

SUPER FAST LIST BUILDING



**HOW TO BUILD A
MASSIVE LIST OF
SUPER HOT BUYERS**

Let's start by talking about what a list is. A list is people who have opted to receive emails from you. They may have visited one of your websites, or any Web 2.0 property or something similar that you own, and said, "I want some information," and filled in a form on your page. It may have been a popup, an unblockable popup. It may have been just a form on the page. Whatever it might be, they've said they want to receive emails from you.

Usually, it's related to a website that you've created. So, if you've got a website on stopping smoking, you might have a stop-smoking list. If you've got one on parrot keeping, you might have a parrot-keeping list. If you've got one on cooking, maybe you've got a list on that as well.

But, they've signed up to your list for a reason, because they want more information on the subject that your website's about, the niche that you're marketing in.

They either want the free gift that you signed up, or if they're not quite sure to buy your product yet, so they want some more information, or they want the course that you're offering to give them access to, or anything like that. That's why they've opted in.

Typically, your list is going to contain people from all over the world. Don't be surprised if there are people who don't come from your country. Don't be surprised if there are people that don't speak the same language as well as you or don't understand the colloquialisms you use or some of the terms you use.

There are going to be people that are going to be experts in the niche. There are going to be people that are intermediate, and there are going to be people that are complete beginners and have no knowledge whatsoever.

What you may also find, if you start being successful in the niche, you're going to get some of your competitors subscribing to your list as well because they're going to want to check you out and see what you're doing.

This means that when you're contacting your list, you need to make sure that you use language that everyone can understand or everyone in that niche can understand. You don't want to use colloquialisms or refer to things that are going on in your city or country because not everyone will be aware of those.

In fact, you even have to be wary about saying things like "tonight" or "good morning" because some people reading your email, it's not going to be morning for them. Not everybody, but some of them, are going to complain, or it's going to confuse them.

They're going to read an email at 10 o'clock at night that says, "Good morning! It's great weather here. It's doing fantastic."

They're looking out the window, thinking, "It's snowing. It's not fantastic, and it's not morning. It's night."

You can see you can confuse people by using terminology that refers to where you are. It depends on how you do it, but, in general, it could confuse people.

But, a list is one thing, and one thing you really need to understand. It's a very valuable resource. A list is going to make all the difference for you in making money online.

A list is the difference between earning a decent amount of money and earning a lot of money. Many marketers earn a lot more with a list than they do from their products.

But, you need to make sure that your list, and your autoresponder, and your mailings comply with spam laws. Now, many countries have introduced spam laws in a vain attempt to combat the rising problem of spam.

I can't remember how many emails are spam now, but it's a ridiculous amount. Something like 80 to 90 percent of all emails sent are spam, so it's a serious problem.

Unfortunately, for you and I as list owners, many companies tend to shoot first and ask questions later when it comes to compliance with these laws.

What you'll find in a lot of cases is if they're complaining to your web host about spam, the web host will shut you down, and then go, "Hey, what are you doing spamming?"

At which time, of course, your business is gone because your website's been shut down.

Firstly, always keep a backup of your sites. Secondly, make sure you are aware of the spam laws and you comply with them. This means you don't send out unsolicited emails to people. You don't advertise things that they don't want.

It's all well and good sending out a message about, say, something like Viagra to a list that would be interested in that; but your parrot-keepers, they may not appreciate being sent that sort of email.

So, you've got to make sure that you comply with the spam laws. It's for your benefit as well, because if you don't, your messages are going to get blacklisted. They're going to end up in junk folders and spam folders, and they're never going to be read. Of course, that's a problem.

One thing you could do - and we'll talk about this a bit further on in the course - is use something called double opt-in to protect yourself with the spam laws, because with double opt-in, it basically means somebody says, "I want to join your list."

Your autoresponder then sends them a message that says, "Hey, someone using this email address has requested to join this list. Was it you, and do you want to?" Then they click on the link.

The upside to this is you're protected from this. You comply with the spam laws, so if anyone comes to you and says, "Hey, he's spamming me."

This has happened to me. I've had some very nasty emails from people saying, "Who the hell do you think you are sending me these emails?"

I say, "Hang on. You subscribed to my list on this date, at this time, from this IP address. You double opted-in to my list. So, I'm not spamming you. You have forgotten you've signed up to my list." That tends to send them away.

I've also had companies contact me saying, "You're spamming us." I'm saying, "No, I'm not. This person has requested information." I can prove to them... I've even had my web host contact me saying someone's complained about spamming. Again, it wasn't spam.

I had a double opt-in, so I showed my web host the double opt-in and said, "Right, about that person. They signed up on that date, at this time, and from that IP address. They double opted-in. Since then, they've bought this product, this product, and this product, and they've opened all these emails."

So, I was able to go back and give them all this information. My web host just went, "Oh, fair enough," and just told the person where to go.

But, you've got to be protected, because you can get yourself shut down. If your business relies on that, it could be a problem.

I want to tell you a little about what's in this course. This is a course about list-building. We're going to show you a number of ways to build a list.

But, I want you to understand why you want a list. A lot of marketers can't get their head around why a list is good. We're going to talk about that in the next video so that you know why it's a good thing for you to have.

I'm going to give you some help choosing an autoresponder. I'm going to be honest; it can be difficult. There are millions of them out there. There are hosted services. There are scripts you can install. There are expensive scripts. There are cheap scripts. There are expensive, hosted services. There are cheaper ones.

Which do you go for? Which one's best? Do you just pick the one that everyone else is going for? We're going to talk about that in a little bit more detail.

I'm going to talk to you about how you actually build a list. I want to talk about the mechanics of it. Where do you find subscribers? I want to talk about some of the best ways for you to find subscribers and why list-building needs to be the focus of your business.

I'm also going to teach you some of the most powerful ways to build your list. These are incredible ways for you to build a list and to get people subscribing. Once you've got subscribers, you've got a great relationship with them, you're going to earn a lot of money.

But, you need to understand what your list wants, and we're going to talk about this in this course as well. I want you to understand what your list is after and how you can give it to them.

I'm also going to talk about where to find content for your list. Again, a lot of people have put off building a list because they're sitting there thinking, "I've got to write an email to the list every week, or every two days, or whatever it might be," which is great if you've got one list. No problems.

When you've got 10 lists, or 20 lists, or 100 lists, it becomes a problem. It becomes quite a serious problem. So, we're going to talk about where to find content for your lists so that you're not stuck spending all your life writing content for them.

We're going to talk about the importance of a relationship with your list as well. That's vital for you to understand.

Now, this course is fully featured. There's going to be lots of information. There is a book accompanying it, if you want to print that out and read that or have it next to you as well.

There's some crossover between the book and the videos, but there's information that's in the videos that isn't in the book and vice versa. So, you're going to have to watch them both and read the book; but the book won't take you too long to read.

This information is going... there's going to be a lot of it. This video course is fluff-free, so you're not going to find filler and useless information. It's all to-the-point, valuable information to help you understand why you need to build a list.

Grab yourself a pen and paper. Make yourself comfortable, and let's move on the next video right now.

Why on earth would you want a list? Why would you want 20,000 loyal subscribers on your autoresponder?

Well, a list is an incredibly valuable resource, and one that I think most marketers, or most marketers that aren't making a lot of money online, undervalue. A list is incredibly valuable. There are many marketers that make more money from their list than they do from product sales.

Now, I was talking to a very well-to-do marketer that I know makes between \$20,000 and \$30,000 a month from his websites. He said to me - and this is absolute, genuine - he said this to me.

We were having a discussion at a seminar, and I was talking about the fact that I really ought to build a list. This was some time ago. He said to me, "Do you know what? I earn between \$20,000 and \$30,000 a month from my products. I can send one email to my list in that month and earn more than I earn from my product sales."

I sat there a minute and thought, "Ooh, that's a lot of money." Then I thought, "One email. He probably sends about half a dozen or so in a month, so he's probably making an awful lot of money off of his niche."

So, that's why these lists are so fantastic. With a list, you're going to make an awful lot of money from them.

Potentially - and you need a decent-sized list that responds well - you could earn tens of thousands of dollars from a single email. Let's face it; the average that people quote in the industry is that you earn a dollar per month per subscriber is really a rough guideline.

That means that if you have 10,000 subscribers, you should earn \$10,000 a month off them. If you have 100,000 subscribers, that's \$100,000 a month. Not bad, is it?

But obviously, this varies. It depends upon your relationship with your list. It depends on how much they value what you send out and how relevant the offers that you send them are.

Basically, it puts money on tap for you. It means that if you suddenly think, "I've got to pay my tax bill," or, "My car is broken. I need a new car," you send an email to your list. Money comes in; problem solved.

It's an incredibly valuable resource that will do you well. But, the really good thing about it is it allows you to quickly sell a new product.

For example, if I don't have a list and I launch a new product, I'm left there scratching my head thinking, "Right. What do I do with this then? OK, I've got a great product. Who's going to buy it?"

There's no one there. I've got to go out and recruit affiliates, and joint venture partners, and this and that and the other, and try and sell the product.

But, if I've got a list, all I do is bang a message out and orders come flooding in. What also happens, of course, is I send that message out, orders come flooding in, and many of those will sign up as affiliates because of course I'm going to tell them all about the affiliate program, and they are then going to sign up and sell it for me. You get that sort of momentum.

But, it doesn't just account for new products. If there are any CPA offers that are relevant or affiliate programs, you can send those out. It means that you can react really quickly.

So, if there's a new product launch, you don't have to go through this whole rigmarole of getting your site to the top of the search engines. You just send an email out to your list, a couple more to remind them, and enjoy the sales coming in.

Same with CPA offers, though one thing with CPA offers: if you're going to send out emails, some of the CPA companies will give you what they call suppression lists.

Those are lists of emails that they do not want the offers sent to, and you have to run that against your list. It is hassle, and it can be really difficult to do with some autoresponders. Before you send out the emails, you should just be aware of that.

But, it's a really, really great way to earn because bang! The message goes out, and in comes the money. It's absolutely riveting. I'm telling you now, when you've got your first list...

This happened to me. I spoke to this guy at this seminar, and he told me this. My eyes just went wide as saucers, and I thought, "I've got to do this, start building a list."

I spent about three weeks tapping away, putting autoresponder sign-up forms on my pages, offering gifts for people to sign up, and so on. About the end of about three weeks, I had 208 subscribers.

I'd just finished a new product, and I thought, "OK, I'm going to send a message out to my list." I'd sent them a few messages to build a bit of a relationship, and I thought, "They know what I'm about. I'm going to send them another message."

What I did is I sat down and I wrote a message about this new product. I didn't tell them everything about it. I hadn't even got a sales page for it yet. I literally just said, "Right. I've got a hot new product. This is what it's all about," told them all about it.

I said, "Look, I haven't got a sales page up for it yet, but..." I sent it on a Friday, and what I said is, "On Monday, I'll have the sales page up, and it's going to be \$50. But, just over this weekend, just while I'm getting the sales page up, because you're one of my subscribers, I'll tell you what. I'll let you have it for \$20."

I sent it out, and then thought, "Oh no. I'm going to get loads of unsubscribes." The usual worry for a first real sales message to my list. I looked in the next morning; I found that I made three sales. I thought, "I just made \$60 from an email."

That was absolutely revolutionary to me there, \$60 for something for something I earned by selling products or AdSense at that time. So, I was like, "Hang on, this is really good."

I left the offer there. Sunday night, I sent another message saying, "Just so you're all aware, this price is going up tomorrow and this offer is being removed. So, if you want it, act now."

I woke up Monday morning. I set to work putting the sales page up, checked my PayPal account, I had another three orders in. One email had earned me about \$120.

I was like, wow! But, you've got to remember, I only had a list of 200 people. I was like, "Hang on. If 200 people earned me \$120, if I had a list of 2000 people, that would have earned me \$1200. If I had 20,000, that might have been \$12,000."

I was just like, wow! It completely blew my mind when I sat and thought about it. What I did then is I've gone off. I've built lists in every niche. Every single web page of mine has a way into my autoresponders, and I sell to my lists.

It's absolutely fantastic. It will change your life. I guarantee it. When you first send that email out to your list and you get that first sale back, no matter how small it is, you're going to get the bug, and it's really going to change your life.

Why would you have a niche? Well, what you need to do is every niche you work in, you're going to have a separate list. If I'm in the stop-smoking niche, I'd have a list for that. If I'm in the gardening niche, I'd have a list for whatever sub-niches I'm in. I'd have one for rose keeping, one for organic gardening, one for bonsai trees.

I might have a list for parrot keeping, a list for potty training children, one for teaching dog tricks - all of these as separate lists.

Now the only niche where I don't always have a separate list is Internet marketing. Internet marketing people tend to be interested in a lot of different things, so I wouldn't just have my list-building niche, my traffic-generation niche, my AdSense and AdWords niches.

I may separate them out like that, but what I'd probably do is send them all the same sort of generic newsletter every week, for example. But, I then send each niche specific products. So, that's something that you could do as well. It depends on how you want to run it.

But, you've got to make sure you only market relevant information to the niche. Now, if I've got my parrot-training people, I might know a bit about them, know that while, in general, 80 percent of people who own parrots are over the age of 50, then I could safely say I could send them offers that are related to people or are of interest to people over 50.

But, if I'm in a niche like quit smoking, for example, where it could be anyone from the age of 18 to 80, I can't do that. I've got to make sure I market relevant information.

I don't want to be sending my quit-smoking people offers saying, "Hey, look! I've got this great new product that will teach you how to make your dog do tricks?" Because most of them are going to turn around and go, "Huh?"

You've got to be aware of that. You've got to make sure you only market relevant information.

But, one of the great things about the list is you can test products and test the market response from a list. Like with the product I told you I sold on the previous slide to my list, the first one I ever sold, it was a good test, and it was a test to see how well it would sell.

I thought this is good, so I launched the product, signed people up for my list as affiliates, and it went on to make some really good money for me.

But, you can have a really good test of is something going to sell, what price points is it going to sell at, from marketing to your list.

Now, if you have a good relationship with your list - which we'll talk about later on - you can do things like get testimonials for your product. Of course, this was a new product I'd launched.

Three or four days later, I contacted the half-dozen buyers and said, "Look. What did you think of the product? Is there anything else you'd like to see in it? Would you mind providing a testimonial?"

Four of them gave me a testimonial, so I instantly had testimonials for my product that I could put on my web page and help make sales.

You can also get feedback and market information. You can survey them and say, "Look. In this niche, what's your most important, biggest problem? What's the one question that you have?"

They'll give you feedback. You can ask them to vote on product names, domain names, whatever it might be. But, you can get some great feedback from them.

But, a list is an absolutely vital part of marketing, which so many people completely ignore. You know, many marketers just don't see the value in building a list because they're too busy trying to build products, thinking that the real money is to be over from a product.

But, it is not. It's to be earned from a list. And that's why you cannot ignore list building, and your business needs to be focused very much around building a list.

When it comes to choosing an autoresponder, you need to understand your requirements. You need to know what it is that you want from an autoresponder, and what the autoresponders offer you.

But, it's important that you sit and spend a little bit of time to think about what it is that you want. What do you need? We're going to talk about that a little in this video.

You need to understand your budget as well. Can you afford to pay monthly? Can you afford to just buy something one-off? Or do you need to have a real, real tight budget and have to go for some of this free, or very inexpensive? Your budget will determine which autoresponder you can go for.

Do you want the hassle of hosting it yourself? Do you want to install the script, configure it, set it up, update it, maintain security, and so on, or do you want to buy a hosted service and have someone else take care of all that for you?

How many lists do you want? Some autoresponders limit the number of lists you can have, and how many messages you can send. So, you need to understand that.

You need to make sure that whichever autoresponder you choose is one that you can grow into. If you can only have 10 lists, and you say, "Oh, that's plenty," and you hit 10, then you've got a problem. So, ideally, you want one - and most of them do - that will allow you to host unlimited lists.

What you need to do is look at the different services, look at the features of them, compare them to what you want and then decide which autoresponder to go for from that.

Now, AWeber is probably one of the most popular, though GetResponse and Wizard Autoresponder are also very popular. GetResponse is well established, Wizard Autoresponder is relatively new to the scene, but is receiving some very, very good reviews and is very popular with its customers.

There are many others, such as Infusionsoft, iContact and Constant Contact. These are more business orientated and high end. They offer in-depth reporting, segmentation of lists, and so on and so forth.

It's where AWeber feels that it is heading. AWeber recently changed its pricing structure and added a lot of new features, which is trying to put itself on a par with these services. So, yeah, you've got to consider that as well - do you want that level of segmentation and reporting, or do you just want to be able to send messages out to lists?

Now, hosting versus hosted. Now, typically, if you're hosting your own, you pay a one-off fee. You buy script for \$100, \$200, \$500, whatever it might be. Hosted tends to be continued payments, so you're renting it if you're hosting it.

If you're hosted, using a hosted service, so you tend to pay a certain amount per month. Now, for some of the autoresponders, this amount varies according to how many people you have on your list, which of course puts the burden on you to actually market to your list.

If you're hosting your own, it means you have to install the software, configure it, and keep the script updated. You have to worry about security and patches and so on and so forth, which, if you're not technically skilled, could be quite difficult for you to do. It also, yeah, could be a hassle.

You know, you might have to pay someone to do it, it constantly means that you've got updates to do, so, it's a lot of work to do, and that does put a lot of people off hosting their own.

Simply the work involved, particularly with applying patches and some of the autoresponders that you buy, so that you have this version, then they release a new version six months later, and say, "Ah, yeah, well, if you want to upgrade, it's now \$100," so you know, they get you like that. You know, it can be an issue, but then if you don't need the upgraded features, you don't need to upgrade, do you?

Now, a hosted service would usually provide the better delivery rate, simply because companies like AWeber and GetResponse work with the big email giants like Gmail, Hotmail, AOL, Yahoo and so forth, and have very, very strict rules about what can be sent out and how it's sent out, and so on, which means that they don't have a problem.

The hosting companies have people working to make sure that the domains aren't spoofed and so on and so forth. If you're hosting your own - I mean, I used to host my own autoresponder - and I just got flooded with junk messages.

People obviously realize, spammers obviously realize - and what I found is I was getting, you know, there were messages being sent out from my domain name from all over the place, and my domain name, before I knew it, had become blacklisted by a lot of companies, and you know, messages were just going to the junk folder.

So, that's a really, really, serious problem. So, you do have to consider that, and bear in mind that the hosted services spend much more time ensuring that their services are spam-free. And basically the higher the delivery rate, the higher the open rate, the higher your earnings.

If your messages aren't getting through, and they're getting lost in the junk or spam folders, that's bad news. That's your earnings going down the pan. Hosting your own, you do run the risk of having your domain blacklisted.

I imagine there's some ways around that. I mean, I'm pretty technically competent. I know what I'm doing, I know my way around a server and the script, but I couldn't, even with my web host, help. I was struggling to stop the spoofing of my domain name. There was very little I could do.

So, as I said my domain was very soon blacklisted and in the end, I let the domain expire because it was useless to me because it was so damaged by the spammers. But, hosting your own, if you're careful, is not bad.

A lot of people still host their own autoresponders, a lot of big names do, simply because they have control over their list. And that's the thing. If you host your own, you physically own your list. It's yours, it's on your server, you know where it is.

Whereas if I have an AWeber account, well, where's my list? It's on an AWeber server. Can I get to it? I might be able to export a copy, but I don't really own it. So, this is why a lot of people prefer to host their own. They've got complete control. They can do what they want. They're not beholden to the autoresponder company and having to do exactly what they want.

And obviously, that suits some people who perhaps, want to enter a slightly gray shade in their emailing, particularly if... For example, you may want to run single opt-in because you get more people on your list because you don't have the issues with double opt-in messages not being clicked on or delivered, but your autoresponder service won't allow you, so you may end up hosting your own so that you can do that. But, again, it's up to you which way you go.

What you're looking out for, whichever autoresponder you choose, is a high rate of deliverability. If your messages aren't getting through, you're not going to be earning. Your messages have to be delivered and they have to get through to the inbox, not the spam or junk mail folder.

I mean, let's be honest, hands up anyone who spends his time reading every single message in the spam folder. Ah, I don't see many hands. Very few people do. If it doesn't get into the inbox, you're not earning.

You need to make sure that whatever autoresponder you choose complies with the anti-spam regulations. This is very, very, important. It could damage your business incredibly, not to mention the fact that, yeah, if you do get caught spamming and you actually are, you could face prosecution and even jail, and basically unlimited fine. Now, it is not pleasant.

So, you've got to make sure that they comply with the anti-spam laws and are aware of them, because that way you are going to be safe. You want a reliable and established service. You don't want to rush out and go for, yeah, whatever it might be, any old company. You want to make sure that whatever service you're using is reliable.

An autoresponder is usually for life, to be perfectly honest. Once you have one, it's a nightmare to move your autoresponder. Most autoresponder hosted services, for example, will insist that your leads opt back into your main list when they import it. They have to protect themselves against spam laws and people who are harvesting email addresses.

But, what it means is it means that you lose an awful lot of subscribers. Yeah, I've known people with 20,000 on their list, and they've moved, and they've lost loads of people.

I mean, I was hosting my own script for some time, and as I said to you, my domain name ended up getting blacklisted and completely ruined by spammers, so I thought, "Right. I'm going to have to move to a hosted service, because I want that reliability. I want that deliverability."

So, I did, and my list - I had almost 10,000 people on my list at the time. I thought right, I'm going to get them all out-message them two or three times. I'll get them to subscribe to my new list so that I can market to them from my hosted service and out of 10,000 people only about a 150 reconfirmed their email address. So, effectively by moving, I lost almost 10,000 subscribers.

It took me a year and a half to build that many up so you've got to be careful. You don't want to be shifting around autoresponders every few days, every year or so because you're going to end up losing a lot of subscribers.

You need to understand who owns the list and whether you can exploit it if it's a hosted service. Exploiting list means that if the worst happens you can then load onto your own service and you still have your list and you can still mail to them.

A lot of marketers will do that, they'll take the lists and they have their own autoresponder and they put it on their own autoresponder as well so that they've got them safe in case there's a problem. That's something to consider.

You've got to look out for whether they're offering double opt-in or single opt-in. Again, it depends on what you want to do with your business. Do you want to go for double opt-in? Do you want to just stick with single opt-in? Double opt-in gives you the protection against the anti spam laws, single opt-in gives you an awful lot more subscribers.

You want something that's easy to use. You don't want a script that you look at and it confuses you and is counter intuitive. It's got to be something that's very, very easy for you to use and something that's easy for people to unsubscribe from. You want something that allows you to put a signature at the bottom so that you can put your contact details in compliance with the spam laws and so on.

And also, you want a company that's contactable. If there's a problem, you need to be able to get a hold of them. You know it's no good them taking three weeks to answer a message if your list isn't working. That's a huge problem that could really damage your income so make sure that they have good contact ability and good response rates.

And that's really what you're looking for in the list.

Now, an autoresponder is a big choice and you do need to make sure you get it right pretty much the first time. If you move autoresponders, you do run the risk of losing a lot of subscribers. So, think about what you need. Think about your budget. Look at some of the sites we mentioned here and decide which one will work for you and then once you're really sure subscribe to it and start building your lists and start earning from them.

This is AWeber.com. AWeber is one of the most popular autoresponders out there. You can see here that they were founded in 1998 and there're over 61,000 customers. They're a big company. Now, AWeber used to be the one of choice for Internet marketers. For many people, it still is. They have a very, very high level of deliverability, they're very reliable. What AWeber did some months ago is they decided that they were going to aim themselves more at the corporate market, the big end market like constant contact, Infusionsoft, and iContact and so they changed their pricing structure, which has put a lot of marketers off of them particularly new marketers.

Now, I'll show you the pricing structure in a minute. What they do do is they give you a one-dollar trial so you can give it a try for a month for a dollar. Now, if you scroll down you can see some of the other features that they offer.

They give you sign up forms, analytics, very high deliverability, a follow up auto-response. You can have as many autoresponders as you want. You can see here that people are joining. I mean, I don't know quite what these two are doing at this time of day because it's about two o'clock in the morning in Florida. It's about one o'clock there and about midnight in California, so obviously these people don't sleep.

But, you can see that they offer you some good service. AWeber is known for reliability and deliverability. And you can see here this little bit of text here. They have worked well

with ISPs, Internet Service Providers, to make sure that their messages get through. They are trusted by them that the messages that they send are good quality.

Now, we just want to go and have a look at the pricing very quickly. So, here, we have the pricing, the basic level is \$19 a month but you can see it goes up. Once you're over 500 subscribers, it's \$29; 2500, it's \$49 and so on.

Now, what this means is it means the onus is on you to start earning from your list, you can't sit back on your laurels like people used to and just build the list and never market them. You've got to earn from them. The old pricing structure was it was \$19 up until 10,000 subscribers and over that it was negotiable.

But, you should be making money from your list, if you're not making \$19 a month from your list of 500 subscribers, you're doing something wrong. You need to be mailing the list good quality products. So, this is the pricing structure here. It doesn't, you know it may sound a lot but when you think about it, 500 subscribers you should be making around about \$500 a month off of them. So, you know, the monthly fees more than covered.

The nice thing with AWeber is it does some really, really good tracking and targeting. They've introduced some fantastic new features that allow you to really understand what your subscribers are doing, to break up who you're sending messages to. You can send messages to people that read the last one, messages to people that didn't read the last one, and so much more. There're some really, really good features within AWeber. There're a lot of testimonials and I know that a lot of people use it.

Now, there are some private label versions that haven't moved to this new pricing structure yet. Some are like Michael Filsaime's ProSender and John Delavera's Turbo Autoresponders. They are private label versions of AWeber. I believe that when AWeber was starting up, they needed a cash influx so they sold the private label version to some marketers. But, there're very few people that have it; I think there's only about half a dozen.

So, this is AWeber. It is, has been, and probably still is the autoresponder of choice for many, many people. However, there are some other options. We're going to show you some of the other ones now.

This is getresponse.com. This is another popular one that's been around for some time it's very, very popular. Similar to AWeber, one thing it allows you to do is you can do surveys to your list and you can also send out video emails to them. So, it's quite good, those are features that AWeber haven't added.

So, this is GetResponse trying to differentiate themselves from AWeber and add features that you may or may not use. The surveys certainly you would use, the video marketing well I'm not so sure. But, it does provide you with some good services. Again, they give you some really good deliverability, very good tracking, very good analytics, some really, really good features to help you increase your revenue and automate your marketing.

So, let's have a quick look at their pricing too. OK, now, you can see here if you're a tiny list... This is basically free trial, and it's free. But, you can see the pricing here it's slightly less than AWeber. So, it's basically they're trying to pull people away from AWeber to them by having the lower prices. But, they have adopted the same pricing structure as AWeber. So, pretty much, they're both kind of the same.

You get a couple other options down here. You get for free the online survey. For \$10 a month, you can send high impact bulletins and newsletters. Now, my issue with this is HTML emails. Most people don't read them, most browsers and most software doesn't support them. I personally never use HTML emails because I know the open rate is dreadful. I get HTML emails from people all the time that obviously really proud of how their email looks, but of course for security purposes I don't let my mail client download images because I don't want any old rubbish being downloaded. So, of course, they look terrible to me.

But, you can see here, the pricing is pretty much the same. There's no sending limit and unlimited lists as long as you don't go over that number subscribers. But, you can see GetResponse isn't a bad site. Again, a lot of marketers use GetResponse, and have some very good things to say about it.

Which one you choose is actually entirely up to you. I'm going to show you another couple in a moment. But, it's up to you, just look at the features, go through some of the features here and use that to help you decide what it is you want to use.

You can take a tour here and you can read the FAQs here to get some more information about exactly what it is they're doing. There's an account comparison here, let's just have a quick look at this. You can see here some of the features - integration to Twitter, there's an iPhone application, online surveys, industrial industry templates, split testing, unlimited follow up messages. So, they all give you quite a few decent features. Some of these are on AWeber, some aren't, but it depends on really what it is you want. Do you want some of the features here? Is there a feature here that makes you go, "Oh, I've got to have that" or is there not?

Now, let me show you another autoresponder now. This is a fairly newcomer to the block, so let's go onto their web page now. Now, Wizard Responder, or wizardresponder.com, is a new system that's actually getting a lot of interest. You can see here Martin Avis, a well-known marketer, has put a testimonial on here. It's very, very popular, this one. Because it got quite a low price at the moment - they're currently nine dollars a month - they're really taking off and getting a lot of interest from people. They provide a good level of deliverability, and pretty much all the information you need. Let's face it, the basic from an autoresponder is you want the message to go out and get through.

You may not want all this fancy tracking and customization and split testing and video marketing and everything else. You may just want to send messages, in which case, this tool will do you just find. Let's scroll down to the bottom and just have a look at some of the features and other information here.

Now, here's the feature list, and you can see pretty much it offers everything you want or need. It's the basic autoresponder, but you can have up to ten thousand subscribers for nine dollars a month. How appealing is that? Now, you can personalize your emails, you've got an RSS indicator so you can keep in contact with your subscribers via RSS, RSS is taking off. You can build in tracking links, band subscribers, and so on and so forth. So, there're an awful lot of features here for you.

So, if you go through and look at this, you may find, well, that's actually all you need. You don't need the fancy tracking that AWeber spends. So, it could be worthwhile. And I think one of the real benefits of this is that it takes PayPal. AWeber doesn't take PayPal, and that puts a lot of people off, but Wizard Responder does. So, the fact that it does take PayPal, I think is a big selling point for it.

So, these are three of the big autoresponders that you can use. Now, which one you go to is entirely up to you. It depends upon your budget, and it depends upon the features that you need. I won't recommend any one of them, but I can say that they are all equally good and that they will all do exactly the job you want them to. Which one you choose is up to you, but you've got to choose the one that fits your budget and has the features you want.

If you don't want all the tracking and split testing and rubbish that AWeber gives you, go for Wizard Responder. If you don't feel that you can live with all that extra functionality, go for AWeber. If you want the video functionality and some of the other gimmicks that were on GetResponse, go for GetResponse, but you have to make that decision.

But, when you make the decision, remember, an autoresponder is for life, pretty much. Trying to move your list from autoresponder to autoresponder is a nightmare, and will result in a massive unsubscribe rate. You're going to lose a lot of subscribers. So, when you find one and you decide to stick with it, stick with it. Don't go hopping from autoresponder to autoresponder, because all your work building the list is going to be for nothing, and you're going to start losing people.

So, those are some of the autoresponders that you can choose. These are all hosted solutions, and that's really good because that means you don't have to worry about installing scripts, configuring scripts or any of that sort of thing. All you do is you just use the software, and somebody else worries about all that. So, pick one of those or pick another one. It's entirely up to you which one you go for.

We're going to start now talking about building a list. The next few videos are all about different ways of building a list. In this video, we're going to talk about building a list from your website or websites.

Now, every website or web page you own needs to be focused on building a list. Every web page has to have an entry point into one of your autoresponder sequences. You want people to be able to subscribe from anywhere within your empire or sight. You want really easy, simple form, tells them why, tells them what they're going to get, get them to sign up. The more people you can get into your list, the better.

You basically have a sign up form on every page in the form of a popup, a hover-ad, or just plain autoresponder sign up form. But, it takes a lot of effort to get people to your website, so you don't want them to come to your website and disappear. You want them to come there, sign up, and then you can market to them at your leisure.

Now, every niche market needs to have a different autoresponder list. We talked about this briefly earlier on, but your parrot-keeping list would be different to your dog-training list to your consultants list to your plumbers list and whatever. You have different lists for each niche market. This allows you to separate out your lists by interest so that you can market specific products to the lists.

Now, you may find that some products will appeal to multiple lists. In which case, you have two choices. You can send the same message to each of the lists, or you can write a custom message for each list focusing on their specific needs and wants and why the product suits them, and that is a technique that will work best and have the highest conversion rate.

Now, if you have broad niches, then you can have generic lists. So, for example, I might have an Internet marketing, I've got my list of list builders, traffic generation, WordPress people, my list of - what other lists have I got in Internet marketing, let me think - I've got another list on people who are interested in AdSense, a list on pay-per-click, a list on cost-per-action.

So, all of those are different lists, but because I'm in Internet marketing, they all have pretty much the same interest. So, I can send a broadcast, for example, on an affiliate product related to Internet marketing to all of them. So, if there's something specific to, say, pay-per-click, I would send it just to that list because the others may not be interested. But, if it's Michael Filsaime latest product or whoever, some big name has released a new product, I'd send it to all of them, because they've all got a general interest in it.

What I'd want to be able to do with my autoresponder, ideally, is to make sure that if somebody has signed up to more than one of those lists, they only get one email. That's actually quite a good feature of an autoresponder, if you can find it.

As I said, each sub-niche has it's own list, so you may have a generic - in health, for example, you may have the fitness freaks, you may have the dieters, you may have the people who want to stop smoking, the vegetarians, the vitamin munchers, whatever it might be, but they're all in the generic health niche. So, you may not be able to get them all onto one list, and you probably don't want them to be all on one list, but if there's something generic to do with health, you'd send it out to all of them on every single sub-niche.

One thing that works very well - now I did this years ago, first tried it out and I found that I'd gone from getting one opt-in every three or four days to three or four opt-ins every day - is you offer a bribe for people to sign up to your list. Offer them a gift. It could be a book or whatever it might be.

Nowadays, in IM, Internet marketing, worse than other niches, people don't want to give their email addresses away, because they know that what's going to happen is they're going to get bombarded with junk emails and messages, and before they know it, their inbox is going to be full up. They're going to get thousands of messages a day, and most of them are going to be completely irrelevant and rubbish.

So, by offering a bribe, you help overcome that resistance. Maybe I should call that a gift. You offer them a free gift for signing up. You overcome that resistance that they have to giving you their email address, because they think, "Well, there's something in it for me." And because your gift is really good, they're going to stay subscribed to your list, because they think, "Hmm, this guy's obviously got something to say. I want to listen."

Now, what could you offer them? A free report, a video, or something similar. Something that works very, very well, is if you're selling a product is to offer a couple of free videos, a couple of sample chapters or something like that. Something to give them a taste of the product so that they can go, "Hmm, this is good." So, that's what you want to think about. But, offer them something that's valuable, and that's the key. Don't try to get find a resale rights product or a master resale rights product to give them, you don't want that. It's got to be something of value, and it has to be yours, something you've written.

You've got to make sure that you don't give away the farm. For example, if you're selling an ebook, for example, and you say, "Well, I'm going to give away the first three chapters," but chapter three is where the really meaty information is, you don't want to give them that. You want to give away enough to prove the product is good and that you're an expert on the niche, but not enough that they're going to go, "Well, I don't need the product." You've got to give away just enough to make them go, "I can't live without this product. I've got to buy it."

Now, the reason the product has to be your own is you use it to sell your own product or affiliate products. So, basically the giveaway is promoting your product, or if you haven't got product to sell and you're just giving away something to build a list, it's promoting affiliate products. That's it, plain and simple. And that way, you'll learn. Because what will happen is they'll read the book, and not everybody, but the majority of people will be intrigued by what's in there, realize you're an expert, and come and buy something.

So, it works really, really well. If it's a way which to report with some really good information, then people will buy. One thing to try - and again, I've tried this and had a very, very good response rate with it - is popup windows. Put popup windows and hover ads on your web page and you'll find that you get a good result. You've obviously got to play around with them a little, but you will get a good result.

They can often provide you with a lot of subscribers, because they're fairly obtrusive, shall we say? Where as your opt in box on the right hand side they may ignore, because they're reading the text, the box is right in front of their face and they've got to

click a button to get rid of it. And when they go to click on the button, they quite often see the free gift and go, "Hmm, that looks good," and click on it.

What you need to do is experiment with different text in these boxes. Experiment with different pop up times. Do you want the box to appear as soon as somebody gets to the website? Do you want it to appear when they leave? Do you want it to wait five seconds or ten seconds? You've got to experiment with it. What gifts can you give away? Try different things to find out which works best.

Now, sadly, that's not necessarily going to be the same across all niches, but it gives you a starting point from which to work in every niche that you enter.

Now, if you're selling a product - and this is really, really important - you need two lists. You need the pre-sales list and the post-sales list. Very important to separate the two out.

Let's think about it. Your pre-sales list, what are you doing? You're selling your product. Your post-sales list, they've bought your product. They don't want to be sold your product again. They've already got it. I made a little mistake on one of my lists awhile ago. I had forgotten to put the automation on so that when somebody bought the product, they were removed from the pre-sales.

The guy bought the product - actually this is quite funny. The guy bought the product and had written me an email about a day afterwards saying how much he loved it and he thought it was fantastic. And then a week and a half later, he got our message, I think, about three, of the pre-sales sequence. And he actually bought the product again, because he thought, "Wow, this product sounds great!" And had forgotten that he had bought it a week and a half before.

I monitor my sales, I know exactly who buys what on all of my sites. I noticed that he had quite an unusual name, which is why it really stood out, and I thought, "I'm sure I recognize that name. I'm sure he bought something the other week." I went and checked and found out he had bought the same product. And when I contacted him again, I gave him a refund, obviously, and said to him, "I'm really sorry, I've messed up my automation. You were on the wrong list." I gave him a little something as an apology.

He said to me, "All right, I was getting these emails and it was something with this product and I thought it was fantastic, so I bought it." And he hadn't realized he'd already bought it. So, you get a lot of confusion, but if they're a little bit smarter and they realize that they've bought the product, they're going to get a bit annoyed that you're trying to sell them the product they bought. They going to read it and think, "What's going on? I've got this product, why are you trying to sell it to me?"

And you're going to get high unsubscribe rates. So, make sure any autoresponder that you choose allows this level of automation. It's going to make your life very, very easy. Now, your pre-sales list holds prospective customers. These are the people that come to your website, they've gone, "I'm interested, but I don't want to buy just yet. I want a

little bit more information first. I need to make up my mind and make my buying decision."

So, it holds the prospective customers and what it does is it sells them one of your products. Now, it will sell them for anything from seven to ten to twenty messages. It will sell the product, after that it says, "Well, they're not going to buy it." So, what you do is you sell them other products, affiliate products.

Your post-sales holds actual customers. These are the people that bought, they spent money with you. They are qualified buyers and you know that A) They have money, and B) They're going to spend it. So, what can you do with them? You sell them other affiliate products and back end products. But, it is vital that you remove the buyers from the pre-sales list. It's going to confuse the hell out of them, it really, really is.

But, what this allows you to do is maximize your profit by targeting messages to the right audience. You're not trying to sell a product to people who have already bought it. You're trying to sell a product to people who registered an interest in it, but haven't yet bought it.

To the people that have bought it, you sell them other similar products or related products of a similar or higher value. You sell them your back end products, the video calls, your personal training, your membership, whatever it might be.

Now, you can also sell these to the pre-sales list as well, but whilst you're doing that, you're not selling the original product. So, you need to make sure that you are very defined about where messages are going. And make sure that your post-sales people, your customers, you're not trying to sell them the same product again. It will cause you problems if you do.

But, that's how you build a list from your website. Make sure that every web page you own has an entry point into your autoresponder sequences, keep your niches separate, but feel free to send messages out to a number of lists that are relevant to them. Maybe rewrite them specifically for each list. Remember if you have a product, separate out the two lists so you've got your prospective customers and your actual customers.

And with the information here, with this knowledge, you could make a lot of money from your list. It's going to really help you with your list building career, help you earn money from them, and help you get a big list very quickly.

Co-registration is a wonderful way of building a list. It's a very simple concept, basically your sign up form appears on someone else's thank you page and theirs appears on yours. Now, you either do this manually and you do a manual swap, or what you do is you use a service. If you're using a service, basically you get a credit or so many credits for every time you show somebody else's sign up forms.

These credits are then applied to your account so that your sign up form is shown on other people's thank you pages. And this brings you quite a good number of

subscribers. You can get a lot of people from one of these. It's a very, very effective way of getting yourself some targeted subscribers.

The good thing about it is they tend to be quite responsive. They've opted in for information from someone else's list, they're interested in the niche. They've registered an interest and they're obviously really keen on signing up for your list, so it works very, very well and I really, really recommend it.

Now, the best way of doing this is Co-Registration Services, but you may find that you don't get a lot of subscribers, maybe your niche is a bit too obscure. In which case, you need to contact people in your niche directly and say to them, "Hey, look. I notice you haven't got anything on your thank you page. Tell you what, why don't we swap autoresponder sign up forms?"

And we put a message on each other's thank you page saying, "Hey, thank you for subscribing. I know you've said you're interested in information from me from this list, but I'd like to recommend this other newsletter as well. I believe it will be something of interest to you." And do that, because you know what is going to happen with that? You're going to get a lot of subscribers. It really does work very, very well.

Now, some of the auto services are better than others, but we're going to talk about a few of them now.

Now, the first one I'm going to talk about is Advertising Know How. I think it's a very good site. It has a really good feature in that you can buy credits to get your newsletter appearing on other people's pages.

So, you don't have to sit there and try to get people to see your thank you page. What you can do is you can just buy a load of credits and off it goes. Yeah, it's going to cost you a bit of money, I can't remember how much it is, but you're basically getting a whole load of exposure pretty much for very little. And potentially you can build a good list from it, so I strongly recommend that.

List Builder Pro is yet another, and there's Nitro List Builder and List Crew, which is a relatively newcomer. It's only been released recently. List Crew currently focuses on Internet marketing only and is going to introduce some other niches in the future.

Now, what's interesting about these services is that not all of them are compatible with all autoresponders. AWeber, for example, will not allow co-registration, but has allowed advertising know how because they are satisfied that it meets their strict policy on double opt-in and genuine leads.

I don't know about List Builder Pro and Nitro List Builder. I know last time I looked, List Crew, didn't allow AWeber, but did allow many of the others. So, you do need to be aware of this and make sure which ever co-registration service you choose is compatible with your autoresponder. Now, there are a number of them out there, just go and type co-registration list building and you'll find loads of them in Google.

Advertising Know How is free to sign up for and you can start getting people from there straight away. I believe List Crew is free as well. So, it's worth having a look at these and possibly using them. It's very, very good service.

Co-registration isn't necessary to build a list. You may get enough people from your websites. It depends on your traffic levels. But, if you want to build a list quick and you're in a bit of a hurry, then co-registration is actually quite a good way of doing it. You're going to find that you can get a lot of people on your list pretty darn quickly from it. As I said, they tend to be targeted and quite responsive. You need to spend a little bit of time warming yourself up to them, but if you do that, then you are going to succeed with your list, and you're going to do quite well, to be perfectly truthful.

So, that's co-registration. Well worth checking out. Look at some of these sites, make sure they're compatible with your autoresponder, and start using them to build your list.

Giveaways are another great place to get subscribers. The quality of the subscribers are a matter of a bit of debate at the moment. Some people say they're good. Some people say they're not so good. It really depends, I think, on how you approach them. We're going to talk about that in this video.

Now, many marketers run giveaways. Some of the book launchers also allow you to participate in a giveaway as the book launches, and there's been quite a few of these recently and they're a good way to get people onto your list.

Now, a giveaway typically would run anytime, a holiday, summer, Christmas, Halloween, whatever it might be, but the basic premise is that lots of people get together, they put out a product for free in order to get the email address of someone. Most of them, once they have somebody subscribed, will show them a one-time offer in an attempt to sell them something. So, you've got to consider that.

Now, what you need to be aware of is that giveaways can get you a lot of traffic, but you're going to have to provide something unique and valuable to the giveaway. It wasn't too long ago that if you went to any giveaway, you'd see half a dozen copies of the same product being given away by different people.

Now, it's got to be something unique, something valuable, and ideally, you want it to be something of yours. You don't want to use resale rights or master resale rights. If you're using PLR, you want to have re-branded it. Why? Well, you want to make sure that it's got your links in it, that it's promoting your websites and your services, and so on. And that way, you're much, much more likely to make money from it.

Plus, with most giveaways now, you do have to send some traffic to them. If you don't send traffic or get the right number of subscribers or whatever it might be, you'll find your gift being demoted and displayed towards the end, or worse still, you'll find your gift being removed. It depends on the giveaway as to what the rules are, but you do need to send some traffic.

But, don't worry, because this can be difficult if you don't have a list, but if you don't have a list, don't worry. Their figures normally aren't too astronomical. They're normally five or maybe ten, so not a lot of people. So, all you do is you get your friends and family to sign up for it, or worse still, you create yourself half a dozen email addresses and sign up from different computers or something like that. There are ways around, and I know people that have used them in order to get into a giveaway to start building the list. They're a great place for you to get involved in.

But, the real value to you is to create a one-time offer, because not only do they sign up, but there's a chance to sell to them as well, and you do get quite a lot of people buying, provided you're providing something of value. It needs to be something that not everyone else is selling, something that's unique to you, something that they're not going to say, "Oh, God, there's a bunch of resale right stuff again. I see that all the time." If it's stuff that's genuinely valuable in that one-time offer, you'll get a high conversion rate. But, you can get subscribers from it still.

Now, how do you find out about giveaways? Well, just keep your ear to the ground. If you're on any Internet marketing mailing lists, which I'm sure you are, you will find out about them. You will get messages saying, "Hey, come and join this giveaway, quick, quick, sign up under me." And you'll probably get dozens of them for each giveaway.

Giveaways will happen, as I said, any time of the year. They're most popular when there's an excuse to run the giveaway, so a holiday season, Easter, Halloween, Christmas, summer, whenever it might be, so long as there's an excuse, they can run a giveaway, basically.

Once you have a subscriber, you're going to have to warm them up. Now, the quality of subscribers, it's hard to say. Some people say they're good, some say they're not. I know there're a lot of people that will go into a giveaway, get a product they want, download it, and then instantly unsubscribe.

Now, there's a way around that. What you do is you give them one gift straight up, and then you say, "Over the next few weeks, I'm going to provide you with more information to build on this," and you give them more and more over the next few weeks to build on what you're giving them, and that way they stay a subscriber. If you don't say that, you'll find a lot of people will get your message, download the product, and then go unsubscribe, "I don't want to get junk mail" - surprisingly common, so be aware of that.

You need to build your relationship with them so you can soft sell from day one, but you need to build a relationship with gifts and information. Pretty much, you're wooing them. You want them to understand and trust you and know that you're someone that they can trust. They're going to be sitting there pretty much thinking, "Who's this marketer? When's he going to start selling to me? I don't know who he is. I don't know anything about him." So, build a relationship with them. Use gifts, information, personal stories, things like that. Use that to draw them to you so that they eventually think, "He's my good friend," that sort of thing.

As I said, you may get a high number of unsubscribes. You'll get a lot of people that will unsubscribe fairly early on. You may find a lot of people use a Yahoo account or something that they never really check, they literally just use that account for signing up for some of those giveaways. That does happen.

But, you are going to find some valuable subscribers. Many of them are freebie-seekers, and I've known marketers say how difficult it is to market a giveaway. I personally haven't gotten very involved in giveaways myself, but many of them literally come to the giveaway because they want the freebie. But, you will find that there are some people of value on that list.

Now, I'm not saying avoid giveaways. I'm not saying that they're terrible. I'm saying that you need to use them carefully and wisely in order to maximize your profit from them. Be aware that you're going to get quite a few unsubscribes. Be aware that many of them will be freebie-seekers, and it's going to take time to warm them up.

Basically, what you want to do is as you've warmed them up and they've become customers, you want to shift them onto another list so that the giveaway list isn't cluttered with valuable subscribers that actually buy stuff.

You will find that maybe it's going to be tricky to sell to them, because remember they may well have signed up for a couple of dozen or maybe more freebies, so they're certainly getting a lot of emails. So, that's why you need to build that relationship, tell them they're going to get gifts over the next few weeks, build a relationship with them and teach them and so on, and you'll do well from a giveaway.

A giveaway is a good place to build a subscriber list. Yeah, you may only get a couple of hundred subscribers, but it's a couple hundred more than you had before, and you do that a half a dozen times, you're over a thousand before you know it. So, very, very good way of building yourself a list.

Pay-per-lead is the next method we're going to talk about. In this method of list building, you pay for every single lead provided to you. Now, this may be through a company. It may be through a service. It may be in a number of different ways. One way it can be is through a CPA network. If you've ever seen any of these cost per action offers, what you find is people will offer things like - enter your email address for a free sample of L'Oreal makeup, or something like that, or some shampoo.

But, you can do something similar with Internet marketing. You can offer a free report, free gift or something like that, for people giving you their email address. Now, with a CPA network, you can expect to pay two to four dollars per lead, depending on how many hoops you make them jump through. Maybe higher.

The CPA network is going to require quite a substantial sum of money, so expect them to ask you for a couple thousand dollars up front, particularly if you've never advertised on them before. But, with a CPA network, you can get an awful lot of traffic if your offer is good and converts, particularly if it's easy for people to enter their email address, as well, you can get lots and lots of traffic.

There are companies and services that will offer you this pay-per-lead. They tend to be a bit more expensive, particularly if their companies, but it depends upon the niche as to exactly how much it's going to cost you. But, you need to insure that the leads are genuine and it's not some company feeding you either fake addresses or emails that they've harvested or so on and so forth. So, you do need to audit the results and be aware of what the leads are and whether they're genuine.

If you find that you're getting lots of leads with funny email addresses, you need to double-check them, because there may well be a problem. So, make sure you keep an eye on them and check that they're genuine. Also, if you're buying any leads from anywhere, check the source of them. Have they been harvested from sites or websites or forums, or are they just random collections of letters and numbers or names or something? What are they? Are they genuine leads?

Have they come from people who have opted into receive information and are aware that their email address is being sold. You need to really, really check that, because that could have a massive impact on your business. If the leads are spam, you've wasted your money, if they've been harvested, you've wasted your money. If they've been harvested and you email them, then potentially you've got a problem because you've just spammed, even though you've bought them, because they haven't specifically opted into your network.

Now, I would honestly say to you, if you're going to do pay-per-lead, then you want to use one of the reliable services or a CPA network. That way, you're going to be sure that you're getting it. Now, it could cost you anything from a few dollars upwards. I've seen leads for sale for sort of 20-50 dollars. Those are in the business-to-business and financial niche, so they're obviously more valuable to people. But, a lead could cost you quite a lot of money. You've got to decide whether it's worthwhile.

If you can pay four dollars to acquire a lead, and you know that that lead is going to spend, on average, \$30 whilst they're on your list, it's worthwhile. But, you need to understand those sorts of metrics before you can really decide how much you can afford to pay per lead.

But, you have to make sure your leads are from genuine sources. I know I've said this before, I'm saying it again. It is absolutely vital. If they're not, then you run the risk of buying basically junk.

I had someone contact me the other day. I was selling a product, and somebody contacted me a couple of months ago actually and said, "Look, I really want your product, but I can't afford to buy it. Tell you what. I've got this database of about six million email addresses. I will give it to you in exchange for your product."

I thought, six million email addresses - that's a lot. I inquired a bit, talked about where they came from, found out what they were is they were just harvested from places like AOL and Hotmail and Yahoo and so on, so it was a lot of email addresses, but had I sent anything to them, it would have been pure spam. I'd have been in a lot of trouble.

So, you need to make sure the leads are from genuine sources, because otherwise you run the risk of getting your business shut down, of being blacklisted, and being accused of being a spammer. And worst case, by the way, of being accused of being a spammer, you end up in jail with all your assets taken away.

Now, you need to make sure that they're locked into your list. Now, depending on the process, you may just get a load of email addresses that you import. Not all autoresponders will allow you to do that, and if they do, they will insist that they opt in. But, you've got to make sure that they will opt into your list. You may well offer them a bribe or some sort of gift in order to do so.

There are a lot of disreputable sources. A lot of people that will sell you harvested and spam email addresses, an awful lot of people. If someone comes to you and starts saying, "Look, I'll give you a million email addresses for a hundred dollars," you know you're in trouble. You really do. That's someone to avoid. They're selling you junk email addresses.

Reputable sources will charge you a decent amount of money per lead. You're not going to get a million email addresses for a hundred bucks from a reputable company, period. You do have to be very careful about it.

But, whatever you do, never, ever buy a list of harvested email addresses. The response rate will be dreadful. The complaint rate will be massive, and you could end up losing a server or a hosting account, which is the last thing that you want to do.

When you get somebody by pay-per-lead, just like with a giveaway and co-registration, you need to build a relationship with them. You need for them to get to know you as a person, to understand you, and for them to learn to trust you as being a valued advisor and not just somebody who wants to raid their wallet. So, work with them to build a relationship.

Pay-per-lead is actually a good way of building a list, provided they are genuine emails that are going to opt into your list. If they're not, then potentially, you're going to run into a problem. But, consider pay-per-lead. Be aware that you may well have to come up with quite a lot of money up front, several thousand dollars possibly, but it is good and it will get you a lot of people very quickly.

The question is, what do you send to your list? Well, you've sent them valuable content. They've signed up to your list because they're after your information. Unless, when they signed up, it said in big letters, "All you're going to get is sales messages," that's not what they signed up for. They wanted valuable content, so give it to them. What you have to do is condition them in what to expect from you.

If you've never ever sold to your list and suddenly you send a sales message, I will guarantee your unsubscribe rate will go up. You'll get angry emails, and people will be annoyed at you. But, if you sell to them from day one, then it's going to work quite nicely. They're going to expect it. They're going to be comfortable with it, and you're going to get a better response rate.

Now, outside of Internet marketing, in other niches, constant sales messages do not work. I believe the only niche you can get away with it in is Internet marketing. In many of the others, there's no way you can get away with it. People just hate being sold to. Think about it. If somebody approached you on the street and started trying to sell you something, what would you likely do? You'd walk away. Most people don't like being sold to. So, you've got to train them to be expected to see sales messages, but not sell, sell, sell, because that's going to put people off.

As I said to you, if you never ever sale to them, when you actually do, they're going to be so shocked, they're going to unsubscribe and be annoyed, because they're used to you as being a purveyor of valuable information, not a salesperson. You have to train them to realize that you are someone who sells to them, but also provides valuable content. If you sell to them regularly, if you do a soft sale pretty much in every email, a hard sale every three, four, or five emails, you're going to find that they respond quite well to it, because they're conditioned to it.

When I say soft sale, I don't mean just a subtle sales message. What I mean is, you talk about a problem or product and casually mention, this is a solution to it. Or you talk about something that's happened, or you mentioned that you found a great product, something like that. A hard sales message is an email whose sole purpose is to sell a product. So, that's what I think is one of the best ways of doing it, and people respond quite well to it, particularly outside of Internet marketing.

Every email needs to contain a sales message of some degree, but not always, "Buy this." For example, one thing I've seen very successful is people talk about a problem that they've had and they've just managed to overcome or something similar to that, and what they do is they just casually mention, "I found this product. I used this product and it helped me overcome it." Now, if you've got a good relationship to your list, what you're list will do is go, "Hmm, that sounds good," and go off and buy it. And of course, that means income for you.

You've got to get the balance right between information, soft sales, and hard sales. It is actually a difficult one to get to, and it depends upon each niche. What you're going to have to do is set it up so that you've got three or four soft sales and information, and then a hard sale, and see what sort of results you get. You may find that that particular niche does not respond to hard sales. It may be that they only respond to recommendations and the soft sales. I can't tell you what a niche is going to respond to. You're the one that's going to have to test it and find out. Every niche is different.

Constant selling is going to put off your subscribers. In Internet marketing, you can more or less get away with it because people are always after buying products because that's what Internet marketers do. However, you'll find your open rate will be very, very low, even in the Internet marketing niche, because most people look at the subject line, if it doesn't interest them, then they won't open it. So, you've got to be aware of that. It's constant selling, particularly in the Internet marketing niche, you're going to get low open rate, outside the Internet marketing niche, you're likely to get a high unsubscribe rate.

One thing that you should do is use their name within the list. When you email them, put their name in the subject line. Dear or Hi First Name, use their first name, and you can use it a couple of times in the text, if it's appropriate. Now, this impresses the hell out of people, particularly outside of Internet marketing. We're all involved with autoresponders and the like all the time, so we understand how they work and don't think anything of them. But, to Joe Sixpack on the street there, it's magic. You've just sent him a personal email because it's got his name on it. He doesn't understand about automation and autoresponders.

I do remember, one of my friends phoned me up and said, "Oh, I've really got to thank you for that email you sent me yesterday." I thought, "What email? I haven't emailed you for months. Is this a hint to make me email you because I haven't been in contact?" And they started talking about the email, and what it was, it was an email out of my autoresponder that they'd signed up for as a test some time ago, and it had their name in it, and they'd thought I personally sent them that email.

So in the end, I had to say, "Oh, right, yeah, it was a pleasure. I just thought it was something you'd be interested in." And they genuinely thought it was an email from me handwritten to them. People outside of Internet marketing don't understand about this automation and autoresponders, so you can really impress them and it helps to build a relationship when you use that name, because people love the sound of their own name. It's one of the best sounds to their ears. So, use it, but don't use it excessively, use it in an appropriate way.

Now, you've also got to make sure the subject line intrigues them enough to open it. Now, I tend to use their name in it because, again, it's that personal thing, and they go, "Hmm, OK, must be for me, it's got my name in it." What I would recommend is don't line the subject lines. I've seen subject lines where people say things like, "You've got cash," or something like that, and I know people have opened them and read them and realized that the first line in the email is something like, "Would you like to get emails with this subject line every day?" And do you know what happens in the vast majority of the cases, people scroll down, find the unsubscribe link, and hit it.

You've got to make sure your subject line is honest, describes what's in the email in a way that intrigues people enough that they're going to open it, but not enough that they don't need to open it to understand what's in there. Avoid these cliché lines like, "Bad news," or something like that, unless it genuinely is.

I've seen all sorts of emails and "bad news" was the subject line that one of the gurus some time ago said, "Hey, I just sent an email out with this and it was really cool," so everybody said, "Oh, 'bad news,' let's try that," and a lot of people found that they got a very high unsubscribe rate.

You've got to be very, very careful with the subject line you use. It's got to be enough information to make them want to open it, but not enough that they don't need to. It has to be honest so that when they open it, they don't feel a sense of disappointment, because if they do, they will unsubscribe.

But, that's some information on what you need to send to your list. It's not too difficult. You've got to get the balance right, but that's going to come from testing, from watching your unsubscribe rate and your click-through rate, and how many sales you'll make, but you'll get there. It's different for every niche. Unfortunately, I can't give you a figure. Rough idea is three to four soft sales to every hard sale.

It can sometimes help, by the way, if you send a gift out just before the hard sale or just after, or you send gifts every now and then. Again, you're going to have to test it. But, typically, if you send a gift just before a hard sale, people have this sort of feeling that they almost owe you something, so when the hard sale comes through, they're going to feel a bit more eager to buy. They're going to feel like they owe you something, almost.

So, that's some information on what to send to your list. Experiment. Monitor your open rate, monitor your unsubscribe rate. If after an email, you get a massive unsubscribe rate, I'd go and check that email, because it's possibly something wrong with it that's really annoyed your customers. So, just be aware of that monitoring. Keep the subject line honest, descriptive but not too descriptive. You want people to be intrigued and open your email.

Building a relationship is absolutely vital if you want to sell to your list. If you don't have a relationship with your list, you're going to struggle to make sales. You're going to find that your conversion rate is going to be right down. You're going to find that your open rate is going to be low.

Building a relationship is something you do no matter whether you're sending messages out that are handwritten every time or whether it's an autoresponder sequence. You need to make sure that the autoresponder sequence, if that's what you've used, is designed to build that relationship with your list and establish a level of trust. If you do that, you'll find that you will sell products.

A good relationship can significantly increase your conversion rate for any sales message. I've known of joint venture partners and affiliates who can email their list and get conversion rates of eight to ten percent if it's something that's good because they've got a good relationship, the list trusts them, and the list knows that the only thing they're ever going to be sent is valuable information and good resources, and that they're not going to be sent any old promotion and any old product because the list owner wants to earn a few bucks. Because the list owner has built this good relationship, they get an incredible conversion rate.

As I said, you've got to balance content and sales. If you're constantly sending sales messages, you're not building a relationship. People do not like being sold to. It's human nature. Ask anybody you know and ask them if they like to be sold to, and I guarantee they'll say no. People hate it. Think about it. If you're in the shop and someone comes up and starts trying to sell you something, you say no and walk away in most cases, unless you've got a real interest, which is a rarity.

It's easier, I feel, to build a relationship with handwritten autoresponders. You write the message every time you send it. However, that can be actually quite difficult to do. It

might be easy if you've got one list. If you're got five lists, it gets hard. Ten lists, very hard. Over that, almost impossible. So, what you need to do is hand write your autoresponder sequence as if you are handwriting it to them every time. So, include a few personal stories, talk about yourself, do what you need to build a relationship with them.

Don't be dishonest, because if you're dishonest, you may forget, and later on you say something else and you get caught out and suddenly you've lost all that trust you built. So, build a relationship with handwritten autoresponders.

You don't have to write the messages every single time. You may want to do that for one or two lists if you've got particular favorite lists or niches that you're really keen on, but in general, if you hand write the autoresponders as if you were talking to them, as if it was a handwritten message every time, what you'll find is you'll get a good sequence of messages that will build a relationship.

Now, you may decide to have a main list or a niche list that you're particularly keen on that you decide to hand write every single time. If that's the case, that's fair enough. Feel free to do it. Be aware that you need to make sure that the messages go out at roughly the same times, and that way people know what to expect. But, you don't have to do that. You can load up an autoresponder sequence with prewritten messages, and that will work just as well.

Your niche lists will typically be prewritten autoresponders. These may be ones that you've bought, or they may be courses that you've purchased or whatever it might be, but you're not going to be able to do handwritten emails every single time, send them out as a broadcast to your list, simply because it's physically impossible.

What you're doing when you're building a relationship with them is establishing yourself as an expert. You want to become an authority figure. You want to become someone that they look at and go, "Hmm, he knows what he's talking about, or she knows what she's talking about." So, you want to get that level of expertise, someone that they know they can go to, someone that they know will provide them with a good amount of information.

You always need to be professional with your lists. Whenever you're dealing with them, be professional in every way. Never put down other people's products, never put down people, never be too controversial. Things like, for example, if you don't like the current president or king or whatever it might be, don't start ranting to your list about it, because you may find that half your list does, and they're really keen on them, and unsubscribes.

So, always be professional. Sure, talk about yourself, talk about what you've been doing and things like that, but don't enter into controversial grounds. Things like politics, religion, sex, things like that are all subjects you should really avoid with your lists, unless your list is signed up for that sort of information. If it's a list that wants information on subjects like that, then you can send it.

Now, one thing you need to do is don't sweat about unsubscribes. People are going to unsubscribe all the time for various reasons - they haven't got time, whatever it might be. Don't worry about them. Think of it as your list becoming more targeted and cleaner.

You are going to be unsubscribes just let them sort of float past you. Don't worry about them. You are always going to find that for whatever reason people are going to want to unsubscribe. Usually it's not personal but even if it is, it doesn't matter. It's just cleaning your list. You are going to get some new subscribers and you'll be fine.

Now, one thing that you do need to avoid is the bandwagons. Every product list, every new PLR product, whatever, some people market to a list and marketed to death. Don't jump on all of these bandwagons. You will build a very, very good relationship with your list if you only recommend good products.

Now, I know marketers that will send you everything and I mean everything. I was curious about one of the products that these marketers sent out. And I thought well, it's only a few dollars. I'm a little bit curious. It sounds like it might be interesting but it doesn't sound quite right. So, I bought it.

And I can honestly say I have never, ever read such a terrible report in my life. It looked like it had been written by a four-year-old. The grammar was bad. The spelling was bad. There wasn't actually any content in it. It was information that I could have found in 10 minutes on Google. And I could have put together a better report than that in that 10 minutes.

It was literally like copy and paste articles without actually any real information in there. There was nothing in it that you would read and go, 'Oh, wow, yeah, that's really useful.' You would read the whole report, get to the end and think, 'I just wasted 20 minutes of my life.'

But, this marketer was promoting it. Do you know what was even worse? It was obviously a PLR report that people had bought from somewhere. I saw other people marketing it as well. I couldn't believe it. I ended up writing to a lot of these people saying, look, do you realize what it is you are promoting? Have you read it? You know what? Two of them came back and said, we haven't looked at it at all.

They have just promoted a product to their list without bothering reading it. Make sure you promote stuff that you know is good. Don't promote everything that comes along. Be selective. Your list will value you for it and you will build a better relationship as a trusted expert because of it.

Particularly if the products that you recommend are good quality products, then you will find that your relationship with your list will improve further, because they know that you are not someone who is going to peddle rubbish to them. You are not a trash merchant. Anything you say is going to be good.

And it's going to take a little while. It may take weeks or even months to build up that level of trust, but when you have got it, you are going to find that your conversion rate for messages that you send out selling things is going to go up significantly.

Now, every product launch has its own set of prewritten emails and everybody uses these to promote them. Don't do it. Don't use those pre-written emails. You may be tempted to and make it, Oh, well; I'll just send it out and be quite. You know what? It's going to just ruin your relationship with your list because I will guarantee your list member, particularly in Internet marketing, receives a dozen or more emails with that subject line if not more.

Everybody will send out the same message and you think, oh, god, not another product launch. And then they decide to either buy it from a trusted adviser, someone who they know who can provide the information or either pick the person who is offering the best bonuses or not by buying it at all.

If you write your own review of the product in your own words, you are going to get a better conversion rate, particularly if you then say well, if you decide to buy through my link, I'm going to give you these valuable bonuses and make sure they are valuable.

But, one thing to do if you want to build your relationship is really to talk about yourself and have a personality. Don't be frightened to actually be somebody and have... Maybe your personality is slightly controversial and is going to be a shouting, angry person, maybe it's going to be a nice person, maybe it's just going to be you being friendly. Whatever it is, have a personality in your emails. Make sure it shines through.

There's nothing worse than getting an email from someone that are being dead boring, because you are not going to read it. You want it to be friendly and chatty and good to get to. Now, if your online persona is different, then make sure it's in keeping with that persona, but don't be afraid to talk about yourself.

One of the best lists I'm on, I regularly get movie reviews. The person who owns the list will send the message out saying, well, I went to the cinema last night with wife and we saw this movie. It was dreadful or it was really good.

You get this lovely insight into his life and you end up feeling like he's a friend, someone you know. Yet, you have never met him. And he has one of the highest conversion rates from his list that I know of. So, talking about yourself will help build the relationship. If you don't build a relationship with your list, you are going to struggle to make sales to them.

With a good relationship with your list, where you are in a position of trusted advisor, you are going to find that your conversion rate for any sales messages is going to go up. So, make sure everything you do is focused on building this relationship.

Now, finding content for your list. This is the real interesting enough for you. You have got to make sure that you find decent quality content for your list. Now, what works best

is if you hand write every single message. Now you don't have to hand write every single message every single time.

You are going to send a message. You can hand write them so that they are going to autoresponder sequence for your buyers, your subscribers to view as to when they get to it.

You can do it that way. It's obviously not practical to do this possibly if you have a lot of lists. If you're creating a website a day, it may be hard to get the autoresponder sequenced together part of that. So, you may end up having to buying content or using other content, which is what we talk about here.

You writing the messages is absolutely the best way because your personality comes through. You can build a relationship. They are unique messages. People are going to get to know you and get a feel for you from those messages.

What you need to do is you create an autoresponder sequence that markets your product. You can sell affiliate products obviously and CPA... I'll stay away from CPA offers because they can be difficult. You have to take into account suppression lists and all sorts.

But, you basically market your product in the autoresponder sequence. If you got product and they signed up for the pre-sales autoresponder, you market the product bit by bit in there. You give them a bit of information, tell them why product is so good. Send them the sales page.

What you do is you do a training course and that training course recommends either your product or an affiliate programs. So, that's either what you could do with them. But, whatever you are doing remember that your autoresponder sequence is focused on building a relationship and on making sales.

When you have something special to promote like a hot new product or you are finding a new affiliate program or something like that, then you send out a broadcast message. That goes out to everybody on your list, pretty much instantly. And it's a special message in addition to the autoresponder sequence. If it's a good product you may want to build it into the autoresponder sequence in order for new subscribers to see if other people to buy it later on.

So, you've got to consider that as well. Now, you can buy prewritten autoresponder sequences. I have found a number of people that will sell these. And you can get anything from 21 to 52 part courses. Now, these are OK for you to buy. They are very good starting points. I wouldn't really use them as is. You will get a high unsubscribe rate, simply because people will read the emails and realize that perhaps they've got from other places.

You got to remember, people who looking for information will often subscribe to three to four lists, go to a number of websites looking for that information. Now, if you are sending out the same information as everyone else, then you are going to still make

sales, because people are going to look at it and be either pick one at random or not buy anything.

So, they are great starting points, but I would recommend that you need to rewrite them. And at the very least, you have got to put your own introduction and conclusion on it. But, I would recommend rewriting them significantly more than that.

You can pay somebody to do that. It costs you a few dollars per email. But, if you rewrite them, you are going to have maximum effect. Think about it. If I'm trying to think about buying a car for example, I don't just go to one place and say, well, I'm buying that car from there. I go to half a dozen different places.

If I'm thinking about stopping smoking, I'm not going to just go to one website and say that will do. I'm going to research a number of websites that offer products to help me stop smoking. What I would probably do is subscribe to their list as well and look at their e-courses to help me decide, is that a product I want?

Before them is certainly sending the same messages you are probably going to discount them as rubbish simply because they can't be bothered sending me simple messages. You see the psychology. What I do is the fifth one that sending me unique messages they are instantly going to be more valuable and more effective in my mind.

Now, you can use articles as well as content for your list. Now these could be your own, they could be PLR articles, or they could be articles from article directories. I'd recommend avoiding the article directories unless you're desperate, simply because if you use an article directory article, you have to include the resource box of somebody else, so you're sending traffic to somebody else's website.

Now, I would use your own articles or PLR articles. PLR, again, I would rewrite a bit. I'd certainly top and tail it and rewrite it to focus it towards my list. Articles are a good source of content for your list, and you can use them very effectively.

Others will send out product reviews. Product reviews work very, very well as well. Review products that are of interest to your list that you want to sell them, and be honest in the review. Tell them what's negative about it. Tell them what other products do better.

Often a comparison review actually does very well. You talk about one product, and at the end you say, "Well, it's very, very good, this product, but I do feel it is lacking in this point, this point, this point, and this point. What I have found is that other product, Product B, does everything that Product A does, plus has all these additional features. Yeah, I know it's a little bit more expensive, but it's worth it for the additional features." And you'll find you make a lot of sales from that.

People will buy Product A because they think, "Well, I'm not spending the money on Product B," and a lot of people buy Product B because they think, "Well, I'm not wasting my money on Product A when Product B does so much more." Works very, very well, and it works very well in an email as well.

Finally, you can use content from your own products or from PLR products. Some PLR products have in their rights that you can use them as web content, in which case, feel free to do so. Some of your own products can make good content. You can take excerpts from your books or your video courses, whatever it might be, and use those as content. What you'll find is it can help, particularly if you're trying to sell your product, you can use sample chapters, bits out of the product, and then sort of tell them that, "Well, the rest of this is in the product itself."

But, the content for your list is very, very important. It's going to help build a relationship. It's going to help make you sales. So, you've got to make sure you have good quality content, particularly outside of Internet marketing, the quality of the content is vitally important. Make sure it's really, really good, but don't give away the farm.

If you're trying to sell a product, don't give so much away in your list in your autoresponder sequence that they don't have to buy the product. You want to give away enough that they have to buy the product, but not enough that they don't have to; enough that they realize that the product is of value to them, but not enough that they don't need the information that's in the rest of the product.

So, finding that balance may take a little while. Use your commonsense and you'll work it out, but make sure you get good quality content because it will help you with your conversion rate, it will help you with your subscriber retention rate, and ultimately, it's going to help you to make money.

Lists are a vital part of Internet marketing. Too many marketers don't build a list. If you don't build a list, you are losing money. Marketers can make more money from a single email to their list than they can from all their product sales put together. A list is an incredibly valuable resource, particularly if you've built a good relationship to them.

I know marketers who earn a six-figure income just from their list. You, too, could be one of those people. You've got to build a big list, you've got to build a good relationship with them and email them, and you can earn from them. It provides you with a valuable additional stream of income. It's pretty much money on tap. If you find yourself suddenly needing some cash, you email your list, a couple of days later your PayPal account is looking very healthy, obviously providing you send out something of value to them.

A valuable additional stream of income, this can make a massive difference to your online earnings. It could literally double the amount you earn online. The amount it will increase your revenue is quite awesome, and as I said, the first time you email your list and you get buyers back, it's going to blow you away, but it will increase your revenue significantly from using your lists. And don't be frightened to email them. Don't sit there going, "Well, they wouldn't want to hear from me. I'm no one important." They've asked for information from you. Send them valuable information and you'll see a good response.

What you need to make sure you do is, every single web page you own has a method of capturing email addresses. You want an entry point into one of your autoresponder

sequences. If you do that, then your subscribers are never going to escape and you're always going to make the most of your website visitors.

Think about it. Someone's coming to your website, they may never, ever come back to your website, so you have that opportunity to capture their email address and build your lists; and if you don't do it, then you've lost them. So, make sure whatever web page it is, it captures email addresses.

You must value your list and remember they're real people. Sending them sales message after sales message and just thinking that, hey, they're just a stream of money, that's not really respectful, and it's going to come across in your emails, and you're going to find people unsubscribe.

I remember one marketer some years ago, and he was a bit of an arrogant so-and-so, and he sent the email message out to his list saying, "I've just seen a guitar down at the local shop. I really want it. It's \$12,000. Come buy this product so I can go and get my guitar." And he had a phenomenal unsubscribe rate from that message. Absolutely phenomenal. I know, because he was a friend of mine at the time - well, a colleague, and we were talking - and I remember him telling me that his unsubscribe rate was astronomical, and we're talking top 50 percent of people, and that's only the people that obviously opened it.

So, you've got to value your list and treat them as a valued resource. And if you do that, then they're going to respect you and treat you well and buy products.

Now, one thing you can do to increase your signups is to use gifts. These need to be valuable gifts. Ideally, gifts that you've created yourself that either pre-sell your product or sell other affiliate products, in order for you to maximize your revenue.

You want to target your lists on focus emails to them. Make sure that each list is getting emails that are specifically of interest to them. Don't send your parrot-training list information on how to train a cockatiel, because they're probably going to be offended. Don't send your dog-training list information on how to keep fish. They're not going to be interested. Keep your lists separate, and make sure that you focus every email to them, to their interests and their needs. If you do that, you're going to get a much higher conversion rate.

You need to condition your list to be sold to. Your list is going to expect emails from you, but if the emails are all information and suddenly you send a sales message, they're going to be upset. What you need to do is condition them to the fact that they're going to get sales messages, and they'll respect that and they will be ready for a sales message. When they get a sales message, if you're sending soft sales in every one, they're not going to be shocked when a sales message actually comes through.

But, the most important part of list building is to build a relationship with them. Build a relationship so that you end up in the position of trusted advisor, someone that they know they can trust, someone that they know when they go to them, they get good information, they know that they're going to peddle good products and not rubbish. So,

build that relationship and you'll see your conversion rate increases, and so the amount of money you earn.

Always provide quality content. Don't be tempted to just provide prewritten rubbish. If you're using prewritten content, you really do need to rewrite it if you've bought it. Make sure all the content is relevant, of interest, and as cutting edge as possible. You want to make sure that there's stuff in your list that they can't get anywhere else. So, always provide that high-quality content.

Make sure you take action in what you've learnt in this course. If you always focus on building a list, everything you do online needs to be focused on building that list. Whether you're setting up a new product site, an AdSense site or a social network or whatever it might be, the focus must be on building a list, because that's where the money is.

Now, if you take action on what you learn here, you too could be earning thousands of dollars from every email you send to your list, and that is perfectly true. You build a list of 10,000, you could earn a thousand dollars plus a month from them.

Make sure you build this list, and if you build this list, you provide quality content, a good balance between sales and information, you build a good relationship, you condition them to be sold to, then you can earn extremely well from your list. Not only will it provide you a valuable additional income, it could provide you with a full-time income, and possibly double or even triple your online earnings.

But, it's up to you now to take action and start building this list, and if you do that, then you are going to be making a good amount of money from that list. You have all the information you need now, and it's up to you to take action.

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