

# **List P.R.O.F.I.T. System™**

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Six Steps To Six Figures With  
Permission Based List Marketing

# The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Intro

The fortune is in the list.

If you had a dollar for every time you've heard that said, well, you'd already have a fortune! :-)

However "*broken-recordish*" it may sound, **it IS a truthful statement.** The fortune REALLY IS in the list.

Fact is, if you possess the knowledge of how to grow and profit from opt-in lists, **you can pretty much write your own ticket.**

Now, to be sure, list marketing has MANY parts. Throw in words like "*autoresponder*", "*opt-in page*", "*conversion*", "*open rate*", "*delivery*", "*offers*", "*permission*", "*bounce*", "*white / black list*", "*call to action*", "*personalization*", "*subject line*", "*confirmed*", "*click-thru / click-thru rate*", "*targeting*", "*unique click*", "*hard / soft bounce*", "*demographic*", and "*campaign*", along with a gazillion other terms, and it's easy to see why so many people don't ever get to the pot of gold at the end of the rainbow.

While there are many parts, **I believe there is only ONE system.** It's not "my" system, it's THE system. Everyone uses the same basic system. Some do it better than others. Some understand it better than others. Some explain it better than others. But, at the end of the day, it's the **same system.**

Now, I'm going to explain this system to you in ***my own proprietary way*** that no one else on the planet uses. Remember, it's the same system - it's just ***my unique way of explaining that system.*** And, along the way, I'll talk about each of the six parts of the system and share some insights that are also exclusively my own.

I call this universal system the "**List P.R.O.F.I.T. System™**" and I've been using it myself since 1997 (and using it SUCCESSFULLY since August 2000). There are six steps in the system and - if you master them - you CAN easily make six figures online with nothing but your list.

The components of the **List P.R.O.F.I.T. System™** are...

- P - PROMOTE your list.
- R - REWARD the optin.
- O - OFFER a proposal.
- F - FIXATE attention.
- I - INITIATE a response.
- T - THWART the filters.

Now, I'm going to briefly explain each of these six steps in the remainder of this lesson. Then, over the course of the next six lessons, I'm going to give you some specific things you can do to put each of these steps into successful practice.

By the end of this series, you'll have a working knowledge of the system and have a set of action steps you can begin using immediately to build and profit from your own opt-in lists.

Let's begin...

### **P - PROMOTE your list.**

First things first, you need to get people to your site so they can join your list and give you permission to begin mailing to them. Obviously, it provides no value to you if you have a great list in place and *no one knows about it*.

So, in our next lesson I'm going to give you one of the BEST ways to drive traffic to your opt-in page as we look at "**P - PROMOTE your list**" in greater detail.

For now, I want to instill in you the great necessity of putting list-building at the forefront of **every business action you complete online from this day forth**. Seriously, there is nothing you will do that is of more benefit to you than getting people to join your list. Because of the great significance of building your list, it is important that your every move be towards ushering more people to your opt-in page.

And I mean, in **EVERYTHING**.

Write this following sentence down on a post-it note and put it in a spot very near your computer:

## **Everything you do must work towards list building.**

Listen to me carefully: when you hear or think or see the word "traffic" from this point on you think of directing that traffic to your opt-in page as your primary course of action. End of discussion.

- Don't promote that affiliate link until AFTER you've gotten them on a list!
- Don't sign off your post at a forum with a link to a sales page. Point it to your opt-in page!
- Don't buy advertisements to promote a product or a service or an offer - use ads to build your list!

The important thing that I want to stress is this: everything you do must work towards building a list. You have to have that mindset as you are growing your business. Ask yourself the question "*How can I use what I am doing right now to add more contacts to one of my lists.*"

Promote your list. That's objective number one. Always. That doesn't change. Ever. Got it?

### **R - REWARD the optin.**

Now getting people to your opt-in page and getting them to join your list are two different things. Once you've got traffic to your opt-in page, you need to convince people to "opt-in" to your list. That is, get them to join your list of their own free will.

Usually, this involves giving away a mini-course, report or newsletter from your web site. All you need is..

- An Attention Grabbing Title. (I wrote a lesson once to offer as an incentive to get people to join my list. I could have chosen "*4 Keys to Successful Email Promotions*" for that article, but is that as attention-grabbing as the one I went with ... "*How to Pull in As Much Profit As Your Wallet Will Hold From Opt-In Lists*")

- A Handful of Bulleted Benefits. (A short list of 4-6 desirable things subscribers will learn if they join your list. Think "*what's in it for me?*")

- An Opt-In Submission Form. (Your autoresponder system will provide this for you.)

In the third lesson of this series, I'll talk more about designing your opt-in page, including WHERE your opt-in call to action should take place for best results. (In fact, I'm going to talk about how to get as high as 90% of your visitors to join your list!)

The important thing is to "reward the opt-in" - in other words, **give your visitors some compelling reason to join your list right now.**

That's a mouthful of a statement - and perhaps you didn't catch it all - so let me say it again in super slow motion...

1. Give your visitors
2. Some compelling reason
3. To join your list
4. Right now.

When people arrive at your site, they are skeptical. They've got their guard up. They're probably shaking their heads side to side before they even read your headline. They've seen it all before, and they've been punched in the mouth by every scammer out there. And they think you're next in line.

**You've got to convince them to TRUST you enough to let you into their lives enough to hand you their name and email address.**

And you've got about 60 seconds to do it.

So, "*give your visitors*" (Not even a HINT of you're selling something) "*some compelling reason*" (Anticipated results) "to join your list" (Proof of your claims) "*right now*" (A reason for urgency).

That's what it means to "reward the opt-in". And in lesson three, I'm going to give you a step-by-step, detailed blueprint (I seriously could be selling JUST this section for \$27+) of exactly how to get people to join your list. I'll explain how to "give your visitors some compelling reason to join your list" in a simple way that you'll have up and running in half an hour tops.

That brings us to "O"...

## **O - OFFER a proposal.**

Let me make a statement LOUD and CLEAR right here. (If you're a greedy, self-centered, get-all-you-can-get, drain 'em dry kind of person, here's your warning to stop reading. Or, better still, keep reading 'cuz you probably need it)...

***There are many ways to profit from your list while providing a valuable service to your list members.***

In other words, being a list owner is SO MUCH MORE than just firing out offer after offer. I am sick and tired of seeing "*offer harlots*" out there who lure people onto a list only to promote a new offer every single day to unsuspecting people.

Sure, adults are adults and they've got the good sense to unsubscribe anytime they want and move on to something else. But, all too often, inexperienced folks get sucked in by the smooth talker with the marketing mumbo jumbo and they hit "*unsubscribe*" **well after they've maxed their credit cards.**

Listen, I'm all for making money. I've got a beautiful home. I drive a BMW Roadster Convertible. I travel a lot. I'm all for making money. *But NOT by tricking, cajoling, misleading or manipulating others at a breakneck pace of an offer an hour.*

There's a point to this, so stay with me.

The "O" in the system is "*Offer a proposal*". Sometimes that will be a solo mailing for an offer. Nothing wrong with that. As long as you're not constantly telling your subscribers "*you gotta have this*" and "*you gotta have that*" and "*this is the best thing I've ever seen*" every fifteen minutes, I got no problem with your approach to email marketing.

----- Sidebar -----

Let me point out something to YOU as the list owner. If you become an "offer harlot" (Someone who does nothing but blast out offer after offer to his or her list just to make money - in most cases, having never used the product or service offered themselves) sooner or later you'll find that you don't have a list.

Trust me here. Not only do you do your subscribers a disservice, but you harm yourself financially by ruining your reputation and running your list into the ground until it's no longer a viable asset for you.

----- Sidebar -----

**BUT, learn this: I said offer a "*proposal*". There are MANY ways to make money from your list that don't have anything to do with "buy this, buy this". In fact, quite a few of them are actually BETTER generators of revenue.**

**Let me just give you a quick example:**

**Let's suppose you're getting ready to begin working on a new product. Think of all the ways your list members could be beneficial to you in just this one example alone...**

- They could advise you on what "topic" to focus on in creating your product. (What better indicator of a product to create than the very list of folks who are most likely to buy it from you?)
- They could submit their "most asked questions" for you to answer in your content. (Again, giving you greater opportunity to sell the completed product - AND helping you actually outline the product.)
- They could participate in the content creation. (By submitting their "top tips". Some could be interviewed if they have experience. Some could be guinea pigs to try out your system. Some might have talents such as editing and proofreading and formatting and graphic design they would be willing to exchange for a copy of the completed product. Etc.)
- They could offer testimonials. (Offer a review copy to the first 20 who respond. Or, send out a free copy email to the first 20 on your list. Get their testimonial on your list)
- They could become partners on launch day. (In as simple a manner as mentioning your course to folks in their favorite forum to a full blown affiliate attack)

**And those are just a few ideas for one specific function.**

**Very few people understand the tremendous value in their list.** Very few people get that. They think they do, but they really don't. They see it primarily as a list of "*potential customers*". Your list is so much more than that. It's an entity of its own. It's a network of influence that can **create fame and fortune for you** if you tap into its almost magical powers. It's a machine that just needs you to treat it appropriately and set it into motion.

There are many, many ways to make money from a list *without sacrificing your integrity or the well-being of your subscribers.*

Later in this system, I'm going to share with you one simple thing you can do with your list that will skyrocket your profit greater than anything else, second to none. It is simply THE BEST WAY to make money from a list and it has absolutely nothing to do with trying to sell them something. So, that's coming. You're not going to want to miss that.

But, there's even more to the system...

#### **F - FIXATE attention.**

When your emails successfully arrive at the inboxes of your subscribers, another task awaits - *getting them to actually open your message and read it.*

This is going to depend upon your "*subject line*". It is paramount that your subject line be intriguing enough to convince your readers to stop what they are doing and take a look inside.

One way to get this done is to **create a swipe file of email subject lines** that have convinced YOU to read the messages and then modify those subject lines for your own use.

Ex. I received an email that had the subject line of "*This affiliate tip is almost too easy*" that caught my attention and forced me to read the associated message.

This subject line could easily be used in a variety of different niches...

- This dieting tip is almost too easy
- This time management tip is almost too easy
- This marriage saving tip is almost too easy



In just about anything that has to do with "*marketing*" of any kind, one of the recommendations that you hear over and over again is to "*create a swipe file*".

In other words, create a file of examples and case studies and exhibits of other successful ads, headlines, testimonials, guarantees, claims and so forth.

The idea is to build a file of the best examples you can find to refer back to when creating your own ads. You would use the swipe file to generate ideas and even modify for your own use.

You've probably already heard this before, right? Well, what you haven't heard before is what I'm about to tell you.

Revealed: I've got a simple little technique that you can begin using right now and build a huge swipe file in 48-72 hours automatically without spending a penny. (I first learned this in the ground-breaking course, ***Subject Line Secrets***. [Click Here](#) for details on the course.)

1. In fact, you'll be able to create a swipe file of the best email subject lines from the top marketers in the world! You'll be able to see exactly what the best of the best marketers are doing with THEIR email subject lines to learn from what they DO, not just what they SAY.
2. You can also see how niche marketers in all walks of life are using email subject lines to convince non-marketers like "70 year old grandmas who love gardening" to open up their email messages and read.
3. Finally, you can "spy" on your competition and see how they are using email subject lines to tap into the same exact target audience that you are focusing on in your own email marketing.

And, all the while, you'll be building a large database of the best email subject lines on the planet to use in generating ideas and spinoffs for your own campaigns.

Sound good? I'm telling you the truth, this one single tip right here is worth a fortune.

**Here it is**: Go to Hotmail.com or Yahoo.com or Gmail.com and get a free email account. You will NOT want to use your regular email address for this.

Sign up for a free email account and then join DOZENS, even HUNDREDS of lists in every imaginable topic. Start with marketing lists. Then, join lists in as many different niche topics as you can think of, especially those you are interested in. Find your competition and join their lists.

1. Join newsletters.
2. Subscribe to ecourses.
3. Opt-in for free reports.
4. Register for free teleseminars and webinars.
5. Register for free prizes.

Of course, you can find various lists to join by searching for "Keyword + newsletter" such as "marketing newsletter" or "dieting newsletter". Or, use the variable of "ezine" such as "travel ezine". You can also search for lists to join at various ezine directories online which you can find through [Google.com](http://Google.com)

*A couple of other places that I really recommend you look are the Clickbank marketplace and Google Adwords. The reason being is because you'll find a lot of different niches where MARKETERS are actively working and THEY almost always offer lists at their sites.*

Now, after you join as many lists as you can - again, using the free email address - you login in a few days, and you'll have dozens upon dozens of emails waiting in your inbox.

**Skim and look for the subject lines that get YOUR attention.** Look for the subject lines that make YOU want to open up and take a look inside. Look for the subject lines that create curiosity and are irresistible. Store those in a folder on your computer and delete everything else.

Once a week or so, log in to your free email account and do the same thing again - look for the best subject lines. In just a few days you should have as many compelling subject lines as you can possibly want for your swipe file.

**Print them out, put them into a folder and you've got a tremendous resource compiled from the sharpest marketers in the world right there at your fingertips anytime you want to fire out a mailing to your own list.**

Use your swipe file to generate ideas and variations for your forthcoming messages. I'm being honest with you, this is THE best way to get a free email marketing education in the art of crafting great subject lines by observing what

other successful list owners are doing and then modeling your own email campaigns after theirs.

Now, having said all of that, in lesson 5 of this series, I'm going to share a simple idea that I found out about literally by "accident" that gets subscribers to open email messages EVERY TIME it is used. Seriously, I get the most action from emails that I use this particular strategy on than I do any other mailings.

(Note: So, why don't I use it every single time I do a mailing? Simple: It would stop working if I beat it to death. I use it for those emails which are especially important to me that I really want a great response to - and I pull out my secret weapon to blow away the competition.)

I'll share what it is and how YOU can use it (for free) to see your most important mailings get the maximum results.

Now, on to the "I" of our system...

### **I - INITIATE a response.**

When you have convinced your subscribers to open your email message and read its contents, you gotta get them to respond.

You want them to take action. Click a link. Go somewhere. Ultimately, do something that's going to make you money.

One of the best ways to accomplish this is summed up in a simple catch phrase that Jimmy D. Brown has been teaching for years: "*useful, but incomplete*".

It simply means this: your messages must provide content that is "*useful*" to your subscribers (otherwise, they'll unsubscribe faster than you can say "*oops*"!), but is also "*incomplete*" in that there is some additional offer that could enhance or maximize that content.

**Ex.** You might write an article that shares "*7 Ways to Profit With Autoresponders*" to send to your list. That's "*useful*" information to those who are interested in that particular topic. It's also "*incomplete*" because they need an autoresponder service to put the information into action. That's your cue to promote your recommended autoresponder service.

Now, we're going to talk a bit more about "*useful, but incomplete*" in the sixth lesson of this series as I give you a crash course in "*email copywriting*" that's never been shared before anywhere publicly. People often ask me how I get such great results from my mailings. Trust me, it's not that I have a watch going back and forth to get you in some kind of hypnotic trance. It stems from "*useful, but incomplete*" and involves a very specific (but simple) email copywriting formula that I have been using successfully since 2000. We'll talk about that in lesson six.

For now, I want to quickly mention something that's oftentimes talked about - but not really. It's sometimes said out loud but only for appearance purposes. Some folks will say aloud, "*Give your subscribers real value*" while quietly passing you a note under the table that reads, "*I'm just saying that so they feel good. Sell to them, sell to them, sell to them!*"

If you want anything out of your list, you've gotta put something into your list. And that is "*value*". By the time you finish this course, I'll guarantee you that you'll be ready to buy whatever I ask you to buy. Why? Because you'll KNOW beyond a shadow of a doubt that I have provided useful information to you. You'll be genuinely moved by my sincere effort to give you quality lessons, and you'll reciprocate by spending a few bucks with me.

(Or, you're a freebie seeker and you'll never buy from me or anyone else and you'll wonder why no one is buying from you.)

If you learn nothing else from this lesson, learn this: The real secret to getting staggering results from your email marketing is to make a difference in the lives of your list members by giving them something they can use.

When you provide valuable content and resources that your subscribers see results from, you won't be able to stop them from taking actions that make you money.

It begins and ends with your commitment level to them. It begins and ends with what you can do for them, not what they can do for you.

Seriously, you build loyalty by providing value to your subscribers. If they're able, they'll buy. If they can't buy, they'll participate in your project. They'll answer your surveys. They'll defend you at the forums. They'll recommend you when they can. They stay subscribed long after they've hit the "remove" link on other lists. They'll

be loyal. And you can't put a price on loyalty. Making money is on autopilot when you have your subscribers' loyalty.

Let me give you a quick example: When everyone is buzzing about a new big product release in the internet marketing world, I actually have people come to me and say "What's your affiliate link. I'd like to buy it through you." Why would someone go out of their way to buy from me - without me even asking? Because they're loyal. And why are they loyal to me? Because I've been loyal to them in providing useful content lesson after lesson.

See how to "I - Initiate a response"?

If you've been paying attention, you'll see that I just gave you a tremendous clue to getting people to respond. If you weren't paying attention, re-read this section where I talked about providing "*Value*".

Don't move on to the final step in the system until you've figured out "value".

On to "T"...

## **T - THWART the filters.**

You've done a lot of great things so far. You've got people to your site. You've convinced them to join. You've prepared a proposal. You've crafted a great subject line to get them to open up and read. You've got something inside the email that will get them to take action.

What happens if they never see your email at all?

There are three forces working against every single mailing you send out to your list:

1. SPAM filters and their "false positives." Here's the big one. A recent study shows that as high as 46% of permission-based email messages are being BLOCKED by the Top 15 ISPs in the country. The problem is generally what is referred to as "false positives". You send a mailing. The ISPs SPAM filtration system recognizes a word in there (as simple as "free") and determines your email must be SPAM and automatically deletes it. It doesn't matter that the subscriber requested it. They never even see it.

2. Subscribers and their "mass deletions". Of the increasingly small number of email messages that actually do make it into the inboxes of the recipients, another challenge awaits. It's what I call "mass deletions". All of your subscribers have likely done it at one time or another. They check their email. There are fifty messages sitting there and most of them are SPAM. They quickly scan them, select a group of them and hit DELETE. And, in the process, your legitimate email that they requested is accidentally deleted with the SPAM messages. You made it to their inbox, but they never even see it.
3. Competitors and their "constant mailings". If your email message is lucky enough to make it past the SPAM filters and past the accidental deletions, you've got yet another problem. This time it's your competition. See, you aren't the only one sending out mailings to John Q. Subscriber. Your competition (even if it's not PRODUCT competition, it's TIME competition!) is also trying to get their attention. And, here's the thing: your subscriber only has so much time in his day. He is only going to read so many emails before he moves on to something else. Will it be your email, or your competition's email?

It is estimated with some lists less than 10% of your subscribers are actually reading your email messages!

You simply must get your messages delivered or no one benefits.

In lesson seven of our series, I'm going to share with you a **tremendous method** for getting your messages delivered properly. I'm going to show you how to *beat the filters, beat the mass deletions and beat your competition*. It's absolutely critical that you put that lesson into practice regardless of what you do with the other information I'm sharing. If your messages aren't delivered, you've wasted your time.

Now, I'll give you just a couple of quick pointers here in this overview lesson to get you started.

One thing you'll want to do for certain is check your SPAM rating to make certain it's in an acceptable range. Most of the better autoresponder services offer this feature for you.

Just changing a few words here and there can make a HUGE difference in whether or not filtration systems perceive your messages as SPAM. It's the best 5 minutes of your email marketing you'll ever spend. Check your rating and make appropriate adjustments.

You can also do things like...

- Get your subscribers to "approve" mailings from you.
- Authenticate yourself as a legitimate mailer when you receive a "response challenge" from protection services such as Spam Arrest.
- Use alternative formats of your email messages such as "downloadable email messages" in PDF format.

We'll talk about all of this and much more in the coming lessons of our series.

I've just handed you the exact system I use for creating "*six figures in six steps*" from email marketing. I call it the **List P.R.O.F.I.T. System™** and in the next 6 lesson, I'll be explaining each of the steps in greater detail.

## The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Step 1

In our introductory lesson to this series, I briefly identified each of the components of the **List P.R.O.F.I.T. System™**. Beginning with today's lesson, I'm going to give you some specific action steps for each of the six steps of the system.

In this lesson: "P - PROMOTE your list."

Today we're going to talk about **opt-in page traffic**. In other words, how to get visitors to arrive at your site and come face-to-face with your list. They can't join your list until they know about your list. So, that's our job for now. Get the word out about your list.

While there are approximately as many "*traffic generation*" **tactics** as there are grains of sand on any given Florida panhandle beach, I'm going to talk about a very effective way to promote your list: posting to public forums (AKA "*message boards*").

Now, on the internet you'll find a wide variety of methods teaching you how to drive traffic to your page, but I want to speak to you about posting to public forums in this lesson for a very specific reason:

**It is THE fastest list-building strategy there is, second to none.**

Seriously, you can literally begin exposing your list to potential subscribers within 5 minutes. There's no other list-building strategy that I know of - *that's under your control* - that you can begin doing faster than this.

So, what I want to do is give you ten ways to promote your list by posting messages to public forums.

We're going to divide things up into two parts:

1. Ways to Start A New Topic
2. Ways to Add To An Existing Topic

I'll share five ideas for each of them.



----- Sidebar -----

As I do anytime I refer to posting messages to public forums, I must advise you to "check the posting guidelines" at any forum you are considering as a place to interact.

Everything I'm going to share is generally regarded as acceptable at any forum I visit, but you need to know what's allowed and what's not allowed before you dive into action. Permissible usage of posting privileges will vary from site to site.

----- Sidebar -----

## **How to Use Forums to Get Free Traffic to Your Opt-In Page**

### Part 1: Ways to Start a New Topic

**1. ASK FOR A CRITIQUE.** This is one of the more advantageous types of forum posts - if you can stand a bit of criticism. (Sometimes constructive, sometimes not.) The idea is simple: post a message at a forum asking for a critique of your opt-in page. Specifically, you might want to ask for advice on your headline, your copywriting, your bullet points, your free incentive, your design, your privacy statement, your autoresponder sequence, your redirect page, etc.

This type of post is advantageous for a couple of reasons. First, the obvious: you'll get helpful feedback to improve your offer. Second, the perhaps-you-didn't-realize-this-is-why-many-do-it: you get eyeballs locked on your opt-in page.

You can do this at either...

**- A popular "niche" forum related to the topic of your opt-in offer.**

(I.E. A "Gardening" forum) You can get some nice feedback (and new subscribers!) by asking simple exploratory questions like *"How do you like the design of the page?"*, *"Does it load fast enough?"* *"Does it look okay in other browsers?"* *"Which of these two titles for my free report do you like best?"* *"What would make you want to join this list?"* *"Is there anything on this page that would keep you from joining my list?"* Etc.

**- A popular "marketing" forum.** While you will likely get great advice for improving your opt-in page, you'll likely get fewer new subscribers UNLESS your topic has a broad reach. (I.E. "Weight loss") But, don't forget the goal

here: to get you more subscribers. There certainly is great reward in posting a critique request to a "marketing" forum - you'll get ideas on improving your opt-in page itself, which will ultimately get more of your visitors to join.

Bottom line: use BOTH types of forums... "Niche" and "marketing".

**2. ASK FOR AN OPINION.** Active forums are a great way to tap into the experiences and knowledge of others, while gaining free exposure for your own list... specifically, by asking for opinions.

Whether it's...

Asking for ideas on where to find the best product or service  
*(Does anyone know where to find a cheap hosting company?),*

Asking for a viewpoint on whether a particular product or service is useful  
*(Does the Nutrisystem® program really work?),*

Asking for advice on how to achieve some goal or action step  
*(How can I get these youth ministry resources into the hands of youth pastors?)* or

Asking for ideas *(What keeps romance alive in a marriage?)*

...getting the opinions of others is another great forum post idea.

Of course, you'll want to provide a link to your opt-in page somewhere, preferably in a way that is relevant to the post itself. (I.E. *I've written a new report entitled "27 ways to keep romance alive in your marriage" and was wondering if I missed anything. What are some helpful hints that you guys have for keeping the fire burning in a marriage?*)

**3. ASK FOR PARTNERSHIPS.** This one is a bit trickier in that it might send up a commercial red flag. So, make sure you're within the guidelines before posting this kind of message. (Note: Some forums actually have boards specifically for posting partnership requests, so check around.)

The idea is to ask for those who might want to participate in a partnership of some kind with you (joint ventures, list-building exchanges, co-ops, affiliate programs, etc.).

Now, let me just give you a quick example of a simple way to do this (which is almost certainly NOT going to be considered offensive at any forum you post to). That's what I'm going to share with you now and it is simply this: mention that you've written an article (give the specific title and a link to a place where they can review it) and would like to know how you can find people to publish it in their newsletters, on their blogs and at their websites.

What you're in essence doing is this:

**- Getting exposure for your article ... opt-in page.**

You'll mention where your article is located (which will be on an opt-in page. Don't force them to opt-in just to read your referenced article, but make your list available on that page.) And thus will get several views from people who have no interest in or advice on publishing it... but saw the title and wanted to read it.

**- Getting advice / contacts for publishing your article.**

Several people should respond with ideas on who to contact or where to go for publishing your article. Obviously, you should TAKE THIS ADVICE. The more you can get your article published (with a resource box attached to promote your opt-in page!) the more subscribers you'll gain.

**- Getting folks to participate.**

If it's a high traffic forum, you should find that several people will volunteer to publish your article (assuming it's a good one!) themselves. Again, you'll have a resource box attached to that article and will ultimately gain new subscribers.

What an easy way to get new subscribers!

**4. ASK SCENARIO QUESTIONS.** One of my favorite questions of all time is "How would you do it?" It's a scenario based question that I've used to interview others, get content for a variety of uses, encourage forum feedback at my own sites, brainstorm ideas in a mastermind session and generally spark some great discussions.

It works like this: "*If you had to [enter scenario here], how would you do it?*"

Some examples might include...

- If you had to build a list of 1,000 subscribers in 30 days, how would you do it?
- If you had to lose 10 pounds in 30 days, how would you do it?
- If you had to find a date in 2 weeks, how would you do it?
- If you had to write a book in 3 months, how would you do it?
- If you had to stop a divorce in the next week, how would you do it?

You want to include two things if possible. First, a highly desirable "scenario" (In marketing, for example, who wouldn't want to add 1,000 new subscribers? In weight loss, who wouldn't want to drop 10 pounds? These are highly desirable.) Secondly, a time frame. (I.E. In 30 days, in 2 weeks, in 3 months).

Now, you begin by answering the question yourself. Write an article on the subject (or, better still, a mini-course or report). Then, create an opt-in page (we'll talk about creating opt-in pages in another lesson in this series) that focuses on your response to the question.

Visit forums and ask the question. Mention that you've already answered the question (build up your answer with a bit of mystery and excitement). Include a link to your opt-in page where your article or mini-course or report on the scenario question is waiting.

Informative discussion. Free traffic. New subscribers.

**5. ASK FOR QUESTIONS.** Here's another brilliant - yet incredibly simple - way to get free exposure for your list. The idea is this: ask forum visitors to provide you with questions on your topic of expertise that you'll answer in an ongoing series in your autoresponder.

Some examples:

- If you could have one question answered about "reaching goals", what would it be?

- What's the one question you really want answered about "losing weight"?
- What's the single most important thing you'd like to know about "homeschooling"?

Let the forum readers know several things..

**- You've already answered 5 of them.**

Before you post this, create a 5-day mini-course (nothing more than 5 articles) in which you answer 5 "frequently asked questions" related to the topic you're posting about. This will be your list offer. Load it to your autoresponder and have it ready to go in advance. Note: Get the five "sexiest" questions answered in this series. (I.E. "What's the ONE real key to losing weight?")

**- You'll answer all the questions you receive.**

Point out that you'll be adding answers to the questions that are posted to the forum in additional lessons of your mini-course.

**- You're making all answers available.**

Point them towards your opt-in page to join your list for both the existing lessons AND your additional responses to questions received. Note: It's important that you point out the questions you've already answered. This will not only eliminate duplicate questions, but it will also create a compelling reason for the readers at the forum to go join your list NOW - because they'll know what's already waiting for them.

You'll get new subscribers who are interested in the questions you've already answered AND you'll get new subscribers who are anticipating the answers to the new questions provided at the forum.

Another tremendous way to get exposure for your list.

So, let's move on to part 2...

Part 2: Ways to Add To An Existing Topic

**6. OFFER ASSISTANCE.** When someone asks for help or ideas or opinions (or any of the things mentioned in #1-5 above!), then offer YOUR unique experience, knowledge or viewpoint. Sound off. Chip in your "two cents worth". Be active.

The better your response, the better your chance of getting a subscriber. It's that simple. If your input is useful and you provide a link that has a relevant transition from your posted message to your list page, then you're in business. (We'll talk more about that in a moment)

Now, in my experience, there are two kinds of "responses" for assistance that seem to get the best results - primarily because they provide the most useful information. Funny how that happens, huh?

**- The Power Of "S".**

People want quick bursts of practical information. They want a solution to their problem in 30 seconds or less. Perhaps the best way to offer this is to capitalize on the "power of 's'". Anytime you can include a brief "*shortcut*" (A quicker way to do something) or a "*secret*" (A little known way to do something) or a "*sidestep*" (An easier way to do something), then new opt-ins are on their way.

**- In A Word, "Results".**

Nothing speaks louder than RESULTS. It's the megaphone of marketing without the annoying ALL CAPS!!!! distasteful side effects. It screams for attention without scaring people off. It's the one sure way you can attract attention (and new subscribers) without resorting to irritating tactics that do more to ruin credibility than establish it. What people want to know is how you did something they want to do. HOW was it accomplished? When I'm trying to drop a few pounds, I look for someone who has ALREADY LOST WEIGHT and ask them how they did it. I don't care about the theories and ideas and thoughts of those who haven't achieved anything. I look for results and how those results came about. So, let people know, "Here is how I [Some specific, desirable result]..."

The important thing is to lend a helping hand anytime you have something meaningful to share in response to those who are requesting assistance.

----- Sidebar -----

One quick tidbit that will be invaluable to you is this: save all of your posted "responses" and compile them into a future resource. You can convert them into a mini-course, special report or even a complete product.

If I had a copy of every post Paul Myers has ever made to public forums and then compiled them into a product, I'd have enough information to keep me in business for years.

Hear me well on this: Copy all of your comments, store them into a Word(R) document and use them later to create marketing materials, membership site posts, teleminar calls, search engine fodder, newsletter issues, products and more.

Do this one thing and you'll be thanking me for a long, long time. :-) It's that good. And so are your posts. So treat them like gold. Someday they just might be.

----- Sidebar -----

Now that we've talked about offering "assistance", let me give you some great ways to do that...

**7. OFFER A TUTORIAL OR CHECKLIST.** Here's a great way to come to someone's aid while promoting your list. When someone asks a question that's within your area of expertise, put together a quick tutorial or checklist explaining the answer.

For example: Someone might ask, "*How can I create my own information product?*" You might put together a checklist of 27 action steps (each one VERY brief with a couple of sentences in explanation) to give them something they can work through in easy-to-follow, manageable steps while making certain they don't forget something important.

For example: Someone might ask, "*How can I create an ebook?*" You could create a short 2-3 minute screen capture video tutorial walking them through the basic steps of using an eBook compiler software program. (Or, you could do a text version with screen capture still photos).

These work for just about ANY niche. Just a few ideas...

- A checklist of the top 7 things to do in Yellowstone NP.
- A checklist of 10 steps for planning a romantic getaway.

- A checklist of 13 weeks of action steps for growing the perfect lawn.
- A checklist sharing 21 questions to ask before choosing a new car.
- A checklist revealing 17 problems to check on your computer.

Of course, you'll offer this checklist or tutorial right there on your "opt-in page" with an offer for your list as well. (Again, we'll talk more about opt-in pages in an upcoming lesson.)

And, you'll also want to promote your list INSIDE the checklist itself. (If you compile it into a PDF report, then include a page promoting your list. If you simply have a text version available, include a resource link at the bottom to promote your list.)

Great idea: Checklists are the ultimate cross promotion tool. You can mention other helpful resources in your checklist such as blog posts, existing articles, mini-courses, products - even affiliate links. Anything that fits one of the action steps that is genuinely relevant and useful, make a point to share it. You can score big in a variety of ways in addition to gaining new subscribers.

And, you could take it still yet another step further and look for partners to rebrand the checklist to distribute to their own network of contacts. Go viral. Everything points back to your list.

Don't ever forget to multi-task whenever possible. Get as much mileage as you can with everything you do. I rarely do anything business related that I haven't already determined 2-3 extra uses for in advance.

**8. OFFER AN ARTICLE.** This is one of the most effective ways to see new subscribers from posting to forums.

Over and over and over again I hear the same thing: what topic should I choose in writing an article?

Well, here ya go.

***You write about what's being hotly discussed at your favorite forum!***



Not only do you have a clear indication that it's something of interest to your targeted audience (they are obviously already talking about it to a substantial enough degree to make it a hot thread at your forum), but you also have a ready-made place to get your article read and responded to that's CURRENT, RELEVANT and DESIRED.

So, you look for hot threads - hot discussions - and you write an article directly addressing the issue being discussed.

- If it's a problem being discussed, offer a solution in your article.
- If it's a recommended resource being requested, offer a tutorial.
- If it's a question being asked, offer a case study with your results.

Spend a half hour to an hour writing an article - you're going to do it anyway, so why not take advantage of extra instant exposure by writing about what's already hot?

The real key to this (in addition to providing quality information in the article itself!) is to title your article so that it appears to be the PERFECT solution or explanation needed for the question being asked at the site. It needs to sound like it was written specifically with the post in mind (which it was!) without saying *"Hey, I went to write an article to explain what you're asking."*

And when I say "perfect" solution or explanation, I mean tune in to the very words used by the person asking for advice at the forum, the very emotional state of that person and the very experience / knowledge level of that person. (As much as you can tell from their post).

For example: Let's suppose someone posts a question at your favorite forum which reads, *"I'm new to homeschooling and I'm confused about which curriculum I should choose. Any suggestions?"* What do you know about them?

They're a beginner.

They're confused.

They're trying to make an important decision.

They're looking for curriculum.  
They're looking for suggestions.

Based on what you know, entitle your article something that is appropriate for that particular post such as, "*3 Simple Helps For Choosing The Best Curriculum*".

"Simple" helps with the confusion. As does "3". "Helps" indicates you're both sympathetic to their situation and have a solution available. "Best" is what a beginner wants most...they want to cut through all the junk and get to what's best.

Everything about your article title will be appealing to the person who posted the request for assistance AND will likely strike a chord for all of those who might read the post and find themselves in a similar situation. What's really interesting is this: even those who are "seasoned vets" might very likely click through as well - just to see what your "3 simple helps" are. It's a winner all the way around for you.

**Light Bulb Moment (You'll definitely want to read this!)**: While I'm on the subject, let me give you a key bit of strategic advice: choose your ezine article titles carefully. It should NEVER be about the article. It should ALWAYS be about the person who'll be reading the article. Ask yourself these questions...

Who is she?  
What state of mind is she in?  
What does she want?

The title of your article - whether it's for use in this particular strategy or any other - is absolutely monumental in getting attention and, ultimately, results. Most people slave over the content and spend 30 seconds choosing a title. It's your headline. Treat it as valuable as the article itself.

Back to the point.

Here's the thing: You're probably going to write articles anyway. Why not write one that already has an audience in place at the moment of greatest opportunity? Makes sense, huh? (I do that sometimes. :-)

You can always use the article in your "normal" ways as well. (I.E. Submit to ezine directories, announcement lists, publishers, etc.)

When you post this article to an opt-in page that ties the article in to your list offer, you are CERTAINLY going to see new subscribers. Assuming your article is good...which I'm assuming it is. Don't make me look bad. :-)

**9. OFFER A RESOURCE LIST.** Want to know what one of the best uses of 10-15 minutes of your time is? Researching at Google.com and compiling a resource list to offer in response to those asking for suggestions.

Let me give you a classic example. Numerous times over the years I've seen posts to marketing forums where someone will ask "*Where can I submit my ezine articles?*" And, many people will rush to their aid by posting a list of article directories. That's a resource list.

Every list owner - let me emphasize this again - EVERY list owner should have at least one resource list related to the topic / focus of their list with their own opt-in offer at the top of the recommend resources.

Stop and re-read that last sentence again. Go ahead. I'll wait right here.

Watch this...

Suppose you have a list devoted to "genealogy". Spend 10-15 minutes at Google.com looking for free information sites, blogs, tools, research sites, software, family tree forms, etc. Find around 20 or so of these resources and write a short (2-3 sentences) description of each of them. Place YOUR genealogy list at the TOP of the list of resources (along with a brief description) just like it was one of the others listed.

Now, keep your eyes on the top "genealogy" forums. Whenever someone asks about "where can I find a family tree chart that I can print out", you jump in there and share where they can do it and let them know that you've got a list of 20 great genealogy resources they can grab by clicking on your link at the bottom of the post.

Your genealogy list is at the top of the recommended resources that you've compiled. You've almost certainly got new subscribers. (Heck, you can direct them to your opt-in page to access the resource list!)

Anytime someone requests any kind of recommendation, you share a great resource and point them to 20 more resources you've got posted at your site. Add new resources as you find them (Including any new free reports, mini-courses, blogs, etc. that YOU publish!). Remove outdated resources. Rinse and repeat. Use often for best results. :-)

See how this works?

You can even write an article, "*Top 10 Free Genealogy Resources*" (you'd want a better title than that :-)) with yours at the top of the list and PUBLISH THE ARTICLE at article directories, announcement lists, publishers, etc.! Talk about a tremendous way to drive traffic to your opt-in page! (*This ONE nugget of an idea alone could get you hundreds - if not thousands - of new subscribers over the next year.*)

Listen to me carefully: NO ONE IS DOING THIS.

I assure you, I'm giving you ideas here that are virtually untapped. If you get started doing these things, you'll have almost no competition. That's going to change. Sooner or later, people become copycats. Sooner or later, they'll read this lesson just like you. And then it will be tougher.

For now, you probably have no one competing against you in this strategy. *For now.*

**10. OFFER AN INFOPAGE.** The final thing I want to mention is a compilation of just about everything we've talked about thus far. Develop an "infopage". That simply means, put together a page at your website where you offer an entire arsenal of free resources such as what we've talked about.

- Questions you've answered.
- Articles you've written.
- Tutorials and checklists you've prepared.
- Quick tips you've shared.
- Resources you've compiled.

Plus, additional resources of yours...

- Other Articles
- Reports

- Blogs
- Mini-courses
- Audios / videos
- Transcripts

On this page, give your main list the place of most prominence at the site.

And every single material you offer at the site should all work towards getting people to join your list. Put some of it together so that it's available for subscribers only. **Force them to opt-in to get your best materials.** It's all designed to work towards getting people to join your list.

Then, as you continue to do the things we've talked about in #1-9 above, you begin pointing them towards this "infopage" to access the things you've made available in your forum posts. In time, you'll build an incredible resource site that continually gets a lot of traffic and new subscribers on a daily basis.

*What really makes this "infopage" work is if you purchase a separate domain name and host everything at that site. Although my friend Jeff Smith doesn't do EVERYTHING I mentioned here in this lesson, he's got a pretty good example of what works at his site, [www.HigherTrustMarketing.com](http://www.HigherTrustMarketing.com). I encourage you to drop by and check it out. He's a great writer and his articles and blog postings are always very informative.*

The important thing is to get busy. Start with one of these ideas. Then, complete another. Then, another. And so forth. I encourage you to spend half an hour every day posting to forums. In time, you can add a few hundred subscribers every month from this simple (and free!) strategy.

And, when you consider the MANY other benefits (establishing yourself as an expert, permanent archiving of your posts, backlinks, quality subscribers, new affiliates and partners, branding, etc.) this is certainly a promotion technique you need to add to your weekly schedule.

In our next lesson we'll explore "R" of the system, "Reward the opt-in."

**The List P.R.O.F.I.T. System™:  
6 Steps to 6 Figures, Step 2**

In Step One of this series we talked about how to quickly promote your list and drive traffic to your opt-in page.

Quick news flash: *WHAT* opt-in page?!

That's what we're going to talk about next as we examine how to design an opt-in page that builds your list super fast. Today we're looking at the "R" of the **List P.R.O.F.I.T. System™**, "*Reward the Optin*".

When you build an "opt-in page", you have but one goal: get visitors to subscribe to your list. That's it. Now, in order to do that, you simply must give them some compelling reason to join your list now. An incentive.

We'll get to all of that.

Here's how we're going to tackle this incredibly important part of the system. We'll look at three parts...

- Part 1: TYPES. In this section, I'll very briefly touch on the four different types of subscriber collection options that most people use in building their lists, while pointing out which gets the best results.
- Part 2: TUTORIAL. In this section, I'll quickly walk you through the seven steps for designing an opt-in page.
- Part 3: TRIGGERS. We'll spend the majority of our time in this section where I'll give you seven opt-in triggers that will convince up to 90% of your site visitors to instantly and eagerly join your list.

Additionally, I'll be referring to a **case study example** of one of my favorite opt-in pages to give you a better understanding of everything I'll be explaining.

We've got a lot to cover, so let's go ahead and dive in...

## **PART 1: Four Types of Opt-In Subscriber Collection**

We'll begin by looking at four different ways most people collect email addresses for their lists. When I say "*collect*" email addresses, I want to emphasize that I mean PERMISSION BASED collection only. In other words, someone submits their

own email address, requesting to join your list. DO NOT attempt to build your list any other way than 100% opt-in only.

Now, there are four basic ways to give people the opportunity to join your list...

**1. In Text.** The idea here is to offer your list at a strategic spot inside the text of your web page (whether it's embedded in the text of a salesletter or an article or a list, etc.) This is a very effective way to gain new subscribers because you are using your most valuable virtual real estate - a place where you have the interest of the visitor. If they are reading something on your page, you already have their attention. If your list offer in the text is directly related to what they are already reading - and offers additional, enticing details - then many will join.

**2. Secondary Spot.** While this isn't nearly as effective as it once was, many people still use it - especially at web pages designed to be portals for information. The idea is to create a secondary spot that is easily visible, although not the main emphasis on the page. Some examples would include: a subscription form off to the left or right margin of the page, a subscription form at the top of the page, a button in your navigation bar, a link in your menu, etc.

**3. Alert.** A third type of subscriber collection that is still incredibly effective is the "*alert*". The idea here is to load an additional window when someone arrives at your site - with your opt-in information inside. This is generally found in the form of a "*popup window*" (Or its newer offspring of unblockable popovers, hovers, etc.) although there are also some javascript launches such as those created by Optin Automator.

**4. Mini-Site.** The fourth - and without question - most effective opt-in collection type is the "*mini-site*". The idea here is to create a brief direct response site that's entire purpose exists solely to convince people to join your list. That's it. There isn't anything to buy. No pitch for a product. Just a simple "*join or don't join*".

Marketers have tested all of these options (and still use them all today) and know exactly how to make each of them work. You'll definitely want to mix and match them all as you build your Internet business. Each of them has a place in what you'll be doing.

As I said earlier, the "*mini-site*" is the most effective. There are no distractions. There are no other courses of action. There is nothing to get in the way. It's a simple "Yes or No", "Join or don't join" scenario.

And, if you set it up correctly, the overwhelming majority of the time it will be YES, JOIN!

So, let's talk about that.

## **PART 2: How To Design An Opt-In Page**

In this part, I'm going to quickly walk you through the different components of any opt-in page.

**Step 1: Develop a Pre-Headline.** This will appear at the very top of your page and needs to focus directly on what your target audience is most interested in. You want to ask yourself, "*who am I targeting and what do they want?*" Look at who your list is for (or, who your opt-in page is for) and determine what they want. Think about the individual who'll soon be arriving at your opt-in page and ask yourself "*as related to my list, what does she want?*" Emphasize what your potential customer wants in this pre-headline. (Your pre-headline can be as long as you want, but I've found that "short to the point" works best...one sentence will do fine)

In my example: I asked myself, who am I targeting? I determined that for this particular page, my targeted audience consists of "email marketers". Then I asked, what do these email marketers want? Ultimately, to make money. But, as they RELATE TO MY LIST, what do they want? To build a list? No! To "quickly" build a list? No! To quickly build a list of subscribers who are "ready to buy? Yes! They can reach that ultimate goal of "making money" by building a list of subscribers who are willing to spend money with them. The quicker the better. That's what they want. So, my pre-headline became, "WANT TO QUICKLY BUILD A LIST OF SUBSCRIBERS WHO ARE READY TO BUY?"

**Step 2: Write a Headline.** Immediately below your pre-headline will be the main attraction. The attention-getter. The headline. Its purpose is simple: get the attention of the visitor, excite them and convince them to keep reading. Now, as it pertains to your opt-in page, what I have found best is this: *use your headline to combine what they want* (from your pre-headline) *with what YOU have to offer with your list* (which is coming up very soon on your opt-in page). Your headline transitions the visitor from their desire to your resource for meeting that desire. Bring their world and yours together. You've got what they want. Let them know in your headline. It's incredibly effective because it promises the very result they are



looking for, prepares them for your opt-in offer and smoothly transitions them from one to the next.

In my example: I determined what my visitors to this page most wanted was to quickly build a list of subscribers who are ready to buy. My list offer (mini-course) revealed how to accomplish what they wanted. So, my headline simply stated that I was willing to give them exactly what they wanted, RIGHT NOW, FOR FREE. "I'll hand over the very system I use to build huge, responsive email lists for you to turn on right now...and I'll do it for free!"

**Step 3: Insert a Personal Touch.** Now more than ever, people are looking to IDENTIFY with someone. There are so many scam artists out there, so much impersonal interaction that people are wanting to "get close". They want access. They want more than just the same old tired routine. They want you to be personal with them. You can do this by inserting your picture (Unless you look like Frankenstein :-)) or your signature (use a font generated version if you want) or handwritten words (there's a great free tool you can use at [http://www.vletter.com/design\\_visitor.htm](http://www.vletter.com/design_visitor.htm) to do this) or a short recorded audio message from yourself. You'd be amazed at how much credibility this adds to your site and your offer. It also eliminates a lot of distrust and skepticism that people naturally have today.

In my example: I went with a small picture and my signature. This is especially effective when your headline is used to make a statement or promise that comes from YOURSELF.

**Step 4: Create a Bullet List of Benefits.** Immediately below your headline you'll want to create a bulleted list of benefit statements. Focus on what the reader will LEARN from your list, specifically emphasizing reasonably anticipated results. Don't use hype or make exaggerated, unrealistic claims. State the facts in as desirable a way as you can. Keep it to around 5-6 bullet points. Hint: Fire your BIGGEST GUN up front - the first bullet should be the most desirable benefit of them all. You've just got a few seconds and most people are skimming quickly anyway. Make your top statement up front. And use specifics when possible. (Ex. "Start gaining exposure for your list in just 5 minutes!")

In my example: I created one bullet point for each of the six lessons in my mini-course, describing the biggest benefit to the visitor from each of those lessons. Notice the use of

percentages, hints and changes in font color to emphasize certain words and phrases. Notice the realistic claims such as "without gimmicky tricks or schemes!" Notice the curiosity factor: "How to make money from your list ... a unique strategy that has nothing to do with sending out offers!" Notice powerful, yet inoffensive phrases like "fastest way", "make certain" and "eagerly join". Solid bullet points. Very desirable benefits. Believable claims. Avoidance of hype, yet incredibly enticing. That's what gets subscribers.

**Step 5: Load an Opt-in Form.** You don't need a lot of explanation on this one. Your autoresponder service will provide you with a form (or HTML code for that form) to insert into your opt-in page. Place it directly below a CALL TO ACTION. You need to "instruct" your visitors what to do next. Don't assume they know. Don't assume they will. Tell them. You'd be shocked at how big a difference in conversion there is by simply telling your visitors to input their name and email address into the form. And don't forget to continue your "marketing" here at this critical point in the process. Restate briefly what they'll receive. Emphasize how quickly they'll be diving into the goodies. You've got them this far, now get them to click the button!

In my example: I encapsulated the offer, emphasized quick delivery and instructed the visitor to take action - all in one simple boldface sub-headline: "Enter your name and email address to instantly unlock the 'List P.R.O.F.I.T. System™' for email marketing." Additionally, I added a very brief paragraph below the subhead which reads, "Fill in your information below and I will send you this 7 day mini-course with no strings attached. You'll receive your first lesson in about five minutes where I explain the entire system in step-by-step format."

One more thing - We'll talk about this in just a moment, but I also like to insert a very brief note about "privacy" immediately below the opt-in form itself. You'll want to do this as well. It's simply a way to let the person know that their email address is safe with you. Here's the one that I use...

*Note: I greatly respect your privacy and will never sell or share your email address with anyone. Never. You may unsubscribe anytime. No hassles. No questions.*

**Step 6: Offer an Element of Proof.** While this isn't absolutely necessary, it certainly does make a difference in conversion, so there simply isn't much reason why you shouldn't use it. That is, offer an element of proof. Whether it's a screenshot showing your results or photographs or research that supports your claims or a testimonial from someone who's benefited from your mini-course, adding evidence that your list is beneficial increases the perceived value, strengthens the desire to test drive it for themselves and further establishes trust and authority. All of these things will, quite obviously, increase your conversion rate and get you more subscribers.

In my example: I chose to use a testimonial as my "proof". John Reese is one of the most well-known and respected marketers in the world and having him tout me as THE list marketing expert provides all the proof that I need to re-emphasize my offer's value to the visitor.

**Step 7: Make a Legal Statement.** Finally, you need some legal statements on your page. Listen, it's very serious with the FTC and other entities that you get this right. I wouldn't even consider putting up any kind of page (even a free opt-in page offer that isn't selling anything) without having copyright information, a privacy policy, a disclaimer, an earnings disclaimer and a terms of service in place.

You can hire an attorney to create these for you or buy a set of pre-written legal documents online (a lot less expensive!). Two words of warning here: Firstly, don't omit these - you need them. Secondly, don't just "borrow" someone else's (I.E. You can't drop by my site and just copy mine). That's a violation of copyright and will sink your ship in a hurry. Invest a few bucks at [www.AutoWebLaw.com](http://www.AutoWebLaw.com) or <http://www.legalformsgenerator.com/websitelegalforms.html> (Not an affiliate link!) and get it done right.

In my example: You can have internet marketing attorney Bob Silber draft yours, too. If you'd like to touch base with Bob, you can reach him at one of these web sites...  
[www.InternetMarketingLawProducts.com](http://www.InternetMarketingLawProducts.com) or  
[www.AttorneyBobSilber.com](http://www.AttorneyBobSilber.com).

So, those are the various steps involved in creating an opt-in page.

Now, I want to take this one step further for you. I want to give you some "triggers" that will allow you to get the maximum number of subscribers to your list as quickly and effortlessly as possible. There are certain things that will get

greater results for you. You can build these into the opt-in page design as we've talked about thus far.

We'll get to those in an appendix lesson coming up next.

## **7 Opt-In Triggers That Get Subscribers Like Crazy**

We're continuing with *Step 2: Reward the Opt-in ...*

### **PART 3: Seven Opt-in Triggers That Get Subscribers Like Crazy**

You can have all the right "*ingredients*" to an opt-in page (the things we just talked about in the previous section) and still not get great results. It's how you put everything together that counts.

So, that's what I want to share with you now.

You're about to get the benefit of results from more than five years of tweaking and testing (and tweaking and testing some more!) the opt-in process.

While there are a gazillion variations and distinctions, there are some basic "triggers" that I've found really do dramatically improve your opt-in rate.

There are seven of them...

Note: The first three are very basic, but I'll be revealing some ideas that you've probably not considered before...so read them anyway. :-) The final four are more "advanced" in nature. You'll find that only those "in the know" are using them. Add your name to the list.

**1. Offer Real Perceived Value.** Years ago I went to the late Corey Rudl's web site and he was giving away a free subscription (like everyone else) to his newsletter. What made his different than the rest? It had a simple notice near the subscription form reading, "\$197.00 value".

Instant perceived value at the time. (That's not the case now with everyone putting inflated "values" on their free offers).

The point is this...you can CREATE perceived value. Here's how.

- UNIQUENESS. One way to do this is through your own "*unique*" approach to your free offer. You can say the same thing as someone else in a totally different way and see a marked difference in responses.

For example: "\$600 cash back" is NOT the same as "A year's worth of free gas" to someone about to buy a car. (Especially today with gas prices rocketing skyward in leaps and bounds!) "A year's worth of free gas" has a much higher "perceived" value even though its monetary value is the same.

What makes your list unique?

Certainly you could change the "medium" to make your list stand out. Create a video newsletter. Create a series of audio on demand messages for your mini-course. Password protect a member's area that you add materials to. Print a physical newsletter or report. Send out a CD each month. While they might take a bit of extra work, these will certainly differentiate you from the norm.

Obviously, you can tap into the power of words and DESCRIBE your list in a different way. Label it an "eClass" if it's a mini-course. Call it "training lessons" instead of "issues" or "articles". Describe it as an "email report" sent in multiple installments. Offer it as a "study course". It can be a "monthly blueprint" or a "weekly checklist". Just labeling it something other than "newsletter" can make your offer unique.

You could also get creative in your "type" of list.

1. Focus yours on "frequently asked questions" where your entire list series consists of one question and one answer.
2. Or, describe your issues as "exhibits" where each one shares a case study with examples of how to apply it to the subscribers' own situations.
3. Or, maybe everything your list offers is arranged in "3 Easy Steps" (How to Manage Your Time in 3 Easy Steps, How to Stop Procrastinating in 3 Easy Steps, How to Delegate in 3 Easy Steps, How to Organize Your Life in 3 Easy Steps, etc.)

4. Or, maybe every issue of yours is a checklist.

5. Or every issue has "17 Tips" - or some other obscure number.  
(17 Tips for \_\_\_\_\_)

6. Or, maybe your list walks the subscriber through a topic A to Z (I'm actually doing this with one of my lists... A is For Affiliate, B is For Backend, C is for...)

7. Or, each of your issues could include a brief interview with an expert.

8. Or, your issues do nothing but provide free resources.

The point is the same: you can distinguish yourself from others in the "type" of list you offer.

Uniqueness carries the idea of distinction.

It can also project the idea of "*exclusivity*".

In other words, you have something that can't be found at a gazillion other sites. If it could be, why join your list instead of someone else's? You need to demonstrate that the information revealed by joining your list is DIFFERENT than things found elsewhere. Maybe you know something different. Maybe you explain it differently. Maybe you package it differently. The point is, they can't get it anywhere else like they can get it from you.

What do you know that no one else knows? That's your uniqueness. Stress some experience or knowledge or shortcut or "secret" or tool that you possess which no one else does - and make that a focal point of your opt-in page. Hint: Think about your own "results" and reveal them. (We'll talk more about results in a moment)

- USEFULNESS. The other way to offer real perceived value in your list is "usefulness". That's what value represents to the person staring at their browser window ... something that's useful to them. I've used the comparison many times before, but it is so true. If you're stranded on a deserted island and happen to find the Hope diamond, how valuable is that to you? Sure, it's exclusive. It's distinctive. It's a one-of-a-kind offering. But, is it valuable to you? Not at that point in time. You don't need the Hope diamond. You need a boat. Or a transmission radio. Or

some edible food and drinking water. Those things are valuable to you because they are USEFUL.

When creating an opt-in page, you want to speak with the other person in mind. Write to her personally. Explain how she will benefit from joining your list. What will she stand to gain (or lose if she foolishly doesn't join)? Convince her that it's important to HER (not you) that she subscribe because she stands to glean some information that will better her life to some degree.

Listen: In many cases someone will arrive at your site, and if they don't see something strikingly different, they'll think, *"I've heard this all before"*. And when they think that, there goes your subscriber. (Stop and ask yourself how many times you've been to a marketing site and thought *"Hmm, this is the same old thing again, full of the same promises"*.)

Offer real perceived value. That's a basic foundation of any offer. Don't forget about it when building your list!

## **2. Stress An Immediate And Prolonged Benefit.**

In either your headline or your first bullet point, you need to stress something the reader stands to gain in a very short space of time. I'm not talking about "You'll receive your first lesson in 5 minutes". While that certainly should be mentioned, that's not my point here.

What BENEFIT can someone who subscribes to your list receive quickly?

Look at my example again. My first bullet point says this: "The hands-down, fastest way to drive traffic to your opt-in page and begin getting new subscribers ... start gaining exposure for your list in less than 5 minutes!" That's a very quick benefit! (And yet, it's completely truthful, I might add)

That's what people want - a benefit they can sink their teeth into quickly.

- Can they lose a pound within 24 hours?
- Can they see better scores on their child's NEXT test?
- Can they raise \$500 emergency cash in 2 days?
- Can they do something today to start restoring their marriage?
- Can they mail a form within 15 minutes to repair their credit?
- Can they be approved for a credit card within an hour?

- Can they cook a mouth-watering roast for tonight's meal?

What is it that they want to do that they can do quickly? State it plainly. (But also state it truthfully. Don't make false claims or you'll have trouble on your hands faster than you can say FTC! Not to mention unhappy subscribers you filled with false hope.)

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HEADS UP: Let me share something with you that's one of the most important lessons you'll ever learn in your business. This is one of those monumental moments where you're going to learn something that is going to open your eyes like never before. Brace yourself. Seriously, this is one of those light-bulb moments where you say, "Ahhhhh, that's it!"

You aren't selling marketing products or dieting products or homeschooling products or travel products (whatever your "niche" is). You aren't selling ebooks or software or videos. You aren't selling information or training. You aren't even selling assistance or coaching or accountability or motivation. You are selling HOPE.

Revlon founder Charles Revson once said, *"In the factories we make perfume, but in the stores we sell hope."*

People buy happiness, or the hope of it. And they pay big bucks for it everyday.

When this singular lesson really sinks in, it will change your entire approach to everything you do with your business. It will impact your salesletters, your ads, your product development, certainly your opt-in page design - everything you do.

You aren't selling visible goods, you're selling invisible hope.

People want to be happy. They want to smile and laugh and enjoy life. And if they think your offer will in some way allow them to better their lives and thus make them happier, they'll join your list without so much as blinking an eye.



You're selling hope. Don't ever forget that. Especially when you're crafting your opt-in page.

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Back to the opt-in page design. Stress an "immediate" benefit.

I also say stress a "prolonged" benefit. Let the visitor know that additional installments of the series will be coming in the next several days / weeks. Why? Because many people have a "throw off" email address that they use for gaining access to list offers without the "bother" of reading emails. In other words, if you offer some incredible incentive to join your list (a special report or an audio or a downloadable file or a package of ebooks, etc.), then many people will submit an email address they rarely check just to get the download information for your incentive. They'll login to the account, grab the instructions your autoresponder sent out and then move on. Any additional emails you send them will likely not be seen.

However, if you stress that additional lessons in the series will be coming over a specified period of time (especially if you label what's coming on day 2, day 3, day 4, etc.) you'll find that more people will give their REAL email address because they actually don't want to miss out on your lessons.

That's a big, big difference not only in the numbers themselves (I.E. You'll have more "active" subscribers as opposed to subscribers who are on your list but not really receiving or reading your emails) but also in the "quality" of your list (I.E. You'll have "eager" subscribers as opposed to subscribers who are only moderately interested).

I've said many times and will say it many more times: **it's not about quantity, it's about quality**. I know people with 100,000+ subscribers on their list who couldn't sell their way out of a wet paper bag. And yet there are those with lists of under 1,000 who regularly are top-selling affiliates. How? It's all about the quality of your list, not the quantity. And part of quality includes attracting eager subscribers who use their real email addresses to receive and read your mailings.

Moving on...

**3. Disclose Highly Desirable "Results"**. Here we switch from what the visitor "can" do to what YOU "have" done. The idea here is to inform the visitor to your

opt-in page that in your special report or mini-course (I.E. Your list offer), you'll be revealing exactly how you achieved some desirable result - with the implication that they can duplicate your method if not your success.

*"Here's how I did XYZ in XYZ with XYZ".*

One of my favorite examples for this is my friend John Reese. If you visit his AuctionSecrets.com site you'll notice a list offer midway through his salesletter.

Here's what John says...

----- Begin John's Opt-In Offer -----

As you've probably already read, I actually made over \$38,000 in PROFIT from one single auction on eBay. And I know exactly what you're thinking!

"He must have sold a car or some kind of real estate..."

If you thought that you'd be wrong!

What's even more amazing about that one auction is that it was something that I bought for \$100. Yep, 100 bucks. Not a bad profit, eh? I think that's something like over 300,000% return. I'd say that was a "good" investment.

You can learn EXACTLY how I made the \$38,450.27 PROFIT in my FREE...

5-Day Email Mini-Course, "The eBay Home Business Explosion!"

----- End John's Opt-In Offer -----

Now, I ask you, if you're even remotely interested in selling on eBay, could you possibly resist joining his list to find out how he did it? Of course not. It's irresistible. And that's the point.

You want to inform the visitors to your opt-in page that you'll be revealing some specific information on tremendous results you've achieved. And hint at some "amazing" aspect of your results. Look at John's copy, not only did he mention that he made \$38,450.27 on ONE auction, but he also stated that he did it with

something he bought for only \$100. Now there is a built-in curiosity factor. Not only do I want to know "how" he did it, but I also want to know "what" he sold to do it!

See how compelling this is?

Disclosure of tremendous results + hint of an amazing aspect = irresistible urge to join your list!

Note: People are inherently lazy and want something for nothing or something very easy. (Listen, I point to myself as well on this - it's just a fact of life, all things being equal, we'd like things done with as little effort as possible.) If you can point to a shortcut you have figured out, an idea or tool for automating a process, a way to avoid a troublesome mistake or the ability to get someone else to do it for you, you'll have a very powerful motivating factor for getting people to subscribe to your list.

Let's move on to number 4...

**4. Target Specific Demographics.** Most people build ONE opt-in page (if they build one at all) and call it "done". In most cases, that's a mistake. I'd recommend that you build at least a half dozen or more variations of your opt-in page - each one targeting a specific demographic.

The idea is to use your base opt-in page and change the wording slightly to be specifically designed for a targeted audience.

There are many ways you can do this, but let me give you three ideas and examples you can implement...

- **Age Group.** The first idea is to build variations of your landing page for specific "age groups." Let's suppose you have an email list that teaches the "basics of starting an internet business". You've got your opt-in page built. How about tweaking it slightly to target "senior citizens"? Then another version for "college students". And a third version for "thirty-something married couples".

Your pre-headline at the top could read something like these...

- You're Never Too Old To Learn The Computer

- Here's How College Students Can Earn Extra Cash On The Computer
- Married and Strapped For Money? How Couples Can Cash-In On The Computer

Make a few slight adjustments to other areas of your opt-in page with similar references and you've got a custom-tailored version of your opt-in page. You've already addressed some concerns of specific age groups as they relate to your product before they even begin reading. (Most seniors are intimidated by computers, most college students need extra cash and most newly married couples struggle financially.) They are much more likely to join your list now because the page is specifically focused towards them.

Now, you can target your Google Adwords® campaigns towards entirely different keywords, advertise in specialty niche newsletters, attract niche joint venture partners, etc. for these various demographics.

- **Occupation.** Another way to create variations of your opt-in page is to identify specific "occupations". Again, putting on our "let's suppose" cap, let's suppose you've got a product that teaches "weight loss". If you want to target "teachers", "office workers" and "traveling sales associates", here are some simple pre-headlines you might use...

- Want To Lose Weight As You Teach?
- How To Tone Up While Sitting At Your Desk
- The Secret To Healthy Living On The Road...

Again, you've suddenly got a new reach and likely a higher opt-in rate. Winner.

- **Partner Traffic.** The third type of variation for creating opt-in pages is what I've labeled "partner traffic". If you have an affiliate program tied into your opt-in offer (you should!) where affiliates can drive traffic to your opt-in page and then receive a commission on any sales of your product produced by their referred subscribers, then you can create special opt-in pages for specific partners. (Hard-code their affiliate link into the page).

*(I'm not going to get into the technicalities of how to do this. If you don't know how, get your techie to do it for you or hire someone at Rent-A-*

*Coder.com to do it. I merely want to give advanced marketers a solid idea to implement if you know how.)*

The idea here is similar to the other two: your pre-headline (and other bits of tweaked copy here and there on the page) is focused on your partner's name, list name, product name or site name. Here are some examples..

- Special Offer Exclusively For Friends of Ryan Deiss
- Free Copy Of XYZ Product For Jimmy D. Brown's Subscribers
- Do NOT Share: This Confidential Report ONLY For Nicole Dean's Members

The difference here is that you offer something "additional" (some additional report, etc.) that is exclusively for your partner's visitors to your site. Very, very effective way to get new subscribers - while making you both some extra cash.

So, those are just some of the ways you can target specific demographics. You'll find that your opt-in rate can be significantly higher on these special versions of your page. And, it also opens up your marketing options as you are able to advertise in niche publications, find partners who normally might not have referred you, and use expanded keywords in pay per click advertising.

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Note: The content of your list doesn't change even though your opt-in pages' focus does. Make sure your targeted variations are specific enough to focus on a particular audience while being general enough that the information included in your list mailings applies to all demographic groups.  
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Three more triggers to go...

**5. Use "Natural Urgency".** When do you buy Christmas presents? It's not in March, right? Think about it: you aren't at all worried in March about buying Christmas presents. You've got plenty of time. No need to act now.

But, when there are only 2 shopping days left and your list of people to buy for is still a mile long, *the frenzy sets in.*

And not just with you, but with a lot of people, which is why there are so many people **running frantically through the department stores** on the last couple of days leading up to the holiday.

Marketers throughout the ages have known that urgency creates a buying frenzy.

And good marketers know how to **create urgency**.

That's what we're going to talk about now. Creating urgency with your opt-in page.

Now, instead of **manufacturing urgency** by making up stuff like deadlines and limits ... you know, "*You only have 24 hours to take me up on this offer before I raise the price*" instead of that, what I want to teach you is how to use natural urgency that you don't have to make up.

Specifically, you do this by tying in your opt-in page to upcoming events. I call them "*natural urgency triggers*"...

Let me give you one example. Custom-tailor your main opt-in page for an upcoming holiday.

That is, you make the holiday the deadline.

Think about this: if you're going to buy something for your sweetie for Valentine's Day, when is the absolute latest you can do it without getting yourself into trouble: Absolute deadline is February 14th.

**That's not a deadline I made up to get you to buy my stuff**; it's a deadline that has been imposed for decades of observing the holiday. Valentine's Day is February 14th and if you want to buy your honey something to celebrate the day, you simply gotta do it before the deadline.

Every year there are natural urgency dates on your calendar. *Valentine's Day, Easter, Mother's Day, Father's Day, Secretary's Day, Independence Day, Halloween, Thanksgiving, Christmas to name a few.*

These are all deadlines that you can tap into to increase your profits through your solo mailings, simply by forcing folks to respond or miss out ... not because you are setting the deadline, but because it occurs naturally.

## So, how can you use these events with your opt-in page?

The idea is to use your pre-headline (and / or your main headline) to be themed towards this natural deadline.

Let's think about this for a minute. Let's suppose you are driving traffic to an opt-in page for a list devoted to singles dating. How can you use this technique?

How about these pre-headlines...

- "You won't be lonely this Valentine's Day"
- "Meet your Valentine's Day date"
- "Meet the perfect mate BEFORE Valentine's Day"

See how this works? You use the holiday to become a natural deadline for joining your list. If they want to get your information and put it into practice to get a date for Valentine's Day, there is an URGENCY involved. They've got to act now, because the date of the holiday itself forces them to.

Brilliant, huh?

(Obviously, you'll want to change your opt-in page back to its "normal" appearance after the holiday has passed. :-)

**6. Create Genuine "Scarcity" With A Limited Offer.** This is one of the most brilliant ways to increase your opt-in rate that hasn't been discovered by the masses as of yet. In other words, start using it NOW before it becomes commonplace.

The idea is simple: Offer an additional "special offer" for the next 25, 50 or 100 subscribers who join.

Let's walk through an example.

Let's suppose I'm giving away a mini-course on my opt-in page entitled, "7 Opt-in Triggers That Get Subscribers Like Crazy". Do you think this notice would get you scrambling to join if you saw it at my site immediately before the opt-in form...

**STOP! THE NEXT 25 PEOPLE WILL LEARN MY "SECRET" OPT-IN TRIGGER**

The 7 opt-in triggers that I share in this mini-course will all work incredibly well - but, I gotta be totally honest with you. I have a "secret" trigger that I've never before revealed publicly that I'm going to include for the next 25 subscribers.

THINK I'M KIDDING? Drop back by here in a few days and you'll see this message is gone. And so will your chance to get my "secret" trigger. Join today and then check your email.

A lot of marketers have recently begun using this in their salesletters for products. *(Be one of the first 25 to order and I'll give you this special bonus, etc.)* Very few people have started using it on their opt-in pages, and yet if you test it, the opt-in rate is always substantially higher with this "scarcity" offer.

Scarcity is an incredibly motivating factor in our decision making. If we're even slightly interested in something and we're afraid we're going to miss out on it ... we'll take action. Especially if it's something that's completely free and virtually effortless like subscribing to a list.

And the ideas for using this strategy are endless...

- Offer a special report that further enhances one of your lessons or details something highly related to your opt-in offer.
- Reveal a "secret" strategy that's your BEST tip that's unavailable in the regular version of your list offer.
- Record an audio or video version of your mini-course that's limited to a certain number of subscribers.
- Create a special tool that automates or assists in completing one of your assignments.
- Offer some kind of "guaranteed" results such as free web site traffic or free advertising to your list, etc.
- Give free access to a site, or free use of a service, or free copies of a product.
- Send out a special audio CD or a printed report. (You've compelled them to join your email list AND have secured their mailing address as well for your offers!)



- Create worksheets or checklists that make using your list information even easier.
- Offer a personal consultation with you. (Note: You answer a few questions and ultimately get to "convince" the subscriber to buy from you.)

There are many, many ways to use this idea to increase your opt-in rate. It works like a charm.

Now, let me say this: make your limit legit.

In other words, don't say "it's only for the next 50 subscribers" when it's not. Nothing will ruin your credibility quicker than attempting to trick your audience. This isn't a magic show; it's a relationship with real people. Once the designated number of people have subscribed, remove the special offer.

You can always...

- REPLACE the limited report offer with a different "scarcity" tactic from the list I just gave you.
- REPEAT the same offer somewhere down the road in a few months as long as you don't state that you'll "never" repeat the offer.

All in all, it's one of the easiest - and most successful - ways to increase your opt-in rate.

NOTE: There are a couple of ways to "deliver" this bonus report. You can either include instructions for accessing it in the "welcome" autoresponder email (and then remove those instructions once the limit has been reached) or you can instruct the subscriber to email you for access details. Personally, I insert the instructions in the initial autoresponder mailing in order to automate things. I don't want to spend extra time emailing 50 subscribers individually.

One more great idea to go...

**7. Label Your Opt-In Offer A "System"**. Over the years I have experimented with many different ideas for getting more people to join my lists. And thus far nothing else comes close to this one. And it is virtually effortless to implement.

Here it is: Label your opt-in offer a "system". In other words, **specifically use the word "system"** in the title of your list offer somewhere.

Back up for just a moment - what's the title of this series of lessons you're reading right now? It's the **List P.R.O.F.I.T. System™!**

Listen to me carefully - the one thing people want above every other type of information is a SYSTEM. They want things organized in a step-by-step, systematic blueprint that they can follow along one step at a time.

You find me two identical products, label one of them a "system" and the other one something else, and the "system" version will outsell the other. Write two articles and label one of them a "system" and the other one something else and place links to them on a page somewhere, and the "system" version will get more click-thrus than the other. Set-up two opt-in pages, label one of the offers a "system" and the other something else, and you'll get more subscribers to the "system" every single time.

Go ahead, **test it for yourself.**

All things being equal, most things labeled "system" will out-perform their counterparts.

This is ESPECIALLY true right now when people are experiencing "*information overload*" like it was a contagious disease. It's an epidemic. People have so much information that they **don't know what to do with it all**. They need a system. They want a system. And if you offer it to them on your opt-in page, you'll need to check your mail server to make sure it can handle all the new subscribers who'll be joining your list! :-)

**I encourage you to create a mini-course (as simple as 5 ezine articles) that is step-by-step in nature and call it a "system". Offer THAT on your opt-in page and see if you don't get a significantly higher opt-in rate.**

- The "10 Pounds Down" Weight Loss System.
- The "Free Advertising" System.
- The "Marriage Mender" System.
- The "Lower Your Score" Golf System.
- The "Headache B-Gone" System.
- The "Credit Restoration" System.

- The "How To Come Up With A Catchy Title For Your System" System.  
:-)

If you do nothing else, try this opt-in "trigger". With the right name for your system, you should see a sharp spike in your opt-in rate, automatically getting you more subscribers.

So, there you have it, "7 opt-in triggers that get subscribers like crazy."

## The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Step 3

So, you've got an opt-in page in place. You're driving traffic to it. And folks are joining your list. Congratulations!

*Now what?*

Now you do several things.

Let me briefly introduce them, and then I'm going to revolutionize the way you look at your list and give you an incredible advantage over most other list owners in "making money" from your list.

Really, there are four basic "*kinds*" of mailings you might send to your list members.

1. **INFORMATION.** Firstly, there is information. Content. Stuff that your list members can use and benefit from reading ... directly related to the "*theme*" of the list they joined. And, I might add, information is the REASON they joined in the first place.
2. **PROMOTION.** Secondly, there are promotional pieces. Advertisements. In other words... offers. These include things like solo mailings, new product announcements and paid advertisements. This is where you are going to make your money, whether through your own products or through that of others.
3. **COMBINATION.** Thirdly, there is a type of mailing that might best be described as "*combination*". It's a mixture of both promotion and information. A newsletter is a perfect example. It has both advertisements and useful (it better be!) content.
4. **PARTICIPATION.** . Fourthly, there is what I have labeled "*participation*". This type of mailing is rarely used because most list owners don't recognize the incredible opportunity in using it. A "*participation*" mailing is any

message to your list that gets them "*involved*" some way in building your business.

So, those are the "kinds" of mailings that you probably send to your subscribers... information, promotion, combination, participation.

It's all about "*offering a proposal*".

Now, it doesn't take a real rocket scientist to figure out the first three.

- While there are a variety of different ways to share information with your list (I.E. Articles, special reports, mini-courses, interviews, videos, etc.), you get the idea. It's all about content.

- While there are a variety of different ways to send promotional mailings (I.E. Solo mailings for your products, affiliate products, reprint rights products, services, subscription sites, etc.) you get the idea here as well. It's all about selling something.

- While there are a variety of different ways to interweave content with offers (I.E. An article that promotes a product, a video tutorial that shows how to use a paid tool, etc.), once again, you get the idea. It's about blending content with an offer.

The problem comes in on that fourth one: "*participation*".

Most people don't see the value in it. Most people don't use it. Most people don't know HOW to use it. At least not effectively.

But I stand here today telling you this: I would not be where I am at this moment in time (Driving my BMW Roadster convertible, playing golf, traveling and generally living the "*good life*" while my business basically runs on autopilot) without using this simple idea of getting subscribers involved in building my business.

That, and, of course, **the grace of God! :-)**

It's simple: Your list is so much more than a breeding ground for solo mailings to promote the latest and greatest offer to come around the bend. It's a golden opportunity to get other people to do much of your business-building for you.

- What if you could get your subscribers to promote your business for you?
- What if you could get your subscribers to contribute to your products?
- What if you could get your subscribers to recruit new subscribers?
- What if you could get your subscribers to do your market research for you?
- What if you could get your subscribers to take care of your technical stuff?
- What if you could get your subscribers to network on your behalf?
- What if you could get your subscribers to submit your articles to directories?

Would any of these things help you make more money? Of course.

And - *the exciting thing is this* - your subscribers will do these things and much more if you'll do two things: See the tremendous opportunity your network represents to you beyond "*buying stuff*", and simply ASK them to participate.

**I'm a big believer in this concept:** Your list isn't made up of "*subscribers*". Or even "*potential customers*". Your list consists of people who can and will help you build your business if you train them. They'll become your "*marketing partners*", which is exponentially more profitable to you than anything else.

They'll build your business for you if you'll let them.

If you'll let them.

Now, what I want to share with you today is just one of the many strategies you can implement with this "*participation*" concept. It's an incredible way to get other people ***involved in building your business***. And many of your subscribers will be "*thrilled*" (Some even will feel "*honored*" to have contributed) to participate.

Let me share this idea in three simple steps...

### **1. Send A Request For "Your Best Tip".**

It begins with sending an email to your list members and asking them for their "best tip" related to a BROAD topic of interest related to the focus of your list. Inform them that you'll be compiling these tips into a free ebook to be distributed all over the internet - *they might even become famous!*

Example: Let's suppose you've got a list entitled, "Weights To Lose Wait" (That's a play on words, not a horrible misuse of words on my part :-)) where you share tips of quickly shedding a few pounds. You'd send out an email to your list asking them for their "best tip" when it comes to the BROAD subject of "weight loss". (You'd use a BROAD subject of "weight loss" as opposed to a more NARROW subject of "boosting metabolism" because you'll get more participants).

See, here's the thing: While your subscribers are joining YOUR list to get YOUR information, it's likely that they're not completely ignorant of the subject. They probably have some ideas of their own rolling around in their head - and many will be glad to share them with you to pass along in your ebook.

(Hint: Look at how many "*recipe*" compilations there are where people share their recipes with others. That's a perfect example.)

Now, the key is to give them some suggestions to get the ball rolling. Here are a few that I use (which you can feel free to copy and paste in your own mailings) when helping my subscribers get ideas for what to submit...

- Advice: What's the one bit of advice you'd give others about \_\_\_\_\_? If you could share only one recommendation for success, what would it be? What's the greatest lesson you've learned?

- Shortcuts: Have you discovered any ways to make the process easier? Any ways to get results faster? Any special tools you use? Any ways to use something or make something better?
- Mistakes: Have you made mistakes that have set you back? Any problems or pitfalls that we should watch for? Any red flags that might indicate we should try something else? What should we NOT do?
- Ideas: If there is one thing you'd suggest we do first, what would it be? If there is one thing that's the most important ingredient, what would it be? If you had to begin again with only one idea, what would it be?

You'll find that you should get a LOT of feedback from your subscribers with these examples. Everyone has at least one piece of "advice" or one "suggestion" or one "mistake" to share. Not all will share, of course. (You can't get 100% response from anyone about anything - don't expect it.) But, you should get quite a bit of tips.

Now, before we move on to step two, I just want to give you a sample mailing template that I personally use which you can copy and paste - and modify for your own use. You can't sell it or distribute it to others for their use, but you do have my permission to use it yourself...

-----

Hi Ryan,

(Your Name) with a quick question - can I feature you in my next ebook?

I'm putting together a free ebook to be passed around on the Internet and I'd like to get your best "tip" related to marketing online. I'll include it in the ebook with your name listed as the contributor. If you have a website link or newsletter details, I'll be glad to include those as well...you should get some nice free publicity!

The ebook will be distributed all across the web (literally, around the world!). Heck, you might even become famous!



Here are a few ideas for what to share...

Advice: What's the one bit of advice you'd give others about marketing online? If you could share only one recommendation for success, what would it be? What's the greatest lesson you've learned in marketing online?

Shortcuts: Have you discovered any ways to make your internet marketing easier? Any ways to get results faster? Any special tools you use? Any ways to use something or make something better?

Mistakes: Have you made mistakes that have set you back? Any problems or pitfalls that we should watch for? Any red flags that might indicate we should try something else? What should we NOT do when it comes to marketing online?

Ideas: If there is one thing you'd suggest we do first, what would it be? If there is one thing that's the most important ingredient, what would it be? If you had to begin again with only one idea, what would it be?

Whatever you'd like to share, I'll be glad to include it.

It needs to be at least one lengthy paragraph and no more than one page. And the better it is, the closer to the front of the ebook you'll be positioned. Best tips will go first and get the most attention from readers, so don't hold back. :-)

Just as a "legal" note, I'll own complete rights to the ebook, and you'll be granting me the non-exclusive right to use your tip in any way that I choose without monetary compensation.

I need to get your best tip in by January 22nd in order to get it included.

If you have any questions at all, please let me know. I'd love to feature you in this ebook. I'd appreciate a response either way.

Thanks very much!

Best regards,  
(Your Name)

-----  
Now, after you've sent this mailing to your list and the tips have been received, move on to step number 2...

## **2. Compile The Tips Into A "Viral eBook".**

Next, you'll want to compile all of the collected tips into an eBook. This eBook will be given away for free by you and others...and each person who obtains a copy of it will have permission to continue giving it away to still others and so on. The idea is to ultimately have hundreds, even thousands of sites on the Internet giving away the free ebook.

However, I will share some brief things that you'll want to make sure you include inside the ebook itself. (These are, of course, in addition to the TIPS themselves.)...

- **Your Opt-in Page Details.** This is how the entire thing benefits YOU. On the second or third page (Just past your title page and legal page) of your ebook, devote an entire page to promoting your opt-in page. Every person who opens the ebook to read the tips inside will first be exposed to your list offer.

- **Reprint Permission.** Make sure you boldly state that the reader **is** granted permission to share the ebook with others as long as they don't change or misrepresent the ebook. You'll find that many readers will be glad to pass it on to their network of friends, family and associates if they know they can.

- **Reprint Suggestions.** I always like to take it one step further and share 6-7 different WAYS to pass on the ebook. Things like "mention it at your blog", "post it to your webpage", "share it at your favorite forum", "refer to it in your newsletter", etc. Train your readers on HOW they can give it away, and you'll find that more will do just that.

- **Affiliate Links.** If any of your contributors have affiliate programs at their sites, then join those programs and use YOUR affiliate link in the ebook when referencing the contributors' sites. You'll earn a commission on any referred sales generated through the distribution of the ebook ... giving you an extra income stream as well! You can also include a "recommended resources" section at the close of your ebook with 5 or 6 related resources - use your affiliate link for each of them!

Just like that you've got a powerful tool in place to build your business.

On to number 3...

### **3. Distribute The eBook To The Masses.**

After you've created the eBook, it's time to get it in circulation.

***Begin with your own list*** - mail to them and let them know where they can download a copy ... and encourage them to pass it on to others or link to it at your site. While the majority of your list may not be "marketers", they can be "mouthpieces" by telling others about where they can download the ebook at your site.

***Personally communicate with your contributors*** - these are the ones who are most likely to distribute the ebook, because they are included in it. Explain the value in seeing all contributors participate in distribution - it gets great exposure for all involved.

***Visit the various free ebook directories*** (Search Google.com to find them) and submit your ebook for archiving.

***Drop by related forums*** (AKA "message boards") and post a quick note about your free resource. Don't forget to post a note about looking for partners to distribute it.

***Spend some time at Google.com looking for partners.*** Type your keyword phrases into google and make contact with those site owners that come up. Give each person permission to distribute your free ebook (and some ideas how to go about doing it).

You should soon have dozens of people actively distributing your ebook.

The end result: Your subscribers contributed the bulk of (if not ALL of) the content for a viral ebook. It's got great appeal. You've got built in mouthpieces for it. It all points back to your site and your list.

*How's that for making money from your list?!*

It's not always about trying to "sell" your subscribers something. Sure, you should send out information (*that's what your subscribers joined to receive*), and you should send out solo mailings for offers (*It's one of the quickest, easiest ways to generate income from your list*), but don't limit yourself by ONLY doing those things.

**That's just the tip of the iceberg.**

The real money is when you use your list as an instrument to *build your business*. The real money is when you turn subscribers into *marketing partners*, to involve participants in expanding your bottom line.

In our next lesson, we'll take a look at "**F- FIXATE attention**" of the system.

## The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Step 4

Opened ***or*** not opened.

The results from every email mini-course, every email newsletter, every autoresponder message, every solo mailing ... **I.E. Any email you send** ... are completely at the mercy of that set of two options.

Opened ***or*** not opened.

- **If your mailing *is not* opened by your subscriber**, then you have absolutely zero chance of getting that subscriber to respond to whatever is inside. Ouch.
- **If your mailing *is* opened**, then it's up to the message inside to get the subscriber to respond as you desire. (Hint: This is the better of the two options :-)

Your success or failure as an email marketer is dependent firstly upon getting your subscribers to **open your emails**.

Don't make this more complicated than it is. The magic ratio for email marketing is simple...

-----  
The number of subscribers who RESPOND to your mailings is directly proportional to the number of subscribers who READ your mailings.  
-----

It's a numbers game.

- If you have 1,000 subscribers and 5% open your email (50 subs) and 10% of those actually take action (5 subs) you have a total of 5 responses / 1,000 subscribers.
- If you have 1,000 subscribers and 10% open your email (100 subs) and the response rate (10%) stays the same, then you'll have 10 responses / 1,000 subscribers.

The more people who **open** your emails, the more people who **respond** to your emails.

Of course, getting your subscribers to open your emails can, in itself, be a bit of a tricky proposition these days. You don't have to look very hard to realize that email results *ain't what they used to be*.

The good news is...

### **You CAN Increase the Number of Subscribers Who Open Your Email!**

The easiest way to do that is to use your "*subject line*" to fixate the attention of your subscribers - and compel them to open up and take a look at what you've mailed to them.

So, today we're going to talk about using your "*subject line*" to get your subscribers to open your emails - without gimmicky tricks or schemes.

While there are MANY different ways to use your subject line (I've found an entire manual on the topic at <http://paulmarkwso.com/site-only/subject-lines> with dozens of tips, case studies and fill-in-the-blank templates!), what I want to share with you today is the art of "personalizing" your subject lines.

Note: Your autoresponder service should provide you with the ability to insert your subscribers' first names into the subject line (and also in the body of your email message, but that's a different story.) See your autoresponder user guide for details.)

The following is excerpted from the [Subject Line Secrets](#) course...

The key is to "Use personalization differently." There was a time that using someone's name in an email subject line was a **sure shot for getting their attention**.

After all, it wasn't a common practice and seeing one's name certainly does *grab our interest*.

But, in many markets - especially highly competitive ones like "*internet marketing*", the use of personalization in the subject line is so common that it no longer has the punch and power that it once had.

Does that mean you **shouldn't** personalize? No, of course not.

But, it does mean that you shouldn't personalize just for the sake of personalizing.

Personalization is supposed to be "*personal*", right? Sadly, it usually isn't. It's sent out to five gazillion people on a list without any real regard for the INDIVIDUALS on that list.

I mean, how personal is "*Sally, here's issue #412 of Bob's Ezine*"? Sure, you used my name, but was there any element of being personal in there? **Not even a glimmer.**

Yes, I do recommend you use personalization, but I encourage you to use it wisely. Here are some good examples of personalization that are unique and distinctly different than the standard, "Hey Peggy, here's an email to open." Let me give you six of them...

**1. The Possessive Personalization.** The first one that I want to mention is what I call the "*Possessive Personalization*".

The idea is give the subscriber OWNERSHIP of whatever you are sharing in the email.

Some examples include:

- Stacy's secret to losing weight fast
- Paula's new migraine relief
- Jacob's 2 for 1 cruise discount

See how this works? You're giving ownership for whatever benefit your email message promises to deliver to the individual subscriber who is reading it.

The possessive form of their name. What a great way to personalize your subject lines in a unique, out of the ordinary way, that both gives ownership of the benefit to your subscriber AND allows you to involve the reader in your email message before they actually begin reading it.

**2. The News Personalization.** Number 2 is the "*News Personalization*". What you'd want to do with this type of personalization is use your subject line as if it were a breaking news story.

Some examples might include...

- Jimmy avoids the #1 affiliate mistake...
- Paula finds long-lost classmate
- Jacob finally stops back pain forever

This subject line sounds more like breaking news with your subscriber in the news story rather than yet another promotional mailing. Again, it's different. It conveys the message you want, but in a way that separates yourself from other publishers.

**3. The Intimate Personalization.** The third type of personalization that you will want to experiment with is what I call the "*Intimate Personalization*".

The idea here is to have an air of "one-on-one" to it, as if it were intended for one person, rather than to an entire list...

How about some examples?

- Jimmy ... Ryan here - 2 questions
- Jimmy ... a quick heads up
- Jimmy ... got an idea to run past you

While you always want to craft your subject line with one person in mind - a single recipient on the other end of your email - there are occasions when you want to use a more intimate approach which appears more "one-on-one" than it does some mass broadcast.

And, if you can continue that intimate, one-on-one feel inside the email itself, you'll get a great result from your mailings.

**4. The Reverse Personalization.** Next up we have the "*reverse personalization*". That is, instead of using the SUBSCRIBER name in the subject line, you use YOUR name in the subject line.

- (Your Name) here with a quick question
- (Your Name) wants you to join his inner circle
- (Your Name) is trying to reach you

Despite the fact that I've used my name in each of these examples, do you see that the focus is not on YOU but rather on the subscriber?



- "(Your Name) here with a quick question" - it's not about me, it's about a question for the SUBSCRIBER.
- "(Your Name) wants you to join his inner circle" - it's not about me, it's about the SUBSCRIBER being asked to do something.
- "(Your Name) is trying to reach you" - it's not about me, it's about reaching the SUBSCRIBER.

Certainly including your name in the subject line - especially if you are well known to your subscribers - can be a powerful way to grab the attention ... IF you don't lose sight of the fact that the FOCUS needs to be on your subscriber and not on you.

Your name draws the attention TO the email, but the emphasis on your subscriber is what draws them in TO READ your email.

**5. The Delayed Personalization.** Number five - we have the "*Delayed Personalization*". The idea here is to include the subscriber's name in the middle or end of the subject line instead of the beginning.

Some examples include:

- 2 free passes for you, Jimmy
- The information Paula requested
- Username and password for: Jacob Brown
- Sorry, Ryan - I gotta disagree

Now, I do want to mention if you're going to use the subscriber's name at the end of your subject line, then keep it short. You don't want to cut off their name by having a long subject line.

But, again, you're using their name, but it's in a slightly different position, making it stand out from the mass majority of others who have the standard "*Jimmy, here's blah, blah, blah*".

**6. The Partnership Personalization.** The final type of personalization that I want to mention that you can use in your subject line is the "*Partnership Personalization*".

What you'd do with this type is to merge both your first name and the subscriber's first name into the subject line.

Examples:

- Jimmy and Joe write an ebook together
- Jimmy and Joe have lunch at the Lose Weight Fast Seminar
- Jimmy answers Joe's travel questions
- Jimmy trains Joe to write subject lines

Again, the idea is to create a sort of partnership effect in the subject line. This is a GREAT subject line for a coaching offer or a survey offer or for some kind of incentive offer.

So, there you have six unique ways to make personalization pay off for you. All of these make YOU different than most of your competition.

You always want to look for an edge over others, some way to stand out from others. Take what works and change it to make it better. Use personalization ... ***but use it differently.***

That's a great way to fixate your subscribers' attention - and get them to open up your emails.

In our next step we'll talk about what to do after you've got their attention - how to get them to take action - as we look at the "I" of the system, "***Initiate a response***".

## **The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Step 5**

### ***Everything's clicking.***

You're driving free traffic to your opt-in page. Folks are subscribing to your list like crazy. You've developed a proposal. And you've crafted a subject line that gets people to open up and take a closer look.

### ***Everything's clicking.***

You've got your message in front of your subscriber.

One question for you: does your message get the job done?

That's what we're going to talk about today: how to write mailings that get readers to take action.

In other words, how to get RESULTS.

Now, there are many different things we could talk about. I could give you a crash course in email copywriting. I could share things about curiosity and urgency. I could walk you through the steps for creating a solo mailing or putting together a newsletter issue or any of a dozen different things.

And any of them would be a great topic to tackle.

But, if there's one "skill" you need as a list owner when it comes to getting people to take action from your mailings it is this:

### ***The ability to "pre sell."***

So, that's what we're going to talk about today: *pre selling*.

-----  
Pre Selling Defined: What the heck is it?  
-----

If we're going to talk about "*pre selling*", then we should start by KNOWING what it is that we're talking about.

Which begs the question...

"What is pre selling?"

In the years I've been online, I've not come across a better definition of "pre selling" than as it is defined by Ken Evoy.

Ken, in describing the "pre selling" technique in regards to affiliate marketing says...

----- Definition -----

"Effective PREselling is the presentation of top-notch, editorial content, blending in \*naturally\* the benefits of a product or service as they pertain directly to your audience's unique needs." - Ken Evoy

-----

What Ken is teaching is simply this: you gotta provide valuable content that gets your readers to TRUST you. With that valuable information, you blend in product and service recommendations that directly relate to the information that you have provided, particularly emphasizing the BENEFITS of those products and services.

You use a two-step system that works perfectly with list marketing...

Step 01: Provide.

Step 02: Point.

In order to get the reader to respond as you wish -- namely, buying a product or service, saying "yes" to whatever offer you have inside the content -- you need to

**(a) PROVIDE her with believable, understandable, useful information that (b) leads her to make the decision to spend money.**

Maybe it's your product; maybe it's an affiliate link. Doesn't matter; you provide useful content that points towards an offer of some kind...particularly pointing out the BENEFITS of that offer.

----- Important Note -----

You can do this through a newsletter article or through an ecourse -- which is a series of related articles that are delivered sequentially through an autoresponder. Or, it can even

be done through a solo mailing.

-----

Now, that's **not an easy thing to accomplish**. Give too much information and they don't need to buy something from you. Give too little information and they won't trust you enough (which is the important key to pre selling) to believe they need to buy something from you.

**So, what's "enough, but not too much"  
when it comes to your information?**

Since I began working with distributing free content, I've been using a phrase that I coined to describe how much is "enough, but not too much". And that phrase is "*useful, but incomplete*".

That simply means this: the content by itself is useful to the reader. It has value. It is beneficial on its own. It teaches, trains, it educates. In other words, the reader gains something they can use simply by reading it. That's the "*useful*" part of the equation.

But, there's something missing. The information can be MAXIMIZED by responding to an offer inside the content. It's good ... but it could be made better by obtaining something additional.

Let me give you some examples...

Example 1: "*7 Easy Ways to Landscape Your Lawn For Free*" would be useful information to someone who is interested in landscaping. Inside that content (whether it's one article or a series of 7 articles, doesn't matter) could be an offer for an eBook entitled, "*101 Easy Ways to Landscape Your Lawn For Free*".

See how that works? The content itself is useful ... but it's also incomplete. There are only 7 landscaping tips shared, when there are 101 available.

Do you think the reader is likely to purchase the \$29.00 collection if the 7 ways from the free content were useful to them? Sure he will.

Example 2: What about an article or ecourse entitled, "*7 Sure-Fire Ways to Earn Monthly Profits With Autoresponders*"? That's useful information to have. But, what's missing? The

autoresponder itself, right? So, the content would promote an autoresponder service as its offer.

Again, do you see how it works?

Let's go with one more example just to drive this thought home...

Example 3: Let's suppose you've written an article entitled, "3 Keys to Blocking SPAM From Your Inbox". That's useful information to have. What might be missing? How can the information be enhanced or made better? How about a "challenge response" service such as Spam Arrest? Promote that as your "incomplete" part.

The idea applies to ANY type of product or service that you're promoting.

That's the idea of preselling ... you provide useful information that qualifies you as someone "*in the know*", someone who can be trusted. And you blend in -- naturally -- offers that the reader can respond to. Again, pointing out the BENEFITS of the products or services you are recommending.

The content leads the reader to an offer.

### **Provide and point.**

*Your job is to provide useful information that is "incomplete" in that it can be enhanced or enabled with some additional purchase - and then point the reader to that product or service that will "complete" the information you've already given them.*

Let me give you a **perfect textbook example**:

----- Case Study: Profit Pulling eBooks -----

Jimmy D. Brown once created a report entitled, "Profit Pulling eBooks". It was divided into two parts. The first part walked the reader through a series of steps for creating content for viral eBooks. That's "useful".

Of course, in order to create a viral eBook based on the information he had given them, they'd need an EBOOK SOFTWARE program to compile the actual eBook. That's the "incomplete" part.

That's where part two of the report came along. He provided a tutorial (complete with screenshots) of how to use the eBook Creator software program to create their ebook.

He sold \*literally\* thousands of copies of my software program as a direct result of that report.

-----

Now, want to know how to REALLY take this strategy to the next level and explode your sales? Combine it with other "marketing" strategies to elicit even greater response.

- o Point out specific results (with proof) you've personally achieved by using the product or service you're promoting.
- o Offer an additional incentive for those who purchase through your link instead of your competition.
- o Explain why the recommended resource is NECESSARY and how it is DIFFERENT from other options out there that might be similar.
- o Create curiosity by making a statement, claim or question that convinces the reader to go take a closer look.
- o Set a limit or deadline for responding that forces the reader to take action now.
- o Provide a discount for the first X number of subscribers who respond to your offer.
- o Point out ONE SPECIFIC THING that makes the whole offer "worthwhile". (I.E. I've shared 7 ways to lose weight, but the ONE thing that has worked better for me than anything else I can only share with my clients.)
- o Create a tutorial that actually SHOWS the subscriber how to accomplish something by ordering and using the offer you're making.
- o Tell an INTERESTING STORY that further enhances the offer. (I.E. "I was in the same position you are at - here was my

situation... - here is what happened to me when I tried XYZ.)

Listen: this is THE best way to convince people to take action in response to your mailings. Combine the "useful, but incomplete" pre selling model with everything else you know about marketing and you'll see staggering results.

Bottom line - here are your action steps for "*initiating a response*" with your mailings.

1. Write an article or solo mailing that shares some "useful, but incomplete" information.
2. Blend in the benefits of a product or service offer as it "completes" the information you provided.
3. Create a compelling reason for the reader to take action on the offer now (incentive, limit, deadline, etc.).

That's how you get people **to take action**.

That's how you "*initiate a response*" from your subscribers.

Well, we've got one more "step" in the system to cover. It's coming up next as we examine the "T" of the system, "**THWART the filters**".

It's the most important of them all, so keep an eye out.



## **The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Step 6**

What happens if you drive traffic to your opt-in page, you convince people to join your list, you prepare an offer, you craft a great subject line to get attention, you write an email message that is a response-puller...

*...and less than half of your subscribers ever receive your mailing?  
...and less than half of those actually read your mailing?*

What happens if you get it all right, except for this one last thing?

You miss out. That's what happens.

You've spent your time. You've devoted your energy. You've done everything "by the book". And now it's time to make sure you don't blow it at the most critical point of all: **delivery**.

Here's your wake-up call:

### **Many of Your Subscribers NEVER Receive Your Emails!**

There are three forces working against every single mailing you send out to your list:

#### **1. SPAM filters and their "false positives".**

Here's the big one. A recent study shows that as high as 46% of permission-based email messages are being BLOCKED by the Top 15 ISPs in the country. The problem is generally what is referred to as "false positives". You send a mailing. The ISPs SPAM filtration system recognizes a word in there (as simple as "free") and determines your email must be SPAM and automatically deletes it. It doesn't matter that the subscriber requested it. They never even see it.

#### **2. Subscribers and their "mass deletions".**

Of the increasingly small number of email messages that actually do make it into the inboxes of the recipients, another challenge awaits. It's what I call "mass deletions". All of your subscribers have likely done it at one time or another. They check their email. There are fifty messages sitting there and most of them are SPAM. They quickly scan them, select a group of them and hit DELETE. And, in the process, your legitimate email that they requested is accidentally deleted with the SPAM messages. You made it to their inbox, but they never even see it.

### **3. Competitors and their "constant mailings".**

If your email message is lucky enough to make it past the SPAM filters and past the accidental deletions, you've got yet another problem. This time it's your competition. See, you aren't the only one sending out mailings to John Q. Subscriber. Your competition (even if it's not PRODUCT competition, it's TIME competition!) is also trying to get their attention. And, here's the thing: your subscriber only has so much time in his day. He is only going to read so many emails before he moves on to something else. Will it be your email, or your competition's email?

***It is estimated with some lists less than 10% of your subscribers are actually reading your email messages!***

***Something simply must be done about this problem.***

There is no reason for you to go on wasting your time, your energy, your money – your efforts in building your list!

It's time to begin seeing REAL results and REAL profits from your email messages!

We've talked about some of the things that can improve your open rate (great subject lines, etc.), but today we're going to talk about the other side of getting your subscribers to actually RECEIVE your mailings.

That's what we're going to talk about today: ***getting your emails delivered.***

I am going to give you four of the best ways to ensure your emails get delivered as we examine how to "thwart the filters".

Let's begin...

## 1. Don't DIY.

For a long time, I made the mistake of trying to run things from my own server. I purchased tremendously powerful mailing and autoresponder scripts like **Autoresponse Plus**. I have nothing bad to say about the scripts - they were great. And I felt like I was in complete control instead of relying on some third party service.

***Then, over a period of time, my delivery rates went down horribly.*** So did my sales. And I couldn't figure out why. I did some investigating and quickly found the problem. I was being blacklisted - both my IP and my domain name were being blocked by many so-called "*spam filters*", despite the fact that I was sending out 100% permission based mailings to only those who had requested it.

All it takes is a few **trigger happy nuts** out there to get you banned.

Now, I gotta be honest with you, I could have worked hours and hours to contact all of the major ISPs and ESPs like *AOL, Earthlink, Hotmail* and the rest. **But I've got better use of my time.**

So, it was then that I decided to use a third party service who actively maintains great working relationships with the major ISPs and ESPs. I went with Aweber.com because I met Tom Kulzer at a conference, and he explained how active his company was in working with the powers that be in email. By using their service, I was able to get my emails delivered because they were doing all of the work to ensure deliverability.

***My emails have been getting great delivery rates ever since.*** It's coming from Aweber's domain and IP (not mine) - which they make sure is whitelisted instead of blacklisted. And I don't have to keep up with all of the negotiating with those on the other end. My time is used to create, not negotiate.

Bottom line: don't waste your time trying to do it yourself. You'll get much higher delivery rates simply by using a proven service such as Aweber.com or GetResponse.com to handle your mailing lists and autoresponder lists.

## 2. Use Double Opt-Ins.

I'll be honest with you. When people started talking about building "double-optin" lists, I was a bit reluctant. I knew that it wouldn't be possible to build as large a list using that technique as it is with single-optin.

And, everyone knows that "*larger lists produce larger profits*", right?

Wrong.

Reality is "*loyal lists produce larger profits*."

It's not about LARGE, it's about LOYAL.

**Quality is more important than quantity.** Don't ever forget that.

The whole purpose of building a list is to get your messages read (and ultimately to produce profit), right? So, here's an easy way to accomplish that. When you build "double-optin" lists, then you generally have a much higher quality list (I.E. Better responses) for two reasons...

Reason #1: More interest. Obviously, if someone is willing to make the effort to subscribe to your list, check their email, click on a link, and actually confirm their subscription, then they are likely to be expressing a general interest in your list.

More interest = better responses.

Reason #2: More inbox. And, if they go through the "double-optin" process, it also means that you got your initial message into the intended recipient's REAL email inbox. No fake email addresses. No email by proxy (where Joe subscribes Bob to your list). Fewer "unused" email accounts. And - at least for now - you got your message through the spam filters.

More inbox = better responses.

Use DOUBLE-OPTIN because subscribers have to verify their email address and confirm their interest in joining your list.

Your lists won't be as big, but they will be more effective. And that is, after all, the real goal here.

### **3. Create "Downloadable Email Messages".**

Oh, this is one of my absolute favorites. In fact, it may be THE most profitable, far-reaching email marketing strategy of them all.

I call them "*Downloadable email messages.*" Here's what they are...

----- Defined: "Downloadable Email Messages" -----

A "downloadable email message" is an informational message (newsletter issue, ecourse lesson, special report) that is announced via email to a list of subscribers, but delivered as a downloadable document (I.E. A PDF file).

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To understand why this new technique is important, let's look at the way most information messages are delivered via email.

(Note: When I refer to "informational messages", I am primarily referring to newsletter issues, ecourse (mini-course) lessons and special reports, etc.)

Typically, here's how it works.

You encourage people to join a newsletter list or subscribe to an ecourse series of messages. Then, those messages are sent to the recipient directly to their email address.

*In other words, the latest edition of your newsletter heads for their email inbox, or each of the ecourse lessons heads for your subscriber's email inbox.*

#### **And the problems set in.**

- SPAM filters eliminate the informational messages to some recipients because you used the wrong keyword(s) in your featured article.
- Everybody and their grandma sends out their informational message on the same day and yours got lost in the shuffle.
- Many of your subscribers "meant" to read your newsletter, but accidentally deleted it or filed it away with other issues of

other ezines and have little to no chance of ever seeing it again.

What now?

You change your strategy, that's "what now".

You begin using "*downloadable email messages*".

Now, let's see what happens.

You send out an email to your subscribers (either for the latest edition of your newsletter, or via autoresponder for the next ecourse lesson or a special report they requested) that reads something like this...

Subject: Name, here's your download link...

Hi Name,

You may download lesson 5 of the "List Alchemy" ecourse at <http://www.mydomain.com/lesson5.html>

In this lesson you'll discover "How to Use Any List to Triple Your Affiliate Commissions."

Yes, even if you have a list of 50 people, this strategy works.

Best regards,  
(Your Name)

P.S. Be sure to check out my "secret" way of using autoresponders on page 7 - it resulted in DOUBLE affiliate commissions in less than 24 hours.

Now, what happens?

First of all, it is MUCH less likely that the SPAM filters are going to automatically delete this email. Instead of 1,000 or 2,000 (or up to 5,000) words of a newsletter issue or an ecourse issue that all have to pass the test, you have (in this example) 44 words. Much more chance you'll make it through the maze of filtration.

Secondly, there is much more VALUE here. Think about this: your competitor sends out a text newsletter, you send out a downloadable PDF file. Which one has a higher perceived value? I'm going with the downloadable version. But, consider this: even if the value is equal ... you still stand out from the crowd, because you are DIFFERENT. In the sea of similarity that dominates the web, those who are unique will almost always command more attention.

And, get this; you also have a much longer shelf life.

A file that someone downloaded to their computer will almost always stay on their computer longer than an email message.

----- Sidebar -----

One thing that I do want to mention here is these "downloadable email messages" are better (in my opinion) than either information delivered by email OR by information announced via email and delivered at a website. So, if you've been using something similar to this (I.E. "The latest edition of XYZ Ezine is available at <http://www.mydomain.com/issue231.html>") this DEM technique, when used properly, can be used more effectively. Long after they've forgotten about that archived link on YOUR website, they'll still have that downloaded report on THEIR computer.

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I've been experimenting with these "*downloadable email messages*" and have found them to be extremely effective.

The important thing to note is this: using this strategy works with any informational message that you deliver to your subscribers...

- **Newsletter issues.** I encourage you to use this strategy for each issue of your newsletter. Prepare the issue like you always do, and when you are finished, convert it into a document for downloading ... preferably a PDF file. You can "spice it up" by using different font sizes, styles and colors, along with adding in graphics if you choose.
- **eCourse lessons.** You can apply this strategy to each of your ecourse lessons. If you have a five-day ecourse, then you'd setup five downloadable documents. In your autoresponder, instead of

sending out the actual information each day, you'd send a download link each day.

- **Special reports.** When folks request your special reports, send them a download link instead of the information itself.

You can even post your download links at the TOP of the sales page to get folks exposed to an offer on the same page they are downloading the freebie from!

#### **4. Check Your SPAM Count.**

I'll be the first to admit that I'm no expert when it comes to what email filters will and will not allow to get through to the intended recipient.

I do know enough that there are certain words, phrases, symbols and tendencies that throw up "*red flags*" to spam filters that will get your email message **tossed into a black hole ten times the size of the Grand Canyon.**

The problem is what has come to be known as "*false positives*".

A "*false positive*" is when a legitimate opt-in email message is falsely identified as being SPAM because of the message's content, volume or inclusion on some blacklist.

There are certain words, symbols and other indicators that throw up "*red flags*", to various ISPs and ESPs, indicating that an email message is potentially SPAM.

Say "*Goodbye*", because you just got filtered.

**Doesn't matter that your subscriber requested the information.**

You used the wrong words and the SPAM filter is grumpier than **Oscar the Grouch.**

Like I said, I'm no expert when it comes to what will trigger one of these filters and what won't. I rely on those who are qualified experts.

I mentioned earlier that I use Aweber.com as my autoresponder. They have a **built-in feature** to their service that allows me to check my spam count. If one of my messages gets into a range where the SPAM score is too high, then I simply



make a few adjustments in the words that I use to bring it back to an acceptable range.

Aweber's feature shows me exactly what words or phrases are causing problems and I just substitute different words in their place.

Example 1: I might have "making money" in the text of my email and that triggers a red flag with spam filters. Aweber's feature alerts me to this problem. I change it to "earn income" and the problem is fixed before it even becomes a problem.

Example 2: And it's not just about the words. Sometimes it's about the position. The word "free" can be used in emails - but if it's the FIRST word used in a subject line, it's bad news.

Example 3: And it's not just about the words or the position, it's about the emphasis. OPT-IN all caps has a higher spam score than opt-in lower caps.

**Test each message before you send it out.** Find out any triggers you may have unknowingly included in your message. Remove them and then send your message.

Note: If your autoresponder service doesn't have this feature (you should probably get another service!) you can use the free tool at <http://spamcheck.sitesell.com/> as an alternative solution.

The number of subscribers who actually receive your mailings (getting past the Spam filters!) can only increase when you use this practice.

So, there you have four great ways to *"thwart the filters"* and get your strategically created messages to your list members.

While we've completed the "six steps" of the **List P.R.O.F.I.T. System™**, there is one more lesson in the series. In our next lesson we're going to briefly look at **"7 Ways to Take Your List Marketing to the Next Level"** as we wrap up the series.

## The List P.R.O.F.I.T. System™: 6 Steps to 6 Figures, Wrap-up

I suppose "congratulations" are in order, so let me extend them to you. You've likely read through the entire **List P.R.O.F.I.T. System™** series to arrive at this lesson. Good for you.

Now, I ask you - *what are you going to do with the knowledge you now possess?* To what good use will you put it?

You see, information is just information unless you apply. It's just 26 letters of the alphabet arranged in word, sentence, paragraph, page form. It's useless to you **on its own**. The real value of information is **application**.

So, good for you that you've read through the series. Better for you when you begin practicing what you've learned.

Better still is the day that you see **real results** from the applied information.

So, having given you my cheap imitation Nike® lecture ("Just do it!™"), let's wrap up the series with one final lesson where I want to teach you some **additional ideas** you'll want to implement into your list marketing to - really - take things to the **next level**.

There are seven of them...

### 1. Tweak Your System.

Your system that you have in place is in its worst condition. Do you realize that? It's as bad as it's gonna get. Now, it may very well be producing great results as is, but the point is this...

...is can always be **improved**.

Don't ever leave things as they are. The #1 rule of marketing is t-e-s-t-i-n-g. Always strive to make things better than they are, because this will enable you to get greater results without a lot of extra effort.

Let's review the system...

- P - PROMOTE your list.
- R - REWARD the optin.
- O - OFFER a proposal.
- F - FIXATE attention.
- I - INITIATE a response.
- T - THWART the filters.

How can you improve each of these areas?

Start with your "*P - PROMOTE your list*". Write down ten ways you can get more visitors to your opt-in page and then begin implementing those activities into your weekly schedule. Remember, there isn't anything more important to your business than getting subscribers onto a list.

Move on to "*R - REWARD the opt-in*". Work towards tweaking your opt-in page to get a higher conversion rate of visitors who join. Think of it in similar terms as an offer salesletter: tweak your headline, your sub-headlines, your bullet points, etc. Test changes to see which produces the greatest result.

Next up we have the "*O - OFFER a proposal*" of the system. How can you improve your offers? What new "kinds" of offers do you need to add to your mix? Which offers do you need to repeat because of their success? Which ones should you never try again? Get to know your list and find out what they respond to and then simply repeat THOSE kinds of offers.

How about the "*F - FIXATE attention*" of the system? Work on crafting great subject lines by observing their use by other marketers. Brand your name and your list name. Learn to create "events" by mastering curiosity and anticipation. Become a student of those around you and mimic those ideas that successfully grab your own attention.

Try improving "*I - INITIATE a response*". Study email copywriting. Build a swipe file of great emails you've received. Continue to sharpen your skills as a copywriter.

How can you work on "T - THWARTING the filters"? Make sure you're using a reputable autoresponder. Check your messages before you send them and try using some downloadable email messages.

**2. Develop a Weekly Schedule.** One of the best things you can ever do to grow your opt-in list size and profits is to get into a weekly routine of regularly scheduled activities. In other words, create a set of list marketing tasks that you complete every week or every two weeks.

Some examples would include...

- Interact with your subscribers in some way every week. (Solo mailing, content, surveys, joint venture requests, updates and announcements, etc.)
- Add a message to all of your AUTOMATED sequences such as your mini-course series.
- Make contact with your CUSTOMERS with additional offers. (With discounts, special incentives, etc.)
- Write and publish ezine articles - send to your lists and submit to directories, publishers, etc.
- Cross promote your various lists. (I.E. Send a mailing to List A subscribers with a message about the availability of List B, etc.)
- Promote affiliate programs by conducting short interviews with the program owner and sending the content of the interview to your list along with an affiliate link.
- Give away a new free BRANDABLE resource (ebook, audio, mini-course, etc.) to continually deliver great content while promoting an affiliate link.

There are dozens of different things you can regularly do to increase your list size and profits. The important thing is to devote time to your list marketing every week. Setup a basic schedule to follow week after week...

MON: Distribute content with an offer. (Article, branded content, interview, etc.)

TUE: Do something to drive traffic to your opt-in page.

WED: Embed a message in an automated sequence.

THU: Tweak your system in some way. (Test headlines, etc.)

FRI: Research new list marketing ideas.

You can spend just half an hour each day to work on some simple tasks and build so much momentum in your list marketing that it grows your subscribers and sales like crazy. I consider this **MANDATORY** for any smart list owner.

**3. Browse For New Ideas.** Want me to let you in on a little secret? Come closer. Listen up: you don't know everything there is to know about list marketing. You know what, although I'm widely considered one of the top list marketing "experts" in the world, ***I don't know it all either.*** We'd both be lying if we said we did. Truth is, list marketing is so complex and ever-changing, that it's impossible for one person to know it all.

There is always a **better, faster, easier, newer, more effective** way to do something that we've never thought of or tried before. And it's your job to constantly be on the look for just such a way to improve your practices.

I encourage you to **join every marketing list you can find**. Get a Hotmail.com account or a Gmail account (Don't use your primary email address) and use it to join every list you can find: *mini-courses, newsletters, announcements, affiliate programs, squeeze pages* - join them all. And then sit back and take notes.

- How often do you receive emails from them?
- How are the subject lines crafted? (Hint: Create a swipe file of the best ones)
- How are the emails written?
- How are curiosity, urgency and other emotional triggers used?
- What combination of content and sales copy is used?
- What unusual kinds of emails seem out of the norm?
- What makes YOU want to take action in response to an email?
- How are stories, testimonials, and proof used?
- What about personalization - how is it used?
- What kind of "call to action" seems to work best?

Become a student of list marketing. And not just what others are doing. Conduct research by spending time at Google.com and the marketing forums and at list marketing content sites; and by buying new list marketing products.

The more you know, the more you can apply.

**4. Conduct Surveys To Know Your List.** The single greatest "secret" I know for getting subscribers to buy from you is to find out what they want and then offer it to them. And, yet, as simple as it is to do, very few people do it. Instead, they bombard their list with every kind of crazy offer, hoping their subscribers will buy SOMETHING from the.

And they wonder why they aren't selling anything - it's because their subscribers have tuned them out, or worse still, have click the "unsubscribe" button and are no longer on board.

The missing ingredient is KNOWING your list. And the only way you can do that is talk with them. Ask them questions. Ask for their advice. Let them choose the topics you share information about. Get them to tell you their deepest desires, the things that they hate and everything in between. Learn their buying habits and the things that tick them off.

Think about this for just a moment. Which do you think would work out best: a server who brings by iced tea for all five members of your dinner party, OR a server who ASKS each member what they'd like to drink and then serves them what they want?

I'm guessing the server who asks is gonna get the best tips - and probably gets to keep her job!

Listen, don't assume you can talk your subscribers into buying just anything. Find out what they want and you won't need to talk them into anything -- **they'll automatically respond.**

It's the easiest way to get your list members to buy from them.

And it's as simple as firing out an email that asks, *"What's the one thing you most need to \_\_\_\_\_ ?" Or, "If you could have any question answered about \_\_\_\_\_ , what would it be?"*

Sending out that email will be the best five minutes you've ever spend at list marketing. It'll also be your ticket to information that'll help you sell products better than you ever have before.

**5. Pad Your Profit With Special Reports.** While I don't recommend that you do this as your main source of income, you can certainly add a nice profit stream to

your business by offering low-cost special reports to your list members that sell for \$10-15.

About what should you write these reports? *They just told you.* Whatever results your survey yields, that's what you write about. **Create 7-12 page reports on very specific topics** and you'll see a lot of your list members scampering to buy them. They have an incredibly high conversion rate.

Create one every month. Build a site to sell them and start driving traffic to it. You'll find that many of your customers will buy several reports - even ALL of your reports over time.

Insert articles and solo mailings into your automated sequences and do broadcast mailings to your lists when new reports are available and you'll build a **nice, steady, growing** stream of profit into your business with very little effort.

**6. Work Towards Recurring Income.** One of the most important things you can do to build your business is to create your own continuity program. That simply means this: *an offer that customers automatically pay you for month after month until they cancel.*

Some examples of continuity programs are: membership sites, paid newsletters, hosting, reprint right clubs and tracking services.

You should have **some kind of residual-income generating offer** in your business plan. We've talked about the principle behind this before: *you invest your time and money in reaching customers, so why not let them buy from you over and over again. It's much easier to sell more to existing customers than to go find new customers.*

It's good to make different offers. It's even better to have them automatically continue spending money with you.

- You're going to develop offers anyway, why not develop a membership site offer?
- You're going to promote affiliate programs anyway, why not promote subscription sites that pay ongoing commissions?

- You're going to go to the trouble of building lists and generating traffic, why not get those subscribers and web site visitors to earn you money monthly without any added effort?

It's one of THE best ways to increase your bottom line for the year.

**7. Book-end Your List.** If you do nothing else ever, listen to this bit of advice: everything you do should work towards building your list. I mean EVERYTHING.

- If you post a message to a forum, use your sig file / resource link to promote your opt-in page, not some kind of product or service.
- If you write and distribute ezine articles, use your resource box to promote your opt-in page.
- If you create viral reports, make certain your main objective is to promote your opt-in page.

Do I need to list every activity you'll be completing to emphasize this? Everything you do should work towards building your list. It is your primary objective. Everything else you'll do comes **AFTER** you get them on a list.

Once you have subscribers on your list you can do **ANYTHING**. You can sell your product, you can promote affiliate programs, you can get them to a page where you have AdSense® ads, you can do anything you want once you have them on your list.

*If you don't get them on a list, you may never see them again. And there goes your opportunity to do all of the profitable things of your business.*

Your primary business objective is to build a list. Period. End of discussion. Lock the door and throw away the key.

There is nothing else as important as starting, sustaining and strengthening relationships with subscribers. Nothing. Make it priority one and funnel everything you do into this sole objective: build, nurture and profit from your list.

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So, there you have it - "*7 Ways to Take Your List Marketing to the Next Level*". It's not only the end of this lesson, it's the end of our series, the **List P.R.O.F.I.T. System™**.

You've just gone through a tremendous crash course in list marketing and are now equipped to build and profit from your own opt-in email list.

It's been my pleasure to share these insights with you during this series and I trust that you've learned a lot and are now going to take action. Get to it.