



By Tim Brocklehurst

[List Mission](#)

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Introduction

I wrote this e-book to help people build a list of prospects in their chosen niche. There are many Internet Marketers who set about list-building too late in their career. They spend fortunes on Pay Per Click advertising, driving prospects to sales pages, without a reliable means of capturing any contact details. Then, months down the line, they begin to wonder why someone who started in Internet Marketing after them, is now earning more than them, even though they don't work as hard.

The Reason is List-Building.

When you have a list of potential buyers in your chosen market, sending a single email which takes you ten minutes to write, can result in many thousands of dollars to your bottom line. Hence the slogan "Cash on Demand". I used to work in corporate magazine publishing. We had many thousands of subscribers to our magazines and I appreciated the value to the business of having this list of customers. They were our mainstay, the regular customers, they were the ones who were hungry for more. In short, this list was the most valuable asset the company had.

The same is true with my online business now. My list is my most valuable asset. I could lose all my websites and rebuild them again in days. But lose my list and I'd be back to square one. Whatever you do online you need to be building a list. If you're selling on ebay, you need to build a list, if you're doing adsense, build a list, if you're affiliate marketing – BUILD A LIST. Never underestimate the power, the importance nor the value to your business of accumulating a quality list of prospects in your chosen niche. It is the list that makes working online so easy and so profitable.

If you've already started list-building, then this book will give you some useful ideas for maximizing your activity for growth. If you've yet to get started, this Remember, you don't even need a website to begin building a list, just a squeeze page and an autoresponder. If you're not familiar with either of these terms, then the best place to begin is The Freedom List. If, on the other hand, you know what I'm talking about, then you're ready to begin your List Mission.

Secret 1 Never Buy or Use Mass Email Lists

I was just reading a post on a well known marketing forum yesterday and someone said he had access to a list of 800,000 email addresses from people who were interested in making money.

He said his friend owned the list, and was willing to let him use it for a mailing, but he asked not to mention his name at all.

This requirement for anonymity should have been the first alarm bell for the person who posted this message in the forum. Not to mention that he couldn't say how it was compiled, nor how the people subscribed to this list.

It wasn't even just one big mailing list, it was a bunch of lists stuck together. If this guy does decide to mail to this list, he will be accused of spam, he will get into major trouble, lose any reputation he might have, and he will NOT make any money worth the effort.

Once you've got a list of your own, and you realize how easy it is to get cash on demand from a single mailing, you will see that it is not the list that counts, its your relationship with the list – and their loyalty to you – that hold the value.

You could buy a list of a million, but how can you really be sure they are all interested in what you're selling? You can't. Or that all million emails will be delivered to a working inbox? You can't. And, if they don't know you, how can you be sure that a fair percentage will even *open* your mail? You can't. Or that they're not just scraped from Internet web pages using easy-to-find harvesting software? You can't.

I would rather have a list of a hundred opt-ins that I have earned myself, than a list of a million email addresses I've bought from elsewhere. I also happen to know that the hundred opt-ins will give a better response.

Never EVER send emails out to lists you don't know anything about. Never buy bulk email lists. For responsible, effective email marketing and list building, this is NOT an option.

Instead, the way to build your lists is to use an autoresponder to gather names and email addresses from an opt-in form on the web. I'm going to disclose numerous ways of maximizing, and targeting, the traffic you get to that opt-in page and increasing your daily signups later on in this book.

Your autoresponder could be held on a 3rd party server, for which you'll pay a monthly fee, such as Aweber.com (which I use), or you could opt for a once only purchase of a web-based program which sits on your own server, such as with MailerRespondPro.com

Either way, your aim should be to build a list of thousands of prospects, all hungry for products in your chosen niche. If you market to them well, you should then be able to earn around \$1 per list-member every month.

Secret 2

Set up a free E-Course to Gather New Subscribers

This step doesn't have to be difficult. Your free course is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, a selection of different affiliate products, or something of your own. It will also be the catalyst that enables you to contact these leads as often as you want.

There are many advantages to using an e-course to initiate prospects on your list. Not least of all, this method gives you time to impress yourself upon them in a way that is easy to test their reaction to you. By watching and recording the results of different phrases and link-placements etc. you will gather what works best for your list.

First off though, you need a title for your e-course. No one is even going to subscribe if it doesn't interest them.

This is where a lot of writers really wreck a perfectly good e-course. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles.

Make Money Online
Migraine Relief Report
Create Your Own Products Easily
Play Cricket Like A Pro

It might be a little harsh to say that they are *poor* titles, but they just lack any spark or imagination, don't you think?

Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In Just 7 Days Using Residual Income Affiliate Programs
Stop Migraines In 5 Easy Steps Create Sizzling Digital Products Instantly,
That Sell Like Crazy Bat Like Gilchrist, Bowl Like Lee, Play Cricket Like A Pro!

Do you see the difference? The trick is to not only plant the fuse of imagination in your prospect's head, but to light it too.

So what is the easiest way to create your own free 5 day course?

The best way to create your free course is to write 5 or so articles yourself on the subject you're promoting and then piece them together – in a step-by-step format preferably, since this has been proven to work well before.

The problem most people have when they try and do this is that they try and write thousands of words all at once and they get tired and never complete it. If you break it down into sections, it's a lot easier. For example, if I was to write a free course on creating your own fishing lures for profit, I would write something like this.

Article 1: Why fishing lures are so profitable

Article 2: How to create your own fishing lures from your table

Article 3: How to automate the whole lure making process

Article 4: How to market your lures offline

Article 5: How to market your lures on a budget online

And in each of these articles, I would weave in affiliate links appropriately or mention my newsletter. The information has to be of high quality and not just a blatant plug-a-thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course you can't really just send your prospects a bunch of articles, you have to make a sensible pattern of them. For instance, the first email they get could be a thank you for subscribing email, with a 'don't forget to get your free gift' in there somewhere. That will get them going back to your site where you might have other things on sale alongside their free gift download.

Plan the first email carefully. First impressions count and you can hook a customer in for life, or lose him for ever with this one.

Secret 3 Create a Viral E-book Like this One

This is a viral e-book. You may have got it free, but originally it came from someone who'd paid the small fee to join listmission.com. Before they passed it to you, every instance of 'listmission.com' and 'thefreedomlist.com', was stamped with their affiliate link so that they benefit in commissions from anyone who joins these sites using their links.

This book cost me nothing to write, except my time, but its likely to bring in as many subscribers as I'd get from spending thousands on pay-per-click advertising, or other high-volume means of traffic.

Its best to pass your viral e-book around as a free product. Alternatively you can charge for it and give people the resell rights to the product so they, in turn, can give your product away, either as a bonus, or by selling it on for 100% of the profit.

Another way is to use it as a gift for building your list. Put it on your opt-in form linked to an adwords campaign or a bunch of articles you've distributed. Then you'll be building your list and earning money at the same time.

Many of today's most successful list-builders started gathering real momentum in their lists by using this method. The trick is to have subtle, yet frequent, referrals to your sign-up link throughout the book.

Then, when you've done one, write another, and another. With three or four such books out there, you can start to get hundreds of sign-ups a day as the reprint rights get passed on and on around The Internet.

The goal of such an exercise isn't to make money from sales of the book, it's to position yourself as an expert in your field and to get more subscribers. So again, find a group of publishers in your market and let them know you created a new ebook with a sales letter they can use easily that plugs straight into their website. On top of that, give them a pre-written mailing promotion to use and tell them they can have the book for free, and they can sell it, or use it as a bonus and pass the resale rights on to their customers.

This is easy money for them and more subscribers for you. Plus, and this is really important, you'll be getting pre-qualified buyers this way. In other words, people who have already bought something online. Remember, there are plenty of non buyers out there, either because they don't have a credit card, or just because they live some where that doesn't allow them to make purchases online. These people only ever dilute your list. You don't want them on it – you want buyers.

If you want to use the same program I used to create this viral pdf, you can access it when you download your own brander to make this ebook carry your links.

You can [download it here](#).

Secret 4

Set up a Continuous Thank You for Subscribing Page

As you know, when someone signs up for your newsletter at your website, they are then taken to another page that confirms their subscription.

Most people just put something like "Thank you for subscribing to my newsletter, why not check out this product" and really don't make use of this extra bit of advertising real-estate that they have to use.

However, why not setup a continuous thank you page. After your subscriber signs up for one of your newsletters and goes to your thank-you page, why not offer them another newsletter or E-course you might have there.

This way, you could possibly get the same subscriber on 3 or 4 of your lists. So every time they subscribe to one of your lists, they are taken to another thank you page that asks them to subscribe to another of your lists, and so on.

You may wonder why its worth having a subscriber on more than one of your lists, but remember this – when you come to sell something, you need your subscribers to see your sales message as boldly, and as often, as possible. If you're promoting an affiliate link to all of your lists, you'll get a better response from those on more than one list because they will have seen it more than once. More views = more sales. And remember, if they want to leave any of your lists, they always can.

Also, using different lists is a great way of segmenting your customers by interest.

There is more about this subject at Listmission.com, but basically, with segmentation you can increase your response rate significantly by targeting segments of your list with products and services that are directly related to their area of interest.

Secret 5

Be Proud of Your Customer Service

When was the time you were most impressed with the customer service you received from someone, or some organization... what was the situation, and what was said?

Whether it was online or off-, chances are, there will be something you'll recall that delighted you or made you think "Wow, that's good service!". Keep that moment in your head while you read this secret:

Whether they have bought from you or not, every one of your list-members is your customer. Don't think of them as anything less.

Customers aren't necessarily always right, but they are always worthy of respect. Therefore handle queries efficiently. Remember, *a stitch in time saves nine* – (never more appropriately used than in dealing with customer complaints) and aim to turn problems into opportunities.

Problems into Opportunities? What does that mean? Let me explain. I received a complaint one day from a member of mine at The Freedom List who was having trouble logging into his account. He had tried resetting his password but still was unable to do it, and finally he wrote to me, exasperated with frustration, and asked for a refund.

Suddenly, this was my problem.

I checked his account, and found I could log in easily using the email and password he'd been reissued with, but I guessed that telling him such a thing would only frustrate him further. So I replied thus:...

Dear Jeremy

Thank you for letting us know the difficulty you've had logging in. I'm sorry for the trouble and I want you to know we are looking into it as a matter of urgency. I will be in touch again shortly with a progress update.

Best wishes

Tim Brocklehurst

The point of an email like this is to provide assurance, not solutions, early.

Here's a customer with a problem, and a legitimate complaint. Put yourself in his shoes. He's sent an email to raise hell with us about his problem, if it goes unanswered then the fire in his belly is only going to burn hotter. Reply straight away, just to let him know you've received his complaint, it will sooth him just to feel his request is being dealt with. This works to make everyone's life easier, yours included.

The fact is, he's a customer. He deserves to know you're doing something about it, and it helps both you and him if he can hear that straight away. Later on – a few hours after my immediate follow up –

I sent an email thus:

Dear Jeremy

First of all let me apologize. I am so sorry you have been having this trouble logging into your account. It must be very frustrating and I'm sure you must have wasted much valuable time.

Unfortunately, far from everything online is infallible, and website software has yet to stand the test of time. As soon as I received your email, I told my programmer to look at the login script without delay.

He has identified a problem in the script which appears to affect a small selection of accounts, and yours is one of them.

I can set up a new account for you, with a new log in, which will give you immediate access. Plus, with thanks for your patience, I will upgrade you to a Gold account free of charge.

I appreciate your request for a refund, and of course I will honor that if you still feel it is really necessary. But in the meantime, please consider the option above and let me know your decision.

Many thanks for your patience

Best wishes

Tim Brocklehurst

What do you think he did?

He accepted the upgrade of course...

Not only that, but he seemed so impressed with the service, and so delighted with his new status at The Freedom List, that he managed to attract a further twenty referrals to the site within the next three days. And he has been one of my best promoters and JV partners ever since. And the cost to me? – zero. (Gold membership upgrades cost \$39 so you could say there was an ‘opportunity cost’ of \$39 but the chances of him ever upgrading were very slim, especially given the circumstances!).

This is what I mean by turning a problem into an opportunity. Don’t be afraid to give things away to delight your customers. It works – in moderation.

There will be some customers who appear to go out of their way to make your life difficult. Thankfully, they’re a small minority and you’ll find it easy to spot them. Its not worth wasting too much time dealing with these customers. Whatever you do, it will not be enough.

Gauge your customer service activity carefully and be ready to outsource when it takes up more time than you can afford. Never underestimate the importance of it, and never let it go unattended. Do it well and you will profit from it.

Secret 6

Trade Ads with Other Publishers

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers newsletters in your newsletter and they do the same for you in return.

There are a few tips you should know.

Trading ads for ads with other publishers works well when your mailing list is small and growing rapidly. However, it's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ads? Easy! Do a Google search for the following.

"[your market here] ezine" Lets take Gardening as an example market, so...
"Gardening Ezine" "Gardening Newsletter"

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezine, look at their website, personalize any contact you make with them so they know you're not just harvesting email addresses and you will do well. Here's a tip: when writing to an ezine publisher like this, put "(personal)" in the subject line either before or after your main subject. It will be easily lost in their inbox otherwise, especially because they won't recognize your name.

Some of the time you don't even need to trade ad's with people in your exact market. Often you will be able to identify complimentary niches which will produce very useful marketing partnerships. For example, if Gardening is your niche, how about lawncare, rose-growing, topiary, water-features, rockerycultivation and growing vegetables all as sub-niches you might approach.

Similarly, on the same level as gardening, you may find success with landscaping and tree-surgery.

Secret 7

Start an Affiliate Program

If you're already a member of listmission.com, you will find, bundled with your List Mission Pack, the software to start your own affiliate program.

It's called Motivated Marketing. It is the lite version, but it will give you everything you need to create an army of affiliates who will sell your program/newsletter/products for you.

It works by enabling everyone who is a member of your site, to promote their own affiliate link. This unique link url, takes anyone they refer to your site and records what they do so that you may reward the affiliate for any sales that are made. It uses cookies to record this information so that if that user doesn't buy first time and then comes back, even if they've been referred by someone else, only the first referrer gets the credit.

This method of viral marketing is highly effective, and its up to you what you use as the levers to make it work. Most often it is money – so affiliates buy the product knowing they can recoup the cost with the sale of just two more (at 50% commissions) . Other incentives are downline-building, charity donations, membership upgrades at certain referral levels (i.e promotion to GOLD on getting 10 signups)... etc.

There are numerous niches in which your sign-ups can become your affiliates and grow your business for you. At The Freedom List, for instance, I have stopped paying for any forms of promotion. All my sign-ups come from the promotions my members conduct.

An easy method of getting started with viral affiliate marketing is to do the following: Create an ebook, a selection of recorded interviews (mp3 files) or some other sort of digital product with value, sell it for between \$9 and \$30 and give affiliates 100% of the sale.

You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers, but paying customers.

You can see this working especially well with someone doing this exact thing at [Secret Affiliate Weapon](#) and Virtual-internet-empires.com

Affiliates are sending these sites thousands of new subscribers every day and thousands of customers every day, because they give out 100% on the sale of memberships.

Secret 8

Optimize your Signup Page

Its not enough just to put a signup form on your squeeze page, in the hope that a good percentage of your visitors are going to use it. The vast majority won't, so you've got some work to do to get it working well for you...

Here are some factors that are *known* to improve signups:

- 1) If it is a gateway page (headline with bullets only), put the signup box high enough to be visible without your visitors having to scroll down the page, in other words, keep it above 'the fold'
- 2) Include total assurance that you will never spam, nor misuse your signups' email addresses. At the very least, assure of the following:
 - a) You will never SPAM
 - b) You will never pass their email on to a third party
 - c) Members of your list are able to opt-out at any time
 - d) Here's what I say on mine: *"I hate SPAM as much as you. I will NEVER pass your email on to anyone else and you may opt-out whenever you wish with the click of your mouse."*
- 3) Use a photo or image of the ebook, software or e-course you're offering. Images work to add appeal to products and gifts.
- 4) Use crisp, appealing headlines and bullet points to drive home all the benefits of signing up right NOW.
- 5) Setup an exit popup or fly-in ad to capture extra signups. Exit capture devices like this are particularly effective out of all the pop-in range of capture forms.
- 6) There are many other factors you need to test and try which will be specific to your style, your product and your web-design.

Use a good split-testing program. Look them up on Google and get one in place that will work to test different headlines, photos, layouts and prices.

With [effective split-testing](#), you can expect to grow your opt-in rate significantly within a matter of days.

My choice for such a tool is the [Add2it Go-To System](#) by Frank Bauer. I never realized how easy it was to conduct split tests until I found this system, but now I do it all the time. I'm always trying something new on my squeeze and opt-in pages and I'm often surprised by what works better. After just a month of such tests, I've improved my opt-in rate by 20%. Yes. Split Testing is important.

Secret 9

Use Tell-a-Friend Forms for Viral Growth

The idea here is to have a message box (usually pre-filled with a message you've written) and a series of text boxes for entering the names and emails of friends.

There are numerous tell-a-friend forms and programs available for this purpose.

Doing a search in Google for "tell-a-friend" will uncover the most recently available. But again, for a good service, you'll need to decide on whether to go with a one time cost, or pay for the service every month.

My favorite, for an intuitive 1-time-fee solution, is [ReferAFriend generator Pro](#), it is very user friendly and easily customizable.

Secret 10

Write Testimonials

This is a great way of getting your name and your website around the web. And, just because we're more familiar with webmasters *asking* for testimonials than we are people volunteering them, doesn't mean to say we can't get a great deal more traffic and recognition by doing just that.

So here's what you do: Find 3 or 4 high-profile products in your industry and get to know them. Make sure you really like what they do, and then write a testimonial. But don't just write it, record it in your voice too so you can send an MP3, and include a photograph in the full package you send over to them. Just make sure your name and your website appears at the bottom of your testimonial.

They'll be grateful to you for taking the time and rarely will they *not* use it. Your website will draw more traffic from its added exposure, and, if you've chosen the products well, this could significantly increase your signups.

Secret 11

Use Free Forum Postings

I've lost count of the number of times people have told me at conferences, "Oh, I think I found your website on the X forum, or in the Y forum..." Don't ever underestimate the value of getting traffic, and signups, from forums. It really works. But be careful not to behave like a bull in a china shop when you first join a forum. Learn the rules and forum etiquette before you post too much.

Here's a step-by-step strategy I have found works best:

1. Make a shortlist of all the forums in your chosen niche. Refine it down so that you end up with the 3 most active ones, those with the most daily traffic.
2. Signup to those three only, and make sure you give yourself a punchy signature strip with your squeeze-page/gateway page as your URL.
3. Write a Howdy post in each forum – usually there's a place for welcome messages, just to introduce yourself.
4. Allow yourself half an hour to visit all three forums daily. Read the latest posts, contribute if you can, offer advice where appropriate, but don't start a post yet.
5. Get to know some of the other people in the forums, learn who's boss (there's always at least one) and listen more than you write for the time being. *(But make a point of posting something in each forum every day)* You'll be surprised at what difference such a passive strategy can have on your signup rate. You've not even begun pushing yourself, but after just a few days of this activity you will surely find that you've had several signups from those forums you've posted in...
6. Now that you have friends in each forum, and you know the style and culture of posts better, you're ready to start a thread. Choose a topic which is controversial. One which, from the nature of the forum as you know it, is likely to get a good banter going.
7. Reply to posts in your thread often. Give regular feedback to encourage newcomers to post responses and to keep the thread going.
8. Keep it going as long as you can. The more posts you make the more exposure you give your signature – so the more signups you'll get. Plus, the better the thread, the more people get involved, and the more will sign up.

Secret 12

Use Article Marketing for Maximum Exposure

Article Marketing is a great way of drawing targeted visitors to your signup page.

Sure there's a lot of articles published daily, but that's because on the internet, content is king – and it works!

Here's my way of doing it:

1. Always make sure the link in your bio, at the bottom of your articles, goes to a squeeze page – or better still, a gateway page (this is a smaller type of squeeze page with little more than a headline and a bulleted list. Gateway pages appeal to customer curiosity more than anything else – [click here for a free template](#)).

2. Post as many articles as you can lay your hands on (making them all [unique](#) first) to as many article directories as you can. (Increase your reach by getting the [Articash Pack](#) and using [Article Marketer](#))

3. Watch the traffic arriving at your squeeze/gateway pages and split test

3. Watch the traffic arriving at your squeeze/gateway pages and split test different headlines, colors, bullets, backgrounds and free gifts. With scientific split-testing you can increase your opt-in rates and grow your list very quickly.

For more details on a low-cost easy solution to split-testing, [go here](#).

Secret 13

Use Pop-up Windows

Pop up windows are still a very effective way to get subscribers, especially in niche markets.

Creating pop-ups on your website is much easier than it looks, and there are now a variety of pop-up window generators available. These are, generally speaking, user-friendly programs that can help you create a pop-up for your website that looks how you want and behaves how you want. There are however a few different type of pop-up windows you can use. There are pop-ups on exit, which pops up after you leave a website and the pop-up on entry which obviously pops up when you first go to a website, but which may be delayed by a certain interval.

There are also pop-ups which are triggered by a particular action, like when the user reads a certain number of pages. Then, in order to read more, a pop-up signals the user has to sign up first. On sign-up they may continue.

I have found the exit pop-up to be very effective. So when someone leaves a page on your website they get a pop-up window asking them to subscribe to your newsletter.

This can get annoying so what you want to do is use a pop-up that allows you to tell if a person has already seen your pop-up before, so it won't keep showing. You can find these sort of popup scripts at.....

<http://www.nowsell.com/pop-ups/exit-popup-scripts.html>

Secret 14

Prequalify List Members to Heighten ROI

Here's something that sounds hard, but is really easy. The object is to gather a high a volume of prospects who are able to *buy* from you in the future. That means people with the means and inclination to *make online payments* (many don't have the inclination and never will).

To prequalify your list this way, you can do this:

Instead of a straight forward squeeze page asking for the email and name, you place a payment button for a tiny payment. It doesn't matter exactly how little, as long as its not free. All you're interested in is gathering a list of people who are able to make payments online and excluding those who are not.

One of the best ways I've seen this done is with a simple audio interview. A medium sales page sells an audio interview with one of the leading practitioners in the field. The sales page hints at how valuable it is and bullet points indicate what was disclosed.

It builds up curiosity and sells it hard and then, just when you're expecting it to cost upwards of \$27, you're hit with a price of \$1.

What do you think happens?

You get a big bunch of signups, all with an immediate ability to buy online (as opposed to the vast majority, who still aren't). Can you see how much more valuable that is to your bottom line, than a list of freebie-seekers?

Now that you've got them, what's really important is to build a strong, trusting relationship with this list. Make sure they are on your side and that they listen to what you say. You can expect to enjoy a much higher conversion rate from this group than you ever have from those who signed up free.

Secret 15

Use Member Contests to Create Urgency

This is a great method for driving a high volume of sales in a concentrated period of time. Basically, you get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list.

To enter this contest, these subscribers from your list must subscribe to the other publishers lists and vice versa until everyone is subscribing to everyone elses list.

The contest could be for anything, depending on your market. Perhaps the publishers you contact all have e-books, or software for sale. In its simplest form, you could give a free copy of all your products to the winner. Anything with value will work. Alternatively, for more spectacular results, offer a cash prize. Calculate it to be something you can afford given the expected results.

You then setup a domain for this specific contest and put all the information needed about it on that. When you announce it to your list, give them details of where to go and how to enter. Everyone on your list who enters then gets subscribed to the other publishers ezine, and in turn you get their subscribers. Selecting a winner may be done in a variety of ways. It could be a lottery, or it could involve them submitting a testimonial (the best one wins), or a sales pitch for a chosen product, anything. Alternatively, it could require them each to drive the highest number of referrals to a particular site.

Don't ask for too much though, or you won't get a worthwhile number of applicants.

Here are the steps.....

1. Find 4 or 5 publishers in your market
2. Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you their sign-up information and something to offer for the contest
2. Setup a domain name and website/sales letter that tells people how to enter and all the information needed. Be careful with your wording on the subscription form. Its important that people know which newsletters they are joining. Since they're already on a mailing list, this is an easier sell than if they don't subscribe to anything. They're familiar with commercial email and know they can leave whenever they want to, but you should still point all this out to them so you're running the contest ethically

4. Write a mailing piece that each of the publishers can use to promote the contest
5. Set a firm date of when these publishers will run the contest mailing, and how often
6. Run the promotion
7. Send participating publishers the names and email addresses of subscribers
8. Add the subscribers to your list, making sure you check for duplicate email addresses
9. Pick a winner!

Secret 16

Start Your Own Forum

This is a great way to get new subscribers to your newsletter. Building a community within your website brings back repeat visitors, which increases the likelihood of a signup.

You can see an example of this at www.howtocorp.com and go look at the forum. He has his newsletter sign-up form there and product recommendations. People love to help other people and answer their questions, so after a while you won't need to be answering many questions yourself.

The best way to start your own forum is to do it yourself with software and host it at your own website. Don't use a 3rd party service, especially free ones – they will only pollute your forum with advertising for which you'll earn nothing.

One of the most popular forum scripts to use is PHPBB. As the name implies, it is written in PHP and is free. You may find it is available to install directly from your host, otherwise there are several other options. Each will require a MySQL database so make sure you have one available on your web account.

Secret 17

Pass Your Content Over for Others to Use

Tell people who are already subscribed to your newsletter that they can pass the newsletter on to friends and also use part, or all, of your newsletter in their ezine.

Of course you would make it clear that you must keep credit for the article and get a link back to your site. This is sort of like article writing, just with your newsletter issue in place of your article.

Your members will be delighted to be given free content in such a way, and you will receive valuable publicity through their emails for doing so.

Secret 18

Do an Article Recommendation

This is something Greg Schliesmann taught and I only wish I was one of the publishers he joint ventured with in this deal, as it resulted in thousands of new subscribers for everyone involved.

(There is a really great article Kirt Christensen published written by Greg and you can find it at http://www.netgain.co.nz/library/basics_expert.htm)

What you do with this idea is get together 4 or 5 publishers and get them to agree on running your article in their newsletter.

That's it, nothing tricky, and if they agree to run this article they will get thousands of new subscribers virtually overnight.

What you do is you write an article reviewing the best newsletters in your market, and those would of course be the publishers who agreed to run your article. Make the article objective, don't just blatantly plug newsletters, write it like a news reporter would. Everyone who runs the article will get subscribers and you will get subscribers and everyone will be happy.

Sometimes you have to make things happen, especially with Internet Marketing, don't wait for people to contact you; YOU make it happen. You can do that, it's not hard, just think outside the box.

This method will also work for paid products too. You don't just have to plug newsletters, you could get all the suppliers together and write an article about the best products in your market. This way everyone can make sales and affiliates sales just by running the article to their list.

Secret 19

Use Classified Advertising in Ezines

These are small ads, usually four or five lines long that go out in the ezine itself.

They're not as effective as solo ads but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free e-course, e-book or just more information about your product. Once you have their email address, you can contact them over and over again until they buy or unsubscribe.

This is by far the best method of advertising with classified ads.

Secret 20

Use Safelists Sensibly

Safelists are often understated, perhaps because there is, inevitably, a lot of wastage and work, initially, in getting a return from them. Very often, it is with safelists, traffic exchanges and surf-exchangers that most people start marketing their offerings online.

There are therefore a large number of recipients for this kind of advertising, and it is especially effective if your offering is to do with Internet Marketing . (i.e. Adsense, List-building, affiliate marketing, site-building software, etc.) Here are some rules I follow to get the most out of safelist marketing.

1. Use a lot of them. Your responses per thousand will be lower than many other forms of marketing. However, because most are free, and you can signup to as many as you want, you want to reach at least 100,000 safelist subscribers because only 1 in 10,000 or so will reply.

A good resource for posting to multiple lists is

<http://www.ipostad.com>

2. Mail often. Send a mail at least weekly, and there's nothing wrong with daily, if allowed.

3. Devote time and thought to your headline. With safelist marketing, this is the most important element of all. Test different headlines and track the results. When you find a winner, keep using it. It doesn't matter if you've used it many times before because safelists get many new members every day.

4. Upgrade to pro membership only for those lists which give you results as a free member. With many safelists, Pro members don't receive emails from free members, only other Pro members. But the fact they've paid to join means they're more valuable to have on your list. Remember, prequalified buyers are worth more to you than freebie-seekers.

5. Keep it short. Unlike mail promotions to your list, mailing a safelist requires you to keep the copy short and to the point. Be direct, and make sure the link you're promoting is visible without having to scroll down.

So

there you have it. 20 of my hottest secrets to High-Profit Lists.

I Hope you enjoyed them, and I wish you luck with your list-building. If you would like to comment on this ebook, or post any feedback please note that I welcome it all, and review it personally. Feel free to drop me a comment at...

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With Best wishes

Tim Brocklehurst and Geoff Lord

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