

# The List Profit Secrets

## *Master Manual*

Your Step By Step Manual To Mastering  
List Profit Secrets

By Craig Perrine



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# ***The List Profit Secrets Master Manual***

By Craig Perrine,  
The List Profit Coach

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## ***How To Get The Most Out Of This Manual***

The secret to a profitable business is having a responsive list. This means you've made a very wise move by getting your hands on this course.

Now, the secret to absorbing what I'm sharing with you is 'hands on participation.'

That's right... as you listen to the audios in this course, you'll be able to easily go through this manual and truly 'master' the step by step process.

(I've left you plenty of room for notes in this Manual... )

If you go through each section in order, you'll know exactly what to do. I suggest that you go through this manual from start to finish so you get the most out of it.

There is a lot of power in getting the answers to these questions down on paper because as you do, you're actually taking the steps necessary to build your own list

Here's to your list profits!

Craig Perrine  
The List Profit Coach

## Step By Step Outline For Mastering List Profit Secrets

To help you absorb the powerful and profitable List Profit Secrets course, I've outlined a simple, step by step plan that will guide you through the course from start to finish at a logical, measured pace. Check off the box next to the suggested next step and in 4-6 weeks or less you could complete this course spending no more than 2 hours a day.

**Imagine...it's taken me 15 years and tens of thousands of dollars to learn all that you now have at your fingertips, ready for you to pick up in just a few short weeks!**

*(Of course, you don't have to go through the course step by step. Make sure to check out the quick start guide if your goal is to get started right away and learn what you need as you go along.)*

CHECK	STEP BY STEP TO MASTERY OF LIST PROFIT SECRETS
	Read <b>Getting Started Guide</b> So You Get What YOU Need From This Course
	Check Out The <b>Quick Start Guide</b> To Get Subscribers FAST
	Listen To <b>One Of The 10 CD's</b> Featuring Just Craig Each Day For Ten Days (In Order). Volume I (Disc 2-6), Volume II (Disc 1-3), Volume III (Disc 1-2)
	Listen To <b>The Guest Expert Interviews</b> To Drill Down On Special Topics (Listen In Order 1 A Day For 20 Days)
	Watch The DVD Of Craig At Joe Vitale's Hypnotic Writing Workshop. (Volume III, Disc 3)
	Watch <b>The Camtasia Videos</b> To See Specific Commentary And Demonstrations.
	Review <b>The Transcripts</b> To Help You Absorb The Content
	Go Through And <b>Do Steps In The List Profit Secrets Master Manual</b> To Solidify What You've Just Learned
	Review <b>The List Profit Secrets Swipe File</b> To See Winning Email Examples
	Check Out The Resources At <a href="http://www.listprofitsecrets.com/resources">http://www.listprofitsecrets.com/resources</a>
	Complete <b>Quick Start Guide</b> Step By Step ( <i>If You Haven't Already</i> )
	Subscribe to <b>The List Profit Report</b> Continuing Education Program To Stay Current On The Latest List Profit Secrets
	Send In <b>Your Feedback</b> to me at <a href="mailto:feedback@listprofitsecrets.com">feedback@listprofitsecrets.com</a>

# Proven FREE List Building Methods Part I

Let's go through the key ideas of this section so you master the foundation of getting subscribers.

What are the three keys to massive list profits?

1
2
3

Lesson: you need all three keys to make any real list profits.

Write down any challenges you've had in one or more key areas.

1
2
3

Why is it so important to get started NOW to build your list? (Hint: What did Declan Dunn say about changes likely to come and what effect will that have on your cost to building a list?)

**Foundation: How to get subscribers (follow this step by step process when you research a niche and want to start building a list).**

**Understand what common obstacles stop people from building lists.**

This will help you stay on track and plan for success, as well as identify areas you want to focus on when going through the course. Exercise: circle which of the following obstacles you may have experienced.

- 1) Don't take first step because afraid of building and interacting with list, or underestimate what value they have to offer to a list (it's the 'I'm a nobody' syndrome).
- 2) Don't know how to get subscribers who would be interested in what they have to offer.
- 3) Don't have anything Unique to offer to attract subscribers
- 4) Can't get subscribers to opt in.
- 5) Don't get any sales when mailing promotions
- 6) Concerns about Can Spam law and Spam complaints
- 7) Worried email marketing is dead so why bother?
- 8) Don't know how to use Autoresponder
- 9) Don't know how to send messages so they get opened and acted upon

## Know what a list is

What is the definition I give on what a list is in this section?

--

What does your list want from you (from the relationship)?

--

What are three ways you can contact your list?

1
2
3

What can you do once you have a list?

--

If you are having problems with list building, what are **the three areas** to look to find out why you are having those problems.

1
2
3

Key idea: You want to teach your subscribers that for them to get \_\_\_\_\_  
\_\_\_\_\_ they have to \_\_\_\_\_ you \_\_\_\_\_.

**Find Your Target Market:** Answer these 9 questions to make sure you pick a lucrative market. Important: do not skip this step. You must have a lucrative target market and by simply following these steps you will identify the perfect market for you.

Feel free to copy your answers down in the space provided or simply write them down on a separate piece of paper if you need more room for your answers.

If you don't have a target market in mind yet, write down 10 you love to do or learn about and then pick one to use for answering the 9 questions that follow. This will make sure you pick something that you are interested in that also has viable potential for a business.

Your passions are...

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

**Find your target market by answering these 9 questions**

**1) Who is your target market (fill in the blanks with answers and notes from your target market.)**

<b>NEWSGROUPS, FORUMS AND BLOGS</b>
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
Notes:

**MAGAZINES, NEWSLETTERS  
(AVAILABLE AT MAJOR LOCAL  
BOOKSELLERS)**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**BEST SELLING BOOKS (AMAZON®,  
BARNES AND NOBLE)**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**DUMMIES BOOKS OR IDIOT’S  
GUIDES (OR OTHER MAJOR BRAND  
“HOW TO BOOK”)**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

## **IDENTIFY COMPETITORS IN YOUR NICHE (SEARCH GOOGLE)**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

## **FIND LIVE EVENTS AND GATHERINGS IN YOUR NICHE**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

Check the SRDS manual available at your library or by subscription at [www.srds.com](http://www.srds.com) to answer these questions. You may also want to check out [www.infousa.com](http://www.infousa.com) for mailing list rentals and [www.edithroman.com](http://www.edithroman.com) as well to see what's available for what cost.

<b>SRDS SEARCH (FILL IN DETAILS ABOUT EACH AVAILABLE LIST)</b>		
<b>List Description</b>	<b>Size of List</b>	<b>Price they paid</b>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
Notes:		

## 2) Would this target market be profitable?

How many people are there in your niche? Make sure there are enough.

How many searches are there in Overture for the niche you're searching on?  
General guide line: You want 30,000 + for general keyword, less if specific.

Go to: <http://inventory.overture.com> Pick keywords and search them to find out how many people are using those keywords when they searched online last month (Remember to double the figure to factor in that Overture results do not include Google.

Write how many searches are in your niche by keyword. Write down 25 keywords that you could use with the number of searches next to them.  
Use Goodkeywords to brainstorm which keywords to use. Available FREE at [www.Goodkeywords.com](http://www.Goodkeywords.com)

<b>KEYWORDS</b>	<b>NUMBER OF SEARCHES</b>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

11.	
12.	
13.	
14.	
15.	
16.	
17.	
18.	
19.	
20.	
21.	
22.	
23.	
24.	
25.	

Write down ten things that your target market is buying right now. Write down the prices for each item to give yourself an idea of what your target market is spending (note: you may want to write out from highest price to lowest.)

<b>WHAT DO THEY BUY?</b>	
<b>What Do They Buy?</b>	<b>Price</b>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Notes:	

## TEN THINGS YOUR NICHE IS PASSIONATE ABOUT

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

Find out if there are affiliate products you can promote. Check out:  
[www.associateprograms.com](http://www.associateprograms.com) or [www.clickbank.com](http://www.clickbank.com)

## **TEN AFFILIATE PRODUCTS OR JV OPPORTUNITIES YOU COULD PROMOTE**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

## TEN PRODUCTS OR PRODUCT IDEAS YOU COULD OFFER

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

3) What do they want?

**TEN MOST FREQUENT QUESTIONS  
PEOPLE IN YOUR NICHE ARE  
ASKING IN THE FORUMS AND  
NEWSGROUPS**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

## TEN PRODUCTS OFFERED BY YOUR COMPETITORS

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

## TEN HOW TO ARTICLE AND BOOK TITLES IN YOUR NICHE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**TEN MOST COMMON QUESTIONS  
IN 'LETTER TO THE EDITOR' IN  
NICHE MAGAZINES**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**TEN THINGS THEY ARE BUYING AS LISTED IN SRDS. LOOK FOR COMMON THEMES...**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

## TEN THINGS YOU WANT OR PROBLEMS YOU HAVE IN THIS NICHE

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**LIST OUT TEN EZINES,  
NEWSLETTERS, MAGAZINES IN  
YOUR NICHE THAT YOU WILL  
SUBSCRIBE TO (*CHECK THEM OFF  
WHEN YOU'VE DONE IT*).**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

4) Where can you reach them?

**TEN ONLINE PUBLICATIONS OR WEBSITES WHERE YOU CAN ADVERTISE**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**TEN OFFLINE PUBLICATIONS OR WEBSITES WHERE YOU CAN ADVERTISE**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

# TEN INTERACTIVE BLOGS, NEWSGROUPS AND FORUMS WHERE YOU CAN POST

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**TEN AUTHORS OR PUBLISHERS  
YOU COULD NETWORK WITH TO  
CONTRIBUTE A CHAPTER**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**TEN SEMINARS OR TRADESHOWS  
WHERE YOU COULD PRESENT OR  
HAVE A TABLE OR DISPLAY**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

5) What problems do your prospects have that keeps them from getting what they want?

<b>TEN THINGS YOUR PROSPECTS COMPLAIN ABOUT</b>	
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	
Notes:	

**TEN THINGS THAT ARE THE  
OPPOSITE OF WHAT YOUR  
PROSPECTS WANT (FAT INSTEAD  
OF THIN, ETC)**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

# TEN SOLUTIONS THAT YOUR PROSPECTS ARE SPENDING MONEY ON NOW

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

# TOP TEN RESPONSES TO A SURVEY OR ASK CAMPAIGN

ASK THEM. [WWW.ASKDATABASE.COM](http://WWW.ASKDATABASE.COM)

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

6) What can you offer them to get them what they want or solve their problems quickly and easily?

**TEN AFFILIATE PRODUCTS THAT YOU COULD OFFER THAT SOLVE THEIR PROBLEMS**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

**TEN PRODUCTS YOU HAVE (OR  
COULD CREATE) THAT SOLVE  
THEIR PROBLEMS**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Notes:

Remember, try to promote affiliate products first before developing any products yourself to test the waters. If the affiliate products are profitable, you'll have results to help base your product creation on.

Question: Are you solving a big enough problem? If you have had problems listing out ten things in the categories above, it may be because you are offering products and solutions that don't solve a big enough problems.

Once you complete these steps, you will know what you could offer your list for bait to get subscribers to sign up...you know what they want, you know what they don't want. Now it's time to get their attention.

### **7) Why should they care? WIFM... who cares test.**

Follow this checklist to make sure what you are about to offer your prospects is truly interesting to THEM.

- Is the copy on your website, or in your emails about benefits that solve their problems or help them get what they want?

Check off your answer:

- Yes, I'm writing about benefits
- No, I'm writing about myself and how great I am
- Are you writing in the abstract or about features?
  - Yes, I'm writing about abstractions and features
  - No, I'm writing about benefits
- After everything you write...have you asked yourself...who cares?
  - Yes
  - No

**8) Why should they subscribe NOW?**

<b>LIST 5 REASONS WHY THERE COULD BE RESTRICTIONS ON ACCESS TO YOUR BAIT OR FREEBIE THAT YOU ARE OFFERING TO SUBSCRIBE</b>
1.
2.
3.
4.
5.

<b>LIST 5 REASONS WHY THERE MIGHT NEED TO BE A LIMIT TO THE NUMBER OF SUBSCRIBERS (IF APPROPRIATE)</b>
1.
2.
3.
4.
5.

**LIST 5 REASONS WHY THERE COULD BE A TIME LIMIT FOR ACCESS TO YOUR BAIT OR FREEBIE THAT YOU ARE OFFERING TO SUBSCRIBE**

1.

2.

3.

4.

5.

**LIST 5 THINGS YOU CAN SAY OR DO TO PROVE THAT YOU HAVE A LEGITIMATE SOLUTION TO OFFER YOUR PROSPECT**

1.

2.

3.

4.

5.

**LIST 5 REASONS WHY THEY SHOULD LISTEN TO WHAT YOU HAVE TO SAY (CREDENTIALS, ACCOMPLISHMENTS, TESTIMONIALS)**

1.

2.

3.

4.

5.

**LIST 5 REASONS WHY YOU ARE THE ONE CHOICE FOR THEM TO GET WHAT THEY WANT**

1.

2.

3.

4.

5.

**LIST 5 'BRAINSTORM IDEAS' FOR A KILLER OFFER YOU COULD MAKE?**

1.

2.

3.

4.

5.

**9) What are you going to wow them with to warm them up to you?**

**LIST 5 PERSONAL STORIES OR EXPERIENCES YOU COULD SHARE WITH YOUR LIST TO HELP THEM BOND WITH YOU.**

1.

2.

3.

4.

5.

**LIST 5 REASONS FLAWS YOU CAN THINK OF TO TELL THEM ABOUT THAT WOULD SHOW YOU ARE HUMAN**

1.

2.

3.

4.

5.

**LIST 5 THINGS YOU HAVE ACCOMPLISHED THAT YOU CAN USE TO BUILD YOUR SUCCESS STORY**

1.

2.

3.

4.

5.

**LIST 5 TESTIMONIALS FROM SATISFIED CUSTOMERS AND/OR ESTABLISHED PEOPLE IN YOUR NICHE**

1.
2.
3.
4.
5.

**LIST 5 CASE STUDIES OR ANECDOTES YOU CAN USE OF PEOPLE WHO HAVE BEEN SUCCESSFUL WITH WHAT YOU OFFER (IF APPLICABLE)**

1.
2.
3.
4.
5.

<b>LIST 5 WAYS THAT YOU CAN 'GIVE VALUE FIRST'</b>
1.
2.
3.
4.
5.

<b>LIST 5 TOPICS YOU COULD USE TO WRITE AN ECOURSE ABOUT</b>
1.
2.
3.
4.
5.

<b>LIST 5 TOPICS FOR EBOOKS THAT YOU COULD WRITE</b>
1.
2.
3.
4.
5.

<b>LIST 5 TOPICS FOR TELESEMINARS YOU COULD OFFER</b>
1.
2.
3.
4.
5.

**LIST 5 GUEST EXPERTS YOU COULD INTERVIEW FOR AN EBOOK OR TELESEMINARS**

1.

2.

3.

4.

5.

NOTES:


Now that you know what your target market is, it's time to take the first steps to building your list. Refer to your answers earlier in this workbook and you'll be able to quickly distill all that information into actionable steps from what you've learned.

**Step 1: List out up to 10 things you know your target market wants.**

*Here's an example: My target market is Internet marketers and small business owners and professionals who want to build a list.*

*They want:*

- 1) To know how to get subscribers,*
- 2) They want to get their emails delivered,*
- 3) They want to get their emails opened,*
- 4) They want to get sales,*
- 5) They want mail out without any problems with spam complaints...*

<b>TEN THINGS YOU KNOW YOUR TARGET MARKET WANTS</b>
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

**Step 2: Write down a list of what keeps them from getting what they want.**

*Here's an example: For my target market of Internet Marketers interested in building lists, what keeps them from getting what they want includes:*

- 1. they don't understand their options for list building resources (which is the best one for them).*
- 2. they don't know how to get subscribers to sign up*
- 3. don't have budget for lots of advertising*
- 4. they are confused by all the things they have to learn*
- 5. they don't understand the technology involved.*

<b>TEN THINGS YOU KNOW YOUR TARGET MARKET WANTS</b>
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

**Step 3: Write down the solutions you can offer to those problems to help them get what they want.**

*Example: These will be a mix of free resources and advice and products and affiliate products you can offer for money. Try to match up one or more things to offer for each thing you have identified that your prospects want, or one or more solutions to each of the things that keeps them from getting what they want.*

<b>TEN THINGS YOU CAN OFFER TO GET YOUR PROSPECTS WHAT THEY WANT</b>
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

**TEN THINGS YOU CAN OFFER TO SOLVE  
YOUR PROSPECTS PROBLEMS**

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

**NOTES**

**Step 4: Write down the solutions and the problems in the form of headlines...convert each one into an exciting benefit for your target prospect.**

*Here's an example:*

1. *Don't know list building resources: "Revealed: 9 fast list building resources that get you high quality, loyal subscribers"*
2. *Don't know how to get subscribers: 7 techniques you can use instantly to get new subscribers lining up to join your list.*
3. *Don't have budget for lots of advertising: "Ten free and low cost list building secrets that will pull in piles of subscribers on a shoestring"*
4. *Confused by all the choices: Finally, listbuilding made quick and easy...*
5. *Don't understand the technology involved: "Listbuilding resources anyone can use...even if you don't know how to turn on your computer"*

<b>WRITE DOWN THE PROBLEMS CONVERTED INTO HEADLINES</b>
1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

## Free List Building Methods

### Articles:

Why articles work as a great list building strategy

- 1) Articles demonstrate your \_\_\_\_\_.
- 2) Publications have the \_\_\_\_\_ you want
- 3) Your prospects generally trust the information they get in articles because you are perceived as an expert and you are giving value \_\_\_\_\_.

### How do you pick where to go to publish articles?

\_\_\_\_\_ in your niche

\_\_\_\_\_ websites

www.Directoryofezines.com is a great place to find \_\_\_\_\_

\_\_\_\_\_.

### How to pick a subject:

Go straight to your list of problems and \_\_\_\_\_ that your prospects are concerned about.

NOTES:

### **How to write articles to build list:**

Offer just a part of your solutions in the \_\_\_\_\_, and offer more information in an \_\_\_\_\_ or \_\_\_\_\_ that they must opt in to get at your website.

If you can't write or are not an expert you can...

1. Network to find an \_\_\_\_\_ to interview.
2. Record your thoughts in audio and then have them \_\_\_\_\_.
3. Pay someone at [www.\\_\\_\\_\\_\\_.com](http://www._____.com) or [www.\\_\\_\\_\\_\\_.com](http://www._____.com)

A great place to get your articles published is to contribute to other people's \_\_\_\_\_ or physical \_\_\_\_\_.

### **Ebooks**

Benefits:

Once you have enough articles, you can automatically combine them into an \_\_\_\_\_.

Now you are an \_\_\_\_\_.

eBooks can be \_\_\_\_\_ or given away.

Best list builders if they are \_\_\_\_\_.

Make them with \_\_\_\_\_ format (not Word. Use PDF format. You can get your Word or other text documents converted to PDF free. See <http://www.listprofitsecrets.com/resources>

Offer an \_\_\_\_\_ with a link to your site within the ebook to drive traffic to sign up for your list.

*How to pick topic:*

Refer back to what your list \_\_\_\_\_ or what keeps them from getting what they want.

*How to write an ebook quickly*

Transcribe audios of \_\_\_\_\_ with experts

Encourage contributions on a topic from several \_\_\_\_\_.

## **Testimonials**

Why is writing testimonials for targeted niche websites such an easy way to get your link published? Who doesn't want a sincere \_\_\_\_\_?

Write your testimonial in a hypnotic way that makes both \_\_\_\_\_ and the product sound interesting.

## **Posting: Blogs and forums**

You can search \_\_\_\_\_ to find blogs and forums in your niche.

Use the list of problems and \_\_\_\_\_ to help come up with ideas for what to write in the blogs or forums.

Remember, make sure you contribute, but don't directly \_\_\_\_\_ in the blog or forum.

Avoid fighting with \_\_\_\_\_.

*Start your own blog...*

You'll attract targeted \_\_\_\_\_ and demonstrate your personality.

www.blogger.com is a FREE tool you can use to start your \_\_\_\_\_.

## Organic Search Engine traffic

It's all about \_\_\_\_\_ rank and link \_\_\_\_\_.

If you truly offer content on your site, you'll get targeted traffic and good search engine \_\_\_\_\_.

Search engine tactics is a complex subject and I recommend that you consider outsourcing to an \_\_\_\_\_ instead of spending a lot of time on this yourself.

## Joint Venture's

A JV is an \_\_\_\_\_ for two or more parties to profit from what each brings to the \_\_\_\_\_.

You want \_\_\_\_\_ to join your list.

Your JV partner wants content or a product, or something that will be of \_\_\_\_\_ interest to his or her database.

Look at the articles and ebooks and other knowledge you have about what you have to offer relative to what your niche wants (and what your JV Partner offers) and make a list of 5 things that you could offer to add value to the JV.

<b>5 THINGS THAT YOU CAN OFFER A JV PARTNER</b>
1.
2.
3.
4.
5.
Notes:

## PR

Pick topics from your list of problems and solutions AND combine with to create something that has \_\_\_\_\_ value

Positioning yourself as an \_\_\_\_\_ and have a 'story' to tell.

Get ready for the exposure. Make sure you can capture the traffic and build your \_\_\_\_\_.

Be outrageous...but be \_\_\_\_\_.

Don't try to \_\_\_\_\_ in your press release...you are serving the media machine.

## Online Auctions:

### EBay®

\_\_\_\_\_ is a community of buyers. This is very valuable to you as marketer.

You can build a super targeted list of \_\_\_\_\_ if you sell something on eBay®.  
to your niche.

Exercise:

1. Go to eBay®.com.
2. Click on Search and then select 'advanced search.'
3. Type in the keyword of what you are researching
4. Click 'refine your search'
5. Put in 'completed items only' and see what is selling and for how much.

If you find your niche is selling well on eBay®, then sell something downloadable or cheap

and just charge for shipping to build a list of targeted \_\_\_\_\_.

If you want to qualify your list for a higher price, and get fewer names, sell something for

a higher \_\_\_\_\_.

Track your sales with an EBay® auction automation service and this will automatically build your list of \_\_\_\_\_.

Make sure you tell them their purchase comes with your ezine or newsletter as a bonus so you don't have 'spam complaints' when you do email your customers from \_\_\_\_\_.

Listen to my interview with Bill Hibbler for his strategies for building a list on EBay®.

You can use similar strategies on Yahoo and AMAZON® auctions.

Exercise:

1. Go to: <http://auctions.shopping.yahoo.com>
2. click on Advanced Search
3. Click on closed auction
4. type in the keyword of the product your're researching

Exercise:

1. Go to **www.amazon.com**
2. Click on advanced search.
3. Fill in your keyword
4. Select completed auctions.

### **Online Publishing on AMAZON®**

You can also sell books or courses on \_\_\_\_\_ .com to get exposure to targeted traffic and build credibility.

Listen to the Randy Gilbert Interview for his detailed strategies.

# Proven Paid List Building Methods Part I

## Banners

Use \_\_\_\_\_ banner ads because they're cheap and they work better.

Write hypnotic \_\_\_\_\_ to get people to notice your banner, just like you would in a classified ad or display ad.

One great way to write headlines is to target your customers and build curiosity

by asking \_\_\_\_\_ that you have to click on the banner to answer.

Good things to offer are \_\_\_\_\_ reports or ecourses.

Exercise:

Check out:

[www.advertising.com](http://www.advertising.com)

[www.bcentral.com](http://www.bcentral.com)

[www.clicksales.com](http://www.clicksales.com)

Formula for successful banner ads to build your list is:

- 1) \_\_\_\_\_ traffic
- 2) a \_\_\_\_\_ headline,
- 3) keep your \_\_\_\_\_ to acquire names down.
- 4) Track your \_\_\_\_\_ so you know which ads are getting you valuable subscribers and which should be dumped.
- 5) Do 'cost per acquisition' or 'cost per click' and not cost per \_\_\_\_\_ because it doesn't matter how many people see your banner, it's how many that click through that counts.

## PPC

You can use PPC to drive very targeted traffic a \_\_\_\_\_ to get subscribers.

PPC has the advantage of offering you \_\_\_\_\_ traffic and you only pay when someone \_\_\_\_\_ on your ad.

The key is to know which \_\_\_\_\_ words to use and how much to pay.

You can find out what the best \_\_\_\_\_ are using the software available free at [www.goodkeywords.com](http://www.goodkeywords.com)

One or two word searches are more general and not necessarily buyer traffic. You want to focus on keywords with 2 or \_\_\_\_\_ to get more specific traffic.

Don't try to \_\_\_\_\_ straight from the ad. You're using PPC to build your list.

Track your results to make sure you are not paying too \_\_\_\_\_ to be able to afford to get names with a particular keyword.

You must test each \_\_\_\_\_ for return on investment.

Listen to Dearl Miller's interview for a 'drill down' session on PPC.

## Coregistration Lists

When you buy coregistration names you are getting a opt in \_\_\_\_\_ for your investment, not a click.

Typically, people see your ad or offer and check a \_\_\_\_\_ and are then added to your list that you get.

You get a predetermined number of \_\_\_\_\_ for a predetermined \_\_\_\_\_.

There are three levels of opt in. Opt out, Single and \_\_\_\_\_ opt in.

You can get as many names as you can \_\_\_\_\_ for your budget and how much traffic the site gets.

With co registration lists, you \_\_\_\_\_ them, you don't rent them, so you therefore own the list.

Once you have the list, you can mail to them until they \_\_\_\_\_subscribe.

You need to build a \_\_\_\_\_ with a coreg list before you can try to sell to it because if they don't know you very well, they won't respond nearly as well.

Listen to the interviews with Paul Myers on co registration for a detailed look at how to use them (and how not to).

### **Offline paid list building methods.**

Offline list building opportunities are generally bigger because everyone is \_\_\_\_\_ all the time.

Use offline ads to drive traffic to your \_\_\_\_\_ and not to sell. You want to build a list so you can follow up with less expensive online methods, such as RSS and email.

Physical mail has a higher perceived \_\_\_\_\_ than email communication and gets a higher open rate.

Classified ads and larger display ads rely heavily on the power of the \_\_\_\_\_ to stop people and get their attention to your ad.

You can get targeted traffic if you properly \_\_\_\_\_ the publication in which you plan to advertise.

Make sure you offer highly attractive \_\_\_\_\_ to lure people who see your ads to visit your site.

### **Direct Mail/Postcards**

Power to benefit from massive databases with lots of info and NO \_\_\_\_\_ SPAM and no filters.

You have to watch your budget. Direct mail can be \_\_\_\_\_.

Look in the SRDS to see what mailing lists are available for you.

\_\_\_\_\_ cards are cheaper and come 'already opened' so you want to test that before you send long direct mail letters.

You can send other things through the mail besides letters and postcards. AOL sends \_\_\_\_\_ and has built up a huge database over time.

## How To Manage and Mail To Your List For Maximum Profit Part I

There is a lot of material in the section on how to manage and mail to your list. The key is to understand some basic concepts which you'll find in this workbook.

The first step is to give your subscriber what they \_\_\_\_\_ when they opted in.

It's easiest to offer them something digital that they can instantly \_\_\_\_\_ or get by email, like an ecourse.

An ecourse can be pre-programmed into your \_\_\_\_\_, typically in seven sequential messages.

It is important that whatever you put in your autoresponder series be \_\_\_\_\_green so it always is relevant.

You can do \_\_\_\_\_casts and test new offers to see which emails become part of your evergreen series. These are the emails that pull the best that are not time sensitive.

In your broadcasts, you can offer your subscribers downloadable files such as Adobe \_\_\_\_\_.

You can \_\_\_\_\_ people by what they respond to so you can organize them into \_\_\_\_\_lists.

This allows you to only send people offers that they are \_\_\_\_\_ in.

By only sending your list what they demonstrate they want, you will get a \_\_\_\_\_ percentage of them to open your emails.

Make sure you listen to the interview with Paul Myers on Sublists to drill down on this topic.

Over time, you can build evergreen autoresponder series to go to your sub\_\_\_\_\_ so you have automatic profit streams as new subscribers go from your general list to your sublists.

## How To Manage your List For Maximum Profits Part II

You have to know your numbers and your List Profit \_\_\_\_\_.

*Step one:*

There are three main factors that will affect your level of income.

- 1) How many \_\_\_\_\_ do you have.
- 2) How much do they \_\_\_\_\_ from you?
- 3) How often can you \_\_\_\_\_ to them?

There are only so many \_\_\_\_\_ in the year when you can mail to them.

And there are about 60% of the days that you should use to deliver the \_\_\_\_\_ that they signed up for in the first place.

Step by step method for 'knowing your numbers'.

Track each month what your gross \_\_\_\_\_ are.

Track this figure for each \_\_\_\_\_ source that you get subscribers from.

*Step two:*

Subtract out your \_\_\_\_\_.

*Step three:*

Divide your gross profit by the number of \_\_\_\_\_ that you have. This will get you your profit per subscriber.

Track how long on average your subscribers stay with you during the year and you'll be able to add up your average \_\_\_\_\_ profit per subscriber.

Your return on your \_\_\_\_\_ and profit per \_\_\_\_\_ are way more important numbers than your actual response rate.

Make sure you map out the year and identify what \_\_\_\_\_ people celebrate and how that will affect your promotions.



## How To Manage your List For Maximum Profits Part III

My definition of your relationship with your subscriber is: You get their \_\_\_\_\_ to contact them by \_\_\_\_\_ at the \_\_\_\_\_ that they provide.

You can then mail them until they \_\_\_\_\_, which removes their name from your database and removes their permission for you to contact them again.

When someone \_\_\_\_\_'s in, or subscribes, and then confirms by taking another step, they are called \_\_\_\_\_ opt in or confirmed subscribers.

If you are sending bulk email to people who have not requested it or given permission, that is \_\_\_\_\_ and is regulated by the Can Spam Act in the United States.

Some key provisions of what you need to comply with when sending out commercial email according to the Can Spam Act:

Your reply \_\_\_\_\_ address must be valid.

You must tell people you are sending a commercial email and provide your physical \_\_\_\_\_ as well.

You must also provide a clear way for people to request to be \_\_\_\_\_ from your list (an unsubscribe link or other method).

In addition to the Can Spam Act, you must also comply with standards set by the Internet \_\_\_\_\_ providers and Spam watch organizations.

If you are believed to be a spammer, your ability to mail and host your website can be \_\_\_\_\_ down.

To protect yourself against this, make sure all your subscribers are double \_\_\_\_\_ in and you manage your list to remove anyone who request within ten days.

Note: you are responsible for staying up to date on the rules and regulations. This is not legal advice.



## Permission Email Marketing Made Easy

A landing page is a web page where you drive traffic and have a sign up form so they can \_\_\_\_\_ to get some more information from you.

A landing page has \_\_\_\_\_ purpose and should not have a lot of other links or choices for your visitor to make.

What you put on your landing page will depend on the \_\_\_\_\_ set of your visitor.

You will vary the content of your landing page depending on what \_\_\_\_\_ source you are using (PPC would be different than traffic from an article).

For an example of a landing page see <http://www.WhisperedWeightLossSecrets.com>

Make sure you tell them that they must confirm their subscription, or \_\_\_\_\_ opt in to get the goodie you are offering.

Double opt in subscribers are more \_\_\_\_\_ and safer to mail to.

You can also ask them to \_\_\_\_\_ list you at this time as well.

Make sure you always email your new subscriber from the \_\_\_\_\_ from address so they recognize you and you say whitelisted.

NOTES

## Secrets Of Getting Your Email Sent And Delivered Part I

To mail safely in today's environment you have to follow best \_\_\_\_\_.

This means you have to have a \_\_\_\_\_ policy clearly visible at the time of opt in.

You can learn more about legal issues and Internet marketing from these sources.

<http://www.autoweblaw.com>.

<http://www.internetmarketinglawproducts.com>

<http://www.internet-law-compliance.com>.

Your communication with your subscriber should always match the \_\_\_\_\_ that you set when they opted in.

Extra steps and care needs to be taken when you are buying \_\_\_\_\_ registration names.

Make sure you use \_\_\_\_\_ quality domains and hosting. Never use FREE services that make your site look cheap and unprofessional.

It is important to remove email addresses that \_\_\_\_\_ or are undeliverable from your list.

You should have an easy to use \_\_\_\_\_ link for people to click when they want to be removed from your list.

Remove any people who request to be removed by email who didn't use your link before you send out your next \_\_\_\_\_.

You need to add up all the folks who ever request to be removed on a \_\_\_\_\_ list and make sure you never email them again.

You have every right to unsubscribe people who are unpleasant or \_\_\_\_\_ to you.

Don't use \_\_\_\_\_ when you write. Exaggerations and wild language only make people distrustful.

Write in a \_\_\_\_\_, one on one style for best relationship building results.

Always do what you say you will \_\_\_\_\_ to build credibility with your subscriber.

Anything you promote to your list should be \_\_\_\_\_ quality.



## Secrets Of Getting Your Email Sent And Delivered Part II

Three keys for getting your email delivered.

- 1) What is the \_\_\_\_\_ of the contact information? Do you have their primary email address for example.
- 2) what is the quality of your \_\_\_\_\_. You've got to use a reputable host. And other mailing resources.
- 3) What is the content of your \_\_\_\_\_. Are you triggering spam filters or using hype that hurts your deliverability?

Check out [www.e-filtrate.com](http://www.e-filtrate.com) and [www.nitrolistbuilder.com/spamcheck.htm](http://www.nitrolistbuilder.com/spamcheck.htm) to verify

that your email will get past the \_\_\_\_\_ before you mail out.

Keep your emails \_\_\_\_\_ to have the greatest chance of getting delivered.

Be aware that right now HTML emails are filtered \_\_\_\_\_ than text emails, though this may change.

Verify that your emails are getting through by having \_\_\_\_\_ email accounts with Earthlink, Yahoo, Hotmail, AOL, and Gmail along with any others you reasonably can.

NOTES

## Master Email Check List

Follow this Master Email checklist and check off each one prior to mailing your next broadcast for best results.

1. Check to see whether you're black-listed
2. Do you have enough time to promote what you are telling your list about?
3. Have you made sure to remove all unsubscribe requests who didn't use the automatic link.
4. Is your email targeted to the right subscribers?
5. Is your email 'from address' correct?
6. Are you complying with all the Can Spam requirements?
7. Are your merge codes formatted correctly?
8. Do you use Hi instead of Dear or other salutation? Remember, you may not have a first name for everyone on your list in your database
9. Do you have an unsubscribe link that works?
10. Have you included your signature file?
11. Did you include a PS
12. Does your subject line make you want to open the email NOW?
13. Does your email pass the 'who cares test'?
14. Is your email personal or formal and boring?
15. Is it clear what your reason is for writing?
16. Do you have a smooth seductive progression from open to call to action?
17. Do you have a single purpose for the email?
18. Have you clearly asked for your reader to take action on your single purpose?
19. Does the copy in your email the filter test?
20. Have your subscribers gotten enough email from you before this one to make the offer you are making?
21. Is the tone of your email consistent with your 'personality' they expect from you?
22. Did your email get delivered in your 'test mailing' to different addresses?
23. Did your email look OK when it arrived? Is it 50 characters wide?
24. Did you use short sentences?
25. Did you avoid using too many exclamation points?
26. Did your merge fields work?
27. Are your links live?
28. Have you masked any affiliate links (see [www.namestick.com](http://www.namestick.com))
29. Do any opt in forms you're sending them to work?
30. Are you ready to track the response?

## The Secrets of Maximizing Profits From Your List Part I

The List Profit cycle is...

You start out by \_\_\_\_\_ a niche.

Then you come up with \_\_\_\_\_ that will gladly optin for your list in exchange for getting what you are offering for free.

You then reach \_\_\_\_\_ out to them with the managing and mailing strategies you've learned.

Then you follow up with them using autoresponders to deliver what they requested and special offers for them to buy things.

Then you WOW them to build a list of \_\_\_\_\_ instead of just subscribers.

Then you make them offers that get acted on \_\_\_\_\_ instead of later.

Then when they do buy, you over\_\_\_\_\_ so they are pleasantly surprised.

Then you go for \_\_\_\_\_end sales for easy, high return, low cost profits.

Then you refine your process and bring in new \_\_\_\_\_ to see if you can sort them into sub lists so you can make them \_\_\_\_\_ to buy more of what they want.

Of course, you then need to continue the process all over again and go get \_\_\_\_\_ subscribers and put them through the cycle as some unsubscribe or move on.

### **Building a list of Fans (like Oprah)**

The first step is \_\_\_\_\_ yourself correctly.

You've got to get their \_\_\_\_\_ so they know you are.

Stir up their \_\_\_\_\_ for what you have with the bait.

Then you've got to prove that you are for real and build \_\_\_\_\_.

You're going to be \_\_\_\_\_ and stand out from all the rest of your competitors who act formal and boring.

You're going to \_\_\_\_\_ value first.

When you make an offer, make one so valuable they simply can't \_\_\_\_\_.

Of course, \_\_\_\_\_ what you said you would and they'll trust you.

Once you have their trust, \_\_\_\_\_ up with them and stay in front of them on a consistent basis.

Once you have them as a fan, you need to be the \_\_\_\_\_ and share your knowledge and experience with them and tell them what you think they should do.

### **Understand the incredible value of First Impressions**

You really do only get \_\_\_\_\_ chance to make a good first impression.

You've got to respond to your prospects when they opt in with content that is

\_\_\_\_\_ for how they came across you in the first place.

You need to test what works with your list according to each source of traffic to match their \_\_\_\_\_ impression of you.

Warm traffic like Articles or JV's get \_\_\_\_\_ treatment than cold traffic like search engines or coregistration subscribers.

Each contact you have with your new subscriber should \_\_\_\_\_ the relationship forward.

You've got to \_\_\_\_\_ the connection with your new subscriber one you have your foot in the door.

Stay interesting, never become \_\_\_\_\_ or they'll lose interest in you.

Keep delivering what they \_\_\_\_\_ and they'll continue to open your emails.

Brand them with your identity, your \_\_\_\_\_ address in your email.

Always leave something dangling to keep them \_\_\_\_\_ and awaiting your next email.

Your main goal for the subject line is to get them to \_\_\_\_\_ the email.

The main purpose for the first line of the email is to get them to read the \_\_\_\_\_ line of the email, or the body of the email.

The main purpose of the body is to get you to read to the call to action.

The PS is has the only goal of getting your reader to get into the email and respond to the call to action..

**Some connection strategies include:**

- 1) String out what you are delivering them over \_\_\_\_\_ so they have to keep coming back to read more.
- 2) Use \_\_\_\_\_ Opera emails to keep them curious and anticipating your next email.
- 3) Get them engaged with you by writing them a multiple part e\_\_\_\_\_ so you can deliver content, build trust, inform, and weave in affiliate links.

NOTES

## The Secrets of Maximizing Profits From Your List Part II

Levels of contact with your subscribers, in order of 'intimacy.'

Exercise: Brainstorm any ideas you have what you'd like to do with each form of contact (or what you have done).

<b>FORM OF CONTACT</b>	<b>BRAINSTORM</b>
Blogs	
A PDF file	
Podcasting	
Teleseminar	
Live event	

NOTES

## The Secrets of Maximizing Profits From Your List Part III

**Google AdSense** allows you to make money \_\_\_\_\_ from people who click on links you have on your site without directly selling to them.

**Product reviews** allow you to turn your \_\_\_\_\_ experience with a product into a profit opportunity as you honestly tell people how you liked certain products without directly selling to them.

**Endorsed mailings** allow you to tell your list to \_\_\_\_\_ something based on your direct recommendation and require that your list trust you.

**Selling your own products, services or live events** requires that you know what your list wants and you go out and give it to them. Because it's only your word telling them to \_\_\_\_\_ you must have a great relationship for you to consider making such an offer.

<b>FORM OF CONTACT</b>	<b>BRAINSTORM SPECIFIC PROFIT PRODUCING EXAMPLES FOR EACH KIND OF REVENUE STREAM</b>
Google AdSense	
Product Reviews	
Endorsed Mailing	
Sell Your Own Stuff	

Start with low \_\_\_\_\_, indirect selling such as AdSense and work up to higher \_\_\_\_\_, direct selling of products or events.

## Levels Of Intimacy: How You Contact Your List

Email is a great way to reach out quickly at no \_\_\_\_\_. But email has relatively low \_\_\_\_\_ level.

RSS has the advantage of essentially being an alert that you have new \_\_\_\_\_ at your blog. RSS is only available when your prospect is \_\_\_\_\_.

Direct Mail (postcards, letters, packages, CDs, etc) get more attention and have higher \_\_\_\_\_ than online contact. It costs more, but may be necessary to sell certain higher ticket items.

Fax gets more attention because we still believe faxes are \_\_\_\_\_. Only fax to people who have given you permission.

Outbound Recorded Telephone Blast get attention when targeted to a list of people who have given you permission to \_\_\_\_\_ them.

Podcasting can be more intimate because you can spend more \_\_\_\_\_ with your subscriber and give audio content.

Live Teleseminar is even more intimate because it is \_\_\_\_\_ and your subscribers are listening to you in real time.

Live personal phone calls are even more intimate, as it is \_\_\_\_\_ to \_\_\_\_\_ communication.

Live Event is the highest form of intimacy (including one on one personal interaction) because you are \_\_\_\_\_ to face.

NOTES

## Joint Venture List Profit Secrets

When you promote a joint venture to your list, you are promoting someone else's \_\_\_\_\_ to your \_\_\_\_\_.

You can negotiate custom profit \_\_\_\_\_ with a JV.

You can create \_\_\_\_\_ or events with a joint venture partner as well where you both promote to your lists.

Joint ventures are a great way to generate income from your list because you are getting \_\_\_\_\_ for referring products and not tied up with producing them or supporting them after the sale.

Another advantage is that you can simply add on a \_\_\_\_\_ whenever you find a product that you feel will really be of interest to your subscribers without having all the development time it takes to create your own products.

There are \_\_\_\_\_ basic kinds of JV.

The first is planned out in \_\_\_\_\_ according to your autoresponder sequence.

You could set up \_\_\_\_\_ Campaigns (check out the Interview with Frank Deardurff to find out all about Ask Campaigns). This allows you to find out directly from your subscribers what else they want and find JV's to offer them what they want.

You want to arrange your \_\_\_\_\_ to mix in with enough content in your autoresponder sequence so that the offers you make are appropriate.

In the beginning of your relationship with your subscriber, recommending JV's for products that are \_\_\_\_\_ priced.

Include JV offers that are 'ever \_\_\_\_\_' in your autoresponder series for ongoing profits when possible.

The second kind of JV are those that are \_\_\_\_\_ to you because you have a list.

Don't \_\_\_\_\_ promote JV's to your list.

Budget your opportunities: Each JV will require a certain amount of \_\_\_\_\_. Don't schedule too many.

Never agree to do a JV of \_\_\_\_\_ quality just to make money.

Only promote products you \_\_\_\_\_ have tried and believe in (including customer service after the sale).

**Steps for a Successful JV Teleseminar**

- 1) I only work with people I consider \_\_\_\_\_ who I can vouch for personally.
- 2) Plan out the steps of what each partner will \_\_\_ and \_\_\_\_\_.
- 3) Promote your event with at least \_\_\_\_\_ emails if possible to let your list know what you are doing.
- 4) \_\_\_\_\_ your subscribers to show up on the day of the event (and make sure you listen to Alex Mandossian’s specific instructions on Teleseminars.
- 5) \_\_\_\_\_ up on the call with a recording of the event for those who missed.

NOTES

Ways you can promote a JV (from least to most time and work intensive and intimate).

Next to each promotion method, write in some JV products, services or events that you would like to do.

<b>PROMOTION METHOD</b>	<b>JV PRODUCT, SERVICE OR EVENT</b>
Email using JV provided copy	
Email in your own words	
Report or ebook PDF	
Audio of Teleseminar or Interview online	
Podcast of your audio content	
Mailing a CD or DVD	
Live teleseminar	
Live event put on by others	
Live event YOU put on	
Live one on one interaction	

**LIST 10 POTENTIAL JOINT VENTURE PARTNERS AND THE PRODUCTS YOU THINK YOUR LIST MIGHT WANT TO BUY**

<b>Partner</b>	<b>Product</b>
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

## How To Get Your List To Respond NOW

Because your response rates will drop if people wait to take \_\_\_\_\_ it is crucial that you get response NOW when you promote something.

You will increase your response rates the greater your \_\_\_\_\_ with your list. The more they care about you, the more they'll open your emails.

The more you've asked them what \_\_\_\_\_ want, the more they'll respond.

The stronger your \_\_\_\_\_, the more they'll respond, so make sure you pile on the benefits that come if they act now.

You will increase your open rate and response if you build \_\_\_\_\_ for your offer as John Reese did with his Traffic Secrets promotion.

Make exclusive benefits \_\_\_\_\_ limited so your subscriber must act \_\_\_\_\_ to get everything. The more desirable the limited items are, the more effective this is.

Make sure you have a strong \_\_\_\_\_ to action.

Follow through on your \_\_\_\_\_ and make them real or you will lose credibility.

Scarcity works if you truly have a \_\_\_\_\_ amount of what you are selling. Again, don't fake this or you will lose credibility.

You will get \_\_\_\_\_ response if you build a track record of REALLY enforcing your scarcity and time limits.

NOTES



## **Powerful Check Lists You Can Use To Make Sure You Stay On Track**

### ***Key Elements of an Email***

- From Name (Branding and Relationship)
- Subject Line (Headline)
- Opening Hook (Subhead)
- Body Copy (Core message)
- Call To Action/Links (“Order Form”)
- Signature
- P.S. (2nd Headline)

### ***Checklist: Mailing Logistics***

- Ask your subscriber to 'whitelist' you at opt in.
- Tell them exactly what to expect in the confirmation process
- Mail 1-2 times a week and stay in contact with your list
- Spend 5-7 emails 'warming them up' before any offers  
this engages 'reciprocity' and 'continuity'
- Write short emails...send to site for the content

### ***Checklist For Killer Emails:***

- Target who is your email for...which offer, which list, what content (sublist)
- Reason Why are you writing: capture curiosity/urgency in subject line
- Write to one person not 'dear subscriber' but 'first name' of each subscriber using merge codes
- Email should only contain enough info to tease reader to the website to be filter friendly.
- No boring emails...ask yourself...would you read the email?
- Is it from YOU or are you being like everyone else? Be yourself!
- Make it 50 characters wide, do hard return in Notepad (not MS Word)
- Is there a call to action?
- Do you have a P.S.?
- Have you included your signature?
- Do your links work? (mailto:yourname@yourdomain.com for your email and http://www.yourdomain.com
- Have you cloaked your affiliate links? (use [www.NameStick.com](http://www.NameStick.com) )
- Have you tested the email on yourself to make sure it looks right?
- Test it on Outlook and Yahoo and Hotmail and Aol if you have accounts there.
- Go to [www.nitrolistbuilder.com/spamcheck.htm](http://www.nitrolistbuilder.com/spamcheck.htm) and see how it does or use [www.e-filtrate.com](http://www.e-filtrate.com)
- Did you use text or HTML and graphics?

