

List Building Concepts!

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I have always built lists. As a real estate agent that began that career in the 70s, I used mailing lists for getting new and repeat business. When I got into Internet marketing in the 90s, it just made sense to keep names and emails of people who I had run across, gotten to know, or if they even showed the tiniest interest in anything I was working on. Now, I help others get their list going with ideas, philosophy and “how to practices” that they can follow. Much of the training I do is free of charge. But guess what happens? My lists go through the roof. What I now have is list builders getting on my list. The only thing better than having an army of marketers is having an army of list building marketers. This article here begins a series of articles that will enrich your marketing career. Buckle up for the ride. Why? Because now, at no cost, you can build your lists along side of me. I will show you some things, and throw out ideas to you.

If you are brand new, and have a list of just 5 people, you are further along than most marketers, for at least you have seen the value of building a list. You are a farmer of sorts and that list is your seed. You grow people. People are your resource. If you serve and help people, they will follow you almost anywhere. Just don’t abuse that and take them down dead-end roads. Treat them well. See value in knowing people. See value in staying in touch with them. Not all people will care about or be drawn to your current project or projects. But you might advertise your heart out and spend loads of cash doing so. You have heard the expression, “live to fight another day.” The question should not be, “did these people buy or join my product or offer?” The question should be, “did these people get on my list?” If they bought your product, great! If they didn’t, but they got into your list system, then you live to fight another day, and next time, your personal interests and their personal interests may intersect, and you win the day, and make a sale, but you will never even have a chance at that win if you do not commit to list building. Just how much ad money does list building save you? Tons of it. Just how warm are your list people? Not always red hot, but far warmer than your cold prospects from outside advertising. When you keep lists, you always have ready sales in them for any new venture.

I have at least 6 lists right now, but more forming all the time. Recently, I put 4 lists together into one. I still have 6. I used to build lists by stacking email addresses in Notebook or Gmail. But now, I use lead capture and the greatest email marketing tool I have ever found, Traffic

Wave. Every marketing campaign I create becomes a new list. I can broadcast to those people with a push of a button. On those lists, I never get a remove request, for that is all built in, people remove themselves. Right now, when I build a new campaign, I let my marketer following upload the email series in a few minutes by technology, and they run a parallel campaign, they just customize it to them. This would not be possible without Traffic Wave. Many of the people who duplicate the campaign get Traffic Wave signups just like I do, but even better than that, they are building lists. I call this my **12th Power List Building Strategy**. What if I get 150,000 people on one list? Traffic Wave does not raise my rates, the single monthly subscription of \$17.95 gives unlimited size and unlimited number of campaigns. But I have not paid that monthly since the first time, because Traffic Wave pays me weekly and monthly at PayPal or by mail.

If you join Traffic Wave in my downline, you will know every move I make on list building and get to use it too. I am now going to close this. If you join me for no cost mentoring, you give away whatever I give away to build my lists, and that causes you to build your lists. The true secret behind Traffic Wave is not team builds and long-term income, but rather, list building and sound email marketing. I hope this got juices flowing and was motivating. More is going to follow.

God bless,

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