

MODULE 3: NO Cost List Building Methods

SniperListBuilding.com

Make 6 Figures From Other People's Hard Work! ResellersBlueprint.com

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James Brown & Stuart Stirling

Introduction

No cost list building is all about driving free traffic to your squeeze page. These methods won't cost you a dime unless you choose to purchase tools to help you speed up a few processes.

I don't believe in giving you a bunch of theory when it comes to building traffic.

These are the exact methods I use to drive a bunch of "FREE" targeted traffic to my offers day in and day out.

If you do have some money to invest in marketing and different traffic building methods, then you will love the next module.

Until then let's dig into the free traffic methods.

Easy Video Marketing Secrets

The way I do video marketing is so flippin easy!

Video marketing is a great way to bring in traffic because many of the video sites today are ranking pretty high for certain keywords.

So you can simply create a quick video and upload it to all the major video sites and be ranking in minutes. Now, this is not always the case but if you chose the right keywords it is very possible!

I like to think of all my marketing techniques as a process because it helps me remember it better and most importantly it helps you learn it faster.

Getting good traffic from video comes down to a four step process:

- **Find Popular Videos on YouTube**
- **Swipe Their Keywords/Tags**
- **Create a Quick Video**
- **Syndicate To a Bunch of Video Sharing Sites**

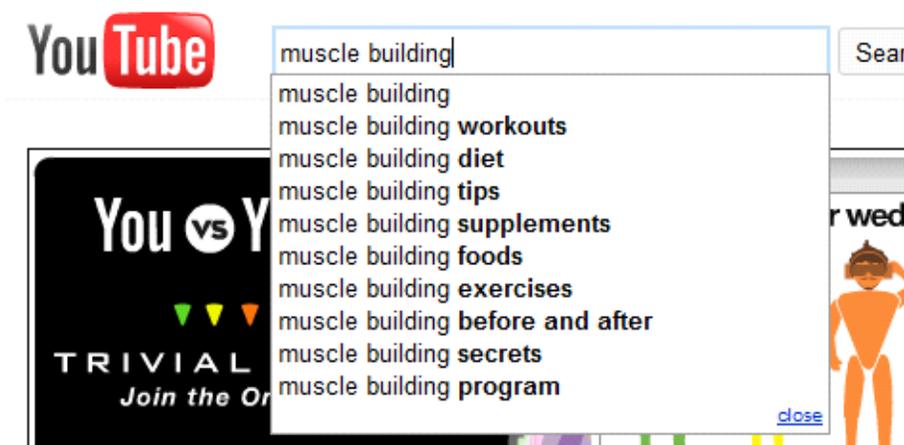
Let's go through this process, step by step:

Find Popular YouTube Videos

You want to find the videos that are getting the most views in your niche so that you know what's working and what's not.

It doesn't make sense to create an endless amount of videos that no one is going to watch.

TIP: You can pick up a bunch of good keywords when you begin typing in your keyword. These are popular keywords that are getting a bunch of searches.



Visit YouTube and enter your main keyword:

Once you've made the search, click the "Advanced Search" arrow and sort by "View Count" and upload date, "This Week". This lets us know which videos are really popular.



muscle building

Search

Browse

Upload

Search options

Result type:
All
Videos
Channels
Playlists

Sort by:
Relevance
Upload date
View count
Rating

Upload date:
Anytime
Today
This week
This month

Categories:
All
Sports
Howto & Style
People & Blogs
Entertainment

Durati
All
Short
Long

Related searches: [skinny to muscle](#) [bodybulding](#) [muscle gain](#) [mister olimpia](#) [mr olimpia](#)



The HOTEL GYM Workout - Don't Leave Muscle Building At Home!
athleanx.com Trying to get a workout in at a hotel gym can be quite the challenge. Usually travelers will just leave their muscle building efforts ...
by JDCav24 | 2 days ago | 4,903 views



17 y/o bodybuilder posing
Arms Back Bicep Body Bodybuilding Building Chest Exercise Fitness Flex Gym Hips Muscle Muscles Out Pecs Posing Ripped Six Sports Strong Teen ...
by israelvideo100 | 4 days ago | 2,011 views

In the screenshot above I found a video that has nearly 5,000 views in just 48 hours.

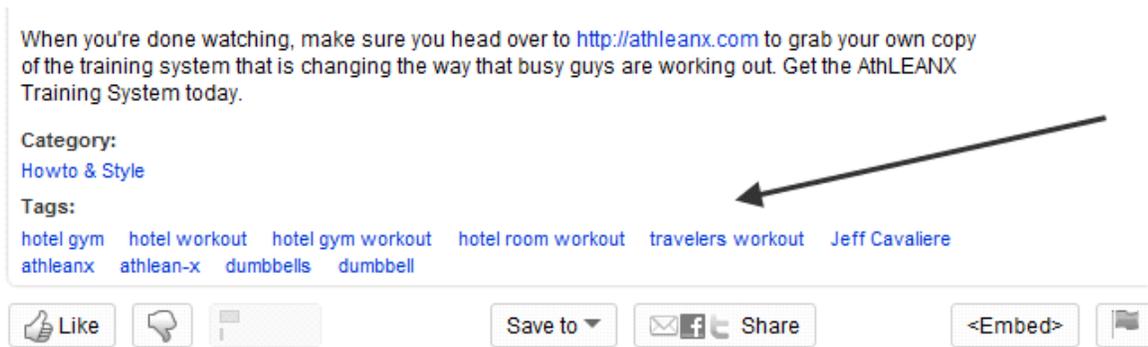
He obviously knows what he's doing!

So let's see what keywords/tags he's using to get that many views and that short amount of time.

Swipe Their Keywords/Tags

This is the easy part, you simply go below the video and copy down the tags they are using.

This will allow you to rank for those same keywords they are when someone searches for those terms.



Now it's time to create the videos and add those tags to siphon some of their views!

Create Quick Videos

Creating videos these days is not all that hard, trust me. There are many software applications that make this very possible. Here are two methods to creating videos really fast.

- **Animoto** – www.animoto.com



I've been using this tool for years and I absolutely love it! It creates stunning videos in less than 5 minutes. You simply upload a few words and images and it pops out an interactive and entertaining video.

That's technology at it's best! You can take this video and distribute all across the next with a link to your website it in.

- **Article Video Robot** - <http://www.articlevideorobot.com>



It takes about 5 minutes to get a video up and running. The only downfall I see with this program is that the videos are spoken in a robot voice, but that doesn't stop a person from viewing them if they are genuinely interested.

Syndicate To a Bunch of Video Sharing Sites

Getting your videos created is the easy part but syndicating them across the web, may be a little difficult. Unless you like doing a lot of work by hand, here are some software tools that will do this automatically.

- **Tube Mogul** – www.TubeMogul.com

This is actually a free software tool. It acts just like Traffic Geyser with fewer features.

- **Traffic Geyser** – www.TrafficGeyser.com

Cost about \$97/mo but well worth the money if you're going to do some heavy video marketing.

Be sure to put a link to your website and the tags into each submission so that you get traffic and so that your videos rank higher in these video sharing sites.

It's that easy folks! I can create video after video using that same technique and it won't take you long at all!

Submitting Classified Ads (Secret Sauce)

Online classified ad sites get a lot of traffic and they tend to rank higher in Google for keywords because there thought of an authority website.

You can place an ad based around your keywords and get it ranked in Google with ease. You want to make sure your spreading your wings a little bit with this technique and getting your ad on as many classified ads sites as possible.

The key here is to focus on people who need your help and not how to make a quick buck. People can see right through that.

If you follow the A.I.D.A. method to writing copy for each ad you should do fine.

Here is a list of classified ad sites that I've been using with great success:

- ClassifiedAds.com
- USFreeAds.com
- DomesticSale.com
- Classifieds.Yahoo.com
- ClassifiedsForFree.com
- Kijiji.com
- Kudzu.com

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- EZClassifieds.com
- iNetGiant.com
- iPost360.com

Here is a free software tool that will submit your ad to all these sites automatically:

Free Ad Traffic – www.freeadtraffic.com



Go to each of these sites and post you're ad. If you want it bad enough you will post an ad for each keyword that you are targeting to get better results.

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Facebook Fan Pages

This is more of a long term method that you can use to build consistent traffic and even more affiliate commissions by recommending related products.

You can do this for every niche you get into and build a huge responsive list of fans.

This traffic method is also a four step process that can be completed within a week's time:

- Create a Seed Account
- Create a Fan Page
- Build Rapport
- Make Recommendations on Fan Wall

So first things, first!

Create a Seed Account

You want to create an entirely new Facebook account. Don't use your personal account for this method; create a new one because you want to keep leveraging this account to create new fan pages.

Be sure to add all kinds of pics of cool things, landmarks in certain cities. This makes seem as if you're a real person.

This is the account you will use to gather friends in a certain niche. You want to get up to 2,000 friends by visiting certain groups and adding friends. Getting 2,000 friends may seem like a lot but it shouldn't take you no more than a week.

Be sure not to go over 30 friend request per day because you will get flagged.

There is a free tool located in the Warrior Forum by a software developer named, Peter Drew. It will automatically add friends to your Facebook account based on the groups you tell it to pull from.

Add Friends
facebook close

Login Remember me?

Password

Name of friend's list (group) in Facebook
 Get Groups

Personal message
 Save
Load

You can use `{{!firstname}}` for write a first name

Only use this to add friends from friends
 Everyone Recently Updated

Add Friends from Suggestions

Add Friends from Friends

It's a free tool and I don't get paid in any way for recommending this to you:

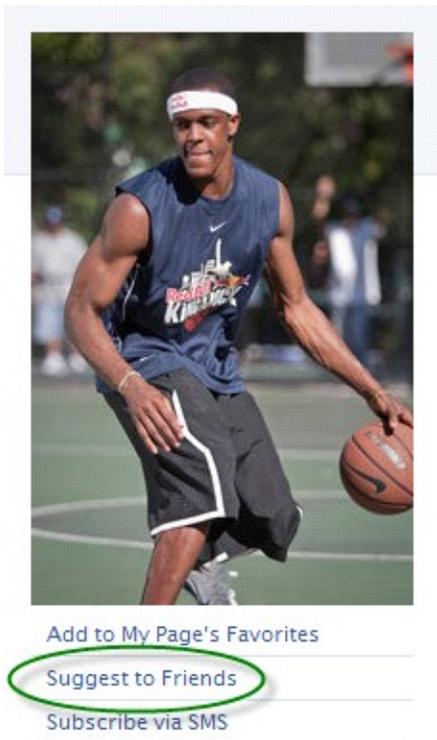
<http://www.warriorforum.com/warrior-special-offers-forum/209210-its-all-about-facebook-my-free-adding-software-here-cheers-pete-new-software-updates-added-june.html>

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Create Your Fan Page

After you've built your list of about 2,000 friends you want to create your fan page.

Then you suggest that your 2,000 friends become a fan of it. You can do this by click on the "suggest to friends" link on your fan page.



People join the most random fan pages, because it just sounds cool.

In this step we just want to make sure we have a nice Fan Page setup that looks active and busy so that people will like/become a fan of it.

Add a few "Fan Page Applications" to make it interactive and engaging, so that people stick around longer.

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<http://www.facebook.com/apps/directory.php>

All Applications

Search Apps

Featured By Facebook Page 1 of 11

All Applications

- Business
- Education
- Entertainment
- Friends & Family
- Games
- Just For Fun
- Lifestyle
- Sports
- Utilities

On Facebook

External Websites

Desktop

Mobile

Prototypes

Bartab
Send friends real drinks for \$1. Drinks are redeemed at participating bars with your cell phone.

Twangu - the gro...
Get volume discounts on things you want by shopping as a team! Build your team and watch vendors bid on your business.

Applications You May Like Page 1 of 20

Mobile  ★★★★★ Entertainment	Movies  ★★★★★ Entertainment	Slide FunSpace  ★★★★★ Entertainment	Causes  ★★★★★ Education	Honesty Box  ★★★★★ Friends & Family
Music 	RockYou Live 	Facebook for Bla... 	MyCalendar 	iHeart 

Building Rapport

We can't go right into promoting our stuff!

We have to massage our audience and make them feel at ease, so that our responses are higher.

By simply commenting on people's wall posts and seeing what they are up to is a great way to start conversations. Give your fans updates about what's going on in the world.

I always go to Digg.com to find a funny or interesting story to share with my fans, that way I'm providing value before I dive in for the kill!

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Try to focus on adding content that will be of use to the people who become fans, not just messages about products or services for sale.

You also use the "Survey/Poll" application to get people's opinion on a certain topic. People love giving their opinion on something.

Do this for 2 or 3 days before offering anything!

The key to marketing is going where potential clients are. Well, with 400 million members on Facebook, I think that is an obvious one. I'm still amazed that Facebook is offering this platform for free. It's up to you, to make it profitable!

Twitter Annihilation

When building a following with Twitter or any type of social media platform that you're using for any type of lead generation or list building you want to focus all your attention on actually helping people.

If you focus on helping people in your marketplace first, they'll be much more responsive when you ask them to give their name and e-mail address in exchange for helping them.

I don't teach spammy techniques, I give you building blocks to build a solid income. This is the proper way to create a Twitter profile and following in any niche you choose. You're followers will love you and you will have more subscribers willing to buy whatever you're offering.

I'm going to assume that you know nothing about Twitter, this way you start with a clean slate and no preconceived notions about what you think it is.

Setting Up Your Account

Now we want to get started by setting up your Twitter account, the correct way. There are certain elements of your profile that you must implement in order for you to see more profits.

Customizing Your Profile

In order for you to build a good following you must stand out from the crowd by creating a profile page like no other. There are a lot of Twitter profiles out there that just don't cut it and if you look at their followers there's usually not that many.

You want to make your profile as attractable as possible because that is what your potential clients and followers will be looking at. In most cases this will make or break your following.

Here are a few examples of well designed Twitter pages:



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Here are a few Twitter background sites you can use to find some pretty nice and professional backgrounds free of charge.

<http://www.twitbackgroundthemes.com>

<http://www.twitterbackgrounds.com>

<http://twitterbackgroundsgallery.com>

<http://twitrounds.com>

<http://www.killertweets.com>

Once you have created your profile and spiced it up with a nice twitter background and design we are ready to arm ourselves with the right Twitter tools.

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Twirl

Twirl is a desktop application that allows you to see all your tweets and basically your entire twitter feed right from your desktop without even logging into your account. A small pop up window will appear on your desktop where you can view all of your activity.

On top of seeing your Twitter feed, you are able send and receive tweets directly from your desktop. That way you don't have to keep logging in or stay logged into Twitter account all day.

If you want to bring your "A" game, then this is a must have tool. Simply visit:

www.Twhirl.org



This tool also allows you to update your status on several other social networking sites such as Facebook & LinkedIn. Go ahead and download this free software tool and link it to your Twitter account and any other web 2.0 site you have.

This tool definitely saves you a lot of time!

Build Your Following

Now it's time to build a mass amount of followers without looking like a spammer.

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Building a huge list of followers is going to be the most important step you take because the higher the numbers the more money you make or the more exposure your business will receive.

There is a right way and a wrong way to follow people on Twitter.

The Right Way: Follow people that are in your niche. Target these individuals by the keywords they use in their tweets and in their profile.

The Wrong Way: Follow everyone on Twitter that you possibly can. This will get you reported by users and get you banned. The reason many people do this because they think by following a ton of people, most of these people will follow them in return. This is very ineffective because none of your followers will be targeted or interested in what you have to say.

The idea is to get targeted traffic to your site so you are more likely to make sales and profit. This is the reason we want to gain followers the "right way" so that we have targeted visitors coming to our sites.

The goal is still to gain as many followers as you can so they will follow you in return but we want these followers to be HIGHLY targeted!

Finding Followers in Your Niche

There are a few ways that you can do this. I will explain a few ways you can gain followers quick and easy!

- **Finding the Guru** - Here you want to find a guru or expert in your niche that is well known or who has a bunch of followers. All you would do is start following all of their followers.

So let's take Joel Comm for example. He is very well-known in the internet marketing niche, so that tells us that most of his followers are Internet Marketers, all of the work is already done for you.



That's over 71,000 potential followers that you can have as your own and those that you follow will most likely follow you in return.

Note: Twitter will only allow you to follow 2000 people, until you have 2000 followers. I will show you how to get around this in the next section!

- **Searching Twitter** – Without looking for gurus in your niche, you can use

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Twitter's search feature to find people in your niche to follow. I normally do this when I know nothing about a particular niche. You would simply enter the root keyword of your niche.

<http://search.twitter.com/>

Some of these results are targeted and some of them are not. You just have to find the most popular person and follow their followers. This is too easy, right?

Automated Twitter Software

If you are looking for a more hands free approach there are a number of software tools that will automate the process of following people.

Doing this by hand can take a few hours, if not more. Here are a few software tools that I have used in the past with great success!

Twollo – www.twollo.com - FREE



This is a network of Twitter's that follow each other that have similar interest.

This is semi-automated because you don't have to actively look for people on twitter, there on Twollow waiting for you.

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Twollow – www.twollow.com - \$5.99/mo or \$59.99/yr



Now this is similar to Twollo but here you use software to do this for you so you can follow way more people.

Tweet Adder – www.tweetadder.com - \$55



This software does a lot more than help you get followers. It helps you automate your Twitter account by automating Direct Messages and Tweets, plus a bunch more. Visit the site for more details.

Hummingbird - <http://www.twitaddict.com/hummingbird> - \$97



This is for professionals and those that take their Twitter marketing VERY seriously. This helps you manage multi accounts and automate a variety of tasks.

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Join the Conversation

Another way to gain a lot of followers is to join in on the conversation and become part of the “in crowd” inside your niche. By conversating and replying to other Tweeters you will be well known in no time, thus increasing your followers.

First you need to choose a service that will keep you up-to-date on trends in your market/niche. I recommend:

Twit Scoop – www.twitscoop.com –



With TwitScoop you can watch trends as they are happening and go find those tweets that interest you. Retweet (RT) or reply to some of the tweets that are going on. If you do this at least 4 to 5 times a day you will get noticed, depending on the size of your niche.

Becoming an Expert (FAST)

Becoming an expert or an authority in your niche will serve you well because most people will read just about every tweet that you post. The objective here is to obtain the expert status in the fastest way possible.

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Once you're known as an expert in your niche, people will click on every link or tweet you post, which will get you a boatload of traffic and profits for you. You may have noticed already that having a ton of followers means nothing if they don't like or trust you.

You don't want to make your tweets appear as spam, by that I mean you don't want each of your tweets to be an affiliate link to something. You actually want to add valuable content. Posting a bunch of links, thinking that people new to the internet will click on them and buy, is long gone; you must know the NEW rules for Web 2.0.

When starting out, you want your tweets to consist of the following:

- Get involved by asking others how their day is going
- Reply to other people's tweets
- Tweet links to interesting articles
- Tweet links to funny videos or news articles
- Create controversy by giving your opinion on a recent news event

You should make a minimum of 5 tweets per day for the first couple of weeks to remain active on Twitter. You can't begin making profit or getting a ton of traffic without developing a relationship with your followers first.

I wish there were a way around this, but it's not; there will be other eBooks out there reporting that there is a faster way, if it is just spam! Now that you know

how to build followers, let's get into how to build a brand.

Tweet Useful Information - Takes 5 minutes per day

Most people that get on Twitter are usually bored and there looking for fun, useful, or witty advice that will help them with their problems. You can get this type of information from places like:

- Quality blog posts
- News articles
- Other tweets

Just take bite sized pieces of information from these sources and turn them into tweets. Doing this 3 to 5 times a day should be good and will put you way ahead of your competitors.

Best Places for Content

When you find the authority or guru in your niche you want to take note of the type of tweets they are making and model after them. You can learn a lot from them because they already have a good following on Twitter.

You will be the first to know about certain information because you are following these experts, so all you have to do is Retweet or relay the message to your followers to keep them up to date, this will give you expert status in NO time!

Here are a few other places you can get content:

- **PopURLs** – www.popurls.com

This is basically an aggregator that goes through the top social bookmarking to give you the hottest information in your niche.

- **Google Reader** – <http://google.com/reader>

This is similar to PopURLs but Google Reader will basically give you the TOP news stories as they happen!

- **AllTop** – www.alltop.com

This is another great source for fresh content and the hottest news stories.

WOW! Most courses about Twitter don't even cover that much information, consider yourself lucky.

I've used that same formula to build a list of over 10,000 responsive followers in many different niches. Those followers will continue bringing in traffic and affiliate sales.

Hunting for Joint Ventures

The key is to build your list first or offer to write content for them in exchange for a JV.

Once you have a nice size list of about 400 people you can start to network with other JV partners in forums is where you find the best partnerships.

Joint ventures is something used all the time in the Internet marketing world; something used very rarely in the lead generation world which is a extreme waste of money for the lead gen guys.

If you're an Internet marketing person, you probably already know about doing cross-promotions to your list of leads or your list of subscribers, as we like to call them.

Locating JV Partners

Ok, let's look a little more at tracking down good potential JV partners!

One of the simples and best tools to use is your favorite search engine. Think of terms (keywords) someone interested in your product or niche would type into a search box when looking for the products or more information.

What you're doing is using the search engine to see who already dominates the top listings and therefore ALREADY has the traffic coming from the search engines.

Make a list of the top 25-100 websites in your niche (depending upon how many JV partners you think you'll want).

Then visit each of these sites and study what the site offers and if the website owner might be a good potential JV partner.

While at each site, also make note of items they produce and sell that you might want to later offer to organize another JV. I personally don't try to shortcut this process of doing my research at the search engines because I'm building a list of potential JV partners I will go back to again and again!

There are two tools I use frequently when researching the search engines.

SEO for Firefox - <http://tools.seobook.com/firefox/seo-for-firefox.html>



The tool allows you to check the Pagerank and the amount of links that a particular site has. This lets you know if their site is getting traffic.

Alexa - www.alexa.com

I use this to see how well they are ranked among the most visited sites. Anything

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below 500,000 means they're getting a decent amount of traffic.

After using those tools and determining that the site is getting little to no traffic, it's even worth contacting them because they may have abandoned the site or no longer actively promoting it.

Another sure-fire option to getting more JV deals is to join marketing forums where marketers offer/introduce new JV deals.

Mark Hendricks has one of the most popular ones online these days right here:

<http://www.jvdealmaker.com>

As you can see, the domain name says it all. It's a dedicated forum for making JV deals. Anyone can become a member for free. These are awesome resources to meet other marketers and strike up a deal.

There are countless other marketing forums on the net. From "general internet marketing" to affiliate marketing to adwords and adsense forums.

The most popular general marketing forum would definitely be the Warrior Forum (www.warriorforum.com).

There are several topics including a "Warrior Joint Venture" topic. Many a deal has been struck up here and will continue to do so. The warrior forum is definitely a place not to go past if you're a serious marketer wanting to broaden your business opportunities.

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Contacting Potential JV Partners

Once you have made a list of potential JV partner's (names, web sites, product details, phone numbers) you'd like to approach, all that's left is a few minutes on writing a **personal** email.

If you prefer to speak to them over the phone, call them. It depends on you and your prospect. Try to find the way they like best to be contacted.

If they don't have their phone number displayed and just an email, they probably prefer email contact and vice versa.

The key is to be "personal" and not make your proposal a sales pitch. You're not trying to sell them into the deal but rather laying out a proposition which will benefit you both. Don't forget manners and a little bit of "chit chat" to let them know who you are and what you've been up to.

Successful JV Partnerships

The key to winning with JVs is "networking". You must be able to network and work out win/win situations.

Once you figure out how to do that your list building efforts will go through the roof!

In Closing...

Sheeesh!...

A lot of ground was covered in this module. The key to free traffic is choosing one method and sticking with it until you see results!

Here's what we covered in this "Free Traffic" module:

- How To Easily Siphon Traffic From YouTube
- Easy Ways to Build Traffic w/ Classified Ads
- An In-Depth Look at How to Create a Winning Fan Page
- The Right Way to Build a Responsive Twitter Following
- Successful JV Partnerships

In the next module we're going to cover paid traffic methods that bring home the bacon (money)!

James Brown & Stuart Stirling