



## List Building Concepts

Save this PDF so you can come back to it.

My List building started in 1970 when I joined my first MLM company. Joining that company created a huge interest in building residual income and through the years I have continued to build lists of people who had some of the same interests that I had. My first lists were in small pocket notebooks that I carried around with names and telephone numbers as I would meet people and exchange personal information.

When I got into internet marketing in the early '00s it just made sense to keep names and emails of people who I had run across, gotten to know, or if they showed 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. (See <https://YourLinkToProsperity.com/EZ-AS-ABC> . But guess what happens? My lists go through the roof. What I now have is list builders getting on my list. Having an army of List Builders is so much better than an army of marketers. Ever hear of Viral marketing? Well that is what I have now.

This article begins a series of articles that will enrich YOUR marketing career. 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.

Are you brand new with a list of just 5 people? Well if so, you are further along than most marketers, for at least you have seen the value of building a list. Being a farmer of sorts, your list is your seed. You grow people and people are your resource. If you serve and help people, they will follow you most anywhere.

**“You can have everything you want in this life, as long as you help enough other people get what they want” - Zig Ziglar**

Just don't abuse that and take them down dead end roads. Treat those people well. See the value in knowing people. See the value in staying in touch with them. Not all people will care about or be drawn to your current project or projects.

You have heard the expression, “live to fight another day”. When you advertise, the question should not be, “did these people buy or join my 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 on your list system then you live to fight another day, and next time your personal interest and their personal interest may intersect, and you win the day and make a sale. But you will never have even 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 venture.

## Where do I store and keep my lists?

I have several lists now and am forming more all the time. I used to keep my lists in small pocket notebooks as mentioned above, then as the computer age developed in Notebook or Gmail. Now I use Lead Capture pages and the greatest 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. When they want to be removed, they remove themselves.

Right now, when I build a new campaign, I let my marketer following upload the email series in a few minutes with 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 **12<sup>th</sup> Power List Building Strategy.**

What if I get 50,000 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. However, I have not paid that monthly fee for many months because it only take 3 paid members on my first level to cover the cost.

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 going to close this now. 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 gets juices flowing and was motivating.

I am building my list fast with the Traffic Wave Matrix Buster feature. If you join

Traffic Wave under me with the free trial membership, I can “Pay It Forward” and pay for your first month fee. I can afford to do that because of the Fast Track Bonus. Here is how it works:

The Fast Track bonus is the total cost of the first month's cost of \$17.95 and is paid weekly. So I pay your first month's \$17.95 to upgrade you to active membership. This has to be within the first 30 days of joining as a free member. Then Traffic Wave pays me the bonus of \$17.95. I get the bonus within 2 weeks. For you to participate follow the steps below. See <http://YourLinkToProsperity.com/MatrixBuster.pdf>

More is going to follow.

God Bless,

*Dave Fullmer*

**To join Traffic Wave contact the person who sent you to this article or alternatively contact me at my email address for one of my associates referral link.**

---

About Dave Fullmer

Dave Fullmer is a retired technician who worked 46 years on the electrical circuitry of automated manufacturing equipment. Since 2006 he has been doing various marketing programs on the internet with some successes and some failures. He loves to share some of what he has learned so that others don't have to go through the trial and error frustrations of trying to learn by themselves



**David C. Fullmer (Dave)**  
**(731) 352-3665**  
**dcfullmer1937@gmail.com**  
**Mckenzie, TN**  
**Skype: dave.fullmer**  
**FaceBook: DavidCyrusFullmer**