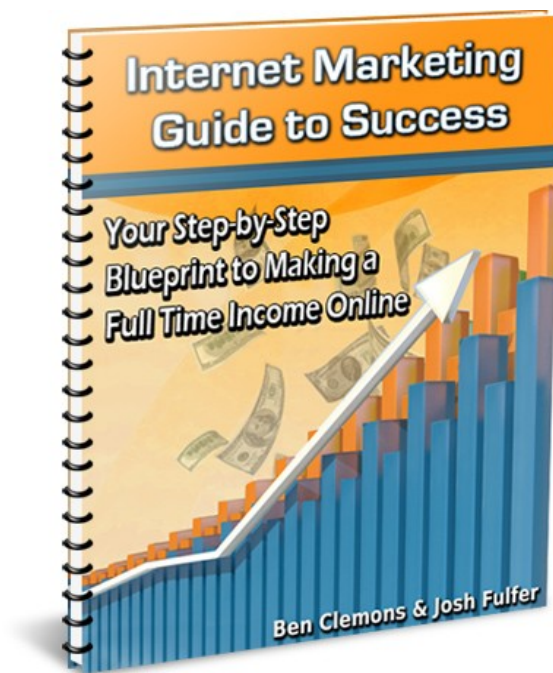


Internet Marketing Guide to Success

Your Step-by-Step Blueprint to Making a Full Time Income Online



Copyright © 2009 [Direct Effect Marketing](#)

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

Legal Disclaimer

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying or recording, or by any information storage and retrieval system, or transmitted by email without permission in writing from the author.

While all attempts have been made to verify the information provided in this publication, neither the author nor the publisher assumes any responsibility for errors, omissions, or contrary interpretations of the subject matter herein.

This publication is not intended for use as any source of advice such as legal, medical, or accounting. The publisher wants to stress that the information contained herein may be subject to varying international, federal, state, and/or local laws or regulations. The purchaser or reader of this publication assumes responsibility for the use of these materials and information.

Adherence to all applicable laws and regulations, including international, federal, state and local governing professional licensing, business practices, advertising, and all other aspects of doing business in the EU, US, Canada or any other jurisdiction is the sole responsibility of the purchaser or reader. Neither the author nor the publisher assume any responsibility or liability whatsoever on the behalf of the purchaser or reader of these materials.

The statements and examples on this website are not intended to represent or guarantee that everyone will achieve the same results. Each individual's success will be determined by his or her desire, dedication, marketing background, product, effort and motivation to work and follow instructions. There is no guarantee you will duplicate the results stated here. The results shown are not typical. You recognize any business endeavor has inherent risk for loss of capital. Not everyone will agree with the methods and/or strategies within this book. All income claims shown are an example of what is possible for someone to make from following this system.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

**You now have 100% Giveaway Rights
to this (\$97) Report!**

You Now Have 2 options:

1. You can Freely Give this report away...

or...

2. You can **Click the link below** and make commissions paid directly to your Paypal Account!

[CLICK HERE!!!](#)

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Thank you and welcome to the Internet Marketing Guide to Success.

This book is our attempt at providing you with a step by step action plan that you can start implementing today to begin seeing results with your online marketing efforts.

We will do our best to provide you with good info that you can use today to begin growing your online business. The ideas, information, and techniques we'll talk about in this book are the same things that we have used and continue to use for growing our own successful online business.

If you follow the methods described in this book you will be successful but you have to TAKE ACTION. As with anything else in life, knowing how to do it doesn't do you any good until you put that knowledge to use. By taking immediate action on the steps outlined in this e-book you'll be well on your way to making money online, and have a HUGE head start over most other people that are just beginning with internet marketing.

We hope you enjoy this book, learn the steps and most importantly TAKE ACTION.

To your continued success online,
Josh Fulfer and Ben Clemons

<http://www.directeffect.biz>

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Table Of Contents:

[Intro](#)

[Chapter 1 – The Average Internet Marketer](#)

[Chapter 2 – Building A list](#)

[Chapter 3 – Getting Started](#)

[Chapter 4: Building Your Squeeze Page](#)

[Chapter 5: Autoresponders](#)

[Chapter 6: Traffic!](#)

[Chapter 7: Selling to your list over time](#)

[List of Resources](#)

[**CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE**](#)

Chapter 1: The Average Internet Marketer

The average person that gets into internet marketing is looking for a way to replace the income they make from a JOB, and have the freedom that comes with having their own online business. Sure everyone wants to make millions and be filthy rich, but the thing that most people really want and what drives them to keep trying, is the freedom that having an online income would provide them. The freedom to travel, live where they want, be in control of their own schedule, and not have limits placed on how much they can make. These people want to be responsible for their own destiny. They want to live life based on their own efforts, and how much they put into life; not by what someone else decides they are worth.

How much money would it take for you to quit your job or to live a life of freedom?

\$3,000 to \$5,000 a month is what most people would need in order to do IM full time. That isn't very much. Think about it, if you could generate \$100 a day you'd have an income of \$3,000 per month.

\$100 x 30 = \$3,000.

Making \$100 a day online is nothing. It's pennies!

The internet is a way of connecting with the entire world. It's a way of getting your product or service in front of everyone on planet earth who has access to the internet.

Think about this for a second... If you have a corner store in your home town, you're limited to the amount of possible customers that could buy from you.

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

This is determined by your location, what your selling, the local economy, the population of where you live, ect..

Yet there are MILLIONS of small businesses all over the world that make very good money. So how much easier should it be to make money online where you aren't restricted by any of that.

The answer is easy. VERY EASY.

Its just a matter of knowing what to do and then taking the action necessary to get it done. That's it.

Those are the two things that stand in the way of you or anyone having a successful internet marketing business.

Knowledge & Action!

There are a lot of people that have been into internet marketing for years and could probably write an encyclopedia on all the ways to make money. Yet they don't even make enough to quit their day jobs. They don't take the action necessary to become a success. You'll find a lot of these types of people on the different marketing forums.

I like to call these people backseat marketers. They have very little real world experience, and almost everything they say is just something they're repeating from something else they read somewhere. The little bit of experience they do have is just as worthless because they obviously failed at whatever they tried or else they'd be successful.

Don't be "that guy". (or girl) :)

Sure not everything you try is going to be perfect or make you millions.

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

However, by consistently learning and then following up that learning with taking action, you're going to be a million times more successful than 99.9% of people out there.

By reading this book and signing up to our [Internet Marketing Tips Newsletter](#) , you've shown that you're interested in doing the first part of that, the learning part. We'll do our best to give you good solid information for you to work with. The second part, the action part, is entirely up to you.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Chapter 2: Building A List

The number one most important thing in internet marketing is "The List". Having a list of peoples names and e-mail addresses that are interested in your niche and have agreed to let you market to them is pure GOLD. It's a marketer's dream, and the bigger your list is the bigger your bank account is going to be.

Everything you do online should be geared towards building your list!

Repeat:

Everything you do online should be geared towards building your list!

If you're driving traffic to a site that sells something and making money from the sales, but don't have a way to contact the people after the sale in order to continue to sell to them in the future, then you're essentially wasting your time. Sure you might make a little money here or there, but you're never going to make the real money until you've got a list.

The people that are consistently making money online are the same people that have larger lists and their list size almost always corresponds closely to the amount they make.

Its as simple as this: The more people you're able to market to the more money you'll be able to make, and the more opportunities you will be presented with.

While a lot of online marketers have tried to build a list at some point or another, most have never stuck with it or gotten enough results to make it worth their while. The vast majority of marketers that are either building a

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

list right now or have tried to build a list in the past never make it past a few hundred subscribers.

So why do a lot of marketers fail when trying to build their list?

Two things. First, they don't set up the right foundation for their list building efforts. By not setting things up properly in the beginning, they end up not making money from the few people that do end up getting on their list. Second, since they aren't making any money, they get sidetracked by something else and move on to "the next big thing". Essentially quitting.

List building is more of a long term strategy. It's not something you can just start one day and then by the end of the week be making millions of dollars. You have to consistently add people to your list, and keep marketing to these people the best you can.

A little effort done consistently, on a regular basis over time is a lot more powerful than a lot of effort done for only a few weeks. Its kinda like the story of The Turtle Vs. The Hare.

By learning the right things to focus on, and by setting things up the right way from the start, you're going to see results very quickly. This in turn will keep you motivated enough to continue on until the real CASH starts rolling in!

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

Chapter 3: Getting Started

Now we're ready to get started building and monetizing our list. By doing this FIRST you'll be able to get a jump start on the rest of your internet marketing efforts and set yourself up for long term success.

Each step of this report is important, and if followed will help you to start or grow your online business. While some of the steps may seem simple or obvious, it's still important that we cover each of them in detail as we lay down the foundations for a successful online business.

Don't assume that just because you may have heard some of this before or already know some of it that it's not important. Unless you're already making all the money you could ever want online then you'll want to follow along and take the action necessary to implement these strategies right away.

The first thing you're going to need to do is set up your squeeze page.

A squeeze page is a web page that you put up with only one purpose, to get the name and email of your visitors. Every aspect of your squeeze page will be designed for this one purpose.

We'll go into how to design your squeeze page in just a bit, but first you're going to need a domain name and hosting for your site.

For a domain name we recommend that you use GoDaddy.com. They are the biggest domain name reseller on the net and they have top notch customer service. We've been using them for years, have registered over 100 domains with them and have never had a single problem or complaint.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Choosing your domain name is a bit hard these days since most keyword combinations have been bought up already, but with a little creativity you should still be able to find something that works.

[Register a Domain Name](#)

Next your going to need hosting. While [GoDaddy](#) does offer hosting with their domains, we don't recommend you use it. You can get much better hosting elsewhere for a lot cheaper. Over the years we've had hosting with several different companies and BY FAR the best one we've ever worked with has been [HostGator.com](#). For something like \$7 a month you can host unlimited sites and they'll give you 100 times more bandwidth and storage than just about any other service out there. Also, if for some reason you ever do need to upgrade they offer several larger hosting packages and will transfer all your stuff over for you. They also have great customer service and are easy to get a hold of on the phone if you ever need anything. Highly recommended!

(Seriously, if someone had of told me to go with these guys when I was first started online, it would of saved me hundreds of dollars, hours of headaches and days of downtime on my sites. - I won't mention any names here...)

[Check out HostGator's Hosting Packages Here](#)

You're also going to need to get an Autoresponder to gather your subscribers and send e-mails from.

[Aweber.com](#) is the #1 autoresponder site on the internet for a reason. It's cost effective, easy to use and has a very high deliverability rate. These guys work

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

with all the top e-mail sites such as gmail, hotmail, and yahoo to make sure that they are in compliance with anti-spam rules and regulations. This ensures that your e-mail has the best chance of getting through the junkmail filters, and into people in-boxes where they can read them. [Aweber's](#) service is around \$20 a month and will be the best investment in your business you can make. If your marketing online and building a list then you need [Aweber](#).

[Click Here to Get your Aweber Account](#)

Once you've got your domain, hosting, and autoresponder set up you're going start putting together your squeeze page.

For your squeeze page you need to have a compelling reason for people to want to part with their personal information. The best way to do this is to offer them something for free.

This can be a .pdf report (like this one), an .mp3, a video, special access to something, an interview, tips on something, a newsletter, or anything else you can think of that will get people excited enough to put their name and e-mail into a form and press submit.

Always make sure that when you're setting up your squeeze page and your offer that you consider the types of people that are going to be signing up. Make sure its attractive to the types of people that will most likely be interested in the things you'll be marketing to them down the line. The more laser focused you can be with this, the better results you'll have with your sales efforts.

Ask yourself things about the person you'd like to sign up. Where do they live? What kind of work do they do? Do they have a family? What hobbies are they interested in? What are they looking for? Also, always remember that they are always thinking to themselves, "What's in it for me?".

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

The better picture of your ideal subscriber you can get in your mind, the better you'll be able to create a page that targets that type of person. Taking the extra time to do this will pay off big time with increased squeeze page conversions and higher sales.

Also, when setting up your squeeze page it's best to focus on one specific thing in your niche. Don't try to be the expert at everything all at once. You can always expand what you cover later but at first its going work much better if you focus on one thing.

If you don't have anything to give away on your squeeze page and can't think of anything, you could simply go to one of the many membership sites that offer PLR (private label rights) or MRR (master resales rights) products that you give away.

Some of my favorite **Free to Join** PLR and MRR sites are:

[Resale Rocket](#)

[Free PLR Content](#)

[Article Underground](#)

It's best to use a PLR giveaway that you can re-write and personalize to make as your own. However, they're going to be on your list once they get it, so its not something to worry about that much. Just make sure it's a good quality product. It's what you do with them once they are on your list that counts, not so much how they got there. So don't sweat this part too much, just do your best and get it done.

One thing to consider here is that you can create an e-book to give away that has affiliate links or links to your own products. You never know when you might make an extra sale. It's never bad thing to have hundreds or even thousands of e-books out there in e-land with your links in them.

[**CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE**](#)

If you're not the "writing" type you can go to a freelancer site like elance.com and have someone write one for you. Again this doesn't have to be hard. Just do your best and get it done.

A note about getting your own website:

Sure there are a lot of free options for this, but ultimately this is a business, and in treating it like a business you need to take that step and get your own site. It's going to be a lot more professional looking and you'll have much more control over it.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Chapter 4: Building Your Squeeze Page

First a couple of tips:

Keep it above the fold:

When designing and building your squeeze page, you want to do your best to keep everything above the "fold". This means that you want to keep everything on the top of the page so that people don't have to scroll down to read and opt-in.

No Outgoing Links:

NEVER put outgoing links or ads on your squeeze page. The last thing you want is a potential subscriber to leave from a link. The .05 you make off the click for an ad isn't what you're after here. (duh right? but seriously, I've seen it. A few times..)

Okay, now it's time to put this thing together.

The key components to your squeeze page are going to be:

1. A strong headline

The purpose of your headline is to get people interested enough to continue reading more. It needs to be big, bold and eye catching. You have a bout 3 to 5 seconds to grab someones attention when they get to your squeeze page and this is where you do it. A good headline keeps them reading, a bad headline sends them to their "back" button. I've seen some pretty crazy headlines out there and guess what, the crazier they were the more I wanted to keep reading.

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

Side Note: (Using an Exit Pop-up is not a bad thing)- You can easily set this up in [Aweber](#).

2. Some bullet points with benefits - not features

Now that you've got their interest with your headline, it's time to convince them of why they need to sign up. Remember, people are always asking "whats in it for me". They want to know what the benefits are going to be for them by signing up and you need to tell them. Don't list the features of your giveaway, list the benefits. Tell them how its going to make their life better or improve their business. Explain things visually so they can picture in their mind how much better their life is going to be once they put their name and e-mail into your form.

3. An image of the gift they will get for signing

Show them what they'll be getting. Pictures are worth a thousand words and since you don't have room for a thousand words on your squeeze page, you'll want to include a picture. The more "real" you can make something for someone the better. Even if all they are doing is signing up to your 'newsletter', you should still have a picture of a newsletter. This way they can see what they'll be getting once they sign up.

4. A *STRONG* call to action

You've given them a good reason to sign up, they want to sign up so now you just need to tell them to do it.

People need to be told what to do. This is your chance to do just that.

5. Your opt in form

Your opt-in form is where they are going to enter their name and e-mail address. You'll be able to design this in [Aweber](#) and then just need to copy and paste it into the right spot on your squeeze page.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

On the opt-in form you should only ask for as little information as you need. Because most people are wary about giving their information out online the less you ask for the higher your conversion rate is going to be.

Be sure to always customize your "submit" button. Make it say something like **"Yes! I Want My FREE Report NOW!"** instead of the standard "submit".

6. Privacy Info

Beneath the opt-in form you want to say something to re-assure them that you aren't going to share their personal information with anyone or sell their e-mail to spammers. People are always scared of giving out their e-mail because they don't want their in-box filling up with anymore spam than it already does. Let them know that their info is safe with you and that you're the only one that will use it.

Here is an example of a squeeze page that we use:

<http://www.directeffectmarketingtips.com>

If you do want to create your own, and you don't have any HTML software, you can download a free HTML editor that works extremely well at:

<http://www.net2.com/nvu/>

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Setting up Your Autoresponder:

When setting up your autoresponder, you always want to have them sent to a page where you can possibly monetize the sign up. If you don't put anything in this field when setting up [Aweber](#) it will just take them to a standard white page thank you page.

YOU NEVER WANT TO DO THAT!

This is prime time to put an offer in front of them and hopefully get some money coming in from your list building efforts.

Side Note: (You also want to set the tone right from the start that you are a marketer. If you always give give give, but don't ever offer anything for sale, or give recommendations, the moment you do offer something they will most likely be offended. That's a bad position to be in.)

Once they click the link to submit their information they'll be redirected to another page. You can either have it go to an affiliates site, a One Time Offer or a custom page that gives them more instructions on what to do next.

I like to do a mix of all three. I make a page that first tells them they need to check their inbox and junk box for the e-mail and click the "confirm link". Then I also pitch them a product of some kind. If its a niche where I have my own products I'll do one of my own as an O.T.O. (one time offer) and give them a special price that they will "only see once". If it's a niche where I don't have any of my own products then I'll just promote an affiliate product here.

Here is an example of a good confirmation page:

<http://www.directeffect.biz/confirm.html>

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

This tends to work best with lower priced items or a "no brainer" as we like to call them. Something that is directly related to what they were interested in enough to sign up and that has enough value at the right price that they can't refuse.

If you do this correctly and test enough to get your offer fine tuned so it's converting well this alone will pay for your list building efforts. Everything you're able to market to them later on will just be icing on the cake, or profit in your pocket however you want to look at it.

Making sure they open and confirm their subscription:

Since the goal here is to get them on your list getting them to confirm their opt-in to your list is vitally important. All previous efforts are wasted if they neglect this step. They should already be excited to confirm their subscription so they can receive whatever it is that you are giving away on your squeeze page. However its still important to do everything you can to help the process along.

You'll need to customize the confirmation e-mail in [aweber](#) so that it says something like:

subject:
{!firstname}, Confirm to receive your Report

Message:

Hi {!firstname},

Thank you for requesting this report.

Before I can send it to you I need to make sure I have your permission.

Please confirm your request by clicking the link below to go to the download page.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

In Aweber you NEVER want to leave the confirmation page setting blank. This is another prime time to try and re-coupe some of your list building costs by having an OTO.

Once they click the link in the confirmation e-mail you're presented with your second chance for marketing to them. On your confirmation page you'll have an OTO with a link at the bottom that says "No thanks, take me to my download"

They can either purchase the OTO at that time or they can bypass it and just get the free download as promised on the squeeze page.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Chapter 5: Autoresponders

Now that they are on your list you want to have at least 7 to 10 autoresponder messages set up to send to them for the first few weeks to recoup some of your list building costs and hopefully even turn a profit. These messages you will set up ahead of time in [Aweber](#) and they will automatically send out to new subscribers at set intervals once they have subscribed to your list.

In the first message of your autoresponder series there are a few things you want to make sure and do.

1. Re-send them a link to your giveaway from the squeeze page. Just in case they missed it while going through all the OTO's and stuff in the sign up process.

2. Establish the fact that you are a marketer and will be marketing to them. This is important to do right away. You're doing this as a business to make money so you may as well be up front about it and set their expectations appropriately.

In your first e-mail you should offer/recommend another product that they may be interested in.

By doing this right off the bat you'll drastically limit unsubscribers and potential problems down the road.

3. You want to get them excited and interested in future mailings from you. This will help your response and open rate on future mailings. This shouldn't be hard since you're going to be writing the first few messages all at the same time and will know exactly what's coming in the next mailings. You should easily be able to lead into the next message at the end of this one.

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

Here is a sample template of what your first autoresponder message should look like:

Subject:

Hey {!firstname}, Here's Your Download Link

Message:

Hi {!firstname},

Thank you for requesting this report.

Here's the download link again in case you missed it on the confirmation page.

Download link (should point to a download page, not just straight to the actual download)

Also you may want to take a look at *insert product name here*. It's something I've used for a long time and Highly recommend.

Link to product

Thanks again, keep an eye on your in box, I'll send you a great tip on how you can easily get more traffic too your site soon.

To your success,

Your Name

Your Website Address

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Your autoresponder series is where you're going to make the majority of your money during the initial list building process.

Your first few messages should be able to generate enough money back to pay for your list building efforts. This means that if it costs you \$1 on average to get a new subscriber to your list then you should aim for making back that \$1 on average from the initial sign up and follow up series. This may sound difficult but its not really. In fact you'll often able to turn a profit on just this process alone, not to mention the fact that you're able to continue marketing to them for as long as they remain on your list!

Tips and tricks for writing your autoresponder messages:

Train them to click links:

In all your messages no matter what it is your sending them or writing about you always want to have a link for them to click. whether its a blog post you've made, an article, or anything else, you always want them to click on a link to get to it. This is so that when you send promotions and links to sales pages they will be more likely to click on the link and be taken to a page that can market to them effectively. It's so easy to just close an e-mail or say "I'll check it out later". If you can get them out of the e-mail and onto a website you're going to have a much higher success rate when selling to them.

Tell them what you want them to do:

If you want them to click a link, tell them to click the link.

If you want them to buy something, tell them to buy it.

I know this may seem too straight forward for some people but the truth is

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

that people need to be told what to do. Also when you try to get people to do things other ways than directly they'll often see right through your efforts and lose respect for you.

As long as you're confident about what you are telling people they will for the most part follow along. Most people don't have time to research everything and are usually thankful to have someone that knows what they're doing to tell them what to do next.

Give them a system with step by step instructions:

Another thing people love is to have everything laid out in a simple to follow system. Anytime you can give people step by step instructions you're going to have a much higher percentage of people following those instructions. The clearer you are about what you want them to do and the easier you make it for them the better.

Get them to expect the sales pitch:

Subscribers to your list should always expect to be "sold" something. A lot of people get into e-mail marketing and are so scared to pitch anything to their list because they're worried about someone getting upset or unsubscribing. So they send a bunch of content only e-mails with no sales pitch and then when they finally do pitch something their worst fears come true. This is because they've done it all wrong. It's a self fulfilling prophecy, the exact thing they are worried about happening, happens because of their own fear of it happening.

If you're always selling something, then people expect you to do that. If that's something that offends them they can unsubscribe right away. However since they are used to it and you've set the precedent from the beginning they probably won't even notice and won't be bothered by it. It's only when you do something out of the ordinary that people take notice.

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

Sending e-mails regularly:

You need to send regularly to your list. Your initial autoresponder series should go out once or twice a week. After that, you should continue to e-mail them at least once a week. You've worked hard to get them to pay attention to you so the last thing you want to do is lose all that effort by not having consistent communications with them. Of course, you don't want to over do this and annoy people with 2 or 3 e-mails a day but one or two a week should be fine. I wouldn't do any less than one e-mail every 7 to 10 days, anything less and they will tend to forget about you.

Consistency is Key:

You're building a relationship with your subscribers with every e-mail you send to them. You want to maintain your same "style" in all your e-mails. You need to do what's going to be most comfortable and sustainable for you. If you try to write in a different style than is "you" then you're going to have a hard time writing your e-mails and its also going to show to your subscribers. You need to find your own writing style and then stick to it.

Unsubscribers:

Having someone unsubscribe from your list isn't necessarily a bad thing. If someone isn't interested in hearing from you then they probably wouldn't open or read your e-mails anyway. Its also better to have them unsubscribe from your list now then have them stay on it and possibly send spam complaints against you or other negative things.

Someone that unsubscribes is saying "I don't want to be on his list anymore" this means that the more unsubscribers you have the more responsive your list is going to be. The people that don't want to be on it aren't and only the people that actually want to hear from you will be. This can be a great selling point when doing a Joint Venture with another marketer because you'll have

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

higher conversions and a more responsive list.

Another thing to consider about unsubscribers is that they don't always leave for good. I can't even count the times that I've had someone unsubscribe from one of my lists only to re-join it shortly after. I'd actually rather not even have someone that isn't responsive to my e-mails on my list.

So don't worry about unsubscribes so much. It's all in the way you look at it. If you're consistently adding new people to your list and consistently growing, learning and improving then you'll have absolutely nothing to worry about.

Build a Relationship:

The more you can connect and build a relationship with your readers the more responsive they are going to be to what you have to offer. People love a story, they also love to know that you are "real". If you come across as just a nameless faceless person on the internet that's always trying to sell them something you're going to miss out on a LOT of sales.

By telling a little about yourself and letting people see that you're a real person that deals with the same real things that they deal with in life you're going to connect so much better with them.

A great way to do this is to have a blog and also to use the different social media sites like Twitter, Facebook, ect....

If you make a good post in your blog, you can send an e-mail to your list telling them to go read it and ask them to leave comments.

You can also ask them to add you as a friend or contact on the different social media sites.

Building a relationship with your list can mean the difference between having a list that barely even makes any money, and having a wildly successful list that other marketers drool over.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Chapter 6: Traffic!

Without visitors to your squeeze page all the tips, techniques, autoresponders and affiliate programs in the world aren't going to do you any good. Traffic is the number one thing that can make or break an internet business.

While there are probably a million different ways to get traffic to your site, it's the quality of the traffic and what you're able to do with the traffic that counts. Since getting traffic can be both time consuming and expensive, you obviously want to do everything you can to maximize the return on your efforts. All the time I see people working hard to get traffic to a squeeze page that looks like crap and doesn't convert.

The difference between a 5% conversion and a 10% conversion can be the difference between your squeeze page being a success or a failure.

Lets say you're squeeze page is running an average of 5% conversion and it currently costs you on average \$1 for each sign up you get.

So you send 1,000 people to your page, get 50 sign ups and it costs you \$50. Now lets say you're able to market to these people enough at the beginning to recoup your initial \$50 investment.

Ok, so you broke even.

Now what if you were able to convert at 10%? It would cost the exact same \$50 to get those 1,000 visitors but you'd have reduced your cost down to \$0.50 per sign up which means you'd be pulling a %100 profit off your list building efforts. Not only would it be paying for itself but you'd actually be making money from it. How much more could you do if you were making a profit off the sign ups? Couldn't you find ways to double and triple your efforts?

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

A few percentage points in your conversions can make the difference between a list that takes years to build or a list that explodes with growth!

One of the best ways to increase your conversions is to always keep in mind where the traffic you're sending to your page is coming from. If you're using multiple sources of traffic, then you should have multiple squeeze pages that each cater to their own specific traffic source.

Changing a few small things like the headline or the bullet points on your squeeze page isn't very hard to do and can pay off big time.

We'll sometimes put a generic squeeze page on the front of a site and then upload others to sub directories.

This will also help you with tracking so you can see what traffic methods are getting sign ups and which ones are not.

Just make sure you create a different "form" in [Aweber](#) for each page so when you check the stats in your [Aweber](#) account you can see which ones people are signing up to.

Probably one of the best investments we ever made in our business was the purchase of [R.A.P.](#) or [Rapid Action Profits](#). This is a script that you can install on your website that lets you set up multiple squeeze pages, test conversions, set up an affiliate program, do giveaways and many many other things. We use it on many of our sites and it has easily paid for itself hundreds of times over.

This is a highly recommended tool if you are serious about list building.

[Click Here to Check out the Rapid Action Profits Script](#)

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

There are a lot of good ways to get traffic to your site, but way too many to mention them all in this report, so let me just give you a brief overview of some of our favorites that have worked best for us.

NOTE: For a much more in-depth look at getting traffic to your site you need to check out

[Justin Michie's Traffic Tips Report \(only \\$7\)](#)

[Ross Goldberg's Traffic Manifesto](#)

Traffic Exchanges

These can be an excellent source of traffic if you know how to use them. A traffic exchange is where you agree to visit a certain number of peoples websites in order to get credits so that other people in the exchange will visit yours. Now Obviously the only people that are going to be interested in doing this are going to be other internet marketers that are trying to get traffic to their sites. So if you're selling something that these types of people would be interested in, like a way to get more traffic to a website, then they're going to be very interested in what you have to offer. However if you're selling something not related to making money or selling online then this one isn't going to be of much value.

One thing to keep in mind is that anyone using a traffic exchange is just clicking through websites very fast so they can build up credits. You're headline needs to be very strong to get their attention and keep them from just clicking on to the next one.

While there are thousands of traffic exchange sites on the web, it's best to focus your efforts on the biggest ones since they're going to have the most people and thus give you the best results.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Here are a few you can use:

1. [Traffic Bunnies](#)
2. [Traffic-Splash](#)
3. [Advertising Know How](#)
4. [Dragon Surf](#)
5. [StartXchange](#)
6. [I Love Hits](#)

You'll have the option to either surf other peoples sites to get credits or to purchase traffic credits. I recommend that you purchase them and not waste your time surfing other peoples sites. This way you can get a lot of quick, cheap traffic to your page for testing and optimization.

If you have your autoresponder series and OTO's set up like we discussed earlier then you'll be able to have this method pay for itself.

Safelists

Safelists are very similar to traffic exchanges in the sense that its mostly going to be other marketers that are using them. Basically, a safelist is just a group of people that have all agreed to receive e-mail from each other. If you sign up to one of these be sure not to use your main e-mail account as it will get overloaded.

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Here are some of the top Safelist Resources:

[Free Safelist Mailer](#)

[Elite Safelist](#)

[Global Safelist](#)

[Newage Marketing](#)

Article Directories:

There are several article sites that you can use to submit small 300 to 700 word articles relating to your niche. Though this has been a bit played out over the last few years its still a quality method of getting traffic, especially for smaller niches. When you submit an article to one of these sites they allow you to place a link to your site in the Author Bio area at the bottom of your article. This makes it so that every article you submit will have a link to your site. There are a lot of sites on the web that get their content from these articles sites so if you write a good article there is a strong chance that its going to get picked up by other sites and move its way around the web. The amount of links and traffic you can get to your site by doing this can really add up over time.

Here is a list of the top article sites:

<http://www.ezinearticles.com>

<http://www.buzzle.com>

<http://www.goarticles.com>

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

<http://www.articlecity.com>

<http://www.isnare.com>

<http://www.articledashboard.com>

<http://www.amazines.com>

<http://www.searchwarp.com>

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

Social Networking sites

Sites like Facebook, Myspace, Twitter, Youtube, ect.. are getting more and more popular every day. These really are the future of the internet. By using these sites to build a strong presence and online social network you can very quickly build up your list.

There are two main things you want to keep in mind about social networking sites. First, don't go on them trying to "sell". People hate that. Go on there with the intent of building a social network and making friends. The money will follow. The second thing to remember is to always have links in your profile pointing back to your squeeze page. This way when someone becomes interested in you enough to check out your profile they will click the link and hit your site.

List Building Sites

There are a few of these sites out there and they can be a great way to virally build your list. These sites work kind of like an MLM program or a Pyramid. You can e-mail your downline through the site. This means that if you send 5 people to the site and they each send 5 people and they each send 5 people.....ect.. until you have a million people on your list. 😊

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Here are the ones that we recommend:

[ListDotCom](#)

[List Bandit](#)

[Your lucky list](#)

Forums:

Internet forums are similar to social networking sites in the way that you need to participate and build a relationship. The beauty of forums is that you can place a link to your site in your signature file so that every time you make a post that link is displayed. The more you post the more links you get to your site. Search engines then come along and index those posts. You get traffic from the members of the site and then continue to get traffic via the search engines for years to come.

A great resource that really explains in full detail all the methods of using forums to market can be found (along with free training videos) here:

[**Instant Forum Profits**](#)

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

JV Giveaways

This is another powerful way to build your list. The way this works is several marketers will all upload something to giveaway on the site. Then each marketer will mail to their list promoting the giveaway site. As people come to the site they can browse through all the available products then sign up to each person's list to get the gift. The better your giveaway item is the more people are going to sign up to your list.

To learn more about this you can check out: [**JV Giveaway Course**](#)

Blogs:

By posting regularly to a blog you're going to build up a following and also be able to attract search traffic. This is more of a long term strategy so the sooner you begin on it the better. This can be a great way to build a relationship with people on your list as well. Since it's your blog, you can post whatever you want in it. Your opinions, thoughts, product reviews, videos, ect..... You can also send an e-mail to your list with a link to your blog for people to read more or leave comments about something. It's a great way to build a good relationship with people and gives them a chance to see a different side of you than they get from just the e-mails.

To learn more about the importance of blogging, you should click below:

[**Blogging to the Bank v. 3.0**](#)

PPC advertising

Pay Per Click advertising can be the best way to build your list or the worst. It can be very expensive to do so if you don't have a good sales funnel set up to cover the costs you're going to lose a lot of money. However, once you get

[**CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE**](#)

more advanced, have a good back end sales funnel, your e-mails tweaked to perfection and high conversion rates on your squeeze pages it can be one of the best and fastest ways to build your list. You just need to make sure that you have things set up enough to cover the cost.

The 2 best resources we have found on using Google Adwords is:

[Commission Blueprint](#)

[Adwords Miracle](#)

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Chapter 7: Selling to your list over time

Once you've built a relationship and hopefully recouped any costs to get the subscribers its time to start making consistent regular money from your list.

You can now start recommending products directly in your e-mails. You'll do this similar to the way you'd write your other e-mails but you can be more direct about the product you're recommending. While the goal of the e-mail is still to get them to click the link and go to the sales page you can use your e-mail to pre-sell them on the product.

If you don't like writing e-mails yourself or aren't very experienced at it yet then you can use pre-written e-mails to promote different products. A lot of affiliate programs will have an affiliate resource page with a few e-mails and other tools that you can use.

I also recommend checking out [Clickbank Profit Pack](#) as they have a large selection of pre-written e-mails that are designed to sell. [Click here for more information](#)

You can take these e-mails and modify them for your own needs.

A great resource and one that I've learned a lot about writing e-mails from is Michael Rasmussens E-Mail Promo's Exposed. You can check it out here and I HIGHLY recommend you get it, watch it, learn it and use it. The guy really knows his stuff and makes it very easy to learn.

[Click the link](#) below to get it **FREE!**

[Michael Rasmusens e-mail Promos Exposed Download Link Click Here](#)

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Some things to remember:

Be sure to break up your sales e-mails with the occasional free gift or free to join site. This way they don't just get one sales e-mail after another from you. By mixing it up with useful, quality content they'll never know for sure what you've got to offer and will be more apt to open and read your e-mails.

Use your blog in conjunction with your e-mails. You can review a product on your blog and then send an e-mail to your list directing them to that blog post. A side benefit of doing this is that unlike e-mails the blog post stays "live" on the internet for ever. Once its indexed in the search engines you could potentially be making sales from that post for years.

Promote Membership sites or sites with recurring payments. By doing this you make one sale and continue to get paid for it as long as they are in the program. There are hundreds of membership type sites that you can promote for just about any niche. This is something that can really start to add up over time.

Creating your own products.

While its not necessary to create your own products to be successful online and there are a lot of people that only sell other peoples products as affiliates. Having your own products really does take you to the next level and gives you so many more options on what you can do to build your list to increase your income. The best thing about having your own products to sell is that you can set up an affiliate program. With an affiliate program you'll have a virtual army of people driving traffic and buyers into your marketing funnel. This really is the most powerful thing you can do to build your list and your profits. Once you've gotten the basics down, are building a list and selling affiliate products the next obvious step for your business is going to be to create your own products.

[CLICK HERE](#) - Earn Money by Giving this Report Away - [CLICK HERE](#)

List building and online marketing in general don't have to be hard. The important thing is that you take action and get started. You don't need to know everything there is about internet marketing before you can put up your first squeeze page or send your first e-mail. By just digging in and getting started you'll learn the things you need to know. Remember, an ounce of experience is worth a ton of book knowledge. You've got the steps to get started and there's no excuse not to.

Here are the steps again:

1. Get a domain
2. Get hosting
3. Get an autoresponder
4. Set up your squeeze page
5. Set up your OTO's
6. Write some e-mails / setup autoresponders
7. Drive traffic.
8. Build a relationship with your list
9. Continue to sell to them forever.
10. Buy a Red Sports car and a Mansion in the hills.
11. Smile. You did it.

We'd like to thank you for reading this and hope that it was informative as well as inspirational. It was our goal in writing it to show you just exactly how easy internet marketing can be and to give you enough information to get you started off on the right foot. We look forward to hearing of your success and possibly working with you in the future whether on a project or as a Joint Venture partner.

Your success is our success,

Josh Fulfer and Ben Clemons

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Resources:

Domain names:

GoDaddy.com

Hosting:

HostGator.com

Autoresponder:

Aweber.com

Free PLR/MRR sites:

[Resale Rocket](#)

[Free PLR Content](#)

[Article Underground](#)

Free HTML Editor:

<http://www.net2.com/nvu/>

Sales and Squeeze pages software:

[Rapid Action Profits](#)

[**CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE**](#)

Traffic:

[Justin Michie's Traffic Tips Report](#)
[Ross Goldberg's Traffic Manifesto](#)

Traffic Exchange Sites:

[Traffic Bunnies](#)
[Traffic-Splash](#)
[Advertising Know How](#)
[Dragon Surf](#)
[StartXchange](#)
[I Love Hits](#)

Safelists:

[Free Safelist Mailer](#)
[Elite Safelist](#)
[Global Safelist](#)
[Newage Marketing](#)

Article Directories:

<http://www.ezinearticles.com>
<http://www.buzzle.com>
<http://www.goarticles.com>
<http://www.articlecity.com>
<http://www.isnare.com>
<http://www.articledashboard.com>
<http://www.amazines.com>
<http://www.searchwarp.com>
<http://www.ideamarketers.com/>

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)

Viral List Building Sites:

[ListDotCom](#)

[List Bandit](#)

[Your lucky list](#)

Forum Marketing:

[Instant Forum Profits](#)

JV Giveaways:

[JV Giveaway Course](#)

Blogging:

[Blogging to the Bank v. 3.0](#)

Pay Per Click Advertising:

[Commission Blueprint](#)

[Adwords Miracle](#)

Email Writing:

[Clickbank Profit Pack](#)

[E-mail Promos Exposed](#)

[**CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE**](#)

**You now have 100% Giveaway Rights
to this (\$97) Report!**

You Now Have 2 options:

1. You can Freely Give this report away...

Or...

2. You can **Click the link below** and make commissions paid directly to your Paypal Account!

[CLICK HERE!!!](#)

[CLICK HERE - Earn Money by Giving this Report Away - CLICK HERE](#)