

1. How did you use list laser to build your list?

When I started the challenge I had five list laser sites in two different traffic exchanges. I also registered for three giveaway events where I submitted three list laser sites as gifts for the event.

In the beginning stages of the challenge I use some articles to drive traffic to some list laser sites that I had set up using redirect links. I posted these articles using Traffic Geysers and I manually posted them to my blogs as well. Once this was done I manually pinged the articles using sites like pingler and pingomatic.

Next I created five videos talking about subjects like list building and video marketing video creation. I utilized traffic geysers to post these videos to sites like YouTube and Viddler. I also used a tool that automated the process of sending my videos to several thousand YouTube users.

I use these videos to drive traffic to a page on my blog where I was giving away my time through 1-on-1 calls and used a list laser squeeze page under my video to give away a guide on video marketing.

I continued to use the traffic exchanges in the last week and a half of the challenge. I increased my bids in the traffic exchanges to get more exposure. I also purchased the starting page in a traffic exchange for the final drive of the challenge. I increased my exposure on another exchange where my sites were showing to four times an hour. In the last stretch during this time I utilized a site rotator to maximize the different sites that I was using without using up all my bids.

2. How did your list grow during the campaign?

I was able to add 27 new subscribers to my list during the challenge.

3. What did you learn?

During the challenge I focused a lot on utilizing traffic exchanges. This is a new strategy for me but I tried different tactics once learning the strategy. At first I would utilize one or two sites and by the end I had several sites loaded into a site rotator, which I also never used before. I utilized traditional methods of posting articles and use newer technologies like reading videos.

My new outlook on list building is that is not as hard as it may appear when first starting. Once you have your first sign up and stay motivated the sign-ups come easier as you put your strategies together. These new strategies I learned [traffic exchanges, video marketing] seem to generate leads faster than traditional article marketing or other tactics.

What I learned about myself is when I stay focused I can be very successful. I know that I lose focus quite often due to other priorities in life but I now realize that I can be successful in list building using other strategies that I have learned to generate more leads without utilizing a lot of my time.

I did not see a lot of the training videos Sterling gave with the experts but I am looking forward to reviewing those videos and utilizing the strategies the experts talked about to continue to learn and become a much more effective list builder.