

LIST BUILDING **BULLY**



Sneaky Tricks You Can Use to Get
Thousands of New Subscribers This Week!

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Chapter 1: Defining E-mail List Success

If your goal is to build a long-term business that can put money in your pocket for years to come, you've come to exactly the right place. Simply put, list building is the *lifeblood* of business success for anyone who is doing any kind of Internet marketing. Your business *is* your subscribers. So whether you currently have a list or are still only thinking about starting one, you need the information I'm about to give you.

So let's talk about who the "big dogs" are, and what a "big" e-mail list is. If I were to quiz you right now, and I were to ask you what a big, successful e-mail list would look like, what would you pick?

- a) A list of 100,000 people
- b) A list of 20,000 people
- c) A list of 500 people
- d) The size of the list is actually the least important factor.

If you picked "d" you're already ahead of the game!

I'm going to tell you a little story about my affiliates. I have affiliates and they have lists that range anywhere from 10,000 people all the way up to 100,000 people. My *top* affiliates, ranging at about 150 sales each, each had between 20,000 and 30,000 subscribers. My guys with 100,000 subscribers only made about a ten sales.

How could this be? *Why* did this happen?

It is because the affiliates with those 20,000-30,000 people understood "big lists" differently than the people with 100,000 subscribers. That difference in their understanding helped them treat their subscribers just a little bit

differently. It shifted how they decided to market to the people they were communicating with.

In short, the top affiliates focused on *influence*, not numbers. Influence is the real marker of success. When we talk about influence as it pertains to list building, what we mean is:

- Are your subscribers listening to you?
- Do they act on what you suggest?
- Do they care, at all, when your e-mails hit their box?
- Do they have credit cards and use them when you tell them to?

If you have influence with your followers your 500 person list can be more successful than that 100,000 subscriber guy who simply hammers his subscribers with offer...after offer...after offer. They've essentially created a television station that only plays commercials, and then they wonder why nobody bothers to respond. If they're checking their open rate (which we'll talk about later) they should see that very few subscribers are actually opening their e-mails. What they are doing isn't marketing. They are throwing out spam, even if it's spam-with-permission, and waiting to see what sticks.

Real marketers are aware that the biggest and most successful television station in the world is that WIIF (what's in it for me) station, and they make sure every show they play is appropriate to that station.

That's everything.

Their squeeze pages, sales pages, ads, and *especially* their e-mail communications are all tilted towards one thing: offering solutions to problems that their customers have. They are focused, 100%, in making sure every word they say to their customers is geared towards benefitting their customers in some way.

In fact, they may not even see their customers as customers. They may not see that big list and see subscribers. They may see friends, because they are trying to be friends to those people. They treat them with the same regard they would treat a friend, and as a result, their subscribers are interested in hearing from them.

They are not resorting to hard sale tactics. They know that "hard selling" makes people tune them out. It makes people *run*. It makes them sound just a little bit sleazy. It makes them sound biased. Of *course* a hard seller is going to say that every single product they are promoting is absolutely the best thing since sliced bread. They love the product! They love it because they make a hefty commission every time they get you to buy it! People aren't stupid. They know this!

But if their buddy says, "Hey, I got this product and it was pretty good, it could help you, take a look," what do most people do?

They go act on their friend's recommendation.



So how on earth do you make a group of utter strangers into your friends? How do you forge the connection that will offer you the kind of success that you are hoping to achieve? How, in fact, can you get your subscribers to the point where they will not even care that you make a commission, even if they know that you do?

You start by putting yourself in their shoes.

When someone winds up on your e-mail list, they don't know you from Adam. Right away you know they have no reason to listen to you. So you have to begin by making sure they see that listening to you will really help them. You do that by *giving* them a lot of things that you could, technically, charge them for.

“But wait,” perhaps you’re saying. “I want to make money right now. I don’t have a lot of time to play around here. I have bills to pay. And you want me to give away stuff I could be making money on? What kind of sense does that make?”

If you want to make *lots* of money it makes *lots* of sense, because you are *building* a business. In truth, anyone who has done even a casual investigation of e-mail lists already knows this, because how do you get someone to sign up for your list in the first place? Do you say: hey, let me send a bunch of advertisements to your inbox, it’ll be great?

No.

You offer a freebie, right? You’ve joined e-mail lists yourself. You probably did it for a freebie. Your squeeze page offers a freebie, they sign up, you give it to them. It’s the first step in building some trust. And what do you offer? Things you could charge for. Things like:

- A 5-10 section of your e-book or a transcript of your video.
- A product you’ve created specifically to give away for free, such as a tele-seminar, webinar, or e-course.
- An older product that you no longer sell.

We’ll spend more time on these freebies later, but the point is this: it’s not that foreign a concept, is it? So, slow down. The money will come. I’m going to show you exactly how. Doing it my way will benefit you.

Most marketers are just out to make a quick buck. They are hoping to press a button, send e-mail to 50,000 people and walk away with \$20,000 the next morning. It doesn’t work that way.

Yes, if you send 50,000 e-mails out the law of averages states that you will make some sales. But as we saw with my affiliates, you're probably not going to make \$20,000 that way. You're probably going to make 6-12 sales. If you've been e-mail marketing for some time and, learning by imitation, you have marketed the way *most* marketers do it, you've fallen into this trap and you've sat there wondering what you were doing wrong. You may have even been trying to build a legitimate business. You probably weren't malicious—you just didn't realize that you were busy shooting yourself in the foot.

Refocus your vision so that you're looking out into the future. Your future depends on how you do business *today*. If you do business right your future could be very bright indeed. Doing business right means doing the things that will *invest* in your business—truly build it up.

When you do it my way you can feel better about what you're doing too, because your sales methods will be subtle and helpful, not obnoxious and pushy.

The best part about everything I'm telling you is that it's actually very simple. You simply have to make a *connection* each time you communicate with your subscribers. You have to like them and make them like you. You have to be able to put yourself in their shoes. You have to let them know that hey, you're a real person with real problems just like they are.

With that in mind let's examine the very first serious communication most of your list subscribers will receive from you. I'm talking about the "Welcome" e-mail.

Most "Welcome" e-mails read something like this.

Dear firstname:

Welcome to my list! I know you're really eager to get started so I won't take up a whole lot of your time. Click on this link, www.yourlinkhere.com, right away to get started.

Sincerely,

Marketer

Are you impressed? Do you want to buy from this person? Or are you suddenly reminded: oh. He gave me access to that free video so he could *sell me something*. This e-mail hasn't made any connection whatsoever.

So let's look at a different way to approach the welcome e-mail.

Dear firstname:

Ever since I had my baby 10 years ago, I have struggled with my weight. I went from the girl who could eat anything and not gain a pound to the girl who could inhale the scent of cake and put on 5 pounds. Even exercise didn't help me.

Look, I can walk two miles at a brisk clip up a difficult hiking trail and not get winded, so I knew my physical fitness wasn't the problem. I tried every diet known to man. I've eaten only sprouts, I've eaten the all cabbage diet, I've eaten the all-meat all-the-time diet. I've been cranky, I've been tired, I've been cut off from basic social events that I really wanted to participate in. And all the while I found myself having to buy my jeans in bigger and bigger sizes.



My back started to hurt a lot because I was carrying around so much weight.

People started to see me differently.

In spite of all the hard work I was putting into my job and in spite of all the hard work I was putting in trying to become that hot, sleek girl I'd once been, people began making assumptions about me.

They assumed I was lazy and without discipline. Now I was struggling to get ahead at work, too, while some more genetically-blessed toothpick smiled her way to her next promotion.

Then, one day, I tried this new method. In one month I'd lost ten pounds. One month after that I was shocked to discover I hadn't gained those ten pounds back. So I hope to share my success with you, because nobody should have to go through this!

Sincerely,

Marketer

P.S. Drop by my blog, I just posted the latest secrets on what has been working for me to drop the pounds fast. Maybe it will work for you too!

Wow, what a difference, right? The second marketer has told a story. You've gotten to know her a little bit. Maybe it even feels like you're sitting across the kitchen table from her. You know you're dealing with a real person here. If you've gone through anything she's gone through, you now have a connection to her. You both have something to talk about. You're now *engaged*.

And you can do it for anything. Gardening? You remember the pain of how all your seedlings used to die, right? Hunting—you kept going for that prize buck and it never worked. Playing guitar—you tried and tried and just couldn't get those chords right.

Sure, touching emotion and provoking images takes a lot longer, but it also helps lead the subscriber down the path towards a relationship with you. It

says, "This is who I am. And this is not only who I am, but there's something similar between you and I, similar enough that when I say I care about you, I really mean it, because I really do."

And suddenly, it's not just that your *subscriber* believes this—but you do too. It's a lot easier to be convincing and helpful when *you* actually care, right?

Your goal is to make sure that you're seeing people, not dollar signs, when you look over your list of subscribers. People who are *like you*.

This brings me to another common marketer's mistake. Too many marketers look around and they think, "Well, what's a niche that makes lots and lots of money? I'll do that one." They don't actually really care about weight loss, personal fitness, how to make money, personal development or romance advice, which are some of the niches that people usually assume everyone has interest in and so are big "moneymaking" niches. They're actually very saturated niches, so if you don't have a unique approach to begin with you're already going to wind up struggling a bit. But it could actually be anything.

I have no interest in crochet. I could go to an Internet Marketer's conference tomorrow, meet a little old lady who made \$100,000 a year who used her list to market crochet products, and I would have absolutely no desire to drop everything to go do a crochet list, even if I were only making \$50,000 a year.

First of all, I don't know the pain of crochet. I have no experiences to relate to someone about crochet. I simply do not care, and that's really going to

come across no matter what kind of story I write. Subscribers would spot something phony about me in a moment.

In addition, in order to really do this right, I'm going to have to immerse myself in that subject. Day in. Day out. I'm going to have to think about it, write about it, figure out what products to recommend, write e-mails, do video tutorials about it. Even if I *could* fake it, I would have replaced the drudgery of my office job for the drudgery of a work at home career that I hated with every fiber of my being. It's not worth it.

I'm not saying it's not okay to want to make money. Obviously you start a business to make money. I'm saying that you shouldn't ever flee to a niche just because you think that's where the money is. My hypothetical little old lady can make money on a subject like crochet because *she* cares about crochet. Crochet makes her happy. She could talk about crochet all day long, and in fact she probably does. Such is her passion that when she's talking about crochet she's relaxed and happy, and so has a better chance of doing her job—which is to be herself and relate that self to her readers.

Your readers want to laugh with you, empathize with you, and know you're real. They want to feel like you are a part of their life, and they are a part of yours. They will respond to your excitement, to your interest.

People don't join newsletters because they're worried they might miss all those affiliate offers of yours. They join because they want to:

- Stay informed, often in regards to a particular industry or niche
- Get a free offer
- Register for something, like a seminar.

In fact, it might be fair to say they're not expecting a whole lot from your e-mail list at all; they just see signing up as a necessary evil. So if you can give them that "wow" factor right from the start, if you can set yourself apart and show how you are different from all the other people clogging up their inboxes, you're going to put yourself ahead. Fortunately, if you're actually passionate about what you're doing it's very easy to create a natural dialogue that will actually be helpful to people.

It's okay to say, now, that you want to make money, and you want to work from home. That's great, but you still have to pick a passion to build your business *around*. The fact that you want to make money, obtain financial freedom, and work from home—all of that is your "why." Your passion might not relate, directly, to your why, but it is intertwined. If you want financial freedom and you're interested in hunting like me you might want that freedom so you can take those week long hunting trips that you just can't take right now.

You want to tap into that part of you that naturally comes out when you're around your friends. You and your friends likely have some shared interests. That's how you built that friendship in the first place. Having a passion helps you relate, teach, and find common ground with other people.

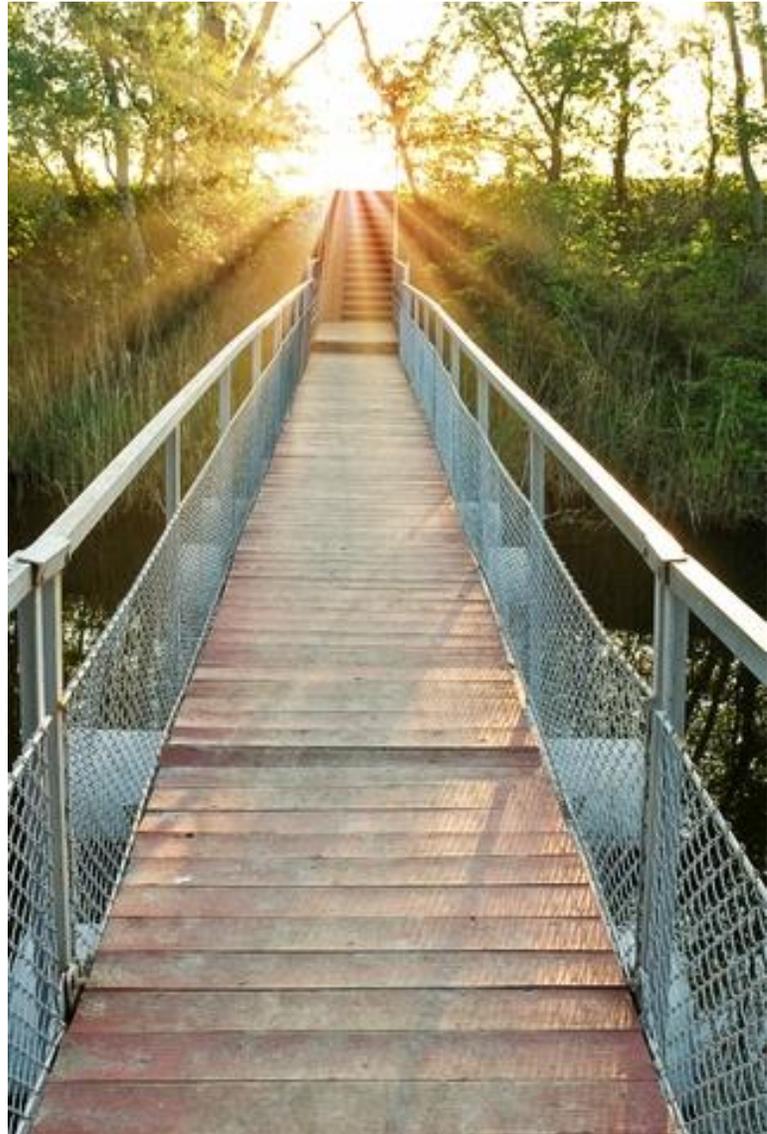
If you meet someone in the grocery store and there's nothing to connect you two, it's going to be a brief conversation, however pleasant.

But if you are a guitar player, and you meet another guitar player in the grocery store, something happens.

A wall comes down.

A bridge gets built.

Of course you do have to qualify your niche. You have to be able to determine if there's money in the niche. For example, if you plan to make your money through affiliate marketer you have to be able to find products in that niche that are worth promoting. They're good products that you'd use yourself, that solve problems, and that pay a reasonable commission. If you can't find even one product in a niche you might be in trouble. There really are some limited-interest niches that are



more difficult to make money in. But *most* things have enough people interested in them *somewhere* that you can build a good profitable niche around them.

So yes, with my method you're not going to go out this weekend and get rich. Instead, you're going to build something. Without this foundation, all you're going to end up with is this:

Buy something from me so I can get paid.

Yuck.

You're not going to hide that you're making money. You're going to be honest and transparent. Thing is, you won't have to hide it. By the time you're done offering enough value without asking anything in return, other factors will be kicking in to mitigate the fact that you're making money.

Now I do have to say there are marketers who are so good at what they do that they can sell anything, even if they aren't personally passionate about it. But I *still* wouldn't recommend that route, as, again, you still have to spend a lot of time with this subject. You're building a long term business. You really are going to have to stick with this a long time. And you're going to have to learn about it in-depth, because otherwise, you won't be able to keep offering the sort of top-notch content that's going to keep your subscribers coming back for now. Your videos, your blog, and your e-mail list content *all* have to be very original and very good.

If people find out that your content is available 100 different places, what do you think is going to happen? There's not going to be any dedication or connection. You won't stand out. You're just doing what 100 people are doing. If you *have* to do that, you're probably not following my advice, because you're not sharing anything you've gone through. If you were sharing that kind of experience, you would not have to pick up generic

content from anywhere, because you'd have stories and experiences to draw from.

Maybe all you really *are* passionate about is "making money." Maybe you have trouble getting into a niche. Well, guess what?

It's time to go to a library and to *stay* there until you find something that grabs you by the throat, shakes you, and *gets* you passionate! Something you can spend a whole lot of time learning about and getting interested in.

So let's abbreviate the entire goal of e-mail marketing. It is:

To give away helpful, informative information in exchange for an established relationship. This is the whole goal of everything you are doing. Because otherwise you wouldn't need to have a list. If you didn't need to have a relationship, you'd just slap up your website and you'd rely on the sales you'd get that way. Statistics show that 1-2% of your visitors are going to buy something when they get to your website. So you get 100 visitors and don't do anything at all, you can make 1 or 2 sales. It's not a very effective way to build a business.

E-mail lists are important because of those other 98 out of 100 people who are not going to purchase from you on the first contact they have with you.

Likely, they *are* planning on purchasing a product similar to yours.

Otherwise, they wouldn't have searched for a website like yours in the first place. So these are perfectly solid leads. These are people you *want* to find a way to hold on to. So now the idea becomes that you need to find a way to earn their trust so you can sell to them in the future. In addition you've

got to keep yourself at the top of their mind. Otherwise, when they are ready to buy, they're going to run the search again, spot another website, and buy from someone else. If you haven't brought them onto your e-mail list and if you haven't forged an effective connection with them by this point then you've lost them forever.

Most customers, in fact, require 7-12 exposures to your products or services before they're going to bother to make a purchase. They're going to need to hear from you perhaps 1 dozen times before they're going to take out that credit card for you. They need this much exposure, of course, because they do not trust you yet.

When you focus on trying to impress that other 98% of your visitors, you're not going to lose that 1-2% that paid for your product without much effort at all on your part. What you're going to do is blow your sales numbers out of the water.

Chapter 2: Gathering Your Subscribers

It goes without saying that you actually have to score some subscribers before you can start coaxing them into a relationship with you. That's why we're going to take a moment to discuss the different offers that you can put together to entice subscribers onto your list. Remember that initially, unless you're somebody famous, most people who come to your list have no interest in you whatsoever. Most people show up on a squeeze page where they get just a little bit of information, and in those few seconds of reading that squeeze page they make a decision as to whether or not they are going to let you send them anything at all. They may even have full intent to ignore your e-mails ever after, so your freebie actually has to be very good, because this, even more than the welcome e-mail, is your chance to impress them. Get it wrong and your welcome letter won't matter, no matter how good it is, because not only will few people sign up for your list but few people will develop the initial trust that they'll need to open up your very next communication.

Freebies can come in many shapes and sizes, as we've discussed. You can create a little miniature info product, such as a "special report," a "whitepaper," or a 5-10 page excerpt from your existing e-book. You can also offer some sort of seminar or webinar.

We also mentioned recycling an older product that you no longer sell. You can do this because your prospects have never seen the product before, but if it was a good, solid product you'll know that you are providing something of definite value. Since you're not selling the product anymore you aren't losing any money by going ahead and giving it away. *However* there are some caveats that come along with recycling a product like this.

If you have such a product it's probably time to repackage it with some new graphics so that it will appear fresh and new. In addition you might want to change the title. You do not want people who bought that product once upon a time angry because that product is now offered for free.

This strategy, of course, is probably going to be more attuned to people who have been working their business for awhile, people who have a back-list of products to delve into. If you don't have any of this, and don't feel comfortable *creating* a product from scratch then you might want to start investigating the possibility of using private label rights (PLR) content.

Usually you get this content by joining a membership site or gaining access to a PLR catalogue, and you can obtain many PLR works for as little as \$20 to \$30.00. That's the great news about PLR. But if you *do* get PLR, you can't just slap it up on your website. It's going to take a little bit of massaging, first. You may even have to buy 4 or 5 PLR books before you get anything you can use, because you get what you pay for. It's rare to find PLR of a high enough quality to make it worth your while to pass on to your customers. You might have to rewrite it, rework it, and massage it a little bit to turn it from a mediocre product to a product that is worthy of your customer's time.

My go to source for great PLR content is Jeremy Burns' stuff. It is always high quality and I highly recommend it. You can find links to Jeremy's numerous PLR product websites at: www.JeremyBurns.com

Remember, this is your customers first interaction with you. If the product is low-quality they are going to assume *everything* that you do or are associated with will be of equally low quality.

You also might want to rename that PLR, or even change up the graphics just a bit. If your customers can search the web and find 15 other people giving out that same bit of PLR work then the giveaway is just not going to have any impact.

You actually want a product, at this phase, that is good enough for you to legitimately charge for. If you'd feel ripped off if you had to buy it, then you do not want to pass it on to your customers. You want them to be thinking, at the back of their mind: "Wow. I would have paid for that, but he gave it away for free."

Shortly after your customer thinks that, he might think:

"If he gives away such great stuff for free, then the paid stuff must be *really* good." The result is he opens your next e-mail, because there might be another free gem in there that will really help him, that he really wants to know about.

That's why it will be such a let-down if he opens that first communication and winds up with the same boring, standard welcome e-mail that we covered in Chapter 1. You've got him in the state of mind at this point where he *wants* to hear your story. You've impressed him. He's ready.

If you build that relationship you will rarely wind up with someone that will just coast along, taking your free information and not going any further. A few people will, but most people will wind up hit right between the eyes with a very natural feeling. We humans have an instinct towards reciprocity. If you scratch my back, I want to scratch yours.

Some people have this instinct because they do not like feeling indebted or beholden to another person. Others have it because they are really nice people and they feel like it's the right thing to do. Still others see it as the way of the world. The reasons why reciprocity is practiced do not matter. The result matters. The result is when that same customer comes up to something you want him to pay for, he's going to be thinking:

- He was really helpful to me. He did something really nice for me.
- I know he's going to get paid, but it was really good. This stuff's likely to be good too. In fact he deserves to get paid. I want to support him.

If your products are, in fact, good, you've just sealed that friendship. You've created a subscriber who might actually be eager to hear from you. While your subscriber is hitting: delete, delete, delete on the e-mails of all those other marketers he's stopping to read your e-mail, even if his day is busy and even if he doesn't normally read marketer e-mails.

He's reading you the same way he'd read an e-mail from a good friend of his, because he now sees a good friend when he sees your name. You can increase this feeling of connection by having other places for that subscriber to communicate with you, such as a blog where you are perhaps documenting your progress in the niche or a forum where he can get with other like-minded individuals and discuss things that are important to him. These additional modes of communication become very important later, so it's a good idea to set them up now, while you're getting your offer and your squeeze page in place.

In all of these starting elements you also need to keep your persona in mind. You're going to be selling "you," genuine and real—but you're also going to select a voice to use. That voice could be sarcastic or warm, inspiring or

funny, but you want to be consistent in that voice (offering another good reason to rework PLR content that you might be offering). People tend to go back to businesses again and again because they liked an experience and want that same experience, consistently, a second time. This is also a branding exercise. Different marketers in the same niche can set themselves apart simply by falling into their own voice. What appeals to one customer will not appeal to another, so you give yourself the opportunity to pick up some business that nobody else has managed to pick up yet.

Chapter 3: Your Auto-Responder Blueprint



Congratulations—you have people on your list now! Now you've got to figure out what you're going to offer them on your list in order to keep them there—and in order to eventually move them towards what you really want to see, which is a sale.

So first we're going to talk about why videos are going to be very important to your marketing strategy.

A lot of people don't want to do videos for a number of reasons. They don't feel they have the technical know-how. They don't feel charismatic enough. They feel like they can get it all done on their blog. Believe me, I'm very sympathetic to all of these reasons. However, that doesn't change the fact that your campaign is going to be a lot more successful when you add video into the mix.

There are people who are going to read an e-book or a blog post and enjoy it. However, different people learn and process information in different ways. There are also some skills that are much easier to show someone in video format. It would be easier for me to show you how to play a guitar chord on a video than it would be for me to write about how to play that chord, and it would probably be easier for you to pick up on what I was doing, too.



Videos don't just entertain your subscribers, but they also allow them to see you, hear you, and see what they are dealing with. This ability to get to know you means they can put a face and a voice to a name. These people want to know who they are following! Again, it's all part of presenting yourself as a friend. Even a blogger who would never think of putting up a video usually at least puts up a picture of himself or herself, if he's wise.

The voice is important though. When you can see a person and hear a person the strength of their sincerity and belief shines through. Since you've followed my advice and taken on something you're passionate about this can only help you. You will literally sweep your followers away in that excitement. It's easy to fake enthusiasm in text, and your subscribers know that too.

Don't get hung up over whether you think you're good looking enough to be in a video, or whether you think you're charismatic enough. Once again it's all about the real you. It's about talking about this subject that excites you with other people who are excited about that subject. If you've ever been able to make friends with anybody who shares your interests, chances are you can make a video that will help you build the great big e-mail list you're hoping for.

You can either make those videos to educate or entertain. Of the two, educational videos are really going to provide you with the most bang for your buck, because they offer value. So if you're going to choose between the two, choose to educate. Entertaining videos are harder—what one person thinks is funny or entertaining often falls flat on another—so offer

these sorts of videos only occasionally and make sure that you keep them in line with the persona that you've already established.

One good way to approach these videos and e-mails is to disclose tools or utilities you use, and to *only* disclose these utilities to members of your e-mail list. People on your list want to feel like they're getting exclusive information that's giving them a leg-up on their competition. You can't give them this if you're sharing everything on your blog, too. You can cover tools that you get a commission on, but it's also a good idea to cover some free, or even paid tools, that *you* don't personally make any money off of.

Your mission, when you offer these tools, is to provoke their mind with an idea. If you just present the tool in a sort of "here it is" light, you haven't actually provided very much value. Given enough time and thought it's likely any one of your subscribers could dig up any tool you use for themselves. The idea is to give them some ideas on how to *use* the tool. Show them how to do something with it—a very helpful trick that might not be obvious or covered in whatever initial documentation they may receive. You are now compounding the benefit of staying on your list. By the time you've done this a couple of times your e-mails will generate an "I've got to read this!" response in a great many of your subscribers. They're going to think: *When I open this e-mail there's going to be something for **me**, something I will be sorry I missed out on. Something I could not find anywhere else!*

So it's important to really dig in and give some details about the tool. You want to show them, step by step, how you implement the tool and what the result of using that tool is.

Here's an example. Let's say I put together a "Beginner's Internet Marketing" e-mail list. I'm going to cover a tool on a video and I'm going to make sure they get the link to that video through their e-mail.

In this video, I decide to talk about the power of an auto-responder. I say, "This is my auto-responder, [AWeber](#). Here's a technique that I like to use with this auto-responder. Let me show you how I turn this basic, pre-generated form into a dynamic squeeze page that helps me attract more subscribers." You have to paint a picture.

Now, if you pretend for the sake of argument that I am an affiliate of [AWeber](#) you will start to *truly* understand the power of this method—a power that in fact goes way beyond compounding the value of your list. Because if my audience wants to use the technique that I've just shown them, it makes sense that they'd have to go set up an [AWeber](#) account to do so. So even though I've never said the word "buy", I've never said, "sign up," and I've never said "click this link," chances are I'll make some sales. And I've done it in a way that is so subtle that I don't build any resentment into my audience that tells them, *Oh, he's just a guy trying to sell us some stuff after all*. The emotion you want to inspire, instead is, "I want to see more!" I actually have a website that is *nothing* but videos that showcase the tools and utilities I use, all with these same thoughts in mind, all because this technique is so very powerful.

You want this to be exclusive information. You really want the technique is nothing your audience can easily plug into a Google search and come up with. Otherwise you'll devalue the information.

These videos do not have to be super-complicated. You can get a lot done with three very simple types of videos. The first type is a “talking head” video where you’re going to basically sit down in front of your computer and record yourself talking. You might include a shot of a table or something where you’re physically doing things that your audience is going to go ahead and follow along with. If you’re showing people how to do crafts, for example, you’re probably going to want to go with this type of video, because you’re going to want people to actually see how you’re doing the project.

The second type of video might actively record your computer screen while you do something. I might choose this route while doing an [AWeber](#) tutorial. That way people can actually watch me click on the menus and links, add in the text, copy and paste, and anything else I need to do in order to get things done. You might never have to put your face in such a video at all as it would be detrimental to showing people exactly what to do, but if you do feel confident you might record a few minutes of you talking and walking before you get up to the computer screen just so people can know the face that matches with the voice.

A third type of video might actually be a power point that you’ve converted into a video. This is a very popular, very easy type of video to put together. If you’re imparting a lot of information and you don’t necessarily have to show anybody specific links you can get fairly far with this technique.

It’s also possible to combine all of these techniques to make a more sophisticated video. Just know that when it comes to your audience, they care more about the information you’re giving out than the sophistication of your video. Obviously you want to make it as professional and as visually

appealing as possible, but if you have the choices between putting together an informative, simple video and putting together a less informative, very complicated package the choice is very clear.

You'll probably find one type of video that makes sense to you and your business very quickly. Obviously you want to choose a type of video that you're pretty comfortable with so you can be as confident as possible in your tone and delivery.

You will need some materials. You'll need a good video camera with a USB cable uplink to your computer if you intend to take any shots of you or your computer screen. You will also need some good lights. You don't have to go crazy with lights—you can actually get a lot done with gooseneck desk lamps if you use them correctly. That said, get your lighting wrong and you'll look really unprofessional (and maybe even a little bit frightening). Or people won't be able to see what you're doing, which is equally destructive.



In order to create the kind of diffused-lighting effect that's going to be the most flattering you're going to want to use a technique called triangle lighting.

Imagine you have a square room. You're going to put one light in the bottom right hand corner, one slightly smaller light on the bottom left hand corner, and one even smaller light in the top right hand corner. You're going to adjust that light until it's soft on your face or your computer, rather than hard and sharp. Sometimes you'll have to bounce the light off of white walls just a little bit rather than aiming it directly at your face in order to achieve this effect. Get someone to help you set up your lights until you have the hang of it, as they'll be able to tell you whether the lighting is too harsh or not. If you can't get someone to help you just go ahead and take a couple of sample shots with your video camera to see if you've gotten the light correct yet. Once you do, start recording your video in earnest.

You also need to pay attention to sound. If you have great visuals but poor sound you're still going to look unprofessional. And let's face it, most of your information is going to get imparted through sound, not through visuals! That's why you're going to make sure the computer you are using has a quality sound card. You're also going to want to buy a good, quality microphone. You will need these things for any type of video you shoot. Don't bother relying on the video camera's microphone; it won't be enough.

If you're going to be using a video camera you also want to get a tripod so that you don't get the shaking hand effect. It's very hard to hold a video camera straight and steady; that's why professional videographers usually use a tripod and pan it back and forth. Certainly there are professionals who do in fact hold large video cameras over their shoulder, but in general that shouldn't be most people's strategy. If you get someone to help you film make sure you teach them to resist the temptation to zoom in and out too much as well. A steady shot is easier on the eyes, and zooming too much also conveys a lack of professionalism. You can edit the videos to create a few of the cool video effects you've seen if you really want to vary things up.

If you want some music to start, end, or background your videos you can easily get that. There is royalty-free music available on the web. If you sign up for a video editing service called Animoto, they have an entire library of royalty-free music, all of it of high professional quality. But you can also simply download it and insert it into your video using any video software you've got. Camtasia is another commonly-used video editing program.

Making a power point video relieves you of the responsibility of lighting and proper video camera use. In this case you're going to create your power point slides the same way you'd create any presentation. Then, hook up your microphone and use the "record narration" function to add your conversation to each slide. Then, upload the file to Authorstream, who will turn it from a .ppt file to a video extension that you can upload to any video library service such as You Tube.

So now we're going to look at the first 10 e-mails you're going to send. This is essentially a blueprint that you can use to get the best response out of your list—to build the influence that you're trying to build. 10 e-mails is enough for me to establish a pattern for you. After the first ten you'll repeat the steps, skipping only the Welcome e-mail, as you load more and more information into your auto-responder.

#1: The Welcome E-mail

We've already discussed this. In this e-mail, you tell your story. You introduce yourself. Don't assume they don't want to know all about it. They do. Sell your experience. Reach out and touch, strike a chord, and don't promote a thing. Don't add any links to products, don't do anything except paint that vivid picture and convey who you are.

Now when you do this, you have to make sure you talk to your audience—and it's possible you'll want to add this into your niche evaluations *before* you decide what sort of list you're going to put together.

Because if I go in to promote an Internet marketing product and I write a story that says: I was born with a silver spoon in my mouth. When I turned

18 my father gave me a quarter of a million dollars, and I used it to research and develop this wonderful course that I'm now going to share with you...you might have a bit of a problem. Because who generally is looking into getting started with Internet marketer?

Jack on the assembly line or Mary the receptionist who are both tired of their jobs, both struggle to make ends meet, and are both normal people. This is how I'm going to relate to Jack and Mary. I'm going to say, "I got sick of tired of that office. I couldn't handle running that forklift anymore. So I started looking for ways to get ahead."

Which is why you have to be careful in niche selection. You can't lie. If you really were born with a silver spoon in your mouth you'd be better off starting a niche that caters to people who were born with a silver spoon in their mouth and who have money to burn on their passions. You have got to look into your actual experiences and interests. Essentially, in order to convey the important message: "I am just like you," that message must be true.

E-mail #2: The Video Tutorial

This is where you're going to start introducing your helpful, informative video tutorials. Again, you will **do no promotions** in this e-mail. The only type of promotion that is going to be acceptable here is the subtle promotion which I discussed above. It's okay to give that subtle sort of presentation that results in sales because people need to buy the product to use the technique you just showed them, but you're not going to do any type of hard-selling. Again you are going to be working hard to convey the message that you are just like they are. That you care about the same things they

care about. That you understand their problems and have solutions for those problems.

E-mail #3: Do the exact same thing again!

Again, you do not get to do any direct promotion in the third e-mail, either. You are still focused on promoting you and in showing your readers that you have what it takes to make a direct, positive impact on their life.

E-mail #4: Create Involvement

A relationship is not a one-way street. You cannot have a relationship with your subscribers if you don't let them talk, too. So many books, even those which focus on the modern marketing techniques we're discussing, tell you that you have to have a relationship with your customers without really giving you too much information, beyond "give stuff away for free," on how to go about doing that. But when you make friends with somebody new what generally happens is an exchange. You say things. They say things. You give information and ask questions, and so do they. At this phase you're going to duplicate this face-to-face interaction.

Remember when I told you earlier that it would be a good idea to go ahead and have a blog or a forum to compliment your e-mail list? This is where it's going to become important. In this phase, you set up a little survey or poll and you make sure that your customers know about it. You place that on your blog and you report the results, solicit comments, and have discussions about the results of the poll. You might use software that programs the response of the poll for you, or you might simply have people answer the questions in the comments. The latter way, I think, helps you more in the

long run simply because it makes people converse, interact, and get involved. Simply placing a poll with some radio buttons won't have the same effect for you. People will have a tendency to blast past that very quickly without taking the time to actually say anything, and that's not what you want.

When you get the answers, reply! Though this might keep you busy, busy is what you want. Remember that this is a business you are building. You can't just hit a button and do nothing, you've got to really get in there and work. If that means answering 500 queries one weekend because you were fortunate enough to get that many responses, not only is that what it means but hallelujah that you got that kind of practice in so short a time.

Answering demonstrates that you care, that you are actually out to build the relationship you've so far promised. *Failing* to answer, of course, conveys the opposite message.



If you can, you might even want to stir up some kind of controversy. Get people stirred up and inspired to comment. If you can get them interacting with one another that's even better, because now you've gone beyond building a list of subscribers and on into building a *community*, which is always going to be stronger than a list alone.

Email #5: Now you may promote something!

This is an exciting moment, because you've worked hard to get to the point where you can actively send your readers towards something they'll want to

buy. What's neat about this too is that because you are using an auto-responder you'll have different people hitting this e-mail at different times. So after the very first group of people reaches this message you should start seeing a steady group of sales. People will just start getting pulled into the sales funnel and they'll keep getting moved through it.

But of course, it's still not as simple as putting out a quick link, even though you can get a tad more aggressive this time around. Don't just put out an offer. First you're going to tell them why and how you recommend this product or use this tool. Don't be vague, be very specific. Offer some free help with the offer—some explanations and step-by-step guides, perhaps even a video so they can see how it works.

So what happens?

The members of your list actually get the better end of the stick. They are genuinely better off—and they feel genuinely better off—for your intervention in not only telling them *about* this product, but telling them how to *use* this product in a way that will benefit them, as well.

In fact, this is something you have to get through your mind now. You need to ask yourself a question, and you need to give yourself an honest answer each and every time you decide to promote a product. You ask yourself: *will this truly benefit the individuals on my list?*



If you promote *junk* your subscribers are going to associate you with junk. A whole lot of unscrupulous marketers do this very thing. And when they do this, they make a quick buck, but their list goes away. They never build any kind of long term business. Because if you recommend one piece of junk, consumer logic says that *everything* you recommend is going to be junk. This goes for anything you put in front of your subscribers: every technique, every tutorial, every video, every free product.

And if there's any flaw in the product, you'd better disclose it. For example, some marketers will offer up scam techniques, things that aren't even going to work in 30 days. For example, they might have some cheap trick of a search engine technique that will stop working when Google changes its algorithm. So what is going to happen when a subscriber starts trying to implement the technique and it doesn't work?

Email #6: Another Helpful Video or Blog Post

This time, an all-out tutorial is not necessary. It's just time for a reminder that you're here to help. This time you could be offering a few tips that your subscribers can immediately implement, things that are easy to remember.

Email #7: Recommend the same product again.

At this point a lot of people make the mistake of switching to another product, but you need to give your subscribers at least three direct exposures to the product. If you keep changing things up you'll bore them and you'll put them back in the mindset of thinking you're only out to make money. Eventually you might want to go ahead and move on to some related product, but you'll do this on the next e-mail cycle (on Email #15, basically).

Besides, subscribers who might otherwise have bought the product might have missed it the first time. They might have skipped that e-mail that day. They might have *wanted* to buy the product that day but hadn't made it all the way to Payday yet. Giving them a second reminder of the product's existence means potentially catching your subscribers at a time when they can buy. Or they might be the type that just needs to ponder something for awhile, and your e-mail urges them to get on with making a decision.

Email #8: Inspire interaction again!

This time the interaction is going to be directly related to your product. You're going to be asking: did you try the product? Did you like it? What were your thoughts? Come post on my blog or forum. Did you have any problems or get stuck? I'll be happy to help you so just post on this thread right here. Don't forget to answer, because this is a prime relationship building technique. When those people come, you post, and you reply.

And when other people show up on your blog or forum and see that you are actually taking the time to help your readers with issues they may be having with a product (or questions about it if it happens to be something like a book or video product) you will build trust with those people, too, and will perhaps gain additional business simply from this demonstration alone.

And of course the conversation will have the effect of making anyone on your list who did not try the product perhaps feel a little left out. Nobody likes to feel like they're missing something. Or something said in one of the conversations might be intriguing enough to the rest of your list that they'll go ahead and give it a try—meaning you may pick up a few extra sales even though this e-mail is not a direct promotion.

Email #9: It's all about you.

This e-mail is a chat between friends. It's going to be an e-mail that is 100% your personality. This e-mail won't even necessarily have anything to do with your niche. It won't show people on your list how to do anything. It's just you being you. You can do this in the e-mail, or link back to your blog or a video, but you're going to tell a story about something that happened in your life. You don't always talk business or hobbies with your friends, right? So talk about something that happened in your life. Share a good story, and don't add *one single link!*

Email #10: Another promotion.

You'll promote this offer one more time here. If you've had the opportunity to gather some success stories with the product from your blog or forum you can get a bit more subtle with this third promotion by sharing the success stories. This helps to build that sense of community once more.

When you've done all ten of these e-mails you can begin again. There may be a new product you wish to promote. And that's fine. Start at E-mail Number 2 with a new video tutorial and continue to work your way through the process as you gather more products and more subscribers. After all, you are building repeat business so that you can sell many products to the same people, and most people are only going to buy most products once. So long as those products are always relevant and related to your niche and you follow the steps to keep your e-mail list just as fresh and useful today as it was the first day that your subscribers signed up.

Chapter 4: Getting Traffic to your List



Now that you know how to make the most of your e-mail list it's time to talk about how to get subscribers at all. I'm going to share a number of traffic generation methods and techniques that have benefitted me.

Now a lot of the time when people start talking about traffic they get fixated on Google. I want to let you know that Google is a long-term strategy. We want to get some traffic to your opt-in page today. Google takes a long time to index a site, and it takes it a long time to put the site anywhere that most people will see it. Your opt-in page could be sitting at position #500 for a long time, and most people don't go much farther than position #10. So you're going to have to go about getting your traffic in other ways.

Some of this you will do by making use of Web 2.0. It's funny that people started talking about the term "Web 2.0" when talking about sites like MySpace and Facebook—but this kind of traffic has been available since the beginning of the Internet. The old Usenet forums don't look as *pretty* as the forums and social networking sites that are available now, but they follow essentially the same concept.

So first we're going to cover Web 2.0 techniques, because they're both effective and free.

We'll begin with forum posting. Forum posting is very effective for a variety of reasons. Forum posting is one of the traffic generation methods that can really help you build that large, powerful, influential list, because you are getting directly to people who share interest in the niche that you are targeting. Second, forum posting is effective because Google indexes forums often. Posts show up fast! That means you don't just get traffic from within the forum, but you get traffic from outside of the forum as well. People read these things when they're just looking for information, and the information is trusted.

So here's what you're going to look for—forums that allow you to place a link in your signature. This shouldn't be hard—most forums allow this—but you'll always want to double-check the rules of the forum. Once you've verified that the forum allows you to place your link in the signature you will edit your signature and place a link to your opt-in page. In the short term you should generate some clicks immediately. In the long term, you are now creating a back-link every time you post.

For those of you who don't know, back links are one of the ways that Google decides how important your page is. Every time a different web page links back to your site Google gives you credit for that, because Google knows that sites with a lot of links are more authoritative or influential than sites without a lot of links. And once you edit your signature this way it's just automatic. You don't have to think about it anymore; that back link is built every time you make a post.

Now, you have to approach forums in the right way. You can't ever give the impression you're there marketing. Forums ignore marketers, when they don't outright kick them out. Instead you begin by posting in the introduction thread. You'll say something like, "Hey, I'm really excited to be here on this guitar forum. I've been playing for 15 years, and I'm really looking forward to getting involved here."

You're going to make 9 more posts right away. You can either start your own topics or reply to existing threads. Get your exposure. Again, you're not going to post any links. You're also not going to post whole articles. You're going to write a few helpful sentences. A forum is about having a conversation, and people rarely have conversations in article form!

You also want to make sure you're really getting a sense of what is going on with the members of the forum. What's a hot topic? How many views and replies have the topics had? Most forums record this information and have it right out on display for you to use. You want to focus on posting and replying on those hot topics that everyone is paying attention to. Don't pay attention to topics that aren't getting very much focus.

I've also got a caveat to give you about controversial posts. A lot of the time people get hung up on writing controversial threads. And it's true—you can get a lot of views and replies on such threads. But if *every single post* you put together is like that you'll be seen as the kind of person who comes in just to cause trouble.

You should be signing up for multiple forums—but you need to avoid cross-posting. A cross-post is when you put the same post up on multiple forums.

People pick up on that real fast, and it becomes obvious at that point that you're just there to get your link seen. Someone will expose you very fast, and sooner or later you'll find that you're worthless on all forums. You'll have closed a very lucrative traffic door very quickly by getting impatient or lazy in this fashion.

Forums, however, aren't something you get on, post to 10 times on, and disappear. Forums are all about community. You're going to be checking in with each forum no less than once or twice a week to post and reply, so make sure you choose forums that you feel like you can get involved with on a regular basis. To get the most bang for your buck focus on forums with large member lists. Obviously the forum with 6000 or 10,000 people is going to get a lot more exposure or "play" than a forum with 100 or 200 people.

The next thing I'm going to tell you about is article marketing. Article marketing is free, and it's quick. It also helps you build even more back links. Article marketing is another way you can get traffic *today*.

When you start with article marketing you're going to want to build your article around specific keywords or keyword phrases. Use the Google keyword tool to get some ideas. Keywords are particularly good in titles because you can use them without resorting to "keyword spamming."

I like to keep my articles short. You need to go with the guidelines of the directory you use, *but* you are out to gather traffic, not earn literary awards. You want to provide just enough information to start funneling people over to your site. So, wherever possible, I like to use 250-350 word articles. They're quick reads, and that's enough words for me to convey that I have

something of value to share. I don't want them getting everything they need on that article, because I want them getting engaged with my list.

You're going to build your back links one of two ways here. Either you're going to put a link back to your website directly in the body of the article, or you're going to do it in the author's resource box provided by the site.

Again—you need to pay attention to the guidelines. Some article directories *do not allow you to put links in the body of the text*. Many require you to use a resource or "about the author" box instead.

So what is keyword spamming? You've probably read it yourself. Keyword spamming is when you artificially shove your keyword into the article again and again, until the thing starts sounding like it's been written by a robot. You wind up with something like this, assuming your keyword is: *learn to play guitar*.

Learn to Play Guitar

When you first start to learn to play guitar it can be really hard. But you can actually learn to play guitar in just 15 minutes a day. You can practice each chord each day for 15 minutes and by the end of the year you will learn to play guitar like a true pro. Rock and roll greats learn to play guitar this way. In order to learn to play guitar like this though you have to use the chords in a specific order. There is a natural order you can use when you learn to play guitar that will build each chord on top of the other until you just build up this great momentum. Why learn to play guitar over the course of years when you can be entertaining your friends in a few months and playing your local club in 12? I think you will really enjoy it when you learn to play guitar this way. Get all your friends involved with the learntoplayguitar.com program and everyone you know can have fun with learn to play guitar. My "learn to play guitar" technique actually works better in groups!

If you're not gouging your own eyes out about three sentences into such writing you're not a human being, right? And that's the point. Someone writing this is writing for the Google indexing robots, hoping to try to trick you into clicking on their link. They're so obsessed about this that they'll choose horrible grammar over using any variation on the exact keyword (like

learning to play guitar) because they don't want to miss any opportunity to stuff that top keyword in there one more time (and after all the variation gets 1,000 less clicks every month!)

Avoid this trap by creating an article for the reader. Use the keyword naturally. There are some people who at least try to use the keyword naturally but they get caught up in ratios—they're aiming to use the keyword 1% of the time or 2% of the time and so start counting the keyword as it relates to the word count.

So use it in the title when and where you can, but the only other place you should really be *trying* to use the keyword is in your link, as part of the anchor text. [Anchor text looks like this.](#) You create anchor text like this:

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<a href=:www.learntoplayguitar.com> Learn to Play Guitar Fast </a>
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It's very easy, and it allows you to put that keyword in place in a legitimate way as well as conveying exactly what your readers will find when they go ahead and use that link.

There are three article directories that I really like to use. The first is Ezine.com. This is the biggest, most popular article directory. Because they do monitor what they allow to have posted Ezine gathers up a lot more credibility than some of the other sites do. They also get a lot of credibility from Google. But there are, however, a few drawbacks to Ezine.com that you need to be aware of.

First, it does take some time for articles to be approved. The owners of the site do check to make sure that you have followed their guidelines. And if

you're new to the site you're going to have a limit on the number of articles you can post right away. But if you do post good, quality articles and stick to Ezine's articles they will eventually promote you to Platinum status and you can post as many articles as you want. If they continually have to kick articles back you'll wind up either having to wait or to upgrade to a paid membership in order to continue. Ezine demands that your articles avoid seeming self-serving. You also have to relate absolutely original content.

There's reasons why you want to do this though! For one thing, when you post articles on Ezine you're basically offering webmasters permission to repost your article on their websites...so long as they leave the entire article (with your back link) intact. Bingo! Another back link is born—with no additional effort on your part. Writing the kinds of articles that people will *want* to pick up is majorly beneficial.

Make sure you are writing high-quality work. A lot of people really do just slap things together on article marketing sites...and it shows. If every other word is misspelled nobody is going to want to pick up your article, and you'll lose a major benefit of the service even if your article passes the scrutiny of the editors.

Another great tool is Scribd. Scribd doesn't have any approval process. This is an article storage site, and what's really nice about Scribd is that you can write and format your article in Word. That means you'll know it looks very nice—the document is simply converted and indexed into flash, and then the search engines detect the keywords that are in there. Since Scribd immediately matches ads to the keywords in your document you'll know you targeted those correctly if you get the ads in your niche that you did your job well.

A simple, quick one is also GoArticles.com. This one is like Ezine.com, but this time there is no approval necessary. You simply pop in and submit.

To simplify this process and to get your articles out to as many places as possible as quickly as possible, I highly recommend article spinner software. I like to use Jetspinner; it's free, and it changes up the phrases in your articles so that you can submit to many article directories without targeting Google's "duplicate content" filters that would otherwise keep your articles from showing up on search results.

It's those same duplicate content rules that makes it necessary to avoid posting your articles on your own blog. You'll wind up rendering the article useless that way. Make sure the content is always different—which is another good reason to spend far less space and time on your article marketing than, say, on your blog.

Another free trick you can use is to make use of social media like Facebook or Twitter. Twitter's great for this, because when you post a new article, or a great new blog post or video, you can post the link with a brief explanation. Since this is what people on Twitter expect—they're often there to get good resources in a fast format—you won't be penalized for doing this. However, with Twitter, just like your list, remember to take a break every few Tweets to respond to what other people are saying, to offer some words that are just personal, just "you," and to promote other people's things that you don't get any benefit from. You can get another direct back link to your page through your Twitter profile, Facebook profile, and any other profiles you might actually have across the Internet.

Squidoo offers an interesting visual way to present some information and build some links. Squidoo pages are very easy to set up—you simply create an account, drag, drop, and upload. Squidoo pages can be seen as a cross between a very long Facebook post, a blog post and a mini-website. In this case the approach would be to offer useful information and to place your back link in one of the “resource links” that you can list. Then, join Squidoo’s forum and ask for feedback on your page. You can edit your signature there, too, and get another indirect link!

Another tool that you have at your disposal today is your e-mail signature. You probably send out a lot of e-mails to a lot of people, and sometimes e-mails fly around to several different places. Tucking your opt-in link into your e-mail signature provides another opportunity for people to get curious and to go over to find out what you’re on about.

Now that we’ve covered all the free, fast methods I’m ready to tell you about the proper way to approach SEO and SEM, which can be seen as a free, slow method. SEO stands for Search Engine Optimization, and SEM stands for Search Engine Marketing. Both of these basically address the way that Google topics popular keywords and keyword phrases within the text of your webpage.

You can always be aware of keywords. Keep a list nearby, try to craft some blog posts around them that read naturally. If you post a lot of videos on YouTube you will be able to write a little blurb around the video, and since it’s the blurb (and not the content of the video) that Google scans for keywords it’s a good idea to place them here, too.

Primarily, you need to understand that no amount of trickery is going to make keywords any more effective any faster. No amount of keyword spamming or “black hat” SEO techniques is going to make Google index your page quicker—they’re slow, and even then they’ve got a lot of different ways to make sure that you aren’t tricking the system. Google makes its money by providing quality search results. They can’t do that if they’re not constantly watching out for people who want to break the system, or game the system, just to make a quick buck.

It’s important to look at SEO and SEM as an investment that’s going to help you in the future. Once you implement these techniques they’re always there; ready to work for you as you build your site’s authority. Therefore, there’s no reason for you *not* to put these techniques to work for you. You just keep them at the back of your mind and don’t make them your primary focus, thinking that they’re going to get you loads of traffic tomorrow. Just throw it in when you can, just because you might as well. The pay-off comes sometime in the future, whether than today.

Now we’ll talk about pay-per-click advertising, which is a paid technique. It does work quickly, which is a huge plus. But you, of course, are paying money for the privilege. For some niches, PPC is a great strategy, because you can pay say, ten cents a click for some keywords. Other niches put PPC out of reach. You can pay as much as \$5 or \$10 *just for the click*. There’s no guarantee of the sale, and so this can be expensive fast. If it takes you 100 visitors to get one sale, and your cut of a product is \$19.99, and you’re paying \$5 a click, you can easily do the math that tells you that this isn’t going to be a profitable way to get your traffic. All of the other methods I’ve shared with you constitute “sweat equity.” They in fact constitute the bulk of your “work day” as an Internet marketer.

PPC ads generally don't give you a lot of room for error, however. You only get three lines and a link to work with. That means you're going to get a lot of clicks that aren't actually going to help you no matter how well you design that text.

With all of these techniques it helps to make use of headline templates. You can use these for your anchor text as well, for your PPC ads, for the titles of articles. You can also use these as the subject lines of e-mails that people are sure to pay attention to. These headline templates help to make sure that the traffic you get is *qualified* traffic. So how do you design a good headline template?

Your template should always use words like these:

- What is the fastest way to _____?
- This is I learned to _____ in two days!
- I've seen a lot of questions about _____, here's the answer!
- It's not really hard to _____, here's how!

These templates accomplish a couple of different ends:

- They quickly get to the heart of the real issue.
- They don't trick anybody into anything. When someone clicks on that link or opens that e-mail they know exactly what they're going to get. They know that it's going to be worth their time and deliver what they want to see.

If you keep trying to get clever with your headlines, your subject lines, and your link text you're going to wind up causing a lot of people to turn a deaf ear to what you have to say. The result is that you wind up with a list full of people who are not opening the e-mails you're sending them.

A more advanced technique to get traffic your list is to use leverage. By this I mean you're going to use a technique that allows you to benefit from other people's efforts. You see, whatever niche you enter, I guarantee that there are other people who have built lists. If you can co-ordinate a relationship with these other list builders you have an opportunity to do some cross-promotion.

The way you do this is by completing an exclusive, joint-venture offer that you're going to offer to the list owners. You're going to, say, put together a video tutorial that you're *only* going to share with *their* list. When you do this you start speaking to their What's In It For Them channel. You're offering them content, which you'll soon find every list builder needs a steady stream of. You've put together something that the members of their list can't get any other way.

Yes, they know that you're going to put your opt-in box somewhere on that video website, because that's the whole reason you're putting together a joint-venture offer. It's not like you're trying to "steal" their traffic. If they're doing *their* job there is nothing you can do to threaten them; they're not going to lose their list. You don't lose all of your friends just because some of your friends make other friends. If both of you are working to establish a relationship you'll create a situation where the members of both lists will buy from *either one of you*.

Typically I'll put together five or six of these offers and send them to five or six lists (each one different). Before too long you'll have a *lot* of subscribers.

If you need something to “sweeten the deal” and entice someone to share a partnership with you, you can remind the other list owner that there will come a time when you have a big list yourself. You can tell them all the things you’re doing to build up your list, and let them know that you’ll be happy to cross-promote them as well.



Chapter 5: Mastering Deliverability

It goes without saying that all of your hard work will go for nothing if you can’t make sure your e-mail makes it into your prospect’s inbox—and *not* the junk folder. You already know that e-mail isn’t 100% reliable. How many times has someone said, “I e-mailed you about it,” and you’ve had to say, “I’m sorry, I never got it.” There are actually many factors that control whether an e-mail is deliverable.

Simply put, deliverability is the lifeline of any Internet marketer, and while we can never insure 100% deliverability, there are some steps that we can take to make sure that we minimize the number of problems that we run into. After all, if you have a list of 10,000 people and 75% of those people don’t get the message, you really only have a list of 2,500 people. If your subscribers don’t get your promotions and information—if they can’t find it—then you’re going to find yourself stuck and you won’t be making the kind of money you were hoping to make when you first got started.

The first thing that can cause you problems is a bounce. A bounce is when one individual e-mail comes back. You usually get instant notification when

that happens, and it's usually specific to a single e-mail address. In the case of a hard bounce, the e-mail address is just wrong. Perhaps your subscriber made an accidental typo when signing up for the freebie. You can usually rectify that one by going back to take a look at the e-mail; you might be able to find where the typo is and fix it then and there. If you don't either fix it or delete that address, however, that bounce is just going to keep happening over and over again.

In the case of a soft bounce there isn't much of a cure but time. A soft bounce happens when the recipient's mailbox is temporarily full. Or, it can happen when the e-mail server is temporarily down. Sometimes the message will bounce around the Internet for awhile and then make it back to the recipient even though you get a bounce notice. There's really nothing you can do about this situation except wait.

That said, there are some things you can do, in advance, to prevent bounce issues. The first thing you need to do is recognize that 30% of the people on your list are going to change their e-mail address in one year. So every 2-3 months you might want to send out an update request. Put a pre-generated form into a webpage and say something like, "I want to make sure you can continue to receive information from me. Please visit this form and update your information." You can catch a lot this way as a lot of times when someone changes their e-mail address they'll keep checking that old address for a month or two.

The next issue you need to watch out for are blocks. Blocked e-mails happen when all the e-mails from you are being rejected by a mail server. For example, you might find that all of the e-mails you have going to AOL addresses aren't getting through. This block could be temporary or

permanent, but you usually are going to have to make something happen in order to clear blocks up.

Sometimes blocks happen as a result of a challenge response system. You might have seen this before when you get an e-mail back that says, "Look, I'm trying to avoid getting spam, please fill out this form so I know that you're a human being." It's very easy to miss these mails when you're using an auto-responder, and the natural result is that the e-mails don't go through.



Another thing that might have happened is your server might be blacklisted. This can especially happen if you're on a shared server—some other marketer might have broken the rules and gotten you placed in a spammer's blacklist. What happens is one unscrupulous guy ruins it for everyone because now he's created a bunch of servers that won't even talk to your server, let alone let your e-mails get through. He's gotten your server literally placed into a database of bad servers.

Resolving this problem isn't always easy. You're going to have to contact the blacklisting company, and sometimes you'll have to contact the hosting

company. You might wind up having to change servers, too. You'll have to make some phone calls to find out what caused the problem. Sometimes you'll be able to prove that you didn't do anything wrong and you'll be able to get the ban lifted. At other times you won't have much recourse.

Yet, again, you can do a few things—or avoid doing a few things—that can help make sure that you run into this problem a lot less.

You can kick off these best practices by being aware of spam traps. There are spam prevention companies that deliberately post fake e-mail addresses on websites. They do this because there is an illegal practice out there where people, or, more commonly, bots, go through websites and harvest e-mail addresses so they can use them for spam. These fake e-mail addresses aren't used for any purpose except to be pointed at a special server. So the robot grabs the e-mail address, the e-mail goes out, and they instantly know the spammer's server. Instantly, they blacklist that server. So obviously you want to avoid harvesting, and if you're using legal double opt-in procedures it's pretty hard to fall into this trap anyway as these e-mail addresses don't ever respond to a verification e-mail.

But there's another practice that isn't strictly illegal that you still want to avoid. There are companies out there who sell lists. You never want to buy these, simply because you don't know where these lists have come from. See, the list buyers may have captured one of these spam e-mails but they haven't sent anything yet. They profit, you send e-mail to a trap server, and you end up blacklisted. And this will happen if there's even *one* harvest e-mail in that bank of addresses you just bought.

Besides, buying e-mail addresses runs counter to everything you've been trying to accomplish thus far. All of your efforts have revolved around building the kind of list that people *want* to be involved in—in marketing to people who are actually interested in what you have to say. When you just buy a list of random people it's about as targeted as picking up your local phone book and dialing everyone in it to see if they want to buy some product. It doesn't work over the phone and it doesn't work over e-mail either. What may seem like a good bargain and a shortcut ends up costing you money, and perhaps even your company's reputation, in the long run. This is, again, a point where you're going to have to slow yourself down and remind yourself that you're trying to build a business. I know you're excited and I know you're really eager to make money just as soon as you possibly can, but you've got to be a little bit patient and build yourself up without taking shortcuts that will sabotage you in the long run.



The next common deliverability problem happens once you've passed the server checks. Hardware or software at the destination computer winds up trapping your message in an e-mail firewall. Maybe the administrator has put some settings together such as, "block any e-mail with an attachment," or "block any e-mail with a PDF file attached." When a system administrator makes these rules they apply to everyone on that server. Sometimes you can get around this by asking the administrator to add you to a whitelist, to say that e-mail from your domain is always okay, but sometimes this is easier said than done. More often you can get more done by avoiding common filter triggers. For example, I think it's good practice to avoid

sending attachments at all. If you want your subscribers to download an attachment you can send them on to a link, which is good for you anyway as a marketer. Simply because you can send them to make a download or to watch a video and have other affiliate links on your webpage.

Filters like this can be set at the user level too. Many users won't do that—they aren't sophisticated enough to fool with it—but some will. And whether it's a user filter or an admin filter, we're actually never going to find out about it. We are not going to receive any notification at all. Our e-mail just winds up routed to a junk folder. So the only way we can get around these filters is to understand what all of the different filters and spam detection programs are looking for. We have to understand what spammers do so that we can avoid—even legitimately—making some of the same mistakes.

On the user level, users can choose to filter some of the following factors:

- Specific e-mail addresses
- Specific words or phrases, which can sometimes cause false positives
- Can set their e-mail to filter out any e-mail address that is not currently in the address list (and are now guaranteed not to get any spam)
- Can filter language settings

There are even trained content filters that learn from user selections. That is, every time a user drops something into his junk mail folder the content filter will scan the message and try to figure out why he did that. It will try to figure out the similarities between this message and all the other messages the user has sent to junk. As you can imagine this can soon create some false positives as well, through no fault of your own.

Which is why you really need to push for your subscribers to add you to their address book and their safe senders list when they sign up. You should have this right on the thank you page and you should explain how beneficial this is to them. You can say something that says something like:

Hey, thanks for signing up for my newsletter. I've got lots of great offers and discounts coming your way as well as cutting edge industry information. In order to make sure you get all of the benefits of your subscription you need to make sure that you add us to your safe senders list and your address book. Here's how you do it.

Make sure you put a few instructions for a few mail clients when you do this so that people who aren't very savvy don't wind up failing to do this simply for a lack of knowing how. Remember that most people really don't dig into their clients that deeply and they might not be aware of how to use all the functions.

When you start to realize how many factors enter into this equation you start to realize why it's a good idea to stick with a full time company whose full time job is making sure you stay on white lists. Allying yourself with companies who have a good reputation will help you, because reputation is a huge factor in deliverability. So if you go with a company with [AWeber](#), who uses procedures to make sure that spammers really can't use them, you're going to make things easier on you. [AWeber](#) is one of the most popular services for Internet marketers because it has a high degree of deliverability, a great reputation, and reasonable pricing. Another good one is GetResponse.com, which is a lot less strict (but with that flexibility you make some sacrifices in deliverability as well).

In fact, there are three factors that enter into the filtering process. The first is company reputation. That covers about 77% of the decision as to whether or not the program is going to go ahead and pass that information through. Content is another 17%, and the number of links in the e-mail account for 6%. So let's say you're using your own server instead of something like [AWeber](#). How much of a reputation does your own server have? Your server has zero reputation. A lot of things that a legitimate marketer might use, such as "click here," are also used by spammers. If you have that good reputation accounting for 77% of the decision on your side you might not have too many problems. But with no reputation all the filter program has to base its decision off of is the content and the links. It will not take much time or too many mistakes to see your e-mail into a junk folder at that point.

When choosing a company, choose one that uses double opt-in verification so that spammers have a hard time using the list. You also want one who will automatically remove bogus e-mails after a few bounces.

Joining a program like this is also beneficial to you because you'll find that many of these programs offer a "spam scoring" service. It will tell you how much your message resembles spam and will give you a score from 0 to 6. You always want to try very hard for a score of zero, and believe it or not, that's not very hard to do! In [AWeber](#), for example, a score of 2-4 is not even that bad—but I very rarely let it go over a two. If I find my message has generated a 2 then I'm going to take a look at it and try to get it back down to zero.

So let us look over some tips that can help you keep your e-mails from looking like spam, either to the physical person looking at the e-mail or to

the programs which might seek to keep your customers from seeing that e-mail.

Number one, again, is you want to do everything you can to get white listed! Understand the way that spam blocker programs begin determining what is and isn't spam is to import the address book. The blocker figures that if someone is in the address book the recipient wants their e-mails. If you can get white listed you can break any "rule" and still get through. Retail merchants and Internet marketers alike treat being on someone's white list is a prized possession! That person becomes a top notch candidate for specials, discounts, and sales.

Now, the theory of getting white listed is not hard. The method is harder. You have to make that customer *want* to see your e-mails. You have to appeal to them in such a way as to encourage them to invite you as often as you want to show up. Again, you can get pretty far by simply asking to be white listed, but you have to sell the benefits of doing so a little bit so that people will make that extra effort, take that extra step. You have to convey that the content of your e-mails is going to be valuable, that they need what you have to offer. You have to get them excited! If it matches your marketing strategy you might even mention that you'll be offering discounts or coupons. If you're offering free training, as I've suggested, please let them know. If you're going to be launching live webinars or tele-seminars, tell them so right there on the "thank you page!"

You can also avoid looking like spam by paying attention to your subject line. We're going to be taking a look at subject lines again at the next chapter, because they also affect the rate at which your e-mail gets opened, but for the purpose of deliverability a lot really depends on what you put in

that subject line. It's the first thing your prospects see and it really can break or make your campaign. This is what your prospect looks at in deciding whether or not they're going to open it or delete it!

In fact, I'm going to tell you something a little bit counter-intuitive. I'm going to tell you that it's okay to look unprofessional. Don't get all hung up on grammar and spelling. You want to make it look like a friend wrote it! So don't worry about capitalizing everything like it's a title, don't worry about prettying it up. You want to give the impression that you're just dashing off an e-mail to a friend. It's for this reason that you don't want to put first names in the subject lines as well.

Putting names in the subject line is a common spammer's trick, and for a long time it was very popular among legitimate marketers as well. The idea was that, "Oh, he knows my name, it must not be a stranger." But now everyone's immune to it, and everybody knows it's entirely possible to grab your name without knowing you at all. Besides, when's the last time one of your friends put your name in the email subject line? Probably never. The most effective e-mail campaigns really are the ones which appear to be written from one person to another. Those are the ones that carry the most impact *and* have the most deliverability.

One should also note that spammers often use key events like product launches, national disasters, holidays and news events to entice recipients and to make them open e-mail. The launch of MS Vista was a great example of this. Every spammer tried to take advantage of the release of this product. They spammed everyone's inbox with Vista promotions. In the meantime, *real* marketers who had *permission* to endorse Vista would send out legitimate announcements to legitimate people on legitimate opt-in

lists. Unfortunately the recipients had seen so many spam messages that they assumed anything coming in about Vista was coming from the spammers. So they marked all of those messages as spam, and the next morning the legitimate marketer woke up to see nothing but countless numbers of spam complaints and block notices in their inbox. The e-mail marketer, in this case, lost both an excellent reputation and a lot of good subscribers.

To avoid falling into these kinds of traps you need to keep an eye on spam alerts as well as reports triggered from anti-virus and anti-spam companies which keep track of and report virus and spam outbreaks related to different specific events. The good thing about these reports is that they also contain spam e-mails with the subject lines they are using, which will help you note the keywords and phrases that spammers have used, and will allow you to avoid them in *your* e-mails. Also, be watchful—if your e-mails coincide with any key events or product launches stay away from doing anything during that period.

In fact, it can be very educational to go through your own junk folder—to simply let the junk accumulate for a week or two—so that you can go through it and so you can watch the spammers. The spammers are really crafty! They duplicate legitimate techniques, and they wear people down so that they no longer respond to legitimate techniques. Keep up with it, watch the alerts, and make sure you're not falling into any traps.

Another thing you can do to avoid looking like a spammer is to avoid lots of "marketers language" in the body of your e-mail. You don't want to put in lots of phrases like "click here now," or "buy now," or other excessively promotional phrases.

You also want to avoid lots of excessive or strange punctuation. You've seen it—thousands of punctuation marks, or the letter O replaced with @, as in, "L@@K!" These are both things that spammers typically do and they will often cause your e-mail to get flagged.

Next, you want to put in your legitimate contact information. Think about it—if you're a real business you really don't care if people contact you. So add your name, address, e-mail and phone number. This will help you get through spam filters. E-mail servers like [AWeber](#) will place this information inside of the e-mail automatically.

Chapter 6: How to Tell if They're Listening



You'll recall how, at the beginning of this book, I told you that our goal is to build an influential list—not just a big one. Now I'm going to tell you how to determine whether or not you've achieved the influence you're trying to build. You do this by looking at a statistic called the *open rate*.

The open rate is one of the most critical factors to determining the success of what you've been doing. Even if you don't have a big list your open rate will tell you if you're doing the job right. Most e-mail programs track the open rate for you. You can view these statistics by the message and you can view the over-all statistics as well. This is useful because if you've had a pretty good open rate all along and then it suddenly drops you'll be able to evaluate what might have happened and adjust that message to make sure that the rate isn't quite so low in the future.

What determines whether or not your e-mail gets read? By and large it's the subject line. Who you are—and the relationship building skills you've demonstrated to date—will of course play some small role. It gives you a little bit of a margin for error that marketers who have not done the same level of work will not have. Yet it won't be much of a margin. People are busy, and no matter how much they like you they will not open the mail if they don't feel like there's going to be something they'll need and want to see on the other side.

So the first thing I'm going to tell you is to avoid those lame "shocker" subject lines that so many marketers favor. If you use them, use them with caution and *very* infrequently. You've seen these before. You've seen those "Man puts head in mouth of elephant" subject lines, and sometimes you've clicked on them thinking, "what the heck." When it turns out to be just another product push you are rightfully disappointed—you've been dishonestly tricked into opening an e-mail you might not have otherwise read.

When you trick your subscriber this way he has a very specific thought process that starts going on, even if it's only subconsciously. It's a thought process that instantly erodes your credibility and eats away at the foundations of the trust you've been taking such pains to build. It goes something like this: *If he's willing to trick me about something as small and insignificant as whether or not I open this e-mail, what **else** is he willing to trick me about?*

Now obviously to *you* whether or not that subscriber opens the e-mail is not at all trivial or insignificant—but it is to them. And nobody likes to feel tricked or stupid. Inspiring that feeling in your customers is a sure way to ensure they don't want to have anything to do with you at any point in the future. It also just makes you look dishonest and unethical, so again it's a pretty poor way to go about building a relationship.

So with all of this in mind, let's talk about what your subscribers are looking for, in that subject line, when they make that lightning quick, three second decision about whether or not they're going to open your e-mail. When

they're staring at that subject line they are asking themselves whether or not they think you can provide what they want you to provide. So a subject line that does its job addresses a need and offers a solution right in the subject line.

For example, you've signed up on a list about how to start Internet marketing. You come across two subject lines:

- It really works!
- Here are the exact steps I used to get 10,000 people on my list in six months.

Chances are you're going to open up the second e-mail. It addresses the problem (building a list). It lets you know that you're going to see exact action steps. It tells you the exact results I achieved with my action steps.

By contrast, "It really works," raises nothing but questions. What really works? What was it trying to accomplish? Did it really work, or is this just hype so you can try to sell me something that you *say* really works?

For this reason you also want to avoid subject lines that amount to little more than high pressure sales tactics. You've probably seen dozens of e-mails with subject lines like: "This closes today so don't miss out." Then you click on the link and it's something very expensive with a high pressure pitch that assures you that if just 29 people sign up this thing is gone, gone, gone for good and forever. Sooner or later you just don't bother clicking on those e-mails anymore. They have the effect of someone walking up, slapping you in the face, and yelling enthusiastically that your life will be great if you'll just fork over \$129.98 *right now*.

So let's talk about how to read your open rate. First you need to recognize that the number your e-mail list program is giving you isn't absolutely correct. It doesn't measure people who just read the e-mail in their preview pane, for example, without bothering to click on it to open it. It also won't tell you if your reader skimmed the e-mail and threw it away without really absorbing it. The statistic is merely an estimate, but it's still a good estimate to have around.

The open rate basically means that if you sent out 1000 emails, and 200 of them got opened, then you have a 20% open rate. I want to tell you that having a 40-60% open rate is not at all uncommon *when* you are doing your job. So if you have a 10% open rate, that's bad. That means that you're not getting anybody's attention. You don't have influence.

I'm going to help you out with an example e-mail. This is an e-mail that would generate that 40-60% open rate that you're looking for.

Subject: The Fastest Way to Playing Guitar

Listen, firstname,

I just finished putting together a workflow of the exact steps I used to double my speed. It just takes 15 minutes a day, every day, and before you know it you'll be flying through scales like a madman. Take a look. www.GetGuitarTraining.com.

Notice the call to action. Not "click here now," not, "check this out," – no hard selling. Now, on your squeeze page or on the sales page for the product, by all means, use a hard sell call to action. But in your e-mail doing so will shatter that sense of friendship you've been carefully building. Stay low-key.

As you do this you're going to be making sure that your readers are getting one of a couple of key ideas from your e-mail, and your subject line:

- That anybody can do this.
- That your way is more fun than other things they might try.
- That your way is faster.

Why? Because, of course, everybody wants instant results. Nobody wants to practice, but everybody wants to play the solo! If you can provide your readers with a way to get at least faster results you will have yet another edge in building that big, influential list.

Chapter 7: Eyes on the Prize

In a year, what if you had 50K people that you actually do influence? At that point, you can make fantastic money!



If you have a list, you need to re-evaluate everything. Start over! Rewrite that welcome message to sell *you*. Evaluate how well your current auto-responder sequence fits into the plan that I've outlined for you. Follow my steps!

Will it require some work—yes. If you're not willing to put out some effort and build a business, nothing I tell you will be able to help you. Big gurus do not, contrary to popular belief, just sit around and do nothing and then get themselves a big list. So here's the question you'd need to ask yourself.

Would you rather be doing this than doing what you're doing now? See, when I do this work I hardly call it work, because I'm dealing with something I really like. I'm working around my passions, so I'm having a lot of fun.

Furthermore, I'm building repeat business. I know, and you should know, that it costs far more to get a new customer in terms of time, effort, and money than it will ever cost me to make a sale to a customer I've already earned trust and a relationship with. As long as I can build a steady backlist of customers who keep coming back to me and I continue to take care of them, I know that I'm always going to make money.

Another thing to pay attention to is the action rate—which is another statistic your e-mail program will pay attention to for you. This is the number of people who actually do what you ask them to do in the e-mail. This is also known as a “click-thru” rate, since generally you are giving your subscribers links to click on so that they can go download the report, watch the video, or buy the product. If you have a low action rate you may not be completely in tune with what your list wants yet. Fortunately there's a fairly simple solution for that problem, as well.

The answer is to *ask* your list what they want. Set up a campaign where you decide to find out what your subscribers are looking for, and then find or develop products that match those needs. When your subscribers actually decide to answer they are literally making you a list of things that they want to buy! You can even segregate your list using this technique.

Let's say that I'm running an Internet marketer's list and I ask my subscribers what they want to see. And one group of them really wants to know more about pay per click advertising. Another wants to know more about programs that can help them with article marketing. Still another group wants to know more about banner advertising. I can actually make sub-lists within my main list that are targeted to these needs and desires.



So when I'm ready to do that promotional e-mail in my e-mail blueprint, I can increase my sales by sending a banner ad creation software promotion to the banner ad group, a PPC software program promotion to the PPC group, and maybe an article spinning software package to the article marketing group.

This way I get the most bang for my buck with any promotion I'm sending out in that group of 10 e-mails in my blueprint. After all, I know I can't switch that product safely until I've gone through the entire cycle; I can't just bounce between all three products. But now, with a segregated list, I have the capability of promoting three different products to the people who actually want to see those products.

tip I have for you is that you really need to write how you speak. This is easier for some people than others. Some people get into a heavily editorial, perfectionist mode when they write. For these people I'd suggest putting together an outline of what you'd like to say, then grabbing a microphone and recording it. Then I'd listen to it and write down whatever you said so that you can make sure that you continue to sound personable and casual. Again, your goal is to sound like you're meeting your buddy for lunch or sitting across the kitchen table with that person, sharing coffee.

See, you're sending out e-mails to thousands of people, but you're really only talking to one person. It's a good idea to decide who that person even is. You can write for that person, and then you will touch many more people, because you will convey the impression that you are writing that e-mail *for them*.

In addition, avoid ending your e-mails with something generic like, "To your success." No. I end my e-mails with something like this:

If you have any questions or any problems, send me an e-mail. I'll see if I can help you out. Here's my email address.

You are not going to have a slew of e-mails piling on you with problems. You might get one or two. It's more to reassure your readers that you actually care about helping them. It makes your readers feel like they're not alone in their journey to actually use this resource and profit from it.

Another thing you need to make sure you are always doing is you need to paint a picture. This is especially important in your tutorials. Before you launch into "how to do something" you need to show a vivid picture of what you're going to get done. Before Bob Villa goes over how to sand a hardwood floor he'll do something like this. He'll walk over a beautiful, polished hardwood floor and say, "Hard wood floors can really give your house this natural, beautiful look. But they can go bad. So today I'm going to show you how to turn this," and here he might show you some nasty old wood floor that has really lacked care for a long time, "Into this!" and now you'll see this gorgeous wooden floor, gleaming with polish. The watcher winds up getting hooked and excited about they're actually going to be able to do this.

Now if Bob had just busted out the sander and said, "Step one, you're going to lug out this big heavy sander..." He'd have lost a lot of audience. He'd have launched into showing you all the hard work that you have to do before you've seen any benefit. You're probably going to get bored and move on. You aren't hooked yet. Painting the picture of the end result of the tutorial

before launching into the “how to” is the way to keep your audience engaged. Display the reward and sell the dream!

You can also vary up your tutorials by adding other things, such as interviews. If you are about to promote a product and you can't come up with a tutorial try contacting the creator of that product and putting together a short interview so that he can talk about it and its benefits. People enjoy watching and listening to such things and it will get them excited about the product. When you finally give them the link the “pump will be primed,” so to speak. They'll be excited—and you're still providing value. You're still keeping them informed and helping them stay plugged into the industry.

Whatever you do, however, you should always do your own thing. I know a lot of affiliate programs give you a lot of cookie-cutter promotion e-mails to use. They think they're helping you, but they're really not. Your list is going to figure out your writing style very quickly. If they see a cookie-cutter form e-mail on your list you're going to lose them. Write any promotional e-mails in your own words. This is going to take you farther. Besides, you shouldn't be promoting any product you haven't had any chance to personally review in the first place, so you ought to be able to write a stronger e-mail yourself anyway. After all, your personality is part of the reason your subscribers are sticking around.

Make sure each e-mail only focuses in on *one* option—one call to action. If you present three or four different actions or calls you're going to confuse your reader. By trying to tell him to act on four different things you've overloaded his mind and caused him to act on none of them. Stay focused! This is why you're not going to leap around between too many products too soon. You have to remember that people are reading very quickly; they're interacting with your list very quickly. They're not going to do what you want them to do if you make them think about anything too hard.

Finally, you need to make sure that your mails come consistently and regularly. While you don't want to overload your subscriber's inbox with too much information, you also don't want to leave a month between your welcome e-mail and that first tutorial. People *forget* that they've signed up for these lists. If you



leave too much time they're going to forget who you are, mark you as spam, and then you're done with that person. Set your auto-responder to send something at least bi-weekly, if not weekly, on the same day and around the same time. If you do this your mails will come to be expected and welcomed. They won't be a surprise and people are going to be a lot more likely to remember why they're getting the mails and to pay attention to them.

This is why, before you start a list, I actually advocate putting together 6 months to a year's worth of e-mails and loading them into an auto-responder. That way you have time to develop even more great content while your sales process is basically automatic. You can focus on getting traffic to your opt-in and on reviewing more offers, as well as answering your prospects, and you won't have to rush to come up with those e-mails each and every week. You will still have to work on them, of course, but you can load them in on the back end and have a lot of time to develop a lot of quality.

Now here's another tip. Let's say you're going to rent a list (that's okay, because you are essentially getting space on a big list that people have opted into so that they can receive a variety of offers and they know offers are coming) and you're going to send out some kind of mass e-mail, perhaps because you have a new promotion going on or because you're trying to drive more traffic to a product launch. I would recommend that you do some low scale testing before you spend big bucks trying to make that happen. You want to send that peak, tweaked e-mail out, not an e-mail that may or may not work. The slightest of differences in headlines or openings can actually have a dramatic impact on the number of sales that e-mail makes. When you start talking about bulk mailings up in the 100,000s, that 1-2% difference means a lot of money. So what I do is send out one mail to 5000 people, then tweak the e-mail and send the tweaked e-mail out to another 5000 people. See which e-mail responds better. The e-mail that gets the better response is, of course, the e-mail that you're going to send out on that larger scale campaign.

Finally, I want to talk a little bit about landing page design. The landing page is actually what's going to convince people to sign up for your e-mail

list at all, and if you want to build a big list you are going to have to put some thought into it. More and more I'm seeing these 15 page sales letters on opt-in pages. That's actually not the best way to go about it. You can put together a very simple 5-10 minute video and put it on your page instead. This lets people see your face and hear your voice—to decide if they even like you—and to get to know you on a more intimate level. For some people it takes a lot less energy and time to watch a video than it does to read through a long sales letter. It certainly takes a whole lot less time than reading 15 pages of text. And it inspires trust—you're not hiding behind anonymity; you're right out there, putting your face and/or voice out there for people to see before they decide whether or not they're going to get on your list. You will essentially be offering that "You" factor right away, and you will be offering some education right away—and as we've covered, these are key points.

Keep educating your subscribers. Keep being you. Keep providing value and keep engaging your subject with passion. That money will come. Don't get focused on the money and try not to be motivated by greed. If you approach your list from the standpoint that you are a teacher, that it's your responsibility to help and educate them, and you're only going to make money as a side benefit, you will be successful both in marketing and in your life.