

Call Notes For...

How To Build A List Of 1000 Subscribers Within The Next 30 Days, Or Add 1000 Additional Subscribers To Your Existing List

Willie Crawford - <http://TIMIC.ORG>

1) Identify the purpose of your list

- Sales of your products
- Sales of affiliate products
- Recruit/Train Affiliates
- Spread word about a cause
- Share A Hobby
- Just want a big list for leverage

2) Set up a system for building your list. Generally, an autoresponder, with a series of PRE-WRITTEN messages.

- Critical that you stay in touch with your list or people will rapidly drop off. and even accuse you of spamming when you email them.
- Even if they don't drop off, they'll quickly forget you, and be more likely to unsubscribe when you email later.

-- Aweber

<http://www.aweber.com/?204797>

-- Profit Automation

<http://ProfitAutomation.com>

-- Follow-up 101

<http://Followup101.com/willie>

3) Offer an incentive to entice them to give you a try.

- Must “sell” the free incentive.
- Must allay potential subscribers fears of spam, etc.
- Must provide social proof.
- Must demonstrate value.

4) Make it incredibly easy to subscribe AND to unsubscribe.

- Form on every page of your site... except sales pages.**
- One-click confirmation.**
- One-click unsubscribe**
- Emphasize ease of unsubscribing.**
- Emphasize you'll protect their privacy.**

5) Getting the attention of potential subscribers.

- Get others to send you their paying traffic.**
- Create a short report that has enough value that others can sell it for \$5 - \$20.**
- Set report up for sale on affiliate system and pay**

100% commission.

---- Remember your real purpose... to build a list.

---- Building a list of proven buyers is even better than a list of people who join for a free gift.

---- Special report can just by a revised private label rights ebook, but it does need to contain quality information.

---- Useful information that you know, and that others don't but want to know, has real value!

---- Special report can be notes you wrote on a topic of interest in your niche.

----- To get topic titles, visit forums in your niche.

----- To get topic titles, use the Google Keyword Tool and after identifying top keywords in your niche, craft a title by stringing together several very popular phrases.

***** This is one of many tactics taught in my "Internet Marketing Quick Cash Infusion System" which is given to members of The Internet Marketing Inner Circle: <http://TIMIC.ORG>**

--- My preferred method of setting up the special reports is using the Rapid Action Profits System.

---- RAP allows you to pay affiliates instantly, which is a BIG incentive for those with cashflow issues.

---- RAP handles the payments for you, eliminating a lot of the bookkeeping.

---- RAP allows you to sell an unlimited # of digitally delivered products from one domain, and to even share cookies.

***** Check out RAP at: <http://TheRealSecrets.com/RAP/>**

--- Spread the word of your report offering 100% profit via JV sites, forums in your niche, emails, IAJOB, Twitter, FaceBook, YouTube, MySpace, etc.

****** It just takes a few people to get it going, and with RAP you can set it up so that EVERY**

customer is then invited to become an instant affiliate, RAPIDLY growing your list of highly motivated affiliates.

****** Ask friends to help spread the word
-- that's what friends are for :-)**

6) Offer free gifts in list-building giveaways.

-- Offer a free ebook, audio recording, video tutorial, software, etc. that those in your niche would want.

-- Require them to visit your site and opt-in in order to get the free gift.

-- After they opt-in, redirect them to your download page, and send a backup autoresponder message. The

backup message should contain the download link and also some brief intro.

--- You should have a series 5- 10 autoresponder messages pre-composed, and scheduled to go out at some frequency, unless you are very disciplined.

---- A weekly message is fine.

---- You can add special (unscheduled) messages to your autoresponder sequence at any time.

*** You need to cultivate that relationship, and deliver on whatever expectation you created when they were first enticed to join your list.

7) Two free giveaways to get you started AND why they're not a waste of time:

A) Ken McArthur and Odinn Sorensen's Impact Giveaway

<http://impactactiongiveaway.com/contributor.php?id=12>

-- Will have many members of JV Alert, with lists of over 100,000 promoting it. As they drive traffic to the site, you entice them to join your list.

-- JV Alert and Ken McArthur have a huge following. Just Google the term :-)

** When you join, go for the upgrade. This allows you to:

-- Add up to 3 different gifts, building three different very targeted lists.

-- Add two text links that will be displayed inside the site (in rotation) every time a member or contributor logs in.

-- Add 3 banner ads that will be displayed in rotation every time a member or contributor logs in.

Since many people will register but be too lazy to set these up, you DO want to upgrade

and set them up. Your offer is in front of potentially hundreds of thousands, if not millions. This is much cheaper, and potentially more effective than any advertising that I can think of... except maybe being written up in some magazine :-)

B) Viral Rebrandable Money Machines

<http://www.viralrebrandablemoneymachines.com/contributor.php?id=4>

-- This giveaway requires that the item you contribute be rebrandable... have links in it that others can change and profit from when they pass gift along.

--- Simply include a few links in an ebook that can be rebranded. Not all of them have to be rebrandable.

--- Take any PLR ebook, add recommendations for specific products related to the topic, and make at least some of those

links rebrandable.

---- My preferred software for doing this is Viral Document Toolkit: <http://ViralDocumentToolkits.com>

What happens is people will visit the free giveaway site and download your ebook.

They'll join your list in order to get the free ebook.

NEXT, they'll change a few of the links to their affiliate links and then pass the ebook along in order to earn commissions.

*** If the links are to your products, those passing along the ebooks are growing your customer list.

*** If the links are to your affiliate products, those downloading the ebooks and then passing them along are automatically becoming your affiliates :-)

*** If you offer an additional free report somewhere in the ebook, and require that they visit your site and register, those passing along the rebranded ebook are building your list!

You can offer items other than ebooks such as rebrandable software, audios, videos, etc. These may seem a little more complicated to do, but they're not. If you're a member of TIMIC, be on the lookout within the next few days for free reports on how to rebrand each of these.

If you're accessing these notes AFTER the two free giveaways above are over, you can locate a few others by visiting my blog at:

<http://WillieCrawford.com/blog/>

or by visiting the TIMIC member-only discussion forms where we not only list free giveaways, but have very open and honest discussion about them.

You can join the TIMIC family at <http://TIMIC.ORG>

Open discussion for any remaining time.

A Personal Note From Willie:



I've just shared with you EXACTLY how I've added an incredible number of subscribers to my database over the past 2 years. If you "Google" my name, you'll come across over a dozen ebooks that I sell using Rapid Action Profits for example... all with the primary purpose of building a targeted list of proven buyers.

You'll also come across numerous free list-building giveaways that I've participated in.

My friend Odinn Sorensen was able to parlay taking part in free list-building giveaway to the extent that after only a year in business online, he was able to quit his six-figure job.

You only have to apply the very simple things that I've just shared with you to follow in our path. Of course, this is only one of many ways to build your online business. I'll be sharing a lot more with you in TIMIC.

If you'd like to subscribe to my free email newsletter, you may do that here:
<http://SageMarketer.com/notes.html>

Willie