Players Only

Email Marketing Secrets.

Introduction

Generating leads is one of the most important things you can do for your business and this report will show you a simple but massively overlooked method to get other people to build your lists for you.

This method is not new.

I've told people about it in the past and even used it myself to generate **200+ double opt-in subscribers <u>per</u> <u>week</u>** with a confirmation rate over 90%.

That means that for every 100 people who signed up, over 90 of them went into their inbox and confirmed their subscription.

I'll show you what I did to get people to do that later.

The problem in the past with this method has been that people didn't really understand how to implement it because this is something that has been a little difficult to explain.

That's why near the end of this report I'm going to give you a live example of this technique in action you can copy immediately. You can skip ahead to page 40 to see it.

Now there will be nothing standing in your way.

Some of the larger companies that use this method of list building don't ever talk about it because they're too busy using it to build their lists and really don't want to create competition for themselves.

It has worked for years and will continue to work because it's based on a simple principle people find appealing.

This method of list building gets people to put your sign up forms on their websites and put subscribers on your list(s) for free. You don't have to pay anyone anything to do this for you.

Why Generating Email Leads Is So Important

How many times have you heard about a person sending out a simple email and generating obscene amounts of cash in only a few days and wished you were in a position to do that?

Well, you can **be** in that position.

Really, you can.

Most likely not overnight mind you but you can there.

But first you have to ignore the skillful use of misdirection that blinds you to what really happens in those types of situations.

Have you ever been to a magic show or seen a magician perform? If so then you know all about **the use of misdirection**.

Basically, the art of misdirection allows a magician to get you to look at one thing while the actual "magic" is being performed away from what you are looking at so when the trick is finished, you don't know how it was done since you were looking at the wrong thing.

How does this apply to those big dollar figures you see?

When you hear about someone earning thirty thousand dollars or more in a week, the misdirection is the money. You get so caught up in how great it would be to earn that much money yourself that you don't pay attention to the key factor to **how** it was generated.

I'm sure this person made a good offer for a good product but without the ability to get that offer in front of a large audience of potential buyers with the simple click of a button you would have never heard about how much money that person made.

You see...

All of your top competitors (the ones who seem to generate an outrageous amount of sales on demand) can pull that off on a routine basis simply because of the sheer amount of free exposure they get from others in their field.

Free exposure from people like **you** to be more precise.

That's why many of them create affiliate programs. They create products with high profit margins then give you generous commissions if you'll put up links to their site(s) on yours and send out an email a week to your mailing list.

In other words, they pay **you** to make **them** rich and famous.

You rarely see a "guru" without an affiliate program simply because virtually all of them realize that LEVERAGE (using other people's assets for their own personal gain) is the fastest and in many cases easiest way to achieve the level of success they want.

Does this mean that the "gurus" don't know how to sell their own products? No, not at all. It just means that they know an easier way to make money and get their names out there.

Some basically just hitch a ride off the efforts of others then hold up their "secret" marketing strategies as the reason for their success. Success isn't all about the techniques used because without a responsive audience to use them on they're basically worthless.

You almost never hear anyone say that.

Hitching a ride off the efforts of others means that you are using them to get what you want. That's not necessarily a bad thing. In fact, most people realize they're being used but many don't care and I'll tell you why...

You can use people for YOUR own personal gain all day long if you let them use you for their own personal gain?

This is what happens every time you promote an affiliate product.

Well, sort of.

You benefit through affiliate commissions but the product owner (the person in control) benefits from the commissions you generate **and from the leads you send to his or her site**. You know this on some level but since you see what you get out of the deal (commission checks) you don't care what the other guy gets.

The point I'm trying to get across to you is that while it's alright to admire someone who has accomplished something, you need to understand how they did it by trying to see the big picture they're working from.

It seems like certain people can create cash on demand and the reason is because whenever they feel like making sales all they have to do is send out a couple of emails to their rather large mailing list anytime they want. The same mailing list other people (like you) helped them build for free.

The Key Point To Remember

Everything you do online revolves around the amount of influence you have. It seems like the "gurus" have so much influence simply because they are able to reach so many people at a time through the mailing lists they build.

I know you hear all the time about email being dead and other junk like that but haven't you noticed that the people screaming "Email is dead" the loudest are the ones who send you the most emails?

Use your own brain and see what's going on. It's a power play to make more room at the top for themselves. If you send fewer emails because you believe they're not as effective as they used to be then other people have room to send more emails.

Don't get all starry eyed when you see impressive sales figures people wave around because those figures aren't attainable for you UNLESS you take the time to extend your reach just as they have

done. **Build Your Lists And Do It Now Regardless Of Who Tells You That Email Marketing Is No Longer Effective!**

When you have a responsive list you are able to instantly launch a project and potentially bank large profits in a matter of days because success is a numbers game. It's not all about the techniques you use.

Of course the techniques are important but only when you have a list full of people to use them on.

Everything the "gurus" do revolves around their lists. The most important thing you can do is build your list. Everything else is secondary because it sucks when you have to constantly spend money for advertising every time you want sales.

It's easy to get caught up in thinking that the only reason the "gurus" make so much money is because they know so much more than you. The reason it's so easy to think that is because it's partly true.

Let me explain why...

Let's say that I have a mailing list of 30,000+ subscribers and your list consists of about 1,000 to 2,000 subscribers.

Let's say that I send out an endorsement for a product and earn a quick $10,000 to $15,000 in profits from just one email. Possibly more with continuous follow ups.

Let's also say that you send out the same endorsement to YOUR 1,000 to 2,000 person list and make a few hundred dollars in sales.

When you don't generate a lot of profits from the effort you put into crafting an offer that goes out to your list you tend to do the one thing that virtually guarantees your business won't grow as fast as it should. You don't invest the money you earn back into your business.

You end up taking what you feel like isn't a huge return on the time you invested in making an offer to your list and spending it. **You've just stifled the growth of your business**.

You should do the opposite.

By taking profits generated from my list and reinvesting a portion back into my business I'm able to consistently generate successes or failures more often than you meaning that I'll learn what works and what doesn't quicker than you.

The few hundred in commissions you made doesn't get reinvested so if you want to expand your business and advertise outside your own list you have to pull money from other sources when you really should have used the profits you made for that.

Not building your list as big as possible hurts you in a lot of ways. You don't learn as much as your competitors do and you constantly take money away from your business to spend on other things.

Your business is entitled to that money first. If there isn't enough for you after your business gets its share of the profits you generate then you need to focus on earning more money so that aren't depriving your business of what it needs to grow.

It's Simple To Make Money, If You Have A List

The bigger your list, the bigger your profits.

The bigger your profits, the more money you have to reinvest back into building your bushiness. You must do this.

The more money you reinvest back into your business, the more successes or failures you can generate in comparison to your competitors which means that you learn MORE than they do in a shorter period of time.

All of which (over time) helps you to learn how to generate more successes than failures.

Once you get the hang of what works and what doesn't you're able to consistently write your own paycheck and advance your learning curve in the process. After a while, you're inventing marketing strategies instead of using everyone else's.

But it all starts with the size of your list(s).

- **Build Your List Now**

- **Profit From Your List**

- **Reinvest and Learn**. Then simply repeat the process while striving to do so on a larger and larger scale over time.

So there you have it.

I know what I just said doesn't sound like a secret but it is because even though it's something most people already know, it isn't something people actively do anything about.

Focus on building your list just sounds too simple to be the key to the outrageous amount of profits you see other people making online but it is. Your income is directly proportionate to the number of people you are able to reach **and influence** with the click of a button.

Competition Has Definitely Increased, But <u>Real Competitors</u> Have *Not* Increased In Number

For the most part, your competition consists of people who wait for someone else to tell them what's working.

Whenever one of the top marketers comes out with a new technique, you have a flood of people who will use that technique <u>without</u> giving a single thought to how that technique was created, how to apply it to other areas of business, how to automate it, the main concept the technique works on, etc.

I'll give you some examples in this report of how easy it is to be in the driver's seat and have a flood of people out there using **your** techniques, sending **you** traffic and sales for free.

There will always be opportunities to profit for **anyone** who is willing to do a little work up front and set up a system other people can simply plug into and start using without much effort.

Be your own leader and follow your own advice. When you do that, you'll be surprised at the influence you can wield over people who are simply looking for someone else's advice to follow.

It's much easier to do what someone tells you to do than it is to come up with a path of your own. That's what people believe to be true so use that to your advantage.

If someone releases the BIGGEST and most profitable technique ever seen tomorrow, the person who figures out how to automate it and recruit people into that automated system will make as much (likely a lot more) than the person who came up with the technique.

People don't want techniques that work as much as they want to plug into <u>systems</u> that operate on techniques that work.

Read that as many times as it takes for it to sink in.

Here's A Simple System You Can Create That Will Have People Sending You Free Subscribers

What I'm about to share with you is something you **rarely** see discussed. The reason is because if you knew about and applied the simple system outlined in this report... your top competitors would **not** have such a HUGE advantage over you in the marketplace.

You see right now you're basically an unknown compared to your top competitors. You know it... they know it... and they know you know it. What you may not know is why they are so well known while you continue to struggle even for slightest bit of attention.

The answer is simple and it's right in front of you.

There is **one factor** that determines how much profit you will or won't make next month and it also determines if you will ever join your top competitors in the eyes of your current/future customers and subscribers. What is it?

**An Almost Obscenely Massive Amount of Exposure
That Gives You the Appearance of "Guru" Status!**

It's All About Perception...

You know who your top competitors are because it seems that no matter where you turn... there they are. Outlined in this report is a simple yet highly effective strategy that can almost **immediately elevate your status** in the eyes of the people who matter to your business the most.

When you appear to dominate or have a strong hold on your chosen market, people pay attention to you. More importantly... they want to pay attention to you. That's where massive exposure and e-mail marketing come into play.

**The Simple Formula: Massive Exposure + E-mail
Marketing = Competitive Advantage to the 10th Power!**

The first thing we're going to do is throw out the myth that you need to create your own monster 200+ page ebook to get any sort of online recognition and exposure.

Many of your top online competitors actually want you to struggle with this silly myth while they continue to ensure their dominance over you in the marketplace with more effective methods.

<u>**The Truth:**</u> **All You Need Is a Simple 3-5 Page Report!**

Sounds hard to believe, but it's the truth. If you don't already have your own full-blown product, this report is going to make you jump for joy at all the possibilities and opportunities you'll see before you.

Eventually you'll want to create your own unique product, but **it's not necessary** for the time being. Now I know that everybody tells you to create a simple report or a product for that matter, but few tell you how to do that.

Don't worry... I won't leave you hangin'. More on product creation later. But before we get into that I want to jump right into the formula you need to follow.

How The Simple Formula Works

When I first sat down to write about this, I wanted to make things as simple as possible. That's why this system only has two steps.

Step 1: Create an email course that promotes a specific affiliate product. Choose one that people are talking about right now or one that's constantly popping up in your email inbox.

Step 2: Give people a form that allows them to give away your ecourse with their affiliate links in them while you maintain complete control over the emails that are sent out. **You** get all the subscribers and **they** get all the commissions from the product(s) promoted.

I'll explain later how this works a little later on.

That's it.

Whenever I've explained this in the past, people didn't really get how to implement step number two. So, I'm going to break down both steps in explicit detail and even show you a live example you can participate in to get a better idea of how it works.

Step 1: Create An Email Course

The first step is very easy because you don't have to create the content you need to pull off step number one by yourself. Before I get into how to develop your ecourse content, I'd first like to recommend two resources.

Download **"How To Create An e-Course In Only One Day: A Simple and Profitable System ANYONE Can Use To Quickly Create An Email Mini-Course"**

Get a copy of **"Mini Course Money"**.

The reason I suggest you download both resources is so that you get a clear idea of how to organize your content into email courses other people will want to promote for you.

That's something you'll need to understand how to do if you want to take advantage of the content creation method on the next page.

Why Create Email Courses At All?

You want to create an email course promoting a specific affiliate product because most of the people who create products don't take the time to create one for their affiliates and most affiliates won't spend any time creating one for themselves.

Affiliates want tools to help them promote products they're already out there promoting so be the one to give them what they want.

If you don't really want to create your own email courses you don't have to. Creating your own content is probably the best way to go but it's by no means the only way.

An Easy Way To Get eCourse Content Without Creating It Yourself

You're probably wondering… *"If I don't have to create my own content then where does it come from?"*

It will come from people who are knowledgeable about the subject matter or from people who are competent at researching specific topics and creating original content from that research.

Either way, you never have to write any of this content yourself yet you will own it as if you **had** written it.

By paying someone to write your content, you open the door to markets you probably couldn't have reached on your own.

This means you can create email courses to promote a wide variety of products and use step two for free list building.

The main site I use is **Rent-A-Coder**. I've been using them for years. Since a lot of people are already using them to find niche content writers, many of the writers are used to writing niche content for marketers like **you**.

Step One: Create your FREE "RAC" account.

Create your account here: **FREE Rent-A-Coder Account!**

Rent-A-Coder is one of if not the best site for finding reasonably priced talent who do quality work. **Elance** is another popular site but I don't have any experience with them.

Step Two: Do Some "Spying" And Get A Feel For How The Whole Content For Hire Process Works.

Your goal to start: To get 5-10 articles created for $3-$5 each. The key to doing this is to be as specific as possible about what you want. Instead of just telling you to get a "RAC" account then find a writer to work with, I want to show you what others do.

I want you to see other people doing exactly what I'm asking you to do. This isn't new. It may be new to you but it's not new.

Bids Others Have Posted And Have Found Writers For…

Some of the links below may be of cancelled projects but that's not important. What's important is for you to get a feel for the content for hire process by seeing what other people are doing.

Content Writer For Real Estate Site

> You would think that anyone who owns a real estate site would have to be an expert on real estate. That's not always the case. You don't need to know everything. You just need to know enough to get in touch with people who know what you don't.
>
> Pay close attention to what this person asked for. He asked for a writer to re-write content he found that suits the needs of his new site. Getting new content can be as easy as that. In fact, in can be even easier as you'll soon see.
>
> Another thing to pay attention to is the amount of money this project was completed for. Scroll down the page and you'll see that the writer quoted a price of $5 per article, each up to 500 words in length.
>
> In other words, the person who posted this bid got about 5,000 words written on a subject he is not an expert in or simply doesn't have the time to write about for only $50. Now to put that $50 in perspective, how long would it take **you** to write 5,000 words on a subject you're not an expert in?

Ask yourself, would you rather pay $50 to have that done for you or spend weeks of your time writing this content for yourself? If you place any value on your time then I already know your answer.

100 Short Loan Articles

This project is interesting simply because the price being paid here is $500 instead of $50. The difference being that this person is asking for 100 articles instead of 10. This person is going to save hundreds of hours of time by hiring someone to create his content.

Look at the bid itself. You'll notice that it doesn't talk about the subject matter of the articles. That's only mentioned in the title. The reason for this is that many writers are very competent researchers so the subject matter isn't an obstacle for them. They can write on just about any topic you can think up.

The price being paid is $5 per article. That's pretty much standard although at times there are people paying $4 per article and still finding quality writers.

At the time of this writing there have been 13 bids on this project. That's more than enough writers to choose from.

10 Articles Related To Migraine

So far you've seen bids about real estate, loans, and now migraine headaches. You can get content created on just about any subject you want.

Migraine headache articles may require more than the standard $5 per article or they may not. It depends on the writer. The person posting this bid has set the amount their willing to pay to "open to fair suggestions".

Now, they may still end up with a final bid (by a writer) of about $5 per article but I suggest you set a price ahead of time

simply because you might find a writer who looks good but is charging more than you were willing to spend. When you set a price in stone ahead of time you don't get any surprises.

At the time of this writing, 8 bids have been posted on this project. You really only need 3-5 bids on any project you post to get the job done.

10 Front Pages For Online Shopping Mall

To me it seems like this person is getting content created for a few affiliate programs they belong to. Content pages that "prep" people to buy products from their generic online malls.

Again, the price per article being offered is $5. You hear all the time that you're supposed to "PREsell" people on a product before you show them the actual product you want them to buy. Now you can simply hire someone to do all of your PREselling for you through short, informative articles.

Five bids by writers have been posted on this project so far. The reason I keep showing you the number of bids is to show that there are writers waiting for **you** to post similar projects.

Writing Keyword Based Articles

Another $5 per article project where the poster wants articles based on keywords supplied.

Content sites are becoming more popular nowadays especially with the creation of **Google Adsense**. Adsense allows you to profit from sites full of nothing but content full of specific keywords. Now you know that you don't have to create these content sites yourself. You can simply hire out the job.

50 Content Articles Lighting and Home Decor

A $2 per article project. One of the main reasons this person can get away with offering $2 per article instead of the usual $5 is because they are willing to pay $100 in total for this project.

Fifty articles at $2 bucks a piece. The higher the price you're willing to pay, the more likely it is that you can get a lower price per article. You won't really find many writers who want to take on a 10 articles for $2 a piece or $20 project so keep that in mind. Ultimately a lot depends on what you're asking for.

If you keep things simple you can get projects done without spending a lot of money and save yourself weeks of time. Thirteen writers have bid so far on this project.

Write 1 Page Short Stories

I find this project particularly interesting because of what the buyer is asking for. Stories sell products. People understand stories and almost never associate them with selling. Your sales message slips in under the radar.

This project has (at the time of this writing) 27 bids at a maximum price (set by the poster) of only $30. Think about the possibilities for your own business. Have you ever thought about or tried to create short stories that sell people on the idea of your products or affiliate products without any luck?

You don't have to create these stories yourself. Hire someone to do the job for you. Someone who is experienced enough to create compelling stories so that your time is free to do whatever else you want.

That particular bid is asking for stories in a particular form. More like case studies. I'm showing you this project simply to illustrate that you can ask writers to come up with stories based on **your** requirements. All you need is the idea.

Can You Write Articles In The Same Flair And Flavor As Bankrate.com?

Another example of a project that someone posted where they want articles modeled after those found on a particular site. As long as you specify that the content created from you should be 100% original (usually meaning researched or re-written from searched content) then you can use your new content freely without fear of infringing on someone else's copyright.

Complete Guide To The Game Of Cricket

Not all niche content creation projects are about short little articles. You can also have a complete niche content guide created to cater to a profitable market you've found. I haven't research the interest in a guide on cricket but I'm hoping this person has because the max price accepted is $450.

To put that $450 into perspective you would only need to sell 15 copies at $29.95 to get your money back. If you don't think you could make 15 sales then you shouldn't get a manual on the game of cricket written for you. ;-)

But just think about the possibilities. You find a profitable niche without a lot of competition and instead of joining someone's affiliate program to promote their products, you get your own products created and start an affiliate program yourself.

Then you'd never have to worry about the products you promote because you would be in control of them and you would put yourself in the position to take advantage of profitable joint venture deals with high traffic sites.

At the time of writing there are 11 bids on this project.

One thing I'd caution you about though.

Always make sure that you research and carefully outline your full-length guide because you want to be as specific as possible as to what you expect from any writer you work with. That's the best way to avoid disappointment.

Notice that the person posting this project gave an example of what they want. It's always good to give writers samples or show them examples of what you want them to create for you.

24 Articles And Two Mini Reports

Let's say that you want to promote a couple of affiliate products that don't come with a lot of affiliate marketing material. You could have that content created for you.

This is an especially good idea if the products you want to promote are yours because you would be able to give them to the writer(s) so they can write with a little more authority on the subject matter at hand.

Something else you could do is get content created then license it to the owner of the product. Let them give the content to all of their affiliates to use making sure that the content links back to you in some way. You can then capture names and email address so that you can sell those affiliates related products.

It looks like this bid was cancelled. Can't say why. It may have to do with some of the things I ask you to look out for later.

Web Content Articles for Internet Security and Privacy Site

There is a lot of potential in asking for specific content. This allows you to target your audience and promote products that are directly related to the content they are reading.

You could create a similar project and sell Internet security related products through affiliate programs. This person seems to be doing just that and is paying only $5 per 300-800 word article written. That's not bad.

There were also over 15 bids for this project.

Niche content is easy to come by if you're willing to research a profitable niche market and pay $4-$5 per article. If you only bought 20 articles per month for three months you'd have 60 of them without writing a single word.

The bottom line is that it doesn't matter what type of niche you want to target. You can find writers who are willing to give you compelling **original content** you can use however you see fit.

Just be specific about what you want and you'll find no shortage of writers ready and willing to give you all the content you could ever want. The key is that you have to know what you want.

Go back over these projects and study them. Look them over from top to bottom to get a better feel for how to ask for what you want.

Do this **before** you jump in with your own project. It's not as complicated as you might think. The biggest part of the equation is deciding on how your content will be used.

Step Three: Post A Project Of Your Own

Read "Rent-A-Coder's" faq section. You should never jump into this process blind. You man also want to check out "RAC's" **software buyers articles** for more tips on how to effectively use their site.

Before you post a project of your own, you have to understand the rules of using "RAC" (see above) and you also have to know exactly what it is you're trying to accomplish.

Are you creating a content site based on a theme, do you want short stories created to compliment your selling process or are you simply looking for content to PREsell visitors to certain affiliate products you promote? You should spend most of your time on figuring out exactly what your content will be used for.

Let me give you an example of bid based on a home decorating site. The example bid has to do with **Home Decorating**.

Some keywords would be:

- ⊠ Bedroom decorating ideas
- ⊠ Bathroom decorating ideas
- ⊠ Chalet style of interior decorating
- ⊠ Interior decorating tips
- ⊠ Italian interior decorating
- ⊠ Tropical decorating
- ⊠ Kitchen decorating ideas
- ⊠ Interior decorating ideas
- ⊠ Decorating color schemes
- ⊠ Window treatments (pulled from Michael's decorating site)

Some keywords are blacked out so I pulled the last one from Michael's site just to make it an even 10 keywords. Now, if you wanted to create a project for this on "RAC"…

First: [Login to Rent A Coder](#)

Second: Click on the "Request Bids" button near the top middle of the page on the screen that shows after you log in.

> Let's suppose this project is for creating a content site based on the keywords listed above.

Third: Write in the title of your project. I'll create a sample title based on the "Home Decorating" keywords above.

Sample Title: **Ten 400-600+ Word Articles Based On Ten Keyword Phrases. $5 Per Article.**

Fourth: Select your project type. There are six options to choose from and you choose based on your project needs. You only need to concern yourself with four of them.

1: **Large Business Project: $5,000(USD📑) and above**
If you're willing to pay $5,000 and above for a project then choose this option. Otherwise, look to the other three.

2: **Medium Business Project: $500(USD📑) and above**
Only check this option if you're posting a project that warrants spending $500 or more. The minimum a writer can bid on a project like this is $500 so be sure this is what you want before you choose it.

3: **Small Business Project: $100(USD📑) and above**
This option is one that you may use extensively in the future but if you're new to using "RAC" and especially new to paying for niche content then you may want to start out with the lower dollar amount below.

4: **Very Small Business Project: under $100(USD📑)**
If you're new to paying for niche content then at most you'd probably only want to risk $30-$50 to test out the writers and to see how satisfied you are with a finished project. Always start small until you get the hang of the entire process. It can be a little intimidating at first.

Starting out you should only be concerned with option #4 until you get the hang of things and move on to bigger projects.

Fifth: Select your bidding type. Open auction is set by default so it's almost always best to leave that as it is unless there is a specific writer you'd like to work with.

Sixth: If you need writers to sign a non-disclosure agreement then check the box. You shouldn't need one for this project. Click the next button at the bottom of the screen. This is where you get to describe your project in detail for the writers you want to attract.

Seventh: Your project description. I'll give you a sample description based on the home decorating keywords above.

Sample Description:

I am looking for someone to write quality articles based on a list of keyword phrases related to home decorating.

* Bedroom decorating ideas

* Bathroom decorating ideas
* Chalet style of interior decorating
* Interior decorating tips
* Italian interior decorating
* Tropical decorating
* Kitchen decorating ideas
* Interior decorating ideas
* Decorating color schemes
* Window treatments

These articles are for creating content-rich pages to place on a home decorating site to improve search engine rankings. If you accept this project you agree that you have SEO content writing experience and know how to create keyword dense articles that also read well to the average web surfer.

Each article should be a minimum of 400 words and up to 600+ words in length. The keyword phrase should be included in each headline, twice in the first paragraph and then at least once in each subsequent paragraph.

The goal is to create relevant articles that readers feel are informative that also do well in the search engines.

Please include a sample article (preferably on a topic close to one of the keywords given) of comparable length (400-600+) with your bid. I'm looking for a long-term working relationship so I want to get an idea of your skills and your ability to write for the search engines as well as the average surfer.

All content you provide should be original and publishable by me with no fear of infringing on someone's copyright. Articles that are borrowed, copied or compiled from other sources will not be accepted. No copy and paste material.

If possible, I'd like articles written in a style similar to:
http://www.home-decorating-made-easy.com/decorating-articles.html

Those articles are written to provide informative content and provide "bait" for the search engines. That's what I'm after.

I will pay a fixed $5 per article with a 10 article minimum. If we work well together you can expect a lot more work from me.

This is an easy job for someone who knows what they're doing.

Thanks.

Your First Name

End sample project

Notice what I wrote in red above. You want any writers you work with to do their best so saying that this is an easy job for someone who knows what they're doing is a way to appeal to their ego and get them to put in the extra effort you want.

Remember, this example is for content that does well in the search engines. If you want quality content on a topic that you want to create a **PDF report** or an **email course** with then you don't need to bother asking for search engine optimized content.

Take a look at some of the projects posted earlier in this report. You'll see examples of people just looking for quality content.

Eighth: Next is the "Deliverables" section. This is simply where you state the terms of this project. For example…

1. Articles must be original content and publishable with my name as the author. All content must be original but please feel free to use any sources that help the content.

2. Articles should be submitted as text files with no formatting. Just line breaks between paragraphs.

3. Files should be submitted as individual .txt files.

4. The files should be named after the keyword with dashes instead of spaces. Example: decorating-color-schemes.txt

5. Please check spelling and grammar before submitting. If an article doesn't meet my satisfaction I may ask you to edit the article until I'm satisfied with the final work.

6. Please, fluent English writers only.

7. All deliverables will be considered "work for hire" under U.S. Copyright law. Buyer will receive exclusive and complete copyrights to all work purchased.

Ninth: Next is the "Platform" field. You can just write in "Notepad .txt files" or whatever format you want the articles in. After you fill this in click the next button.

Tenth: Next is "Days Required In". That's where you put a time limit on your project. If you want your articles within 7 days after a writer accepts your project then write in the number **7**.

Eleventh: Next is your "Maximum Bid". Basically this is the most you're willing to pay for your project. If you have a price that's set in stone like 10 articles at $5 per article then set your max price at $50. Writers can bid lower than $50 to get your business but not higher.

Twelfth: Next is the "Bidding Close Date". The deadline for writers to submit their bid for your project. Typically you should give 5+ days.

Thirteenth: Next click the checkbox stating that you understand and agree with the "Custom software buying agreement" found on the site then click the next button.

Fourteenth: Next you'll see "Bid Request Categories". The third check box on the left side is **Documentation/Writing**. Click the "more specific link". Now click the **Documentation/Writing** and

Content Writing check boxes. You may also want to click any other boxes that relate to the content you want. Then click the next button.

Congratulations!

Your project is now posted for all to see. Now you can just sit back and wait for writers to bid on your project. You should get a few bids within the first few hours after posting.

To get more information on how to effectively use content to PREsell, check out **Make Your Content PREsell**. This is a FREE download so get it now. PREselling is all about getting people into the right state of mind to buy a product.

People like to feel they are making educated buying decisions. Giving them quality content directly related to the products you want them to buy gives them that informed feeling.

PREselling is a **necessary** skill. Yes, it's a skill. Something that has to be learned and applied. If you can PREsell people on the products you want them to buy, you'll be miles ahead of your nearest competitor.

Ten Things To Keep In Mind And Watch Out For When Outsourcing Your Writing

It's easy for me to sit here and tell you to hire people to create your content and leave it at that, but there are some things you need to keep in mind if you want to be successful at it.

1. You don't want to place a bid for a project unless you have taken the time to write down exactly what you want so sit down and think about what you want to accomplish. What I suggest is that you take some time to sift through other bid requests to get an idea of what is expected of you from a writer.

Don't copy what others have written. Just note how they go about asking for what they want. Pay particular attention to the bids that give detail and explain specifics of what the person wants. You want to pay special attention to anyone who is asking for something similar to what **you** want.

2. When you start getting bids your first response may be to jump on the first writer that looks good. **Don't do that**. You can start a dialogue with that writer but wait until you have a good number of bids in before you accept a particular writer.

I can't tell you how many times I committed to one person too early in the bidding process only to have doubts later. Patience.

3. Don't fall into the trap of accepting a writer simply because they quote you a lower price than everyone else. Many times what you'll notice is that this person has no feedback so they're desperate to get a project.

For the most part you'll want to stick with writers who have a track record. That's the surest way to get what you want. I'm not saying don't give new writers a shot. Just that you need to be careful if that's something you decide to do.

4. Whenever possible, give lots of examples of how you want your articles formatted. Have you seen a site that does what you want to accomplish? If so, you can ask for writers that can model their work after something you've seen.

Examples help to paint a clear picture of what needs to be done in the minds of the people you want to work with. You'll need to be as specific as possible because the writers will only do what you ask them to do so know exactly what you expect and tell them.

5. You don't have to share every little detail of your project in your bid request. Going over some of the projects listed earlier you'll notice that some are kind of vague with statements like "I'll fill you in on the specifics".

Some people do this to keep competitors out of the mix. They only reveal the full details of what they want to the writers they end up working with and sometimes only with a non-disclosure agreement.

6. When deciding who to pick to work on your project always look at the feedback and/or ask for sample work to see if you like it. Seeing sample work is preferable to just looking at feedback. Looking at previous work a writer has done gives you a true sense of what they can do for you.

At times, you will get offers from writers with no feedback at all and I'd suggest that you avoid them for right now. If you're new to this process then stick with more established writers who have at least two or three positive reviews of their work.

7. Always be sure to specify that you're requesting "work for hire" so that it is known that you will own all copyrights to the work you're buying. This is extremely important.

You don't ever want there to be any confusion over this issue. You want the rights to do absolutely anything with the information you buy. Freelance writers are used to seeing this.

8. Let the writers know that your price includes 1 or 2 revisions and that you won't accept the work unless you're completely satisfied with it. You'll lose some potential writers that way but don't be concerned with that.

You must be satisfied with the work before you accept it and pay the full amount for it because once you've paid in full, you can forget about a writer fixing grammar and spelling mistakes. Get that taken care of **before** you fully pay for the work.

9. Make it understood that you're looking for a writer with a full command of the English language. I know that seems obvious but it's easy to take that for granted. Ask for that.

Some of the writers who post the lowest bids on your projects are the ones who don't have a full grasp of the English language and they're hoping their low bid price will get you as a customer. Use your head and be patient. Finding the right person is critical here.

If you end up paying a little more than you thought for good quality work then it's worth it in the end.

10. Never let the writers set the price. On "Rent A Coder" there is a section (when you're filling out a bid request) that says "Max bid accepted". You should always fill in the maximum amount of money you're willing to spend. You should almost never put in "Open to fair suggestions" because the suggestions you get more often than not won't be fair to you.

You'll get writers trying to get as much money as they can out of you hoping that you're new and don't have an idea of how much the process should cost. Put a firm number down and work from there.

Don't Let It Scare You

Posting your first project can be intimidating but you can do it. Start out small and work your way from there. Sure you'll make mistakes

along the way but as long as you start small, your mistakes will be small. Experience is your best teacher here. Nothing I can tell you will take the place of **your own experience**.

One thing I've learned about this whole process is that it isn't something that can be explained to exhaustion. It's really not that complicated. This is one of those things you learn by doing.

You Only Have So Many Hours In A Day

Why do any of the repetitive tasks your business requires of you when you can hire competent people to do them for you?

Of course anyone (given enough time) can sit down at a computer and research a market well enough to approach expert status but **why do that** when you can simply hire someone to spend **their** time and energy doing it for you?

Another Easy Way To Get eCourse Content Without Creating It Yourself

With the explosion of "PLR" (Private Label Rights) products out there you have an easy opportunity to use the technique outlined in the second step of this system to get subscribers.

Many "PLR" sites offer you complete products you can download and edit in any way you want, including taking some of the content and turning them into email courses.

Most of the people (your competition) who buy into these sites don't take the time to really do anything with the information so there's a real opportunity for you to step in and profit.

Here's a list of "PLR" sites to get you started:

http://www.EasyNicheProduct.com
http://www.100Articles.com
http://www.A1-Articles.co.uk/plrmadness/
http://www.AllMomContent.com
http://www.ArticleBrainstorm.com
http://www.ArticleUnderground.com
http://www.AutomaticNicheProfits.com
http://www.ContentGoldmine.com
http://www.EasyPlr.com
http://www.Fresh-Niche-Content.com
http://www.GuruGazette.com/Content-Packs/
http://www.InfoGoRound.com
http://www.KeywordAvalanche.com
http://www.MyNicheArticle.com
http://www.Niche-Content-Packages.com
http://www.NicheContentElite.com
http://www.NicheHealthArticles.com
http://www.NicheProductsMonthly.com
http://www.NicheRevolution.com
http://www.PlrPro.com
http://www.PLRSecretsExposed.com

http://www.Private-Label-Club.com
http://www.PrivateLabelMonthly.com
http://www.ProPlrPackages.com
http://www.PushButtonHealth.com
http://www.ResellRightsMastery.com
http://www.Self-Improvement-Millionaires.com
http://www.TheToolWiz.com/Plr_content
http://www.Wow-Content-Club.com
http://www.YourOwnArticles.com

This is by no means meant to be a comprehensive list. I just wanted to save you some time searching. Do a little research before you join a site and if you have any questions about the content, contact the person running the site to get answers.

Make sure you know what you're buying **before** you buy.

One of the great things about using this method is that you can use the content you extract from a "PLR" product to create an email course promoting the same product you got the content from.

An example would be…

You find a "PLR" site that gives you editorial rights to a product dealing with getting more website traffic.

What you would do is pull content from that product to create a 3-5 day email course about getting more traffic and then use that email course to sell the main product.

The benefit to doing this is when people promote your email course and ultimately the main traffic product; you get part of the sales made because the product is essentially yours.

You also have the ability to promote a much larger product about getting traffic through your email course. You have a lot of freedom to do what you want.

Most of the people who buy "PLR" products take very little if any time to really think about how to effectively use their new content.

Give some thought to the ideas presented in this report and be willing to put a little of your time and effort into a project now so you can reap the rewards later.

An Easy Way To Get FREE Money

When you're thinking about a product to promote with your eCourse, you may want to consider advertising two-tier affiliate products that pay you based on sales those you recruit under you generate.

It's not MLM even though it may sound that way.

Take the **"Internet Marketing Center"** for example. They have been sending me monthly checks **for years** and all I really did was get a couple of people to join their affiliate program under me.

The people who joined under me are the ones making sales.

Most two tier affiliate programs will give you a link to get others to join the affiliate program under you. If you don't see it, send the company an email and ask for it.

The beauty of basing an email course on a two tier product is that when people use your email course to generate commissions, **you** also get paid when **they** do.

> **It's FREE money
> so why pass it up?**

It just makes sense when you consider that many people will promote the products you get them to join the affiliate program for outside of your email course so this is an easy way to get paid when they do that. It's FREE money so why pass it up?

Now keep in mind that it's not necessary to get paid immediately from the leads other people generate for you because **they're your leads** and you can always profit from them down the line.

I was simply pointing out that you **can** have people join two tier affiliate programs under you so you get paid up front as well.

You can find many other programs like this by searching for **"two tier affiliate programs"** in the search engines.

Step 2: Getting Other People To Enthusiastically Promote Your Email Course For Free

Remember what I said earlier…

People don't want techniques that work as much as they want to plug into <u>systems</u> that operate on techniques that work.

This is where the email system I'm going to show you how to set up comes into play. It allows you to set up a system people can simply plug into that automatically builds mailing lists for you.

People know that follow up emails sell more products than just sending people to a sales page one time will generate. The issue is that many people don't have the time to create their own follow up messages even though they know how effective they are.

Using the technique I'm about to show you; people can profit from email courses they don't have to create themselves. That's very appealing since it requires no real effort on their part.

The first time I tried to explain to people how to do this there was a lot of confusion so this time around I'll give you examples to follow. By actually experiencing the technique first hand, you'll get a better understanding of how it works and how easy it is to use.

Before I get into the actual technique itself, the first thing you need is a good and reliable autoresponder.

Locating A Suitable Autoresponder Service

I'll start out with **GetResponse.com**

I called them and laid out the method I'm going to teach you and although they support the method, they had one issue I need to address so you can be sure to follow their rules.

I normally recommend that you promote a single product in your email course mainly because if you try to push too many products, you'll confuse people and they may not buy anything.

GetResponse.com has the same idea and they'd like for any campaigns you run to promote a single product which means that if you're writing or putting together an email course about copywriting, they'd rather you stick to one or possibly two products.

Their reasoning is understandable.

A lot of people who publish content by email sometimes get a little anxious at the thought of making money and tend to publish emails that are full of hype and links to products just to get a commission.

You don't want people to see you in the same light as competitors who are nothing more than commission hungry robots.

It's easy for people to shout "SPAM" when they get emails like that so companies like GetResponse.com want you to put some thought into the quality of your content so you aren't as likely to generate unnecessary spam complaints.

It makes their job a lot easier.

They're offering a professional service and expect you to use their service responsibly.

Next is **Aweber.com**

After speaking with a customer service rep from **Aweber.com** as well I found they have similar concerns that probably stem from the fact that they want to make sure you send out quality emails to the list(s) you're using their service to build.

The customer service rep from **[Aweber.com](#)** also brought up an important point. Even though other people will be hosting your eCourse sign up form on their server, you should make sure your name is clearly shown on the sign up form.

I'll tell you why that's important.

Let's say you stumble upon a website that has a sign up form for an eCourse that catches your attention. When you sign up for it, you're expecting to be contacted by the person who's running the site you signed up from. Right?

Well, there could be an issue if you then get an email from someone else. The email could contain the exact information you requested but if it's not from the person you're expecting it from, there may be a little confusion there and that could cause a problem.

So when people host your sign up form, **make sure they use your name** or **your website address** in the description box so people expect to see **your name** in their email inbox.

That should eliminate any confusion.

And I want you to realize that within a minute or two of calling up "Aweber" and "GetResponse", I had one of their customer service reps on the phone ready to answer my questions. In my opinion, you can't go wrong with any company that is there for you like that.

"But What If I Own An Autoresponder Script Running On My Server? Will This Technique Still Work?"

In a word… yes.

The only thing you need from any autoresponder script or service to make this work is the ability to add custom fields to your outgoing messages. Most scripts and services have this feature.

By custom fields, all I mean is this…

When you get someone to sign up for your list, does your autoresponder script or service allow you to ask people simple questions in your sign up form?

GetResponse.com allows up to **10** custom fields which means you can ask people for their first name, last name, email address, city, state, zip code, country, favorite color and shoe size if you like.

Aweber.com gives you **25** different custom fields.

How many does the autoresponder script on your server give you? All you really need is **2** or **3** because any email course you create shouldn't promote any more than 2 or 3 products.

Now That You Understand What You Need, Let Me Show You How To Use It.

For years, people have only been using custom fields autoresponders give you to ask people questions at sign up. It wasn't until another marketer asked me to come up with something different that I gave any real thought to what I'm about to show you.

No matter what service or script you have, all you need to do is create a form that asks people for their name, email address. Make the custom fields "hidden", tell people where to insert their affiliate id's, then ask them to upload your form to their site(s).

In the past I've tried to write down examples inside the PDF report I wrote on the subject but many people didn't get it.

Click Here to see a live example of the technique in action so you can copy it.

That page gives you a live example of the technique in action and shows you how to copy it. I've found that the best way to teach this method is to have you participate in a live example.

Here's How I've Gotten A Double Opt-in Rate Of Over 90% To This Lists I've Run

First of all, "What is double opt-in?"

Basically that means when someone goes to your site and signs up for your newsletter or autoresponder series, before they actually get what they signed up for they will get an email asking them to confirm their subscription to your list.

If they don't confirm, they are never added to your list.

It's just an email asking a person if they're sure they want to be added to your list. If so, they click the confirmation link.

Just having your subscription system set up as double opt-in will be enough to protect you in most cases because it would be virtually impossible for someone to "accidentally" be added to your mailing list. Everyone has to confirm their subscription.

Someone may forget they subscribed and complain.

That doesn't change the fact that they still had to confirm their original subscription and now you'll have proof.

The biggest complaint people have about double opt-in is that they don't get as many subscribers as they would by allowing any and everybody to join their list without confirmation.

But here's the flaw in that line of thinking...

Let's say that 100 people sign up for your newsletter and 100 email addresses are added to your list because you aren't using double opt-in confirmations.

Up to 30 or more of those email addresses could be worthless anyway. Maybe someone mistyped their email address or they entered one that they don't really use thinking that they would

be able to download some freebies on your thank you page.

If you're using double opt-in you would never see those worthless email addresses. The people who typed in their email address the wrong way most likely won't sign up again but more importantly, those bad addresses won't be added to your list.

The people who purposely entered a bad email address thinking they could download something on your thank you page most likely **will not** give you a good email address anyway.

In other words with confirmed subscriptions you are basically dealing with people who have given you valid email addresses they actually use. If someone won't even give you a real email address do you think that person would bother to buy from you?

Probably not.

The key to getting the most people to sign up to your lists and confirm their subscription is to offer some sort of incentive for them to do so. But you don't want to make that incentive available on your thank you page.

Your incentive MUST be sent **only** to the people who take the time to confirm their subscription. **Make that known**.

<div style="border:2px solid red; color:red; text-align:center; font-weight:bold">
This is why my confirmation rate is consistently so high.
</div>

Let people know they have to confirm their subscription <u>before</u> they can get any incentives you offer for signing up.

I usually have my thank you page say something like this…

```
Thank you for signing up for "List Name".

Please check your inbox right now because you
have to confirm your subscription before you'll
```

```
get (Name Of Promised Bonus).

The email will be from (Who it's from) and the
subject line will read (Write in subject line).

Immediately after you confirm your subscription
to ("List Name") you'll be able to download
(Promised Bonus) and get the first message.

Thank you for your time and if for any reason
you don't get that confirmation email, check to
see if that email didn't accidentally end up in
your trash folder.

If you look there and still don't see it,
contact me with the email address you'd like me
to add and I'll add you in manually.

Your Name
```

In the beginning, people are more interested in the bonus you promised them than they are in your list because they don't know if the content you're going to send them is any good yet.

That's why you have to make sure they understand that to get your incentive; they have to confirm their subscription.

Before you go live with your list, sign yourself up then go to your inbox and take a screenshot of what they confirmation email looks like. Upload that screenshot to show people.

**Here's a good
tip to remember.**

That way, you've told people what to look for **and** you've shown them. You've just made it easy for them to confirm.

That's all I do to get high confirmation rates.

Offer people an incentive they can't easily get anywhere else and then tell them that to get the incentive they have to confirm.

You have three options:

1) You can either create your own incentive.

2) You can hire someone to create your incentive.

3) You can create a unique incentive by getting "PLR" content and rewriting it until it's something only you can offer.

No matter which option you choose, your incentive must be something people can't easily get somewhere else.

Double opt-in names are believed to be more responsive than your average subscribers. Since you most likely have these people's main email address, they either read what you write or leave your list. You want your subscribers to have to make that choice.

Prove yourself with every email or they leave. The people who stay are people who are likely reading everything you send. Just remember to communicate with them and you'll be alright. Be yourself. Throw a little personality in from time to time.

If someone has an issue with that, don't worry about it.

Don't be afraid to express your opinions. Make your emails look as personal as you can. Lose all the "fancy" email graphics. Just sit down and write to your subscribers.

There may not be a 100% foolproof way to protect yourself against the occasional spam accusation but doing something is much better than sitting back and hoping you never get into trouble.

I'll leave you with an interesting article I found about how one sided the "He spammed me" situation really is. See the article **here**.

In my personal opinion, it's best if you use double opt-in so you can have some measure of protection from people crying "SPAM".

As long as you let people know **immediately** after they sign up for your list that they have to confirm to get anything from you, the number of people who actually confirm should be high.

A lot of people simply assume that since they signed up for your emails that they should automatically get them. Many don't know anything about double opt-in confirmation so tell them.

I've Just Handed You A Golden Opportunity. What Will You Do With It?

*Man who stand on hill with mouth open will wait
long time for roast duck to drop in. Confucius*

I love that quote because it's absolutely true.

If you're just standing around waiting for something good to happen to you then you'll be waiting a long time.

Just knowing this information does you no good if you don't take action on it. I know you want more subscribers because if you didn't, you wouldn't have downloaded this report.

There is nothing standing in your way.

Autoresponders are cheap and it's easy to create your own content or hire the job out to someone else so money isn't an obstacle.

This is one of those times where someone is handing you a legit way to make more money and generate more leads without asking you for $1,000 up front for the "secret".

I truly want you to succeed and hope you see the massive potential in this technique and use it profitably.

To your success,

Your Name
http://www.yourwebsite.com