power of Facebook groups for finding and connecting with solo ad providers. There are hundreds of these groups that also provide helpful reviews and more.

When buying solo ad traffic, you will see some words thrown around like "Tier 1 Traffic" or "Tier 2 Traffic". Just know that you want "Tier 1" traffic in most cases as this is traffic from primarily English speaking countries like the USA, Canada, Australia, and United Kingdom. Typically, "Tier 1" traffic for English speaking offers will get the best results for you, mainly because they have the money to spend more than some other locations.

**Day #10 Assignment:** Choose a solo ad provider, write your solo ad swipe if required and start sending traffic to your squeeze page. You'll see quite a few new subscribers after your solo ad runs.

## **Day #11: Get Traffic From Online Forums & Communities**

This next traffic method is easy to do, you can do it daily to keep traffic flowing, and it is an older school method that is still effective. Online forums are present in every niche market. These are communities online where your target audience is hanging out.

So, this traffic method entails finding the hot forums for your market. You can easily do this by going to Google and doing a search for "your niche forums" or "your niche and online forums". For example, if you are in the golf niche you would do a search for "golf online forums".

For this method to work best you want to look for an online forum community which is active. You can easily notice this by checking the most recent posts in that forum.

Also, you want to look at the posts to see if there is a signature option. So that would be a section below each post where people can put a link to their website. You can also check on the profile page for the users in the forum as they have a website feature.

Instead of putting your main website here, you would put a link to your squeeze page.

As you find a forum or active online community for your market you want to make 10 posts in this forum for this step. I would advise you to find some of the hotter posts out there with the most views on them. Give your feedback and input. Build up your rapport and authority in the group. When they start to see you as a contributor of good knowledge they will naturally want to click on the signature link or your profile link.

Never place a link to your content in your posts. You'll get banned instantly. Just make sure you set it up in your signature or profile as soon as you're allowed to do so.

You can have success doing this with just one popular forum. But if you can find two or three forums in your niche you can really build up your authority. Don't get lost in there and don't spend forever, but use what time you do spend giving valuable advice, and people will **want** to connect with you.

**Day #11 Assignment:** Find a popular forum or online community in your niche market, and setup your account. Make 10 posts in there by responding to the most popular threads in the forum. You can easily make this a daily habit and post 5 to 10 times. Even finding other forums if you want to do more work. Just imagine after one month of posting 10 times per day you would have 300 places that your link is displayed on a popular website focused around your market. This can be golden if you do it right!

## Day #12: Write and Submit a Press Release Online

If you want to build your authority online, and get people to respect your name and your offers more a great way to do this is through an online press release. This is another method that seems to get forgotten about, but it still

can generate good long term traffic and positive exposure for you in certain niches. I don't recommend this for the IM/MMO niche though.

The idea is to write a press release that tells people about your lead magnet. A good press release answers the questions of "Who, What, When, Where, and Why." This is what a good journalist always covers in their articles.

- 1) Who is the press release about? So this would be you, your qualifications in your market, and your business name.
- 2) What is the press release about? It would be about your lead magnet whether that is a free report, audio, etc.
- 3) When did this take place? When did you release this lead magnet to the market?
- 4) Where can they access it? This is the perfect chance to place a link to your squeeze page.
- 5) Why should they access it? Give them a great reason for why your lead magnet will help them succeed.

If you get stuck writing your press release and want help doing that you can go to [www.fiverr.com](http://www.fiverr.com) and hire someone to write it for you.

Next step is to submit your press release. Try to use your keywords in the title of your press release when submitting it online as well.

You can find a list of places to submit to by going to Google and searching for **"submit press release free"** or **"submit press release online"**.

If you want to farm this out, a few bucks at Fiverr will get the job done while you work on the next day's task.

This service is also valuable as well: [www.kamenpressreleases.com](http://www.kamenpressreleases.com).

Another service for submitting press releases is <http://www.prunderground.com>.

If you want to view examples of online press releases you can visit [www.prweb.com](http://www.prweb.com) to see examples of press releases that have been distributed by them.

**Day #12 Assignment:** Today's assignment is simple. You need to write and submit a press release online to generate exposure for your squeeze page. You can outsource this as well easily if you do not want to do it.

## Day #13: Guest Blogging

Another great way to generate long term traffic and grab attention for your business is through guest blogging. It allows you to reach a huge audience almost immediately. This is where you write content for someone else that has a blog with a large following. The content you write must be high quality and unique, so it helps you and it helps them - a win-win solution.

You can go to Google and search for "guest blogging" or "guest blogging sites" to find websites where you can write content for.

If you want a more comprehensive guest blogging guide to complete this step I would recommend checking this article out:

<http://backlinko.com/the-definitive-guide-to-guest-blogging#>

In this article, he highlights some additional keyword phrases you can use to find and pinpoint blogs that are hungry for your content. Here are a few of those:

Your Keyword "guest post opportunities"

Your Keyword "this is a guest post by"

Your Keyword "contributing writer"

Your Keyword "want to write for"

Your Keyword "submit blog post"

This article has a list of 140 guest blogging websites.

<http://www.petersandeen.com/list-of-guest-blogging-sites/>

Now that you know how to find blogs that want to publish your content you need to create a really good content piece around your niche. Then you spend the time to start reaching out to these websites.



So for today write a unique and high quality piece of content, and identify 5 places where you will offer this content to.

It may take a few days for them to get back to you, but as long as you write your content for the guest post, and submit it to a few blogs for submission you will be in good shape.

The most important point is that in your author bio you include a link to your free lead magnet on your landing page.

**Day #13 Assignment:** Write your high-quality guest post and submit this to 5 blogs that you identified through research. Then wait to hear back, and see if your post gets picked up and you get in front of a targeted audience.

## Day #14: Start a Contest

A fun and simple way to build an email list is to start a contest. They have proven overtime to be a great lead generator for businesses of all sizes. You can also use contests to engage your Facebook fan pages as well.

One website that allows you to start a contest is [www.RaffleCopter.com](http://www.RaffleCopter.com). They have a great setup for creating a contest and using it to build your list. You can get started for free with all you need.

What you giveaway is completely up to you. It can be a free product, a free coaching session, a free year-long membership, a free product from your store, a \$50 gift card to your store, a \$10 gift card to Amazon.com for example. Your giveaway actually doesn't have to always be related to your niche market.

You would be surprised how many people sign up for the chance to win a gift card.

You can also run a contest through your [Aweber](http://Aweber). Just setup a new list for the contest, and then after the contest period ends pull up all the leads. Then put in the number of subscribers that entered into a [Random Number generator](http://Random Number generator).

You can find more online services like [www.RaffleCopter.com](http://www.RaffleCopter.com) if you do a Google search for "run a contest online".

**Day #14 Assignment:** Create your contest and start spreading the word to social media, and to your current email list to get the buzz going more.

## Day #15: Check Your Stats

Today is more of a rest day, but also an extremely important day as well. You can also use it to catch up if you missed a previous assignment. For today you will want to check your website stats.

To do this you can log in to your web hosting control panel and see how many views your squeeze page has received. You can also check stats inside of Aweber which will tell you your optin rate. A great optin rate for a squeeze page is between 35% and 45% or higher. If you are in that range you are in great shape, so let's keep going 😊

You should be able to also triple check the numbers from your solo ads as well. Most importantly check the paid traffic from Facebook to make sure you are seeing results there also.

Once you check your stats you can tweak things like your headline on your squeeze page if conversions are lower, or tweak your Facebook ad if you see results are low there.

**Day #15 Assignment:** Check your website stats to see how many visitors you have received, and how many subscribers you now have. We are at the halfway point so you should be seeing some new email subscribers now! If you want to do something else today you can setup a new ad or write more content. Great job! You have made it 15 days!

## Day #16: SEO for Your Website

You have reached the halfway point. Great work! Today's traffic topic is to help you make sure your main website is optimized effectively for the search engines to help you generate more leads for your business. A properly optimized blog or website can send you hundreds if not thousands of free visitors each month. It won't happen overnight, but eventually it can lead to a lot of free subscribers.

You should have a blog or central website already setup. I am going to share the basics of search engine optimization. SEO is quite simple, and honestly a lot of the tasks you have already been doing in regards to creating quality content, creating videos, and sharing on social media is all part of a good SEO strategy.

For those wondering what SEO is, 'Search Engine Optimization' is what makes your site rank higher up the page in the results when someone types in a search term.

The main changes you will want to focus on is that you are using keywords in your title tags. The title tag is the content field you see at the top of your browser. Also, if you look at a website in Google the title tag is the blue and underlined text you see in the search results.

This should have your keywords in it. You can find better keywords using the [Google Keyword Planner](#). You can also identify keywords by looking at Google's suggest search phrases. So, go to Google and start typing your keyword phrase. Then the results that come up are results that Google is showing you as relevant keywords that people want information on. Suggested searches can also be found on the bottom of the page.

After title tags the next important part of SEO is that you create really good content, get social shares, and integrate different types of media within your content like videos and pictures.

So, on top of the other tasks try to make time to post 2 or 3 times to your blog or website to freshen up the content. Keep getting the guest blog posts and contests going also as they will help you get more backlinks in a clean fashion that is Google friendly.

For a more comprehensive free guide to SEO I would advise you to read the [Moz.com article](#) on this topic. This is their "Beginner's Guide to SEO", and is a great starting point if you want to learn more about it. And you should 😊

If you have a Wordpress blog, which most of you will do, you can use either the Yoast SEO Plugin or the All-In-One SEO Plugin to help you better optimize your blog. Both are free, and both guide you easily thru the whole process. I use Yoast SEO but they're both the same.

**Day #16 Assignment:** Look at optimizing the title tags of your website, install an SEO plugin on your Wordpress site if you don't have one already, and study more about SEO from Moz.com. Remember, SEO is a tremendous long term source of traffic for you, and that leads to ongoing leads. Imagine getting email subscribers years after you did the work. That's entirely possible with good SEO, so it's important that you learn how to do it half decently.

## Day #17: Blog Commenting

Yes, I know this method may seem like an old-school method, but believe me if you want to get in front of your audience it can be effective. If done correctly you can really generate some good ongoing exposure to your squeeze page, and that means more email subscribers.

This method will only work if you post on targeted blogs, recent posts, and if you post consistently. Finding the blogs to comment on is a simple thing to do. Simply run a Google News search for your targeted keyword phrases.

Then navigate to the various recent blog posts and see if you can leave a comment that has the name, email, and website field. When you comment on the blog provide real value that shows you read the article. You can even skim the article as long as you give constructive feedback. Add your own input and focus on providing real value to the post.

Simply repeat this step, and if you do it daily you'll eventually have 100 or more places online with links back to your content. This is Google Gold!

If the content is showing up in Google News you know it is getting some traction and eyeballs. You know your target market is reading this material so you may as well be one of the first ones to make a post right there and have those same eyes fall on your link too.

**Day #17 Assignment:** Look for 10 blogs to comment on with a link to your squeeze page. Comment on the blogs and provide your link. Consider doing this task daily for 3 to 5 new blogs.

## Day #18: Create 20 to 30 New Blog Post or Article Ideas

Today's assignment is to get you to make a list of future articles that you will publish and distribute online through your blog or website. Content is king for your marketing strategy. Each article or blog post can also be made into a video, and you can see how eventually this will work into a traffic machine.

You will also see that eventually over time you can have all these pieces of content being shared online and looked at. That is when serious traffic starts to hit your website, and that's when you really see your list growth explode.

This is also why it's important that you include links or opt-in boxes at the end of your blog posts, and on your website so you keep getting people to your opt-in page.

You want to create articles that will get read to maximize the impact you have from them. So, for today's assignment you can use a free tool called [Portent's Content Idea Generator](#).

Simply input your main keyword or subject matter, and let this tool create some killer content ideas. They won't all be fantastic, but if you get just a handful of ideas from this tool and use something else to get more, that will work just fine.

You can also go to the major Q&A website online <http://answers.yahoo.com> to get ideas. Put in your keyword, and let the answer site give you ideas for what content people want.

You can also join popular Facebook pages or groups within your niche, and see what posts are getting the most shares and likes on them as well.

Once you have these content ideas you can easily get on a rhythm of doing 2 posts per week, and after 10 weeks you have 20 new content pieces circulating and driving you traffic.

**Day #18 Assignment:** Create 20 to 30 new blog post or content 'ideas' using the [Portent Content Idea Generator tool](#), Yahoo Answers, and Facebook pages. Then use this list of ideas for your future articles to keep consistent traffic flowing.

## Day #19: Facebook Live

For today you get to do something fun and simple. That is to host your very first Facebook Live. No, this is not intended to scare you or anything, but if you want to truly succeed online you need to be willing to put yourself out there a bit and Facebook Live is one of the very best ways to do that.

You simply use your smart phone or webcam and the Facebook app, and navigate to the section where you will make a post. Then choose live! Once you are live with Facebook you begin to talk about a hot button topic in your niche. You can pull one of the ideas from the 20 or 30 you gathered together yesterday.

Before you go live you can make notes so you don't feel stressed as you go along. Just talk from the heart, and don't worry about stumbling. People care about you, and even if you get just a few attendees on your first Facebook Live be confident that those numbers will continue to grow.

You can also write a short description of your Facebook Live session so people know what to expect when they listen to you. Be descriptive and make sure you share a link to your lead page.

Once you are done with your Facebook Live video it will be permanently live on your personal Facebook page or on a Facebook fan page. Then you can share that post on the social media channels. You can also download the video and upload it to YouTube as well.

To get further traction and benefit from a Facebook live session you can send the link to [www.rev.com](http://www.rev.com) and pay them \$1/minute to transcribe the content for you! If you did a 10 minute Facebook Live you will pay \$10 to get an accurate transcription back. Or you can do it yourself of course.

Then you take this transcription and create a blog post from it! This is a super cool way to get two pieces of content from the same effort.

## Day #20: Write a New Blog Post

By now you should be getting into a pretty good rhythm of getting traffic to your squeeze page. The idea of this course is to help you develop that pattern of consistency which will help you achieve massive success online!

So, for today you need to write a new blog post and publish it. Then submit to the main social media channels to get fresh eyeballs to this blog post.

You can use [www.iwriter.com](http://www.iwriter.com) for this or you can do a quick Facebook Live and outsource the content creation to [www.rev.com](http://www.rev.com) to have the post written in about 20 minutes!

**Day #20 Assignment:** Write a blog post and submit to social media channels.

## Day #21: Launch a New Solo Ad or Facebook Ad

Today, choose whether you want to setup and run a new Facebook Ad or if you prefer you can run a new solo ad. You can refer to Day #9 or Day #10.

If you decide to do another Facebook ad you could consider running a video ad since you have now gotten in the habit of creating great videos, yes?

With solo ads that is straightforward. Just try a different provider, or use the same one if you were happy with the results and watch your list continue to grow.

**Day #21 Assignment:** Setup a Facebook Ad or solo ad. Your choice, but get something going to your squeeze page again.

## Day #22: Create a New Video

Since you have gotten in the habit now of creating videos, today's assignment will be simple. You need to choose a topic and create a video from one of your blog posts. For example, you could take the blog post you wrote on day #20, and convert that into video format.

Remember, if you're comfortable doing a selfie video then you could do that instead of a PowerPoint creation.

After you create the video, upload it to YouTube and then submit to the usual social media channels. By now your views and traffic should be picking up. You can also embed this video from YouTube into the blog post you made. This all helps make your content standout to the search engines and helps with SEO.

**Day #22 Assignment:** Create a video and follow the steps from day #7.

## Day #23: Publish a New Blog Post or Article

For today you can take an article idea that you made on Day #18 and create a quality piece of content to post on your blog to generate more traffic. By now you should be seeing the pattern that quality content that gives your audience exactly what they want.

This leads to social shares, long term traffic to your blog or website, and of course new email subscribers. Furthermore, the quality content builds up your authority.

As always, you can write the content yourself or outsource it to [www.iwriter.com](http://www.iwriter.com) or [www.fiverr.com](http://www.fiverr.com).

Once you've written your post, publish it on your website and remember to share it on social media. If you have time and feel up to it you could make a video from your content as well.

**Day #23 Assignment:** Write your new article for publishing on your blog or website.

## Day #24: Run a Facebook Live

Today's assignment is a repeat for you. But it's worthwhile doing this regularly because it's an awesomely effective way to get your message out there. Find a content idea from the ones you made in day #18 and quickly make some notes for your Facebook Live!

Remember, if you want to take this step to the next level you can submit the Facebook Live to [www.rev.com](http://www.rev.com). Make sure when you do the Facebook Live that you include a link to your squeeze page or landing page.

**Day #24 Assignment:** Run a Facebook Live and share it on social media.



# Day #25: Setup a Bing Ads Campaign

Today's assignment is to setup a paid with Bing Ads that sends people straight to your squeeze page or landing page to get email optins. It's similar to a paid Google ad, only that Bing are little more forgiving of people using paid ads for lead generating than Google Adwords.

Bing also is great platform to run paid ads on because their clicks have a lower cost. With Bing Ads you can also advertise simultaneously on the Yahoo Search engine as well.

I would recommend looking for a coupon code if you are new to advertising with Bing Ads as you can often find a coupon that will get you between \$50 and \$100 or more in free advertising credits.

At [SEOBook.com](http://SEOBook.com) they have a comprehensive list of coupon codes for various PPC (pay-per-click search engines).

Alternatively do a Google search for **"Bing Ads Coupon Code"**. Seriously, it's worth the few minutes it'll take because these coupons are literally like being given free money. Plus it gives you the ability to get your paid campaign working effectively so you can maximize your return on investment.

To setup your campaign, just follow the steps they show in the tutorials. Just focus on targeting long tail keywords. This means keywords that are longer and therefore more specific.

If someone is looking for **"dog training"** as a search term, that's quite targeted. But if they are looking for **"Dog Training Tips for Beagles"** or **"How To Teach My Poodle to Sit on Command"** you can see that these people are likely to be more interested in your offer (assuming that's what you're offering).

Now it's time to create your first Bing Ad. Once you get your ad live I would suggest logging in frequently over the first 24 hours to see how it is going for you.

**Day #25 Assignment:** Find a coupon code and setup a paid advertisement on Bing Ads to your squeeze page. This is a great platform to test your paid advertising skills.

## Day #26: Choose Your Preferred Traffic Method

Today you can choose one of the preferred traffic methods you've already completed. You can setup a new solo ad, do a Facebook Live, create a new video, write a new blog post, create, and write a press release, setup a new Facebook ad, another Bing ad, etc. Just do one of them 😊

Basically, do whatever you prefer. The key thing is that you do something that drives targeted visitors to your page so you keep generating new interest and new subs.

Again, the key to traffic is consistency. As you may have noticed, I'm consistent in reminding you of that!

**Day #26 Assignment:** Choose one of your preferred traffic generation methods, and do that.

## Day #27: Create an Infographic

Today we have a new traffic strategy that you can learn and implement beyond the 30 days if you wish. This is to create an infographic that builds your credibility up, and drives people back to your squeeze page.

An infographic is a carefully created web graphic that contains information. In a nutshell, it is a creative way to display content to your audience. They are very popular, and get a lot of pins and looks on Pinterest, Facebook, Twitter, and even Instagram.

Don't overlook this, as it can be a great source of new traffic, and therefore subs to your list.

There are two ways you can easily create infographics. The first one is to outsource it at [www.fiverr.com](https://www.fiverr.com). Just go there, search "infographics", and browse the available gigs.

The next option is to use a free web based graphics tool at [www.canva.com](http://www.canva.com). You can create more than just infographics here, - they have everything – and all for FREE! It's a real powerful tool actually and we should all make more use of it.

As for the content you place on your infographic, just look at the listicles and blog posts with top 10 lists you have made. In fact, to make things easier you could easily convert any of the previous articles or blog posts you have done into an infographic!

It's a fun process, and if you don't like graphic creation, please just outsource it! Once the infographic is done, post it to Pinterest on the appropriate marketing boards. Post it to your Facebook and Twitter following, and if you have Instagram this would be a great place to share to your audience there too.

**Day #27 Assignment:** Create your infographic and start submitting that online to the key social media channels. You can even post it to your blog for additional exposure. Make sure the graphic contains a link to your squeeze page.

## Day #28: Email Ad Swap

Today's traffic strategy is great for those of you that have already started to build their list. If you're established by this stage you're welcome to skip this task and set up a solo instead.

The strategy is basically to do an email ad swap. That means you send an email to your list with a link to your ad swap partner's squeeze page, and in exchange they do the same thing – they send your landing page link out to their list.

It's a great way to cross promote, and it does work effectively. There's a network of trusted marketers that do ad swaps at this website: [www.safe-swaps.com](http://www.safe-swaps.com).

Another way to find ad swap partners is to locate people that send emails in your niche market by checking out their blogs or website to see if they have an email optin form. If they do, you can discuss the possibility of doing a swap with them. This is especially popular if your niche is outside of Internet Marketing. In the IM/MMO niche, - not so much.

A swap is just a creative joint venture using email lists. It is like doing guest blogging where you get your content shared on other people's websites that already have traffic.

Try to find someone to do an ad swap with. If you don't want to do this then just do another solo ad instead.

**Day #28 Assignment:** Run an ad swap to your email list. Find a swap partner and setup a date to do the email list swap for today. If not you can buy a solo ad.

## Day #29: Write & Publish a New Blog Post or Article

Today's traffic strategy is another repeat, but it's one of my favorites. That is to create another content piece in the form of a blog post or article. You can again refer to the list of content ideas made on day #18.

Create your post based on one of those ideas and if you want to have some real fun on this final day you could run a Facebook Live on your topic, send it to [www.rev.com](http://www.rev.com) for transcription, and then make the transcription your blog post.

The key thing is that you strive to get exactly the content that your audience wants and needs, posted and shared online through the various social media channels we discussed already.

By now you should be in the habit of doing this, and it's a great habit to have. The unstoppable flow of content creation that engages with your audience is mesmerizing. You'll find that, over time, your traffic will start to increase dramatically.

**Day #29 Assignment:** Write and create a new blog post or article, and share it on social media.

# Day #30: See What Methods Worked Best for You

Every single business is going to be different. So what works best for you may not work best for another list builder. I urge you to constantly review your stats in all their forms as we've discussed throughout this course, - to see what works best and continually adjust and tweak for optimal performance.

Now that we're on Day#30 you should have seen a definite growth in your list size. Did you? If not as much as you'd expected, then please don't worry because a lot of the content you've created over the month, like the videos, blog posts and infographics, will continue to send you traffic for months or even years into the future.

It is also important to keep a close eye on any ads you have running. The results will decide whether you want to keep going or hold it for a while.

Basically, by now you should have discovered what works best for you. Just keep on doing more of that.

Look, you made a great start. Now devote some time to learning some of the finer arts like "how to write emails that really sell", "how to design squeeze pages that convert well" and so on.

Now is not the time to be questioning this. You've learned absolutely heaps of good stuff and you've done more than most EVER will, so please be proud of your efforts so far.

Give yourself a great big pat on the back for making it this far. Just don't stop now. Now is the time to focus on continuing your new business and learning the many ways to monetize that valuable LIST that you now own.

**Day #30 Assignment:** Look at all your results and determine which method worked the best for you, tweak your campaigns if needed, and continue moving forward.

## Important Next Steps

Ok so you made it through the first 30 days and started building your list. It's important that you continue adding new subs. Stay consistent with sending traffic to your squeeze page. I repeat, "**Learn How to Monetize**" you list.

Your list is the life blood of your online business, so never ever stop building it. Also, be sure to email your subs regularly. By now you'll know what I mean by that because you already signed up to various other lists and you've seen how they market to you. The worst thing you can do is build a list and then get scared about promoting to them. Or even worse, forget about them altogether!

Promote relevant affiliate products; send them links to all your new content as it happens. Do webinars with them, sell them your products, and keep scaling your business up!

Just stay consistent, don't quit, - please don't ever give up. In time, you'll love enjoying the benefits that come with having a super-size list.

Thank you for completing this course. Of course if you have any questions whatsoever, you can email me anytime at [support@zerotoheromarketing.com](mailto:support@zerotoheromarketing.com)

Kindest regards,

