

How To Set Up Your List Building Mini Site

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This Package Contains:

- Your Ready Made Web Site
- A Blank Header Template You Can Modify
- A Blank 'Template' Page
- 6 Classic PDF Books (With Full Master Rights)
- Installation Manual You're Now Reading It 😊



SET UP INSTRUCTIONS

Almost all of the work has been done for you here so setting up the site and getting it online is pretty straightforward.

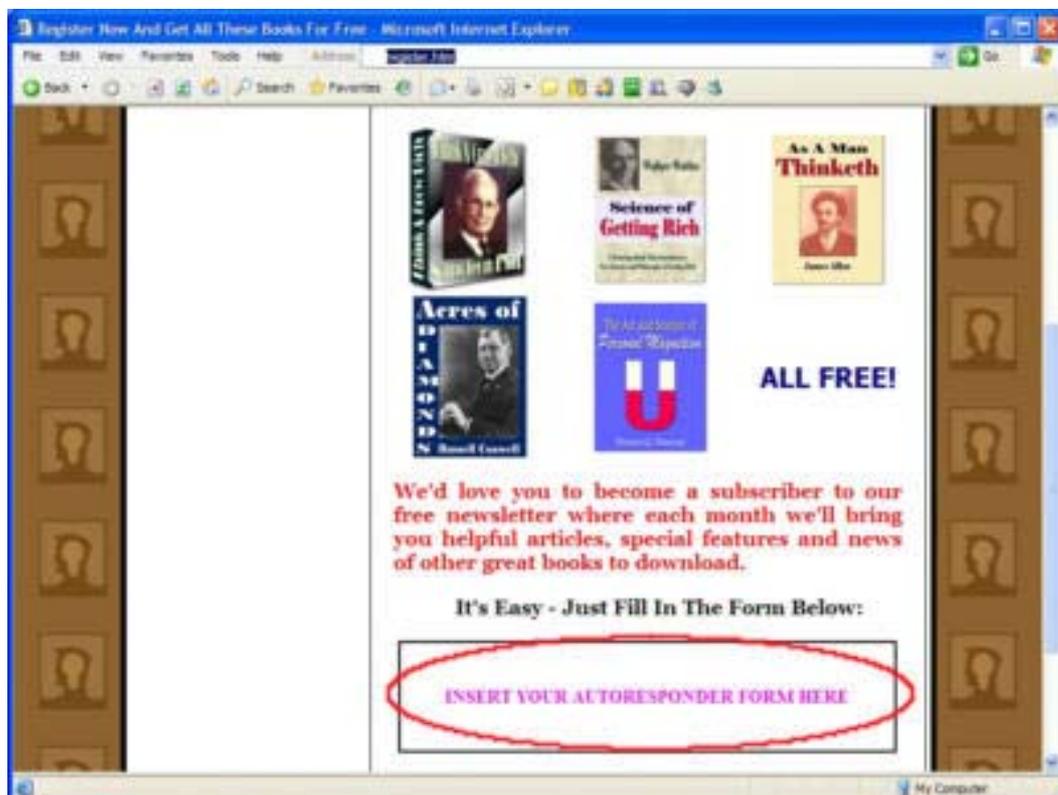
The first thing to do is open the folder called 'Your Web Site' and with your web editor of choice adjust the site's look and feel to your liking (*this isn't necessary but I know some people will want to make their site a little different*)

If you wish to modify the header graphic you'll find a blank one in the folder called 'images'.

Pages **You Need To Change:**

The first page that requires a little modification is called '[register.htm](#)' This is the page that anyone browsing the main book pages will be directed to after they click on a '[download here](#)' link.

You'll need to insert your email capture form code into this page so that your visitors can sign up, become your subscribers and access the collection of free books.



If you don't have an autoresponder you can use a manual program I created called 'Subscriber Snatcher' – (you can get this free if you sign up to the Resale Rights Review newsletter over at <http://www.infoclicks.co.uk>)

Or alternatively

TurboResponders: [Click Here](#)

This is a great value autoresponder service that offers some outstanding features: Unlimited subscribers, unlimited lists, unlimited follow up messages, single or double opt-in, list sequencing (automatically transferring subscribers from one list to another), subscribers can edit their own details, scheduling capabilities, RSS, tracking and a ton more and you'll pay just half normal industry rates.

Aweber - Follow-up autoresponders <http://visit.aweber.com>

Aweber is without doubt a quality service. I've used this for some time now in addition to other services and have found it to offer superb resources and features and excellent customer service and help.

After you have inserted your code you will also need to add your email policy / anti spam comments below the form.

Okay this page is done!

The next one to modify is the page called '[specialoffer.htm](#)'

You can remove this altogether if you like but it offers you a nice little way to monetize your subscription process.

The page has been left blank for you to add in a promotion item or product that you wish to sell (*there's more on good sources for products to sell at the end of this report*)



Finally that last page that will require modification is called [‘subscribers-only.htm’](#)

This is the landing page that you should direct new subscribers to after they have subscribed to your newsletter.

If you’re using an autoresponder you can set it so that this becomes your confirmation page. But...

Tip: It pays to keep your subscriber page protected a little – If you can create a simple **‘Thanks – Check Your Email Page’** using the blank template page and only send the link to the [‘subscribers-only.htm’](#) page via your first email message.

This way you know only genuine email address givers will get access to the books.



You can also add in new links to the side menu bar on this page (Use these to promote affiliate programs or links to your other web sites)

The Modifications Are Done!

Once you’re satisfied with the results upload the files to your server.

If this is to an existing site you could simply create a new folder – e.g. [freebooks](#) or alternatively create a new sub domain.

Example: [www.freebooks.yoursite.com](#) or [www.yoursite.com/freebooks](#)

Upload all of the web pages (*you don't need to upload [template.htm](#)*) and **make sure to upload the folders ‘images’ and ‘BOOKS’**

If you decided at the beginning not to modify the link structure of the pages then everything should work okay. **But make sure to check and test all your links and ensure everything is okay.**

Then simply point traffic to the site and watch the sign ups come in.

Newsletter Content: As part of this package you received **40 Self Help and Improvement** articles that come with private label rights.

With a little copy and paste you could quickly adapt these to make excellent newsletter content and follow ups for your new subscribers.

Tip: To save a lot of time. Set up your newsletter articles to be sent out via autoresponder and fully automate the distribution.

Set your follow up schedule to once a week or once every couple of weeks and you have almost a full year's worth of messages. And make sure you remind your subscribers to visit the 'subscriber-only.htm' page at the end of each email.

DON'T FORGET! To keep people coming back for more you'll need to add new books and new promotions regularly to your special offers page. **If you know where to look this could take anything between 30 minutes and an hour each month 😊**

Recommended Sources Of Products To Include & To Sell:

Self Improvement Millionaires [Click Here](#)

NichePack [Click Here](#)

Niche Marketing Ideas [Click Here](#)

PushButton Health [Click Here](#)

List Building And Traffic Generation Resources:

TrafficInfoVault [Click Here](#)

List & Traffic [Click Here](#)

To make sure your emails **actually get into your subscriber's inboxes** check out: www.emailmasterpro.com

And finally for some advanced email 'know-how' [Click Here](#)

Happy List Building

Simon Holykinson