

HOW TO



**AND HAVE THEM
STAY**

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HOW TO BUILD YOUR LIST AND HAVE THEM STAY

How to have people opt-in to your list , and **most important** ,
how to keep them on your list .

This book is for informational purposes only .

IF you wish to share any portion of this book you may ,
how ever you may not share the entire book . Only one
page maximum, but you must include the the following ;

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Here are examples of HOT , WARM , and COLD traffic .

Since no traffic equals no people on your list .

In the examples below , your site has a listing of parks that have numerous trails to explore with a picnic area , that would be ideal for a family outing . Under each listing is a paragraph or two telling about where the park is , the trails they have , how many picnic tables there are , if there are grills , if the area is wooded , and a link which takes them to the website of the park for more information .

You have also on your site an opt-in form , if people choose to opt-in you will send them more information about all the parks in and near the area in which they live .

You use hub pages , ezinearticles , slideshare.net , Twitter , Google + and Facebook to get your free traffic . You do this by putting a few sentences describing the information about one park , followed by a sentence stating something like " There are many parks in and around your area . Feel free to visit my site to find those near you ." After this sentence you have put a link which takes people to your site .

Slideshare.net is a little different . For this site you will need to use windows movie maker or Google slides in order to make slides . Each slide should have two or three short sentences , you could add a picture to one or all the slides if you wish as well . They allow you to put a link in after the six or seventh slide .

The link slide may say something like " An outing with your family to a park is a great adventure . To find out more about the parks in your area click here " The link takes them to your site where they may opt-in .

Someone goes to your site through a link from hub pages . They look around to see what information is on it , there is very little interest on their part , as they want to find trails for a mountain bike, so they leave very shortly. This would be an example of *cold* traffic since there is little interest in the information you have . You may have content that is very high quality , though this visitor is looking for mountain bike trails .

Another person has an interest in starting to run or jog to keep in shape. They have found your site through a link from Google + . They click the link for more information . Since this person is looking for places to jog , they will stay on your site longer to explore what information you have about parks in a particular area near where they live. This would be a good example of *warm* traffic .

Someone with a family is looking for a place to spend an afternoon . A search in Facebook reveals many pages , they have clicked on yours and decided to explore your site. The parents love to walk and the kids like to explore . The person finds much needed information for a park that is 30 minutes away . Very good directions , trails that go through a wooded area with a stream next to the picnic tables .

A comment is left about how much the information is appreciated , the details that were provided about the particular park and they are planning an outing to the park this weekend . This is fine example of *hot* traffic - there is already a strong interest in the subject as well as engagement in the form of comments about the information contained on your site

Hot traffic – Very interested in what you are interested in

Warm Traffic – has similar interests , easily persuaded

Cold traffic – Slightly interested – will take a long time to be convinced to have some interest

Once people have decided to optin to your list and receive the free gift , be it an ebook(s) , video(s) , or in this case more information about particular parks , send them a thank you message . This is done automatically within the autoresponder . They will then have the opportunity to get to know you better . Take full advantage of this . Your goal is to allow everyone on your list to get to know you , like and trust you . (more about this later) Keeping them on your list is something else altogether. I have made the mistake of not sending them the greeting email after they optin . Then sent emails with sales links in them to make money for myself . Eventually all of the people unsubscribed . I could not figure out why they all did this .

The answer was explained in this manner

You go into a car dealer and purchase a car that is 5 years old . They get all the information including your phone number , address , ect... (You have just opted in to their “list “) Two days after you have purchased the car , someone calls to find out how you like the car , if anything is wrong with it , are you happy with the car and so on . Everything is fine you tell them and hang up .

The next day a sales person calls . They try to sell you an extended warrenty , you say “Thank you but I am not interested .” The following day another sales person calls trying to sell you something else . Everyday a sales person calls in an attempt to sell you something . Would you get irritated ? Would you change your phone number and/or demand the car dealer not contact you ? Of course you would ! You have just “unsuscribed” from their list .

I then understood . You see I was acting just like the sales people from the car dealer . Sending only emails with links to sales pages , paying no attention to how I would feel if this was happening to me .

Keeping people on your list

Once someone decides to opt-in , give them an opportunity to get to know you through your e-mails . In order to do this send an e-mail every 2-3 days . I would keep sending the emails for at least 3 months , or perhaps as long as 8 months or even a year . Ask how they are , tell them about your latest post which may be of interest , and thank them for being a valued suscriber and wish them a wonderful day . Perhaps after a two week period of doing this , you could begin to add an affiliate link and a mild sell tactic . I would add a sales link in every other email , or every third email after this . Continue to tell them about the latest post you have , or perhaps a related personal story , and as always thank them for being a valueable person and subsriber .

You need not send the emails from your own personal email account . Write all the emails you wish to send , leaving the area blank where you will add the name of your latest post . You will then upload these into your autoresponder and choose how often to send them . Do not forget to add the information about your new post into the relevent emails before sending them . This tactic will accomplish one main objective , your list will get to know you . Since you have the same or very similar interests to the people on your list they will begin to like you more and more . At this point people will trust you more , the more they trust you , the more likely they will be to buy from you . The more they buy from you the more money you make .

This is how we gain friends . Think of it . You are introduced to a stranger , you know nothing about this person . You certainly would not give them twenty dollars and tell them to buy a compact music disc for you . You do not know anything about them , you don't know if you like them and certainly do not trust yet . After a month of talking to them every other day , learning what they like and sharing what you like , you get to know them and like them more . This in turn increases the trust between you and them . Soon you become very close friends trusting them much more than when you first met .

Keeping the people on your list happy is not difficult though it does take time . It takes time for people to get to know you , like you and trust you .

Do keep in mind people will unsubscribe , you can do nothing about this so do not concern yourself about this very much . Do concern yourself with the people that are on your list and keeping them happy . Also getting more people on your list .

I do hope this has been of value to you in answering the many questions about traffic and getting people on your list and how to keep them there .

Thank You for being a beautiful person and a valueable subscriber !!

JM Whitehead