

**Mindset Of
A Blogger**

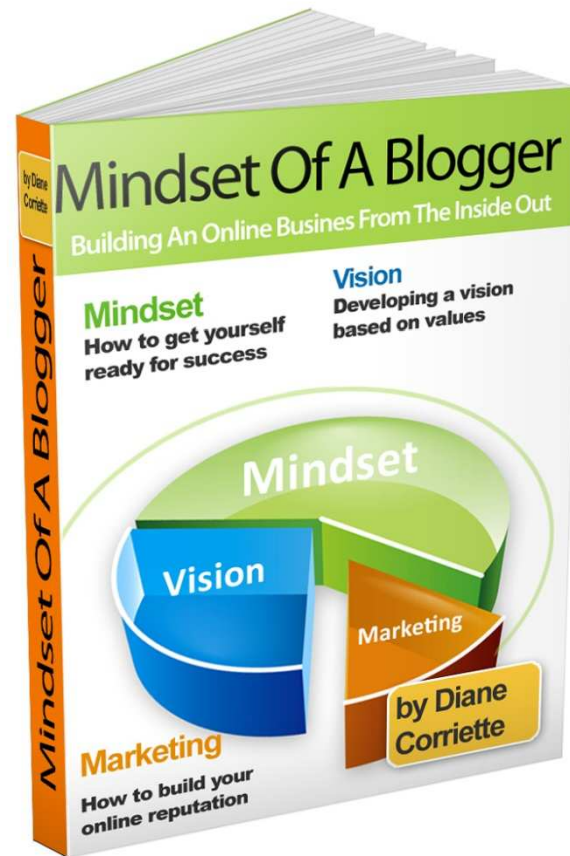


List Building For Bloggers

Blueprint

Becoming an Authority Blogger

<http://www.mindsetofablogger.com>



What Is A Subscriber List?

- A subscriber list is a group of people who have signed up to receive information from you - the blogger!
- Think of it like a subscription for a magazine, they sign up and you write to them one or two times a week.
- The great thing with this list is that it will support you in making money from your blogging activities

How can a subscriber list build my income?

- By giving you a group of people to send messages to on a weekly basis
- You promote something they like and they buy it.
- **You make money!**

Remember:

It is **NOT** just about sending people offer after offer trying to sell them something. You must always aim to provide value and be of assistance.

Give before asking!



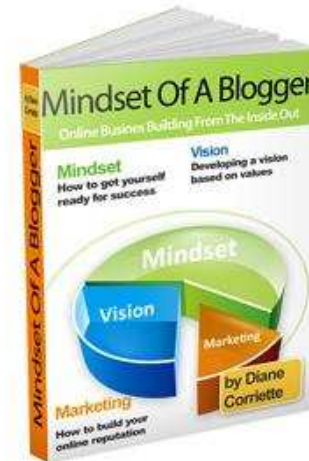
How do I build a list?

You need to have a signup box on your blog like the one you will find on my blog.

Offer something free and ask people for their name and email.

BECOME AN AUTHORITY BLOGGER

Signup to receive the **FREE** printable PDF version & eCourse



First Name:

Primary Email:

Your details are safe with me



Getting Started

6 videos to help you

Before you watch these videos....

- The videos show you how to set up a landing page but you do not have to do that if you have a blog.
- You are of course free to if you want to, it is a great idea to have your sign up box on your blog and have a landing page.

Add your sign up box everywhere!

- Use the code you create and add it to other blogs you have.
- If you can't include the actual code then just add the image of your free gift and a link back to your blog inviting people to sign up.

What will I need?

- You will need hosting (if you don't have it already)
- You will need an autoresponder service
- If you are writing a special ebook to giveaway you may want to buy a domain
- You may need to get graphics created for your ebook.

Watch these videos

**They will show you how to get started and go
from researching your niche to creating a
landing page**

<http://www.makemoneyblogging.tv/buildalist>

Adding the code to your blog

Now you have your aweber code you simply take it and add it to your blog using a widget

There's a video here if you need it

<http://www.makemoneyblogging.tv/startablog>

Okay you are done! That's one piece of the puzzle complete....



You are now able to build your own list



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Tips to Succeed

10 List building tips

Tip #1 - Build Your Own Business

While there is a lot to be said for getting to the top of the search engines and advertising to promote your business, there's nothing like having your own list. A list is something that *you* control at all times. You control its size, your relationship with members, and even how much money you make.

By having a list, you are building your business on solid ground.

That's not to say that search engine traffic isn't wonderful and you should quit advertising. However, developing a list of leads or customers can be worth much more to you in the long run when combined with both of those methods of traffic.

Tip #2 - People Are More Likely To Buy From Those They Trust

You've probably noticed that it can be difficult to get new customers to buy from you. Some people simply will not buy from those they've never heard of and don't have a relationship with. You will usually have to "presell" to them before they will make a purchase. This is especially true since identity theft and fraud have become more prevalent.

The good news is that people will join your list because they view it as a lower risk than making a purchase. All they need to do is hand over their e-mail address and they are "in." This gives you the opportunity to gain their trust and build a relationship that can lead to repeat sales down the road.

Tip #3 - Don't Spam People!

It can seem awfully enticing that all you need to make money is send an e-mail. This leads certain people to the dark side. Of course I'm talking about spamming. Even if their intentions started off good, spamming is highly tempting, and the laws can be confusing.

Spam is when you send unsolicited e-mails to people, and is actually against the law to do. The spam law states that you must make sure that you make it easy for people to unsubscribe from your list (a link at the bottom of the message is best) and that they have subscribed in the first place. You are also required by law to include your postal address with all messages that you send. (Don't worry this is all done automatically with Aweber)

Building a relationship may take longer than spamming, but the profits will be far greater in the long run.

Tip #4 - Build a Relationship First, Think Of Money Later

An authority blogger will always focus on the relationship building part of your list first, and think about the monetary aspect later.

Sure, you want to make money, but if all you do is hit up your list for money, you're going to get a lot of people unsubscribing and make some people angry. The chances are good that they signed up for your list in order to get something out of it. Whether it was an e-course, a free e-book, information, coupons, notices, an audio, or something else, they expect to receive a lot of value for being a part of your e-mail list.

Tip #5- Study Autoresponder E-mails That You've Responded To

As a blogger, the chances are good that you're receiving emails from several other lists. Do you notice that you open some marketers e-mails more than others? You can learn a lot from this.

Save the e-mails that really grab your attention and make you respond, either by "labeling" them if you're using Gmail.com or sorting those messages into a folder marked "Hot Copy".

Use the subject lines to learn how to craft your own e-mails to make them more attention-grabbing and response-inducing. **Do not copy them exactly** – use them to develop your own!

***Have you signed up for our
ecourse?***

The ecourse has many more list
building tips and it is only sent
out to subscribers!

Register at

www.mindsetofablogger.com



Your Next Step

Help with succeeding

Aweber is the best
autoresponder to use

<http://bestautoresponse.aweber.com>

Blog Success

<http://dianecorri.1authority.hop.clickbank.net>

Free Book On Making Money Online – Just Pay Postage

<http://www.ethicalcash.com>

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