

## List Building Techniques - How To Do It Right In 2017

Times changes, stuffs change, the internet changes and most importantly, the very best list building techniques to get new subscribers changes also.

In case you have methods to build your email lists which are currently working, then clearly you're going to want to continue with these methods.

List building is most likely the most vital thing you might always do to build your business and keep a steadily rising income. How do you feel if you were able to rake in tens of thousands of dollars for only sending out a single email? Pretty good I would think. Well, that is precisely what targeted list building could do for you.

Ever heard of the term 'the money is in the list'? Well, it is true. Nevertheless, big money is at a big and responsive list. Learning how to build a big and responsive list will help you in good stead and build you an online business which you could rely on to cover your bills, finance your vacations and get you fresh 'toys.'

However, you may wish to also look at adding at least one of these list building techniques - especially as they are proving to be very efficient at the moment.

### Guest Posting with Updates

Writing a usual guest post and relying upon the author bio link to send your subscribers may have worked some decades before, but today it is a recipe for wasted time and energy.

Rather than relying on the author's bio box, provide a content upgrade from inside the article itself.

To begin with, you are going to write a high quality article which goes deep into your topic. When you believe you've run out of actionable insights, use this expression, "For example..." and then add a fantastic illustration or two.

You intend to positively WOW your readers.

Then consider your guest post like being the very first installment of a stunning series - kind of similar to the pilot on a television show.

You need to not just wow them, but also leave them needing even more. For example, once you see a tv show and it ends in a cliffhanger, what do you do?

You see another episode, naturally.

Your article should be the same way. It has got to extend a lot of gratification to the reader; however, it has also got to leave them wanting more. Then once you provide your content upgrade, it is just natural that they consider it.

Here are some examples:

You write a guest post on an entirely new traffic method. You go into detail about how it works. You then give them a free video showing the process in action.

You write a guest post about the best way to write a non-fiction book in 30 days. You then provide them a book outline along with also your best resources for getting the task done.

You write a guest post about the best way to build a deck. You then provide them blueprints and diagrams to go together with the step by step method to teach them how to accomplish the task.

And on and on. Regardless of what your subject may be, there's a content upgrade you can provide that's so beneficial and relevant to reaching the goal, and the reader does not think twice about grabbing it.

A fantastic content upgrade can boost your sign-up rate by 500-1000%. You must never, ever guest blog article without even offering a top-notch content upgrade to go for your already impressive and engaging brilliant article.

### **Purchase the advertisement, not the listing.**

It may take a while to build a great extensive list, and individuals are always searching for shortcuts. Well, buying lists aren't the thing to do.

Yes, you could have the ability to purchase a massive list and feel assured that you could market to it, however, there are a few problems with doing so.

The first being the eight times out of ten when you're purchasing a list, you're buying from a spammer, and they didn't obtain their list ethically and probably used spamming approaches to collect the info.

Another difficulty and likely most significant one is that you don't have any idea if those are targeted prospects - even when the listing was built ethically. This list you purchased could have been assembled with a lot of unique methods, and you don't have any means of knowing if your audience is targeted to your niche.

You need to have a targeted audience in case you are going to advertise anything. If you're in the golfing niche and you purchase a list, there is an excellent chance you will find from many different niches - possibly dog training or puppy supplies, and perhaps they were searching for video info or PC games.

Now not one of those individuals is interested in being in your golf list since it doesn't have anything to do with what they initially gave away their info for.

What you can do is pay for a solo ad in a newsletter which caters to your niche. If you are at the real health niche, for example, you may pay to publicize your squeeze page at a regular health newsletter. This way, most of the individuals who subscribed to a listing are considering the information you are providing.

### **Use Facebook Live Videos**

Facebook receives 8 billion videos views per day. What is even more impressive is how consumers are watching live videos three times longer than listed videos.

Influencers in each niche are using Facebook Live to engage their audience, strengthen their brand and respond to their followers' questions.

And you already know how much simpler it is to convince individuals to do it when they are engaged with you. Only give them the URL for a squeeze page where they can pick up something amazing free of charge, plus they will sign up - that is all it requires.

Don't forget to set your squeeze page link as a pinned comment in your video along with video description, which means that they may get it even if you aren't live.

Facebook Live videos are enjoying a healthy organic reach at this time, also. That is why today is the ideal time to use Facebook Live to build your list, until Facebook moves and changes something which makes it increasingly challenging to reach individuals.

There you have it. Some list building techniques that cant fail you in 2017. Although there are other methods that also proves to work great when building your list, but following the above recommendation will surely get you some hungry subscribers to your mailing list.