



30 DAYS

TO A BIGGER EMAIL LIST

*The Ultimate Guide On
How To Build A
Profitable Email List*

THEO POULENTZAS

DISCLAIMER AND TERMS OF USE AGREEMENT

The author and publisher of this Ebook and the accompanying materials have used their best efforts in preparing this Ebook. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this Ebook. The information contained in this Ebook is strictly for educational purposes. Therefore, if you wish to apply ideas contained in this Ebook, you are taking full responsibility for your actions.

EVERY EFFORT HAS BEEN MADE TO ACCURATELY REPRESENT THIS PRODUCT AND IT'S POTENTIAL. EVEN THOUGH THIS INDUSTRY IS ONE OF THE FEW WHERE ONE CAN WRITE THEIR OWN CHECK IN TERMS OF EARNINGS, THERE IS NO GUARANTEE THAT YOU WILL EARN ANY MONEY USING THE TECHNIQUES AND IDEAS IN THESE MATERIALS. EXAMPLES IN THESE MATERIALS ARE NOT TO BE INTERPRETED AS A PROMISE OR GUARANTEE OF EARNINGS. EARNING POTENTIAL IS ENTIRELY DEPENDENT ON THE PERSON USING OUR PRODUCT, IDEAS AND TECHNIQUES. WE DO NOT PURPORT THIS AS A "GET RICH SCHEME."

ANY CLAIMS MADE OF ACTUAL EARNINGS OR EXAMPLES OF ACTUAL RESULTS CAN BE VERIFIED UPON REQUEST. YOUR LEVEL OF SUCCESS IN ATTAINING THE RESULTS CLAIMED IN OUR MATERIALS DEPENDS ON THE TIME YOU DEVOTE TO THE PROGRAM, IDEAS AND TECHNIQUES MENTIONED, YOUR FINANCES, KNOWLEDGE AND VARIOUS SKILLS. SINCE THESE FACTORS DIFFER ACCORDING TO INDIVIDUALS, WE CANNOT GUARANTEE YOUR SUCCESS OR INCOME LEVEL. NOR ARE WE RESPONSIBLE FOR ANY OF YOUR ACTIONS.

MATERIALS IN OUR PRODUCT AND OUR WEBSITE MAY CONTAIN INFORMATION THAT INCLUDES OR IS BASED UPON FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE SECURITIES LITIGATION REFORM ACT OF 1995. FORWARD-LOOKING STATEMENTS GIVE OUR EXPECTATIONS OR FORECASTS OF FUTURE EVENTS. YOU CAN IDENTIFY THESE STATEMENTS BY THE FACT THAT THEY DO NOT RELATE STRICTLY TO HISTORICAL OR CURRENT FACTS. THEY USE WORDS SUCH AS "ANTICIPATE," "ESTIMATE," "EXPECT," "PROJECT," "INTEND," "PLAN," "BELIEVE," AND OTHER WORDS AND TERMS OF SIMILAR MEANING IN CONNECTION WITH A DESCRIPTION OF POTENTIAL EARNINGS OR FINANCIAL PERFORMANCE.

ANY AND ALL FORWARD LOOKING STATEMENTS HERE OR ON ANY OF OUR SALES MATERIAL ARE INTENDED TO EXPRESS OUR OPINION OF EARNINGS POTENTIAL. MANY FACTORS WILL BE IMPORTANT IN DETERMINING YOUR ACTUAL RESULTS AND NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE RESULTS SIMILAR TO OURS OR ANYBODY ELSE'S, IN FACT NO GUARANTEES ARE MADE THAT YOU WILL ACHIEVE ANY RESULTS FROM OUR IDEAS AND TECHNIQUES IN OUR MATERIAL.

The author and publisher disclaim any warranties (express or implied), merchantability, or fitness for any particular purpose. The author and publisher shall in no event be held liable to any party for any direct, indirect, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of this material, which is provided "as is", and without warranties.

As always, the advice of a competent legal, tax, accounting or other professional should be sought.

The author and publisher do not warrant the performance, effectiveness or applicability of any sites listed or linked to in this Ebook.

All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This Ebook is © copyrighted by Theo Poulentzas. No part of this may be copied, or changed in any format, sold, or used in any way other than what is outlined within this Ebook under any circumstances.

Table of Contents

About The 30 Days To A Bigger Email List System	4
Day #1: Creating Your Lead Magnet	6
Day #2: Setup Your Autoresponder Account	11
Day #3: Follow Up Emails	13
Day #4: Setup Squeeze Page (Landing Page).....	15
Day #5: Write A Killer Blog Post or Article	18
Day #6: Promote Article On Social Media Channels	20
Day #7: Create A Video From Your Article	23
Day #8: Promote Video To Social Media Channels	24
Day #9: Setup A Paid Facebook Ad To Grow Your List	25
Day #10: Setup A Solo Ad	28
Day #11: Get Traffic From Online Forums & Communities	30
Day #12: Write and Submit A Press Release Online	32
Day #13: Guest Blogging	33
Day #14: Start A Contest	34
Day #15: Check Your Stats	35
Day #16: SEO For Your Website	36
Day #17: Blog Commenting	37
Day #18: Create 20 to 30 New Blog Post or Article Ideas.....	38
Day #19: Facebook Live	39
Day #20: Write A New Blog Post	39
Day #21: Launch A New Solo Ad or Facebook Ad	40
Day #22: Create A New Video	40
Day #23: Publish A New Blog Post or Article.....	41
Day #24: Run A Facebook Live	41
Day #25: Setup A Bing Ads Campaign.....	42
Day #26: Choose Your Preferred Traffic Method	43
Day #27: Create An Infographic	43
Day #28: Email Ad Swap	44
Day #29: Write & Publish A New Blog Post or Article.....	45
Day #30: See What Methods Worked Best For You	46
Important Next Steps.....	47

About The 30 Days To A Bigger Email List System

The number one thing that nearly every successful online entrepreneur has going for them is that they have an **email list**. This is a list of subscribers that opted in to receive more information from you, to gain access to free training, or people that bought something from you.

At one point or another we have all made our way to an email list. From the largest online retailers to the solopreneurs running a business from their living room, email marketing is still the number one way to engage and follow up with your audience.

Social media has definitely changed the game a little bit, but email marketing is here to stay. What has changed is how people access their emails. So, don't let anyone try to fool you into thinking that email marketing is dead.

In fact, some companies, even major ones, credit over **75%** of their sales directly to email marketing!

If you have an email list and you create a product, have a coaching program, service, physical product, or webinar you want to tell people about; then you just send an email to your list for instant results! No more waiting for your paid ads to get approved or relying on affiliates to mail for you.

Paid advertising and affiliates are a tremendous way to get traffic, but having your own email list is even better! That is why over the next 30 days I want to teach you the same steps used by the experts to build an email list that pays you repeatedly!

With **30 days to a bigger list** you are well on your way to winning big online, and building that asset you need to help keep your income consistent. There has been one constant in the marketing world, and that is email! You must have an email list if you want to make it!

Instead of breaking this into chapters like a normal book I will just make each day of the process its own section so you can easily follow along!

Some steps may feel as if they repeat themselves, and that is simply because you need to be consistent with your traffic generation efforts. Each section will have unique content and things to do for that day. Just note that sometimes you may be doing the same strategy.

Also, feel free to work faster on the steps. I am designing this so each step takes a few hours each day. Some may take less work and others a little more. The idea is that you keep your eye on the prize and stay consistent.

For example, if you already have an email list going, but want to use this ebook to add more subscribers, than you could just skim Day's 1 through 4, and jump right into the traffic section on Day 5. Please try to read each section though as I provide valuable insights that will help you along the way.

Further, keep in mind that this guide is intended for any type of online business. Whether you are a local brick 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 are all in business for ourselves!

Remember, that **consistency counts**! Don't get discouraged if after 5 days you don't see much progress on your list building. You need to see this process through to completion, and be diligent. Apart from having an email list the ones that succeed in this business succeed because they are consistent!

It will be fun to watch your email list grow.

Let's get started!

Day #1: Creating Your Lead Magnet

This will be one of the longer sections of this ebook, but it is the most important one to follow along with, as it covers the one thing you must have going for you to get your list going!

The first thing you must have in place to start your list building efforts is a **lead magnet**. For those that already have a lead magnet, and are looking to build their lists you may pick up some methods in this section that will help you enhance your lead magnet to increase your conversions.

Otherwise you can skip ahead to “Day #5” which teaches the first traffic section. Just make sure you at least skim through Days 2, 3, and 4 to ensure you have a follow up sequence in place, and that you have your web form and autoresponder setup correctly.

If you are starting out with building a list, then you will want to make sure you have something to entice people to join your email list and give you their personal information like their email address!

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 though people are not as open to just share their email, and even their best email address with you.

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

Here are 6 examples of really-good lead magnets you can create to give away. Remember, the more exciting your offer sounds, the more people will gladly give up their email addresses to receive 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 You”. 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 on an ecommerce store you could create a report that says “6 Pet Products Every Dog Owner Can’t Live Without!”

That would be attractive on your site, and would generate those email subscribers that you can then follow up with later when you have sales on your store, and inside the report you can 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 am recommending right now, and do a free report called: “6 Highly Effective Lead Magnets”.

If you are stuck for ideas that your market wants look at Q&A sites like <http://answers.yahoo.com> or www.quora.com. You can also do a search for your niche keyword phrase like “pet products”, “small business taxes”, or “mattresses” into www.youtube.com or www.google.com and look at the ‘Suggested Search Phrases’ that come up!

Browse forums in your market, or even look at top selling books within your niche on Amazon. Just think creatively and start writing. It is conceivable to 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! Do not let the idea of video scare you.

This video can be as simple as a PowerPoint slide where you record your voice giving the content on the slides, and you use a simple screen capture software to record it.

These types of videos are simple to do. You can knock these videos out fast as well.

Here are 3 different screen capture recording software programs.

- 1) 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](http://Jing.com) – 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](http://Camtasia.com) – 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.

Another simple way to make a video or a series of videos to give away is to use your cell phone! Yes, even a selfie video when hold still well do great for you! 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 video making is just 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 method 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 a video like 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 with only needing the first email! Then of course 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 can be delivered automatically through your autoresponder which we will talk more about in day 2.

Again, just find hot topics to create content around, and use that for your list magnet! The key is finding content your audience really wants to know, and making it easy for them to go through it all.

4. Exclusive Interview

Interviewing an expert in your industry is another unique way to quickly create a 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!

5. Special Webinar Event

Hosting a live webinar even 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 powerful sales tool as you can sell your products or services easily at the end of them. Sometimes even affiliates for you will help send you traffic.

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

6. Exclusive Discount or Coupon Code

This is probably the easiest to create lead magnet 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 giveaway?
- 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! Just get started creating! You can always perfect it later.

Perfectionism will lead to sure failure in business. Although you want to put out quality materials with your branding, you need to realize unless your lead magnet is done you can expect zero new email subscribers!

Let's create this lead magnet and move onto day number 2 where we will setup our autoresponder software so we can start to collect email subscribers!

Day #2: Setup Your Autoresponder Account

As we move along in this process the amount of reading you do on each day will decrease as we want you focusing all your efforts on taking action! That is going to be the key to you winning and growing your email list during these 30 days! In this section let's explore the process of setting up your autoresponder.

If you already have an autoresponder you are happy with, then you can skip this step and move to Day #3 either now or tomorrow!

This step is a little more technical, but simple enough that anyone can complete it! I will give you direct links to helpful online tutorials you need to complete the various steps mentioned straight from the four main companies I will be recommending you get started with.

*One must have software tool you need for building an email list is an **autoresponder**.* This will act as your database for storing your email addresses, help automate your list building, give you the necessary opt-in forms needed to grow your list, and allow you to gain new email subscribers.

There are many autoresponders online, but I am going to share with you four of the most popular ones. The top 2 (Aweber and Getresponse) are the most widely used autoresponders for online businesses.

Please do not allow yourself to get too hung up here or worried about picking the perfect autoresponder for you! The most important thing is that you choose an autoresponder! All four of these do what you need! It comes down to pricing and a comfort level.

You can visit each one and get an idea on pricing. The pricing changes with these. I will say from a feature standpoint they all 4 offer about the same feature sets. Personally, from my experience I find Aweber to be the easiest one to work with out of the box, plus they are probably the most recognized in the autoresponder field. So that is why they top my list.

1. [Aweber](#)
2. [Getresponse](#)
3. [MailChimp](#)
4. [ActiveCampaign](#)

For this step, you need to choose your autoresponder of choice, and then follow the steps on their website to create your first list that goes along with your lead magnet. So, if your lead magnet is a report on top 6 ways to lose weight fast you could call your list something like top6reportloseweight or something similar.

To complete this step of setting up your first list I will include a direct link to the help section for each of the 4 autoresponders mentioned above. You need to setup your account with them and then setup your email list!

Aweber Help Section

Again, I personally find Aweber to be the easiest to work with. You can view their extensive and helpful video library here:

<https://videos.aweber.com/>

You will want to bookmark this link for future reference if you selected Aweber as your autoresponder of choice.

Getresponse Help Section

Getresponse is also a popular choice amongst online business owners. You can view their tutorials section from here:

https://support.getresponse.com/tutorials?_ga=1.177929376.409134776.1475278516

MailChimp Help Section

MailChimp is made popular because they offer your first 2,000 email subscribers free. You do need to double check their pricing model because once you get over the 2,000 subscribers you start paying a pretty penny potentially. So just be sure to compare pricing with the other autoresponder services.

Also, of these 2,000 free subscribers you have a limit on sending 12,000 emails per month. So that limits how many messages you can send.

If you do find them to be a good fit for you, then you can check out their tutorials from here:

http://kb.mailchimp.com/?_ga=1.246286983.2066520856.1492415264

ActiveCampaign Help Section

One of the best things ActiveCampaign is more known for is they have powerful tagging in place. Some would argue their tagging rivals much more expensive email automation suite InfusionSoft. Their automation tools are also impressive, as is their clean video library!

<http://www.activecampaign.com/learn/>

Definitely a good option to consider for your autoresponder.

Day #2 Assignment: The assignment for day #2 is to choose your autoresponder of choice! If you already have an autoresponder you can skip to day #3! Just go with the autoresponder you are most comfortable with. Again, do not get stuck on this step. If you are at a loss go with [Aweber](#) as to me they are the easiest one to work with when starting out.

Day #3: Follow Up Emails

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

In this step, we are setting up **follow up emails**, and then setting them up inside of our autoresponder. I would recommend we come up with a sequence of 5 relatively short emails that introduce people to who you are and what types of information they can expect to receive from you in their inbox.

The follow up emails serve multiple purposes including getting your email subscribers in the habit of opening your emails, gets them to know like and trust you, and further allows you to sell them automatically on your own products or affiliate products.

The best part is that once you setup your follow up sequence it can be generating you autopilot cash for years! That means each new email subscriber will start at the beginning of the follow up sequence. You can have 5 follow up emails in your autoresponder or 200! It is totally and completely up to you here.

Just keep in mind when you set it up for you it is hands-free money.

So, let's begin to write 3 to 5 email follow up messages for this step. The first email should cover who you are, what they can expect to learn from you and your company, what kind of emails you will provide for them, and let them know how often they should hear from you. If it is daily or weekly let them know that.

After your introduction email, we can create further emails that deliver value to your subscribers like links to articles or blog posts created by you. In the third through fifth emails you can promote one of your products or a related affiliate product.

This means you find a relevant product related to your market, grab the affiliate link for that product, and presell this product to your list. You will be surprised how overtime as you build your list how many people will come across this automatic follow up email, and click the link and buy direct from you.

After you write your emails it is time to insert them into the autoresponder sequence of the autoresponder software you chose like Aweber.

Day #3 Assignment: Start to write 3 to 5 follow up emails and insert into your autoresponder sequence of choice. 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.

Day #4: Setup Squeeze Page (Landing Page)

We now need to setup our **squeeze page** for this step. The squeeze page is also known as the *landing page*. The idea behind the squeeze page is that we give people two main options. The first option is to give up their email address in exchange for your lead magnet, and the second option is to leave the page.

To make sure you convert the best you want to keep your squeeze page looking as simple as possible. 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. I am giving you the template for my top converting squeeze page. 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% that is all the better! So that is why I am including my top converting template for you.

"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](#)

The main elements 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 you would have a headline that could sound like this:

“Discover The Top 8 Tax Savings Every Small Business Needs To Know!”

This would surely draw them in because it peaks their curiosity. You can apply this for any lead magnet in any niche market as well! That’s the beauty of 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 proven & simple formula for saving massive amounts on your taxes!”

To edit the squeeze page template that I am including with this ebook you can use a free software called Kompozer that you can download at www.kompozer.net.

Once you download the template you simply replace the text wording with your words and replace the image with your images. If you want images you can use go to www.pixabay.com as they have 920,000 free royalty free images you can use. If you want an ecover like I have you can hire someone cheap on www.fiverr.com or use a software called PixelStudioFx for all your ecover needs.

For inserting your web form just follow the instructions found on the help section of your autoresponder of choice. These links were found in Day #2. They provide helpful tutorials for setting up your web form and integrating it onto your page.

If you really get stuck here don’t be afraid to go to www.fiverr.com and type in “autoresponder” to find someone that can assist you for a very small price. Sometimes paying \$5 to \$25 to get something done right is much better than spending hour upon hours of frustration!

Alternatively if you want you can create your landing pages and squeeze pages using pre-tested pages found at www.leadpages.net, www.clickfunnels.com, or www.optimizepress.com which uses Wordpress.

Setting up the squeeze page is just one of the main things we wanted to accomplish for 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, website, 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!

The point is you want to get your squeeze page link out all over the web so people keep coming back 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 take this serious and get this page out there!

Over the next 25 or so days that focus is to drive traffic that ultimately leads back to this optin form. You want to get as many subscribers as you possibly can! 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 to come!

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 system! *The key to traffic, as mentioned before, is consistency!* So be very consistent as you go through this process. Do the steps mentioned on each day so you can watch your list size grow dramatically!

Now that we are onto the traffic tips there is going to be less reading, and more doing! These sections will get much more concise.

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 you are someone that does not want to write you can easily outsource this to www.iwriter.com or www.fiverr.com. On www.iwriter.com you will spend anywhere from \$10 to \$40 to get a great content piece written.

The types of articles that do well are called "Listicles". This is an article that contains a list. For example, like 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 15 Things You Should Always Have In Your Fridge"

So the idea here is to create a content piece that will draw people in. You can get ideas by browsing forums in your industry, Facebook groups, popular websites in your industry, looking at magazine covers on newsstands and online, and looking at suggest search phrases on Google or YouTube!

One trick to coming up with great article ideas for your industry is to go to Google Images at www.google.com/images and do a search for "magazine name covers" or "niche magazine covers". So if you are in the fitness niche 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 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 a free royalty free image for your article at www.pixabay.com or www.pexels.com.

You can also design some cool looking images using tools like www.canva.com or www.youzign.com. These allow you to use point-and-click web based software to create some killer designs.

You want to include an image as 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 this step may take you a little bit to get setup! Rest assured the effort is worth it, and will pay off for you!

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

You need to first copy/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.

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 for when you post your content. NextScripts will also automatically post your content to the major social media sites for you. So that will automate this process a little bit for you.

Another great Wordpress Plugin that I use for tracking clicks of my links, that easily allows me to change the social media images and text, and that does it all in a single interface is [Simple Click Tracker](#).

You are going to want to share with the main social media channels, and keep in mind that if you are starting out here 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 where the biggest brands and companies online started!

Alright so let’s create and submit the link to our great article to the following channels:

1) Facebook

You can build a following for your brand easily on Facebook, and it is widely used by all companies. If you have people that follow you for business already, there is no harm in submitting this 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 and look at their followers, and start to follow those people that follow them. You will find about 25% of them will eventually follow you back. That is 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 will 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 you should 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 as content is key to your traffic success.

Day #7: Create A Video From Your Article

Now for today's task you will need to **create a video** from the article you made from day #5! Video may seem scary to you, but I can ensure it is much simpler than you realize! You cannot ignore the massive potential that video gives you as well for marketing your business online.

For this step you will 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 completely 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 you see.

Next thing you need is to record the presentation. To do this you will need a screen capture software. We mentioned this earlier in the book, but I will give you the options here.

Here are 3 different screen capture recording software programs.

- 1) 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 this creating videos from articles will constantly get easier and easier.

Alternatively, if you decide you don't want to do a PowerPoint video you can use a cell phone, 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, and just create it. Start making your video now.

Day #7 Assignment: The assignment for today is simple. Create your video from the article you made in 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 just created yesterday and start submitting that to **social media channels** like Facebook, Twitter, and LinkedIn after you upload the video to YouTube.

Make sure you also post this onto your Facebook pages as well, or 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 to YouTube.

The first thing is to go to www.youtube.com, and create an account with them. If you have a Gmail or Google account already it should be a pretty fast step. Then you 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 and using it in this format: <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 on using 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 have now created a content piece for marketing, posted on social media, and created a video! Now it is 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 have surely seen them on the sidebars, in your newsfeed, and in videos as well. *The Facebook platform is a tremendous way to reach your target audience.*

With Facebook ads, you can narrow down to specifics like age, gender, and most importantly interests. This allows you to create ads that display to the people most likely to receive your offer well.

In this step, you are of course sending people to your squeeze page or landing page so you can generate more email subscribers.

Since Facebook ads and their best practices are always changing I will provide you with 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

Everything talked about in this book is not intended to be intimidating for you, and Facebook ads are really no different. You just need to get started creating your ads. Follow the great tutorials they give you and have your first ad live and helping you get more subscribers.

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 setup 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 a good habit to check your results like how much you are spending, how many clicks you are getting, and how many impressions you are seeing. If impressions and clicks are low, then you may need to adjust the actual ad by changing the wording or the image.

3) Play with your budget.

Facebook ads are great because you can start low, and then scale up. 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.

You won't spend \$600 for the month because you can pause the ad after even 12 hours, or adjust the bid down to spend \$5/day. It is up to you, but playing with your budget can give you new insights on what is working

4) Be creative on your interests.

Targeting your audience's interests is important to the success or failure of your ad. You want to get into their minds to determine how to best target your ads to reach your perfect customer or email subscriber.

Some things you can consider for interests is what books do they read, who do they follow, what TV shows do they watch, what sports do they play, etc.

Think like a marketer. For example, if your offer is a dog training ebook than people would follow Cesar Millan (a famous dog trainer), they would watch the TV show "Dog Whisperer", they would watch the TV network Animal Planet, and they would shop at Petco and PetSmart.

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

You have now learned the Facebook advertising best practices and have access to the tutorials from Facebook. So just get to creating your ad. If you get stuck follow the tutorials again, but they do pride themselves on making it a pretty easy experience.

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 Facebook ad for your landing page to get more email subscribers on your list!

Day #10: Setup A Solo Ad

You are doing a great job and should be starting to get some traffic to your landing page, and maybe even a few additional subscribers. Since you need to give your content time to get picked up, and your Facebook ad to take off you may not see a huge influx of new email subscribers, but after you apply today's lesson you should see significant list growth!

Solo ads are by far one of the *most effective ways* for building an email list up. This is a form of paid advertising where you pay someone with a targeted email list to send out for you.

Now before we get too far if you do not want to spend \$100 to \$300 on paid ads at this stage of the game, you can repeat one of the previous lessons and work on like a new content piece that you market to social media channels. The key with this 30-day list building system is that you do something new every single day to help you achieve your goal!

Ok, so let's dive in and start getting massive traffic and leads from solo ads.

The process is really pretty simple, but like anything else you just need to leap and do it! Don't put this off. Get out there and act or I can guarantee you won't see the results.

All you need is your squeeze page and a solo ad email. This is an email that you want the person to send to their list. So for this you just write a short email of a few sentences that highlights what they will get for opting into your list.

Here is an example of a good solo ad email, and you can customize for your niche market:

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

Subject: Full Time Income With PLR

Hello,

Grab this free step-by-step training that teaches you how to generate a full-time income with PLR content.

<http://www.imguruplr.com/fulltimeplrincome/>

Discover an easy, proven, & simple formula for generating real income through the Internet by using private label rights! You seriously have nothing to lose.

Go here now while this training is still FREE for you!

<http://www.imguruplr.com/fulltimeplrincome/>

Sincerely,

(Your Name)

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

Once you have written your email swipe which can be simple like the one I used above you can use one of the links or ideas below to find solo ad providers. I have 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

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

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

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

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

www.DirectoryofEzines.com

One of the oldest and longest running directory 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

Do not 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 have the best results for you.

Day #10 Assignment: Choose a solo ad provider, write your solo ad swipe email, and start to get traffic going to your squeeze page! You should 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. Just make sure you set it up in your signature or profile.

You can have success doing this with just one popular forum. You can find one or two forums in your marketplace to build up your authority. Don't get lost in there, but spend time 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!

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.

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 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 spend a little bit to get a lot of exposure you can also find press release distribution help on www.fiverr.com.

This service is also valuable as well: 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 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 notice 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 following. The content you write is always completely unique, and it helps them get quality and unique content on their website. So, it is 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. 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 yearlong membership, a free product from your store, a \$50 gift card to your store, a \$100 gift card to Amazon.com for example. Your giveaway does not 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 autoresponder like Aweber or Getresposne. 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](#).

You can find more online services like 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 gotten. 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 pretty good shape to continue.

You should be able to also triple check the numbers from your solo ad 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 thousands of visitors each month. *It won't happen overnight*, but eventually can lead to a lot of new email 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 SEO is the method for making changes to your website so that it ranks higher in the search engines.

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 would be a great starting point if you want to learn more about it.

If you have a Wordpress blog, which most of you should, 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.

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 the work has been completed by you? That is possible with SEO, so it is an important thing to do.

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 are simple 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, but give constructive feedback, add your own input, but focus on providing value to the post.

Simply repeat this step, and if you do it daily you will eventually have about 100 to 200 places online that have links back to your content. 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 s you may as well be one of the first ones to make a post on that article.

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 overtime 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 when you see that list growth get consistent. This is also why it is 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 the best, but even if you get 10 ideas from this free tool, and use something else to get other ideas that works too! 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 little bit. Facebook Live is one of the best ways to do this!

You simply use your smart phone 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 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 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.

Then you take this transcription and create a blog post from it! *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 for this or you can do a quick Facebook Live and outsource the content creation to 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 you can choose if you want to setup and run a new Facebook Ad or if you want create 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 videos.

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 tremendously!

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 should 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 are more comfortable doing a selfie video than you could do that instead of with a PowerPoint.

After you create the video you will 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 in the blog post you

made to make your content stand out to the search engines and help you 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 will want to take an article idea that you made on Day #18 and create a quality content piece to post on your blog to generate more traffic for you. By now you should be seeing the pattern that quality content that gives your audience what they want.

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

You can write the content yourself or outsource it to www.iwriter.com or www.fiverr.com.

Once you write your post you can publish it on your website, and at the same time share 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 now there is a reason to repeat this one. That is because it is an effective channel to get your message out there. *Find a content idea from the ones you made in day #18 and quickly make some notes so you can do a Facebook Live!*

Remember, if you want to take this step to the next level you can submit the Facebook Live to 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. *I have chosen Bing for you because they 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 oftentimes find a coupon that will get you between \$50 and \$100 or more in free advertising credits.

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

You can alternatively do a Google search for "Bing Ads coupon code" to find some great options for you. It is worth the few minutes because \$50 to \$100 in free ad credits is literally like free money, plus it gives you the ability to get your paid campaign working effectively so you can maximize your return on investment.

When you setup your campaign you will want to follow the steps, they lay out and create a campaign. *Just focus on targeting long tail keywords.* This means keywords that are more specific.

If someone is looking for "dog training" as a keyword phrase that is targeted, but if they are looking for "dog training tips" or "dog training advice" they are a little more interested in putting their name in for your lead magnet.

Now it is time to follow the steps on Bing Ads and create your first 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 have already completed. For today 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, setup another Bing ad, etc.

Basically, do whatever you prefer! The key thing is that you do something that drives targeted visitors to your squeeze page so you keep generating new email subscribers.

Again, *the key to traffic is consistency!* As you may have noticed I am consistent in reminding you of this fact!

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 as you prefer. 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.

You cannot overlook it as this method can be a great source of traffic to your squeeze page and can lead to more email subscribers.

There are two ways you can easily create infographics. The first one is of course to outsource it at www.fiverr.com. Just got there and search for “info graphics”, and browse the available gigs people are offering.

The next option is to use a free web based graphics tool at www.canva.com. You can create more than just infographics here, but a variety of web graphics for free. This is a powerful tool to have in your arsenal.

As far as the content you place on the graphic just look at the articles 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 outsource it! Once the infographic is made get it out there onto Pinterest for sure 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 it to your audience!

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 are **new to list building**, and for those that already have a more established list you may choose to skip this and setup a solo ad instead.

This strategy is to do an email ad swap! *So that means you send an email to your list with a link to our ad swap partner's squeeze page, and in exchange they do the same thing.*

It's a great way to cross promote, and it does work effectively for building an email list. There is a network of people that do ad swaps at this website: 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.

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 swap your email list than you could do a 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 to get more email subscribers.

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

Today's traffic strategy is another repeat, but it is 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.

Then create your post based on one of these. 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 for transcription, and then make the transcription your blog post.

The key thing is that you work hard to get more content that your audience wants posted and shared online through the social media channels.

By now you should be in the habit of this, and it is a great habit to be in the constant flow of creating content that engages with your audience. You will find overtime your traffic will continue 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 online business owner when it comes to list building. Now, I would encourage you to review your stats from your Facebook ads, your Bing Ads, your solo ads, your video views, your blog or website traffic, and your email list size most importantly!

By now on day 30 you should have seen an increase in your email list size! The key thing to keep in mind is a lot of this content you made like the videos, blog posts, and infographics will continue to send you traffic months and even years into the future.

It is also important that you check your Facebook ads and Bing ads to determine if you want to continue running those or if you want to cancel them or pause them. If you are seeing consistent subscribers and revenue, then I would advise keeping them going forward.

Give yourself a great pat on the back because you made it through 30 days of marketing your landing page! You can see that it was not that bad! So now you need to focus on continuing this!

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

Now that you have made it through the **30 Days** and started building your email list it is important that you continue adding new email subscribers. *Stay consistent with sending traffic to your squeeze page.*

Your email list is the *life blood* of your online business. So never stop building it. Also, do not forget to email your new list. The worst thing you can do is build an email list, and then get scared about promoting to them, or to forget that altogether.

Send relevant affiliate products, send them your new content like videos or blog posts, do webinars with them, sell them your products, and keep scaling your business up!

Just stay consistent, don't quit, and don't give up! You will enjoy the benefits that come with having a larger email list!

To Your Success,



Theo Poulentzas

<http://TheoPoulentzas.com/>

“Follow A PROVEN Info-Product System For Generating Real Sales Online!”

**Discover How You Can Be Up and Selling Your First
Info-Product Online In No Time Flat!**



**People have been earning money with info products
for years – and NOW you can too!**

**Simply click on the image above – You won't
be sorry you did!**