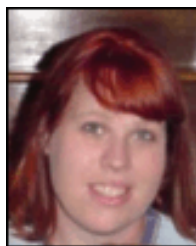


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## **JEFF DEDRICK AND LIZ TOMEY**

Jeff Dedrick and Liz Tomey have stepped up to the plate, and **revealed all of their strategies for building a profitable list**. In this "hold nothing back" call, Jeff and Liz went even further than list building. On this three hour+ call, you'll get **more information about building your list and making money online than ever before....**

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**Jeff Dedrick:** Hello everyone! Glad to have you here. This is Jeff Dedrick here and I have Liz Tomey on the line. And we are billing this as--what do we call it, Liz? Is this the Marathon List Building Viral Marketing call? What was my official title of this?

**Liz Tomey:** Yeah, I think we are giving out all the information we possibly can. I think our focus was list building but there is going to be some really good information in it.

**Jeff:** Yeah, and also the call might be a little weird because Liz and I are pretty good friends, so we do like to make fun of one another a lot. So, you might hear some of that. We are going to probably try to keep our language cleaner than it might be in normal calls that are more private.

But what you are going to hear is just we are going to really get into the details of our business, and how we built our business. And primarily my business was built off of list building. We are going to really focus in on that.

But we are also going to be talking about not only the ways we build our lists, but we are going to be talking about things that maybe people don't talk about, like the JV aspect of it, how important that is to build your list, and how to go about that. Liz does a great job in creating a lot of products, and a lot of these things I don't even know.

So I am going to be asking her and taking notes with all these products, and the viral aspect of it, because I have never heard. I am going to be asking Liz how many people she gets through all those products she creates, and the links and the sales, if she knows those numbers.

So we are going to be asking a lot of good stuff, and just trying to give you guys as much information as we can, so you can apply this stuff to your business. And I say this oftentimes, that a lot of people always keep on learning and learning and learning. And a lot of times, they don't take action.

So we might be giving you 50, 100, 200 things here, great ideas. Well, obviously you can't do them all. Just off the list, look at your current business model of what you are currently doing and what your current goal is, and look at just the things you can apply and take action on almost immediately.

Look at maybe just one, thing, or a handful of things. Don't look at all 100 or 200 things. Just look at a couple of them, focus in on those and, if possible, see what you can get done by tomorrow, the day after you hear this. Can you get a couple of those accomplished, even just one?

Your goal might be just doing one by the end of the week. But the main thing is just getting that first one done. Liz, what do you think about that? Is that a problem that you see? I know that you do a lot of coaching, which I do not do. Is that whole process, or people just taking action, is that like a big problem that you see in a lot of your clients?

**Liz:** Oh, yeah, most certainly, and it starts with focus. Something I have learned from Robert Puddy's seminars is that even I am doing a few things wrong. And the biggest thing is that if it doesn't apply to your business model, it doesn't apply.

You stay away from it. You don't focus on it because what you will find yourself doing is hopping. You hop to this, you hop to that. You have got to stay focused. This is my business model. This is what I do. If it doesn't relate, it doesn't exist. And another thing I have been teaching my coaching clients is kind of like the 24-hour rule.

And this 24-hour rule is about buying, because buying stuff is all great, and you need to continue your education. But if you can't use it or need it in 24 hours, don't buy it.

I don't care if someone comes along and says, "Oh, it is the latest greatest, and it is never going to be done again. " If it is in Internet Marketing, it is going to be done over and over and over and over again. So that is a big thing. Focus? If you don't have focus, you are going down.

And it may take you awhile, and it almost happened to me, you know. That whole focus thing almost killed me, because I was working 16, 18 hours a day, and getting absolutely nothing done. So if you don't focus, you are going to lose out big time.

**Jeff:** Well, you should say, Liz, you were getting a lot done, but compared to what you are getting now, looking back, you weren't getting that much done. You were still creating a successful business and growing, but now your growth is like hyper growth compared to before because you are outsourcing compared to when you were trying to do it all yourself.

**Liz:** Exactly, exactly.

**Jeff:** Yeah. On the topic of that focus, there is a book called Good to Great. I am horrible at remembering names. I think Jim Collins is the person that wrote it. This book is brought up many times in Rich Schefren's coaching program. I am a member.

And also, Mike Filsaime had a big seminar a couple of weeks ago in New York, and it was about building your business. And they quoted that from the stage at least three times or four times, and I know of at least two speakers who brought up that book, so anyone that is listening, I definitely recommend Good to Great.

It deals with the difference between just normal, good companies and the great companies. And they deal with that whole focus issue. So that is definitely a book that you guys can put on your list of things to buy from Amazon.

Liz, I have wanted to get into your history. I met Liz just in the last year. We met at a few, maybe three events. We were doing a mastermind group together, and we did a product together, but I don't know much about your history. For the people out there, maybe quickly give them an idea of your online history or maybe any other history that is relevant.

And then also get right into the list building history. At what point did you start building your list or figure out that that was something you needed to do?

**Liz:** Okay, well, I got my start, a lot of people don't know this about me, but I have actually never had a real job, as far as the whole 9-to-5 thing. When I was a teenager, I was a carhop at a restaurant in Indianapolis, but that is the extent of my real job stuff. When I was 19 years old, I started a direct-mail business.

It was a direct-mail advertising business, and I ran that until about a year and a half ago. It made me \$50,000 to \$60,000 a year. But compared to what happened when I got online, it just wasn't working. So my background actually comes from the direct-mail advertising business.

And what I did there is sold advertising services to people who were in direct mail. And what I did is create this huge list of dealers. In the offline world, affiliates are called dealers. So I had this whole list of affiliates, and I probably didn't advertise the last

four years of my business because all of these dealers were promoting my stuff for me.

They would make a sale and they would get a commission. So all I was doing was filling the orders, basically. You guys forgive me. I am losing my voice because I have done so many interviews over this past weekend.

**Jeff:** Oh, yeah. Liz was at a seminar all weekend, doing a boot camp and doing interviews, so hopefully you can make it the full two hours or more.

**Liz:** Oh, I can. I am drinking hot tea, so we are ready to roll. But that is what I did offline. So I went, "Okay, I see people doing this online. I bet I can do bigger by taking my business model, which is creating products and having others promote it, to the online world." And that is exactly what I did.

I actually didn't start with building a list. I started by having my own product, and having that is vital. And so many people miss that. They don't start with their own product. If you don't have your own product, you are not starting.

If you want to go into affiliate marketing and building a list, and all that stuff, that is really hard to do. You need to learn to leverage other people. So I saw at a forum a topic on joint ventures. And I went, "Hmm, okay, this I can do because I know about joint ventures off line."

But I didn't know about joint ventures online, and there is quite a difference there. So I went to the forums and started asking questions about joint ventures. And I saw these big names giving me answers, and I said, "Okay! This is content!"

So I e-mailed them all and said, "Hey, can I use the post you made in the forum for creating a course on doing joint ventures?" And that was the birth of my very first product, which was Joint Venture Secrets. And it has been taken offline now, because I need to update it.

I am going to make it a huge course instead of the small course that it is now. But all those people I got to say yes to being in the book, once I got it done, I went back to them and said, "Hey, will you promote it?" Well, we are in the Internet Marketing industry, and the Internet Marketing industry has a lot of big egos in it.

And if you put someone in your product, nine out of ten times, they are going to promote that product because they are in that product.

A case in point here: night before last I was reading an e-book, and I can't even remember the name of it, but there was a lady who was writing this e-book, and she mentioned me several times in this e-book. I didn't know who she was. She had never contacted me.

**Jeff:** Did she say something positive or negative?

**Liz:** All positive, Jeff.

**Jeff:** Okay!

**Liz:** This wasn't about a whole lot of people commenting on you. This is about me! You only get the negative feedback, remember?

So she had me all through this e-book and I e-mailed her and said, "Hey! You know, I really appreciate this. What can I do for you? Can I promote this for you? Do you have an affiliate program? Do I just need to send this out to my list? Tell me what you need?"

And it was because she had mentioned me several times in her e-book. So once I got my e-book totally done, I went to these people and said, "Hey! This is what I got; this is what I did. There is a workbook with it; there are audios. Here's the download page. You, of course, get it for free. Would you mind telling me what you think about it?"

"If you don't have the time, I would be more than happy to jump on the phone with you and give you the lowdown on it. Maybe we could work out a deal where you could promote this for me, and I will promote your products on the backend."

So I already knew the key to doing a joint venture was making sure the person I was doing the joint venture for was getting a lot out of the deal. I went to these guys and said, "Hey, you are in this e-book. There is benefit number one. Benefit number two, they are getting it for free. Benefit number three, I am promoting their product on the backend."

So if you ever go to these big guys, throw yourselves at them; whatever they need, do it. If they need affiliate links created, if they need you to get a domain name and redirect it to their affiliate link, whatever they need.



When you are first starting out, don't grovel at these guys, but make sure they have everything they need. So once I got that going, the launch just took off. It was my very first product. I literally was online six or eight months just trying to decide what I wanted to do.

But once that went off, that was the start of my list building. And it was by having people promote my products. Anybody who came to the site, I had a little opt-in box so they could opt in and get a free report on doing joint ventures.

Some people now are not real crazy about that, so I don't recommend putting any type of opt-in box on your sale page. I know that I, as an affiliate, will not promote to squeeze pages and that kind of stuff any longer. I don't like giving away my list. So you might not want to do that.

But when they buy, you can put them on your list. So I was building this list of buyers that kept getting bigger and bigger. On the flip side of that, I was also building a list of affiliates, because once they would buy my product, and this was all before the whole butterfly marketing thing. This will be three years ago this July, so this is all before butterfly marketing.

Once they bought my product, not only on the download page would I tell them on my page they could make money now by my promoting it, but I also had an entire e-mail series ready to go. And I told them, "Hey, here's some benefits to this. I bet some people on your list would like this, and you can make \$77 a sale."

So I also built a list of affiliates. So I had a list of buyers, and I had a list of affiliates. I was already powerful. So when I came up with my few products, I did the exact same thing, the next product, the exact same thing. And now I have a list of 20,000 people, and 1,500 affiliates. And that is all in three years.

And in those three years, I have deleted my list and started over. I started over about a year ago. I just deleted the whole thing because they weren't being responsive and evidently, I was doing something wrong. I just wanted to take a different model to it and go, "Okay, this is what I want to do now."

And so basically in a year, I built my list to 20,000 and my affiliates have always been with me. I will never delete them because they are my bread and butter.

**Jeff:** Let me hear about deleting this e-mail. So you had this big group, at that point, what, two years old? Some of the contacts, you just felt they weren't opening the e-mails, or they just weren't responsive, so you just literally...?

**Liz:** Well, the biggest problem was that at that time, I was using an autoresponder service on my server. I wasn't using Aweber. And so I noticed that only 40% of my e-mails were getting delivered. And I was like, "Well, what is going on?"

My domain name wasn't blacklisted. My ID wasn't blacklisted, nothing like that. The domain name was fine. But the software that I was using on my server and the hosting company I was with would only allow like a thousand people to be e-mailed a day.

So on Monday, I would e-mail out. Well, if it had a thousand people, it takes 5 days to get all those e-mails out. So that was the big kicker. And like I said, I probably had 8,000 to 10,000 people on that list. And when I would send out, maybe 40% of them would get it, and then I had bounced e-mails and all this stuff. Nobody was buying.

And the big thing I think I did wrong was I gave them too much content. I love to teach, and I love to give people lots of content. But if you train them to be nothing but content, they are never going to buy from you. People don't understand that, but we are marketers.

We are supposed to sell to people. Don't be afraid to sell to people. That is your job. That is what you do. A fire fighter puts out fires, and marketers market. So don't be afraid to sell to your people. Always give content. I am 110% behind content, but make sure you are trying to sell them something in that content.

And that way they will be prepared when you send them something, and they will be, "Okay, Liz is going to educate me but she's also going to try to sell something to me." And that is fine. If you just want to do hard sells to your people constantly, a lot of people like that.

Everybody likes something different, and they are going to pick you for what you are, so don't try and do everything. And that was what I was trying to do. So I just said, "Okay, I am deleting you guys."

And I told them all that. I said, "Hey, I am deleting you guys. If you want in my new list, here is the opt-in box. Go subscribe." And I may have had a thousand people who resubscribed. But now I am with AWeber. My e-mail delivery rate is more than double, and I have a very responsive list now.

**Jeff:** And you would recommend AWeber as being a very good list service to use?

**Liz:** You know, either AWeber or Email Aces. Both of them I have had some decent luck with. But anyway, I think of AWeber as being the best.

**Jeff:** What about that initial list that you grew from that very first promotion? Did you sell to that list right away of other products, because you mentioned that that was your first product, so you didn't have a second product right away to sell to them?

Did you start selling other affiliate products to them, or what type of response did they have, being brand new when they first came in, the first month or two after they came in on that very first product?

**Liz:** Well, those were the very same people that I was doing nothing but sending content to.

**Jeff:** Oh, so you weren't even throwing in hardly any affiliate links at all.

**Liz:** Yeah. I promoted a couple of products from the people who were actually in the e-book that I promised I would promote after everything settled down and I had a list. And they did decent, but not like they do now. A lot of that is because I have a reputation now, and that is a big thing.

Get a reputation. It doesn't matter if it is a bad one or a good one. You'd rather have a good one, but get some kind of reputation and get your name out there. And once I did that, everyone started getting a lot more responsive.

But the first one, when I was doing anything related to joint ventures, because it was a very, very targeted niche list of people who were interested in joint ventures. If it wasn't related to joint ventures, it didn't sell at all.

So if you decide to build your list, you are going to have to build different ones, because if you build ones as tightly focused as I did, like joint ventures, they are just going to buy joint ventures stuff.

That is like my AdSense Girl list. Those guys will buy AdSense stuff all day long. But if I send them something about how to create e-books, they are like, "I build AdSense sites. I don't need that."

**Jeff:**

Yeah, interesting. I was just going to say for everyone listening, you should put a little star next to what Liz just said. With all these different sites you build, there are going to be segments and different niches. You need to remember that you need to match your message with the list itself. So if you have Internet Marketers, you can't be selling a weight loss product.

Or as Liz is saying, you have got to be even more specific. Even though it is Internet Marketing, if it wasn't joint venture and Internet Marketing related, they didn't buy it. So yeah, definitely put a little star next to that one. That is a great tip to remember. I am sorry I interrupted you, Liz. What were you talking about?

**Liz:**

I was talking about segmenting lists. I was talking about the different niches, like you just said, about how important that is. But now I have a kind of general Internet Marketing list, and I have a couple of shoots that come off that. I still have the list about joint ventures, and I still preach that a lot--doing joint ventures and building your affiliates.

And then I have AdSense, and then I have kind of a general one. The main thing that I did wrong with my list building is I didn't focus on building the big list. All I focused on was building the list from buyers. Now that could be good and bad. But with list building, it's a numbers game.

If you have 5000, buyers, you could have a really good list. But if you take that and add another 15,000 people who aren't, you've got an even better list, because you are going to get more people. That was my big thing. I didn't focus on list building.

I focused on creating a product and selling it, and list building was my second thing. Now I do both of them just as much as the other. I focus on building my list and making products.

**Jeff:**

Yeah, I think that is one of the problems I, well not really a problem, but I think everyone enters Internet Marketing at a

different level of experience. I had a lot of past business experience, but I didn't really understand about the whole Internet Marketing thing.

I had heard that there was value in your list, but I didn't really pay attention to it. So I kind of just fell into it. I already had a list, and all of a sudden, I am like, well, maybe I should do something with a list.

My first product was Secret Article Converter, and I did a pretty decent job on getting a lot of people, kind of in pre-launch, so I had a name squeeze page just during pre-launch. Now again, like Liz says, a lot of people will not send to that.

But I did a pretty good job with getting a lot of viral e-books out there, where I let the affiliate themselves brand the book with their picture, their URL, and say their main product URL, and of course their branded URL for my Secret Article Converter.

I also created pages for them that were specific for that person, so that Keith Wellman had a page that was "SecretArticleConverter.com/keithwellman." And it had his picture on it, it had my picture, and then it had an area where they could download the free report.

So I did a lot of things pre-launch that caused me to get a pretty good list of potential buyers. Once my site launched, I did not have a name squeeze page.

I didn't have a name squeeze page probably for the first two months just because a lot of affiliates, just like Liz said, they will not send to any type of name squeeze page, so your product will not do as well just for that simple reason alone.

It could be the same exact product, but if you have got a name squeeze page, you might lose half of the potential affiliates. They will see that and they won't even look at your product, no matter how good it is. So I did get an okay list, maybe only..., I didn't even keep correct numbers. I should have written all this stuff down.

I believe I had about 3,500 going into my launch, and then I had buyers pretty quickly. I had 1,500 buyers real quick. So overall, my list grew real quick. And then those viral reports continued to bring in people every single day.

I launched it February 20th or 21st. I didn't even send out any type of affiliate link of any type until a full month later. So at the end of the next month, I sent out something. I made a quick \$500.

It may not seem like a lot, but for just one e-mail, I am like, "Whoa, that was pretty simple! Maybe I should look into that a little more." Plus, you are so wrapped up in your business. You are not even paying attention to what offers are out there.

And now Liz, you and I can sit back, and people will send us links and tell us, "Yeah, in a month I have this coming out," or "In three months, I have got this coming out." They will send you the product ahead of time to look at.

It is so much easier now, because, I don't know how you do it, Liz, but I have got a big calendar on my wall, a big white board, and I have got the next two months laid out. And I will have all the launches set on that calendar so I know ahead of time, on this day, there are two products. On this day, there is one product.

And then it is just a matter of me getting in and testing the product and downloading copies. Or sometimes they will even send me a box of DVDs for me to watch. Then, it is just a matter of me evaluating the product and seeing if it is good or bad, or it is something I feel my list could use if it is a good product.

But when you are just starting off, you don't even really know about it. And for everyone that is listening, you need to start paying attention to the e-mails that are coming through, because they are going to start hinting at some products.

So if you are not at a level where you are not being e-mailed by potential JV partners, you need to pay attention to some of these teaser e-mails. If someone is putting out a free report, download it and see what it is advertising.

And then if you see, "Oh, wait! Inside that free report, it is going to a name squeeze page. He must be coming up with a product." So then, you could always contact that owner, or the owner of the Web site, and say, "Hey, it looks like you have a new product coming up. I would love to be able to..." Then you have to let them know your URLs and the size of your list.

And you can say, you can let them know, "Hey, I have only been doing this for X amount of months, and my list is not big, but it is brand new, and I am growing."

They want to sell product, and they are going to look at you as if, “This guy might be great! His list may be small now, but if I can help him out, send him a link, send him a download link, who knows what relationship I might create, and how big he might be a year from now, or two years from now?”

So even though you have a small list, don't be afraid to contact some of these people, or find out that person's affiliate manager. A lot of the bigger people have an affiliate manager now, so contact that affiliate manager, and go through them.

**Liz:**

And let me interrupt you a minute. That is pretty important. Like Gary Ambrose was saying, when the butterfly marketing phenomenon, that is what I call it now, when that all launched, he knew Mike, and he and Mike were good friends. But Gary actually got Mike to do an interview with him.

Now, the premise of the interview was as soon as it launched, they were doing the interview. Well, it was prerecorded. And it wasn't like they were trying to trick anybody, but Gary made a good impression on Mike because Gary got this awesome idea to do this, and he made a ton of sales.

Look at Brian Edmondson. Nobody knew who Brian was. I did because somebody told me he wrote good e-mail series. I don't think Brian does that anymore. But Brian came out, was Mr. Nobody, and made a lot of sales for Mike. He was listed in the top 20, and he only had a list of just over a thousand at that time.

So he impressed Mike, and now he and Mike are buddies. So by going out there and going, “Okay, I have got a thousand people.” Well, if you've harvested a good list of a thousand people and you contact these guys, and say, “Look. I am a little guy, but I would love to be able to promote for you. What can I do for you?”

It will help your business big time. Sorry. I didn't mean to interrupt, but I just wanted to clarify that it doesn't matter if you are big or small. If you go after these big guys, and you have something to give them, they will pay attention to you.

**Jeff:**

Oh, no. Stuff like that, just interrupt me. Just go, “Dedrick, shut up. I've got something good to say here.” So if I am rambling, just butt right in. I will keep on talking and won't even let you talk for two hours, so definitely cut me off if you have got something good to add.

But just like Liz says, if you have got a great list, that is wonderful and everything, but with how Internet Marketing is right now, everyone is so in tune to these launches, and that is not to say that you can't promote an older product.

But a lot of times the sales are so much more in that first launch time, that first week or two of a product's launch, that it is actually important for you to hear about these ahead of time. So you really need to sign up for a lot of lists, and pay attention to a lot of these teaser e-mails that are going on.

And then look, because you can kind of tell if they are leading up to a launch. And then go that extra mile and pick up a phone. I have had guys call me. I don't know if you knew this, Liz. Eric Holden called me. I didn't know who Eric was, and he didn't know who I was, but he saw some of the buzz I was creating with my Secret Article Converter.

He gave me a call and just said, "Hey." He rattled off his name and said he wanted to get involved in my launch, and I was like, "Cool! Someone actually called me?" Because no one had ever called me before that point, and he ended up being one of my top affiliates, and we even went on to work together on a product.

So definitely it is rare that someone ever calls you. It is rare that someone ever sends you something other than an e-mail, like a letter or anything. If you want to impress some people, send them a letter. I mean, how often do you get a call or a letter?

I am not even talking about a letter to introduce themselves. I have never gotten that. But have you ever gotten a letter or a post card for something like a launch, a product launch coming out?

**Liz:**

No. Here is a cool thing. And Sherman Hu, I don't know if you know who he is or not. He is the Word Press Tutorials guy at [www.WordPressTutorials.com](http://www.WordPressTutorials.com). He was absolutely nobody, but he came out with this, and he had a lot of awesome background. He used to work for Corey Rudl.

So I joined Sherman's thing to promote it, because I needed a good Word Press Tutorial thing to promote to my people, and I was just totally jazzed about it. Well, as soon as I signed up, I got a phone call from Sherman. "Hey Liz, thanks for signing up for my affiliate program. Is there anything I can do for you?"



**Jeff:** Wow!

**Liz:** And I was just blown away! He was not an Internet Marketer at all! He didn't even realize that what he had done had totally impressed me. And now Sherman, I will do anything for him. He is a very close friend, and anything he comes out with I will promote because I know it is good stuff.

**Jeff:** I got to write that down because that is good stuff! I never thought of doing that, calling affiliates. I have thought about calling people that order big orders and stuff like that, but calling affiliates...

**Liz:** Yeah. That is actually part of Jamie's training right now. And for you guys who don't know, Jamie being my husband, and he also is my affiliate manager. I am kind of training him to take over my affiliate job, because we are getting so big with affiliates. But that is what he is going to be doing.

He is going to be calling, and Jeff is one of my affiliates, and he probably won't call him because he doesn't like Jeff! Jeff is actually my affiliate of the year for 2006, so I have to give Jeff a good plug! He totally rocks, and we love him! I don't like you, but I love you! But that is what Jamie is going to be doing.

He is going to be calling the affiliates and go "Hey, what can we do for you? Where can we make things better? What do we need to do?" And that is huge. You've done an awesome job.

**Jeff:** Well thanks, Liz. I appreciate that! I appreciate the checks that you send me, also! Hey Liz, we have got a question here. Let me unmute the lines. Wendy Haynie is on. Wendy, can you hear us?

**Wendy:** Yes, I can hear you. Can you hear me?

**Jeff:** Yes, go ahead and ask your question!

**Wendy:** Liz, this is kind of an off question, but what should happen if you see a promotion coming out that you want to be involved with it?

You go ahead and ask them whether you can promote their product, you get an advance copy of it, and all of a sudden, you go, "Wow, this isn't something I am comfortable promoting to my list! It is not up to the quality of specs, et cetera." What do you do?

**Liz:** You have a few options. You can just not promote it, or you can go to them and tell them they suck! I always go with option number one.

If they e-mail me and go, “Hey, I thought you were going to promote this.” I just politely tell them, “Hey, I thought it would be something that my list would like, but it really just doesn't fit my business model. In the future, here is what I do. If you have something that fits that, let me know and I will be sure to promote for you.”

**Wendy:** Okay. Great!

**Jeff:** Yeah, that is a hard one, because I received stuff that they were going to sell for \$2,000, and I received it free, and just because I felt the quality was good, but I didn't think it was worth the \$2,000, I did not promote. And I felt really guilty because they sent it to me for free to check out. It is that whole reciprocity thing.

What is that book called—Influence: The Psychology of Persuasion, Cialdini's book? They talk about reciprocity. When you give something to someone, they have this strange, either conscious or unconscious, desire to give something back to you, and I definitely had that going. I feel really bad when I get something for free and I can't promote it.

And I bet you there have been times, not consciously, but I maybe sent out for someone that maybe it was an okay product, and who knows? Maybe if I had not gotten it for free, maybe I would not have sent it out.

Maybe that is why police officers can never—I am thinking that is a universal rule—they can never receive any type of gift, no matter how small it is, because they might show then some type of better treatment for that business owner or that person.

**Liz:** Okay, good cops should never, ever take bribes! That is what Jeff is saying!

**Jeff:** I said that is the rule. I didn't say that is the case! All right, did you have any other questions for us right now, Wendy?

**Wendy:** No, but that just goes in line with the fact that you build your list. I know that there are certain people, when I get an e-mail from them promoting something; I jump on it, because I know I totally trust them. And if they are saying it is good, it is worth buying. And so

the last thing you want to do is jeopardize that relationship with your list.

**Jeff:** Right!

**Liz:** And as you grow, you will get this network of people around you that you will start trusting, like I do actually trust Jeff. I actually do like Jeff. Don't tell him. Like Keith Wellman, he is another one that anything he sends me, I am all over.

And there are several in my group, I call them, that I totally trust. And as you grow, that group will get bigger, and you will find out who to trust and who not to trust, because they all talk.

**Wendy:** Right. Sometimes I think as a new person it is hard, to completely feel outside and think, "Well, how come everybody else knows this. And how do I make that leap?"

**Liz:** You listen to us. You do what we say!

**Jeff:** And there are some little, you can maybe look it up in Google, some JV type networks or JV sites that you can become a member of. They will send you, because what happens is the person that owns the site is on the second tier, so they are making money off their list if that list signs up for the affiliate program.

So there are people that just do a search and you can get on their list and they will fire off e-mails to you ahead of time, so you can hear about these launches.

**Liz:** Yeah, and Tim has JV Alert. That is like one of the biggest JV sites out there.

**Jeff:** Oh, yeah. Is there a cost to that? I am not a member.

**Liz:** Yeah, I think it is like \$80 a month. Don't quote me, but I know it is over \$50 a month.

**Jeff:** I know there are also some free lists that you can kind of be on that will send you some information. And oftentimes I am on a couple of those lists, and I get some good scoops on some affiliate programs ahead of time.

Yeah, and Wendy did bring up a good question about when you get products. Thinking about it from owning a product, you want to get these people promoting. We are all so busy, and if you will

just send an e-mail that says, "Hey, here is my link. I have got a product. Check it out."

And all it is is like a JV page and you have to go through all that hassle. Well, if you are able to, send those people the product themselves, a personal e-mail, or set up a nice JV page that explains everything. It has possibly a contest, and it explains maybe a JV blog where they can get JV updates.

And it also has the product already on there, a downloadable product. You give them the downloads right there, because you want, again, that reciprocity.

If it is a good product, you want to get it out in all these JV partners' hands. What I did to get my first affiliates is I actually did send post cards to a ton of people. And I think I had an old address for you, Liz, because I believe your post card came back, if I remember correctly.

But I sent post cards to, I don't even know, a couple of hundred different affiliates. Every time I got an e-mail from someone, I would just look at the bottom and most times and in most cases, I think they have to have their address now, you just copy and paste it into a document, or into Excel or whatever it is.

And then you just create, or I even had a mail label program so I would pop it right into that. Then just load up your labels, hit a button, and it spits it out. You can go to [www.VistaPrint.com](http://www.VistaPrint.com). You can get post cards for anywhere from 25 cents to 10 cents apiece.

And all you do on that post card is invite them into your affiliate program, and you put the link on there. And a lot of people out of curiosity go right there to that link. So, Liz, you did the old JV kind of thing by putting people into your product, and they had that reciprocity thing going, again.

It is a combination of ego, but also reciprocity. And I did the post card thing to get people involved. Since we are kind of talking about this whole JV thing, doing these JVs is the quickest way to build your list or to build your name.

So we might as well keep going. Give me some other secrets on how you get JV partners. Maybe back then, Liz, or even now. Are there any tricks or anything that you use to get more JV partners?

**Liz:**

Well, I'll tell you one thing. Being a girl in this industry rocks! It really does help, because men have this whole thing where they need to help the girl, they need to protect the girl. This all goes back to the whole subconscious thing. Men are the providers; they are the protectors, you know, back in the caveman days. Some men still act like cavemen.

[Laughter]

In the Internet Marketing, it's the same way. When you're a girl, it's a lot easier. For you guys out there in our market that's mostly made up of guys, it sucks for you, but that's the God-honest truth. But for you guys out there, it's all about being able to relate with someone, building a relationship with them. That's sometimes kind of hard to be in an e-mail.

I'm a very personal person. When you get an e-mail from me, it's a real e-mail. If I'm just trying to help you on the help desk, you're not going to get a personal e-mail from me. I just want to give you your stuff so you can get going and get your download links or whatever it is. But if you're emailing with me, you can tell I'm a very personal person. I'll mention my kids, what I did that day. I don't write a book, because you've got to value everyone's time, too. But if you can put some personal stuff in your e-mail, it makes you seem like a real person.

I know that's hard for you, Jeff, because we know you're subhuman.

[Laughter]

But if you can, make yourself seem like you're a real person, and then start building a relationship. Don't just e-mail and go, "Hey, promote this for me!" No, you want to go, "Hey, what can I do to help you? I've got this going on right now, how can I integrate what you have and what I have going right now?"

You should never, ever just e-mail someone and the first time off, go "Hey! Want to promote this for me?" Or, "I saw you have a Web site that relates to mine, and I think our products would be great together!"

How do you know? What have you done for this person? Don't come into this field like we all owe you something, because that'll just create negative energy. I actually get e-mails like that about once a week.

“Liz, you’re a big guru,” which I’m not, “you’re a big guru, and you owe me this promotion. It’s your job to.” No, it’s not! I just had a very heated conversation, and if people knew me, they know I love heated conversations.

**Jeff:** Oh, yeah.

**Liz:** But I had a heated conversation with someone over the weekend about people owing them something. Being in this business, there’s no college you can go to. Everything you do is self-taught, basically. You learn from other people, you read an e-book, but you’re teaching yourself what to do.

This person felt that they deserved everything for free, that I owed them this, and a lot of people that I know owed them this and that. And that because we get special treatment, meaning that when I do a product and I let Jeff promote the product for the first two weeks and no one else, well, that shouldn’t happen. Well, yeah, it should, because Jeff did over \$40,000 in sales for me last year. So of course I’m going to cater to him a lot, because he’s showing me he cares about me and my business.

Granted, he’s making money, but he still cares. So the whole preferential treatment, giving people preferential treatment, that’s okay. If they can help you, then give them preferential treatment. You’re not owed anything in this business. No one’s owed anything in life, period. I think once people get over that hump, then going and doing JVs are a lot easier.

When you go to contact someone about a JV, like I said, don’t just do the whole “Can I promote this for you?” Be sure to ask them what you can do for them, and when they respond to you, go “Okay, I can put this on my Thank-You page.” It’s called integration marketing. It’s basically where you integrate their products with your products, meaning you’re releasing a book on joint ventures.

So e-mail Liz and go, “Hey, I’m getting ready to release a product on joint ventures. Can I get an affiliate link for this product so I can promote it on the backend?”

And I’ll go “Sure, how about I do the same thing for you?” So that’s another big thing, is the integration marketing stuff. Definitely go look all that up on Google. There’s a whole science behind that. I’m not even going to get into integration marketing.

But don't just go out and throw yourself and go, "Hey, promote this for me." Make sure that you've got everything set. If you're promoting a product, make sure you've got all your ad copy. Make sure that you have some statistics, you know, "This is converting at..." A lot of people go, "Well, I don't have a list; this is my first product. How do I do that?"

Well, there are a lot of ways you can do that. If it's on your first product, you may not be able to do that. But you can use CPC, Google AdWords. I don't do AdWords, never have, never will. It's just a nightmare.

Posting your link in forums, stuff like that. Paying for e-zine advertising. When you first get started, though, converting at 4%-- that's decent. The industry standard, as they say, is 1%. You need to hire a copywriter if you're only getting 1%.

[Laughter]

**Jeff:**

Well, along the lines of doing something different to get JV partners, I know that I get many e-mails that are just the form letter, and that I'll get 50%. It's when you do something different that stands out, which I'll talk about in a bit, and some of the things that I did on my second site to stand out. But I'm going to back up even further. I'm going to talk about stuff I did before I even had my first product. Maybe I should have started with this.

I knew I was going to be doing something with Internet Marketing. I was attending seminars and making connections before I even had my first product, and oftentimes that's what, when people do meet me at a seminar, a lot of times all they're doing is talking about themselves. "Hey, here's my card, here's my product, and I've got a launch coming out. Boom, boom, boom, boom."

Well, the good thing, or bad thing, however you want to look at it, since I didn't have a product yet, I didn't have anything to talk to these guys about. So I just sat there and just had fun.

Another secret is buy drinks when you're at these seminars. So I was making all of these connections, and because I wasn't talking about myself, I was just having fun, being one of the guys; they don't always want to talk shop. They don't always want to talk business. So they were enjoying hanging out with me. I then discovered that, "Hey, I might be onto something here."

I took it to the next level again. This is right after I had launched my first product. Well, I kind of JV'd with a guy. His name is Tom Bell. Not Tom Beal, the person that works with Filsaime, who I'm also friends with. But Tom Bell was at the very first Yanik Underground Seminar, one of the speakers. He's really big in the CPA networks and stuff like that.

Well, I had met him, and I said, "Hey, Tom, we're going to hold a party, if this is all right with you, we're going to hold a party at the Big Seminar. I'll create it, I'll rent the room, I'll pay for all the booze, and I'll have the ticket made." What I did was I was kind of using his name, because people knew him. They didn't really know me.

But we had all of these big-name guys show up at this party, and they saw my name, and they saw Tom's name. They had received this little, like a real ticket, almost like a ticket you'd get to a sporting event or a concert. They had that in their hand to get in, and again, the whole reciprocity. We had a three-hour open bar where we just pounded the drinks into these people, and they kind of got to know me that way.

Well then, we--Liz, you obviously know this--we, a group of six of us were launching our Product Launches Exposed site at the Baltimore, what was it called, the Internet Marketing Main Event, Filsaime's event in Baltimore. We had our big, huge party again, open-bar party. Do you remember how many people we had there? Any clue what we ended up having, Liz?

**Liz:** Oh, man. There were at least a hundred people in that room.

**Jeff:** I think we set it up to go with a hundred. I think we went beyond that even, somehow. Yeah, there was a lot. The cost ended up being, like, I think I had a bar bill of \$3,200 or something like that? But again, I wasn't looking at it as being a one-time deal. I looked at it as being a continual process of promotions.

I don't know. How was that whole seminar for you, Liz, the people you met at that seminar? Was that the first seminar that you'd ever been to?

**Liz:** Oh, shut up.

**Jeff:** Was that the one I forced you to go to?

[Laughter]



**Liz:** Oh, just shut up.

**Jeff:** Liz did not want to go to a seminar. She did not want to go to that one. I, along with some of the other partners, we really forced her to go. But, quickly, we talked about the connections at the seminars. What do you feel that the connections you made at that seminar and at that party, what do you think that'll bring in for you in the next, say, three years?

**Liz:** Oh my gosh, hundreds and hundreds of thousands of dollars. I mean, it already has! I made some big-time connections there. I've already had people promoting my products that were from there.

I met Jon. I always call him Jon Love-It-Allen-Pat-Atwood. It's actually Pat Lovell and Jon Atwood.

[Laughter]

We're going to be coming out with a product together, and I met them there. They actually met at a seminar before that and had their products come out. So lots of deals, lots of products we're going to be doing together.

**Jeff:** Did you meet Hostler there?

**Liz:** Oh, yeah! What's that guy's name, John, my business partner, um, John Hostler? Yes, I actually met John Hostler there, and he is now my business partner, and our whole thing this year is doing seven figures.

**Jeff:** It's huge. I mean, not only the power of going to seminars, but Liz was right out there on the breaks. She was talking to people. A lot of people that go to a seminar, they sit down, they listen to good content and everything. Sometimes seminars are bad, because you get too much content and you lost focus and all of that stuff we talked about earlier, but she was using the seminar to make connections.

We were there to promote our business. We were there to do the party. That forced her to be right out there with all of us. We were in the halls; we were late night in the bars, too late. What was it, something ridiculous, five in the morning we were getting in bed?

**Liz:**

It was almost every night. It was back to the hotel rooms at, like, 5:00 in the morning. I think at that seminar, we did this really cool thing with Product Launches Exposed. We had these black sunglasses. Jeff and I went into the seminar room, and put the black sunglasses on everybody's seat, so it was part of our gig. Filsaime and Paulie both let us do it. Don't just go to a seminar and start passing stuff out.

[Laughter]

Little side note there. Filsaime and Paulie both let us do it, and that was the only time I ever stepped in that seminar room. I did not hear one person speak at that seminar.

**Jeff:**

Right, because our goal there was to network and to advertise our product. Liz mentioned the sunglasses. When people came out then, after that--when they came in and found sunglasses--on the next break when they came back, all of us were dressed all in black. We had sunglasses; we had a big, what, six-foot, eight-foot banner of our product. We had computers set up to have all of the affiliates sign up right there on the spot.

You know, we couldn't let all 300 people into our party, but the people that we wanted to meet, or we knew, we were giving them the tickets to get into the party that night, our private-invite party. But that was a great party, and again, it was all planned out ahead of time. We didn't just go to the seminar and make it up as we got there. We knew exactly what we were going to do ahead of time. We had goals.

So for all of you that are attending seminars, it's not only the information. I would put the information at 50%, even for a beginner. Now, Liz says, she puts it at a small percent. Some seminars are at 20%; some are at 0%. It's mainly as you get more and more into this business and get more focused. You look at the connections being more important. Again, that's huge.

**Liz:**

Yeah. To touch on what you're saying there, Jeff, you don't have to throw a big event. Look at Sterling Valentine. I just had the utmost pleasure of meeting Sterling Valentine. Sterling is probably one of the most hypnotic people I have ever met in my life. He's got this personality that just sucks you in.

I didn't know this about Sterling until I met him, but when Ken McArthur basically, I guess you could say, found Sterling, Sterling

was going to bust out any which way. It didn't matter who found him, but I think Ken helped him do it a little bit earlier.

But the way Sterling got his in with Ken is he was at the JV Alert seminar. Nobody knew who he was. He didn't really know anybody, so what he started doing was anytime someone needed something, he was there. If the room was too cold, he's like, "I'll go get somebody to fix that."

One of the speakers needed water. Bam! Sterling was right there with water. Whatever people needed, Sterling was taking care of. And it's not because Ken said, "Hey, come to this event and help me out." He didn't know Sterling. Sterling just did this.

By the end of the seminar, there were people all around Sterling, because Sterling had given so much, and everybody was just intoxicated with Sterling. So you don't have to spend three grand on a bar party. Granted, it works. Hostler and I just did it in Dallas, and it works great! Hostler also just bought a big-name marketer, Mike Filsaime, an Xbox! The Xbox 360, it was like a \$400 thing. But he sent it to Filsaime, and Filsaime, he's a big Hostler fan now, as he should be, because he's pretty cool.

But it doesn't have to be something huge. Just do something to impress somebody, get noticed. These events are a great place to get noticed. Everybody knows me from these events as, I think Robert Puddy called me "Playgirl," and it's because I'm there to have fun. I'm there to meet my readers. I'm there to meet my JV partners, my affiliates. I'm there to hang out and do cool things with those people so I can build a relationship with them.

**Jeff:**

Yeah, that makes a huge difference, getting to know people. People want to do business with people they know, they like, and they trust. It's tough just to do it online. You can pull it off. But another thing is, you need to get your picture out there. A lot of times, no one has a picture on a Web site. You can make a connection with a person, but once you see their picture or their video on a Web site, it makes a big difference.

Now maybe you don't want to put your picture out there for some reason, or maybe you don't want to put it on your sales page, but then on the JV page you can put the picture or have a video, just for your JV partners. Or, I did have one, and I thought this was impressive, a marketer just sent out a JV proposal to probably the people that pushed this last product. I'm not even sure, but he sent the video to me.

He actually said, “Hey, Jeff, I’m glad that you came here!” So he addressed me, he used my name or my full name right in the video. How many of those little videos did he have to make, 30, 40, 50 different videos?

**Liz:** Oh, you’re talking about Dan, aren’t you?

**Jeff:** No, no, for Cheney’s upcoming list product.

**Liz:** Oh, okay, because Dan does the same thing.

**Jeff:** Oh, did he? I don’t remember.

**Liz:** Yes. Yeah, he sent out individual videos to people.

**Jeff:** I don’t know if I got one, then. I’ll have to talk to Dan about that.

[Laughter]

**Liz:** Dan doesn’t like you!

[Laughter]

Eventually, I’ll get this point across to you. Nobody likes you, Jeff!

[Both laughing]

**Jeff:** Looks like Michael didn’t.

**Liz:** I’ll probably get hate e-mails from your fans. “How dare you talk to Jeff like that? I actually like him.”

**Jeff:** At the end of the call, I’ll give out Liz’s personal e-mail address. You can all e-mail her with your hate e-mails.

[Laughter]

But that was an example of video to burst through the clutter. Again, we get so many e-mails that are just “50% off!” blah, blah, blah. In my very first product, I gave the first month--my product was a monthly membership--I gave 100% commission on the first month for every single one of my JV partners. And then also, on the second month, if they brought in so many sales, they got a

second month of 100% because I was willing to give up on the front end to make more money on the backend.

That leads into my second site. We're kind of bouncing around our history and then getting off track a bit somewhat, but this has to do with my history of list building, but also to bust through the clutter out there. On my next site [SecretPageSpy.com](http://SecretPageSpy.com), my main goal was not to make money. My main goal was to make a list, because I had talked about how I had sent out that very first e-mail. What was it? In March of 2006, I made the \$500. Then, the next month, all of a sudden, I made a couple thousand.

Well, just that quick, before I knew it, I was up to \$3,000, \$4,000, \$5,000, \$6,000 or \$7,000 real quick. I'm like, "Hey, I'm going to come up with a site just to build a list."

I'd heard Mike Filsaime say, when he first started, for every 10,000 people he added to his list, he made an additional \$10,000 a month in affiliate commissions. Or maybe it was just income in general. But basically he made \$1 per person. So you add 1,000 people, you get 1,000 extra dollars per month.

So I came up with that Secret Page Spy, where I actually gave all of my affiliate partners 100% commissions. So it's a free site, it's a butterfly site. Free to get in, there's a one-time offer, where normally people would split it, you know; you get 50% of that. Well, I gave that 100%, and even now, if you go to that site, the one-time offer that you'll be purchasing, if you don't purchase it, you can still advertise it just like a butterfly site, you get 50% like normal.

But if you purchase the one-time-offer, and this is kind of a weird one, that one-time-offer. You actually get a one-time-offer and the sales letter and all of the products to use yourself, but along with that, you get 100% commissions. So I had all these people that I didn't make them buy the offer, I gave it to them free. They were getting 100% commissions. So with the charges involved with Visa and all that stuff, I was actually losing money on every single sale.

The even crazier thing on top of that, I had an affiliate contest where the first ten people all got--the first ten affiliates, the highest volume affiliates--they all got \$1,000. Now, I've seen some good affiliate contests before. But here I am, not making any money, and I'm also giving out \$10,000. Then I give an additional \$1,000 for the person that did not make the top ten, but still brought me

the most free members. So I ended up not bringing in any money, and then I also spent \$11,000, and then I had my startup costs just to build that list.

I don't even know because you lose people off your list and it's continuing to grow. Every week, I get more people on that list. But I know I've for sure brought in well over 15,000 people. Again, if you're looking at \$1 per person, if those numbers are still working, I'm bringing in \$15,000 off of that every month. So real quickly, you can look at the numbers and say, "Hey, well, I can give out \$11,000 if I'm going to be making \$10,000 to \$15,000.

I tell people this story. A major problem, mistake, screw-up, whatever you want to call it, I should have had a secondary offer, an additional upsell that I would have kept the money for. I think my affiliates would have been happy making the 100% on the first thing, and then me getting at least 50% or 100% of the upsell. I did add it either the second or third week of the program, but by that time I'd missed out on 80% of the traffic, so I probably lost \$15,000.

My whole site brought in, I don't even know, I don't pay attention, \$40,000, \$50,000 I paid out, but I bet you I missed \$15,000 by not having that upsell, not really thinking. Because I'm so focused on the list, I wasn't even thinking about making money from this product.

But definitely, that cut through the clutter again. That was 100% commissions, and the contest on top of it; that's huge.

Hey, Liz, I want to ask you. How important are contests in your business? Have you done many contests? I know you've done a few because I've been involved with them, but how long have you been doing contests, and do you feel that they work for your affiliates?

**Liz:**

I didn't start doing contests until, actually, we came out with Product Launches Exposed, which is where I learned the whole contest thing. When I started doing contests, you guys went nuts over them! I mean, absolutely nuts!

Part of my thing is ego-stroking and playing on the whole ego thing that all of you men have. So what I do is I do kind of an "All right, who's going to kick whose butt?" And you know, the last time, Dedrick, you know, I did the Smack Talk Line. It was my testimonial line, and I just called it a Smack Talk Line, and I put a

message on there, “Hey, you want to talk smack to these other affiliates? Then you go right ahead.”

I had tons of people calling in! The one that really stood out was Willie Crawford. Willie Crawford’s pretty straight-laced, if you don’t know him, and for him to call into the Smack Line, everybody was just like, “Oh my gosh!” But yeah, I actually got Willie Crawford to call into the Smack Talk Line, and he talked smack to everybody!

For those of you who don’t know what smack talk is, it’s kind of like goading people on, “Hey, I’m going to kick your butt,” or “I’m going to beat you,” or “You suck.” There was a lot of that going on.

[Laughter]

I just mean, it was craziness, people just blatantly telling each other “I’m going to kick your butt,” “You’re going down!” And I think that was the one where you got beat by Michael Ambrosia?

**Jeff:** Yeah, we had actually come up with this game plan ahead of time, and I was dumb enough, because the promotion before, I had won. So Liz says, “Hey, let’s have some fun with this. Is this okay with you?”

I said, “Yeah, let everyone know that I said I was going to kick everyone’s butt, and I’m going to win again!”

Well, we got people too riled up, and I actually lost the contest, because they went crazy, didn’t they?

**Liz:** [Laughter] Yeah, it did! In Jeff’s defense, I think it just came down to there were four people. It was you, and Jeremy Gislason, and Ambrosia. There’s one more, I can’t think of who it was. Sorry if you’re listening to this and I can’t remember who you are, but it came down to you guys, and I think it came down to who had the best bonus.

**Jeff:** Yeah, because I think it was, if I remember right, it was 84 sales, 82, and I had 81.

**Liz:** Yes. It was so, so, so close.

**Jeff:** Yeah, it was.

**Liz:** I don't think that the whole us getting people riled up had much to do with you losing, because it was by a hair.

[Laughter]

So whatever excuse you want to use, that's cool.

**Jeff:** No, I believe what happened was...

[Laughter]

Affiliates do like that contest. They like to beat their chests and say "I'm number one." Or sometimes it's not even the gifts. It doesn't have to be money. I think, Liz, yours is money. I mentioned my money one. I've seen ones that were gifts. I've seen gift cards. I've seen trips.

I saw one guy who flew people out to Las Vegas one weekend. For the first guy, he paid for this top-notch suite and gave him gambling money. This was obviously for a high-end product. But I've seen Rolex watches, laptops, a Mexico vacation I think I saw. I know that I won an Xbox and a PlayStation 3 in contests. And sometimes, you don't even care about the price. It's just seeing your name because they'll have a list.

Again, many of you listening to this, you have maybe not seen these JV blogs. Behind these launches, there's a JV blog that a lot of times only certain people can see or they only have access to. Even normal affiliates, a lot of times, don't see these contests. The list, the top ten, top 20 people of this contest, and they update it every single day oftentimes. There's a launch going on right now. Every single morning, they update it. Every morning, I'll go there and see where I'm at in the contest.

We went as far as, on my Secret Page Spy, and also I think we did it for Product Launches Exposed, we had it automatically updated. So if there was a sale made and it boosted someone ahead of somebody else, the place on the top-20 list changed automatically. I don't know if that's good or bad. It might even not work. It might be better to have people drive them all back for the anticipation once in the morning. I'm not sure. We've never tested that.

It is kind of cool seeing it. You send out an e-mail, you jump over, and you see if your place changed. I'm not sure if anyone's ever



done an automatic update. I know we did, but I'm not sure if anyone else has.

Do these contests, you being a female; do they work for you like it does for us guys? Do you find yourself motivated to do well in the contest, Liz?

**Liz:** No, I could care less.

[Laughter]

I'm really competitive, but it's not with everybody. It's only with certain people like you. I mean, everything is for blood with you. My husband, everything is for blood. With certain people, I say, "Oh, it doesn't matter."

The e-mails that you guys send out of "So-and-so is kicking your butt," that bothers me. If I see one of those e-mails, I'm like, "Okay, I'm going to send out another e-mail!" Dedrick and I were just in another launch that went on with the AdSense real estate guys. The whole time, probably the one reason why Jeff promoted it is because I went "Promote this, because I'm going to kick your butt! I'm going to totally annihilate you!"

He almost didn't, but not because it's a bad product, but because he had other things going on. But because it was a good product, and Jeff wanted to kick my butt, which let me say, he did not!

[Laughter]

**Jeff:** [Sighs]

**Liz:** He promoted for it.

[Laughter]

**Jeff:** We won't even talk about me sending out the wrong link.

[Laughter]

**Liz:** But we will talk about me kicking your butt!

**Jeff:** Yeah, however you want to feel better about yourself, that's fine.

[Laughter]

**Liz:** Yeah, but it was fun. That one, it did get me. Some of them do, some of them don't. It just depends on who's in it, and whose butt I'm kicking. I think in the last one, I kicked your butt, Gary Ambrose, there was a whole bunch of them, so I'm pretty proud of that one.

**Jeff:** Yeah, it is a good feeling.

Here's another thing we talked about doing something different to kind of burst through the clutter. I did have a guy just a couple of days ago send me a product for free. He was selling it, but he just sent it to me. Not to promote, because it's a massive resale product.

So here he is selling the product himself. It's a brand new product, and he's selling it himself. But he just gave it to me, and he said some line that said, "The reason why I'm doing this is, as you know, sometimes you've got to give to receive."

So I know that I'll remember his name. I've not gotten into, other than seeing the sales letter, I can't tell you how good the product is, but already I remember his name because of that little action. Six months from now, three months from now, if he comes out with a new product, well, at least he's going to show up on my radar screen. I'm going to pay attention it.

Here's another cool thing that someone did. I had done a launch in October, helped a guy out, did okay for sales. Well, around Christmas, I get a package, and it's a bunch of chocolates from a high-end chocolate place. It's just a Christmas gift saying, "Happy Holidays." I don't even remember what the message was, but it was from that marketer. I don't know if he went down and did his top ten affiliates, 20, 30, who knows? But did I remember that? Definitely.

I have met him before, so maybe it was contacts, I'm not sure. But I do know then, that three weeks or four weeks after Christmas, he did do a promotion. Did I promote for it? Yes. After looking at the product, of course, and seeing that it was high-end, and that it could help my list, I did send out for it. But there again, you've got that reciprocity thing.

If I would have had another product that day to push, then I would either make that decision, "Do I send out for this guy, or do I send out for the guy that gave me the nice chocolate that my girls ate

most of anyway when I wasn't paying attention?" But you've got that reciprocity thing going.

Have you ever gotten any gifts? I think that's the only time I've ever received any gift from someone.

**Liz:** I get lots of cards and letters and, of course, free products, but as far as gifts, a lot of people know I love Pinky and the Brain. So I get a lot of Pinky and the Brain stuff. My whole office is covered with Pinky and the Brain. I'm sure you know the cartoon of the two rats, and their thing is always taking over the world at the end of each episode. That's their goal is taking over the world. So I've always liked Pinky and the Brain. So I get a lot of Pinky and the Brain stuff.

People know I'm a big Tennessee Volunteer fan. I get a lot of Tennessee stuff. I've never been sent chocolates.

[Laughter]

And I love chocolate. Nothing like that, but I do get gifts.

**Jeff:** Way to go. I don't.

**Liz:** And it's all personal stuff. People know that there are certain things that I like, and they send me personal gifts. Those are the best kinds of gifts.

**Jeff:** And definitely you remember that person.

**Liz:** Oh, yeah. Oh, definitely.

**Jeff:** We're kind of talking along the lines of using affiliates to drive their lists. Like I said, I've never placed an ad in my life, a paid ad for one of my products. In my life, it's always affiliates that are driving the sales. You know, now I have lists, so now my own list is driving sales.

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But we're talking about how important it is to get these affiliates on board. What are some other ways that you've maybe created affiliate lists, or did you want to get into, because you mentioned you've got 1,500 affiliates right now on your list. Is there anything else, any tips or tricks or things you want to talk about, how you do that, or anything else within that subject?

**Liz:**

Yeah, sure. The main way I build affiliates is like I said, as soon as I make a sale to them, I try and recruit them. You always want to make your customers your affiliates, because they're your best sales people. Someone that already has your product in their hand is going to be your best sales person.

What I've done over the last couple of years is I have Train Your Affiliates. There I have all of my products listed, and on the front page is basically my sales page. "Here's what you get for being an affiliate of [www.TomeyMarketing.com](http://www.TomeyMarketing.com)! We have all these products, and here's what they pay you!"

And down on the left-hand side, when you click on the product, it gives you an entire page about that product with the ad copy and everything to go. Now, what I also do is I train my affiliates with Train Your Affiliates. You know, I send them out e-mails about how to do this, and how to do that, all affiliate marketing related. But when I teach them how to do this or do that, I say, "Okay, you'll promote resale rights for movies."

Say I'm going to be teaching them about article marketing. Well, when I'm teaching them about article marketing to drive traffic, I'm showing them with my site, how they can do it with my site. So that's a big thing, and that draws a lot of people in, because

they want that information. They may or may not promote my product, but I've got them as an affiliate, and as I keep coming out with products, I'm going to put something in front of their faces they're going to want to promote. That's the biggest key there.

**Jeff:** I guess, I want to try to uncover some other, not the secret things, but things that you do to get your affiliates motivated or to find new affiliates. We talked about going to seminars now is something that is very valuable, but what are some other things that either you do or that you've heard about that can bring more affiliates into the pipeline?

**Liz:** Oh, man. I'm just stuck on my stuff. That's a good one. Some things you can do to bring affiliates in. If you know someone who has a lot of affiliates, offer a two-tier affiliate program and go to them, and say, "Hey! If you promote this to your affiliates, you get 10% of everything!"

You can do that with JV brokers, too. There are only a couple left in the industry. I know a couple of them who have retired lately. I don't know what that's all about.

[Laughter]

Somehow, all the JV brokers are retiring. You can also do that.

Constantly find ways to leverage. Another thing, like I said, is building your own affiliate headquarters, and going out and promoting it. You need to actively be promoting it. If you see someone who has a product like yours, introduce them to your affiliate program. Tell them, "Hey, I have this, this, and this. This is what we do. We'd love to be able to fit you in with our stuff."

Always be looking for your next affiliate. You're always looking for your next customer, and you're always looking for your next affiliate. So that's basically the ways I do it. There's no real secret to it.

**Jeff:** Here's a tip that I've not done, but I've seen people do it. When they're emailing someone or they're talking to them, and the person's agreed to help out with the affiliate program, that's the perfect time you'd say, "Who else would you know that could help me with this?" Then, say, for example, that I would tell that person, "Well, I know this girl Liz. Do you know Liz? Her list would love this."

Well, then, that person would send an e-mail to Liz and say, “Hey, I was just talking with Jeff Dedrick, and he mentioned that you’d possibly want to take a look at my product.” Well, right there, it’s not like a normal, “Hey, you don’t know me, check out my product.” They’ve kind of almost like gone through me, and because I’ve already agreed to it, or agreed to push it, they can say, “Yeah, Jeff Dedrick’s going to be helping me out, and he gave me your name, Liz. Here’s my product, would you like to check it out?”

That’s a very powerful thing to ask. “Who else do you feel could help me with this, or would be interested in this?” because if every person gives you two names, you could double the size of your affiliate list just from that alone. Just from asking that question.

**Liz:** Oh, yeah, definitely. That’s the viral aspect of it, refer me to another person, refer me to another person.

**Jeff:** Well, and perfect example, did Jon and Pat ask you to get me on board for their AdSense product?

**Liz:** Yeah, definitely. And I actually emailed my affiliates, because I know a lot of my affiliates, my general list, about their products, because I really believed in their product. They had a really good thing, AdSense for the Hot Seller. I know a lot of my affiliates promote AdSense stuff, so I went straight to them, too, and said, “Hey, Pat and Jon are having an awesome thing and big commissions. Let’s go for it!”

They got a lot of affiliates from me, too.

**Jeff:** Were you number one in that affiliate contest?

**Liz:** Yes.

**Jeff:** Okay, I don’t remember, what was I? Was I three?

**Liz:** You were three.

**Jeff:** Three. So that’s a perfect example. By them asking Liz, or putting the little bug in her ear, she brought me on board. Well, they just gained their third-place affiliate just because of that little viral thing that they did with Liz to get her to get me on board. I probably would not have pushed it, because I didn’t even know about it. So by Liz telling me about it, and then also, with her

being the expert and me not being the expert with AdSense, I used her expertise.

I said “Liz, give me your total honest opinion. Tell me what’s good and bad about this product.”

She told me she loved it; it was great. She told me all of the features, everything it does. Even though I looked at the product and I sensed that it was good, I used her expertise to really let me know if it was good or not. Just by doing that, wham, they got a bunch more sales.

**Liz:** Yep.

**Jeff:** Well, I don’t know if there’s anything else that we want to talk about for the affiliate JV thing. I do know it’s a very important thing that a lot of times people overlook. They worry so much about their product.

But I did have somebody kind of mention this, and I never really thought of it this way. She’s a JV broker, and when she looks at someone’s product, she’s looking at the product launch not being just one product launch; she wants to see two product launches, meaning one’s for the product and another launch for the affiliate. She feels it’s as important to put as much time into what you’re doing for the whole affiliate launch than it is for the product itself.

**Liz:** Exactly.

**Jeff:** So that you actually have a game plan. It’s just not “Hey, my product’s done, now I’ve got to go out and get affiliates, send out some e-mails, the end.”

Yeah, you need to come up with a complete game plan. You need to get the postcards sent out to them. Possibly get e-mail addresses, addresses; you need to have special reports, branded pages, branded reports. You need to get a JV blog, possibly a contest. You need to have all of these things in place.

Otherwise, you can’t look at it as an afterthought. It’s that important. You can have the best product in the world, and if you’re just starting off, you’re not going to sell anything hardly. It might eventually virally take off; but if you really want to make a splash, you need to get JV partners on board.

**Liz:** I totally agree. And don't just go for the splash. Once you've got your product out there, don't have a, what I call them, one-hit wonders. What I just did is, going more in depth on that, is I have two sites. I have My Original E-Products and Resale Rights for Newbies.

They both kind of were tied into each other. One sells master resale rights products; one teaches you to use master resale rights products. So I actually built My Original E-Products, got it going, and used it to launch Resale Rights for Newbies. So it's kind of like a double launch. It was a launch to launch, and that was my whole game plan. I wanted to get more bang for my buck, so you always need to look at that, too.

I know that's not related to list building; it's more of a launch process. That's something you guys really need to take note of and write down.

**Jeff:** Liz, I wanted to go onto free products. I know that there are ways to build a list that you've used to build your list. I want to hear about that, these free giveaway sites or things that you do with free products to build a list. Can you give me some details on that?

**Liz:** Yeah, sure. No problem. I just mentioned My Original E-Products, and Jeff will give everybody a resource link for that because like I said, he's one of my affiliates, so make sure you go through Jeff.

But what I do is I'll take and make master resale rights products. Everybody goes, "Oh, gosh, I can't make those products." Yes, you can. Just use private label content. That's what I do when I'm giving away products, is I just use private label content, put new graphics on it.

If it's an e-book what I'll do is I'll print it out, and I'll go through it. I'll read the whole thing and I'll find where I can make some changes or add some affiliate links. When you're doing a free product, you always want to add affiliate links to it so you can make some money that way, too.

So I'll get my product totally done. I'll have Hostler create my squeeze page, because I don't do my copy any longer. I hire someone to do my copy. That's very, very important. Dedrick has taught me a lot about outsourcing. Since I've outsourced, I've more than doubled my income. That's another thing you guys have to write down: outsource, outsource, outsource!



**Jeff:** Yes.

**Liz:** But I'll get all of it totally set up, and of course, I'll e-mail my list. But if I don't have a list, of course, posting in forums, I'm a big forum person. But, on the flip side of that, don't let forums be a time vampire. You know what I mean by a time vampire. Don't let them suck all of the time out of you, because they can be very time-consuming.

Article marketing, I am a huge article marketer. I probably have at least 500 to 1,000 articles written a month for me because I use them as content, too. Then I have a membership site I put them in. But a lot of them I use for article marketing, because if you can get good backlinks, and I was just on a call with Jacob Stein about backlinks.

If you can get good backlinks for certain keywords, like if you're trying to build a squeeze page on master resale rights, well, you'll want to go and search for master resale rights, do your keyword research. I would use Keyword Country, and that's at [www.KeywordCountry.com](http://www.KeywordCountry.com). It's an awesome, awesome site that gives you good keyword research statistics.

But I would go, and I'll find really easy-to-write-for keyword phrases. In my resource box on my articles, I'll hyperlink that keyword phrase. So the more backlinks you get for that keyword phrase, you're going to rank in the search engines when someone searches for that keyword phrase.

So article marketing, forum marketing, my own list, if I can put an OTO on it, you know, free front offer, and a lot of people aren't going for this anymore, but a free offer, then an OTO. If you're giving 100% commissions like Jeff said, his idea about 100% commissions on the OTO, and then a downsell so you can recoup some of your costs, you know, Jeff left, like, 15 grand laying on the table.

**Jeff:** Thanks.

[Laughter]

**Liz:** Oops.

[Laughter]

**Jeff:** Thanks for pointing that out again.

**Liz:** Yeah, no problem. I'll do that a couple times, I'm sure.

But if you can have the downsell to recoup your costs, that's cool. It's a great way to build a great big list. But the thing is, you've got to have a product. The free product on the front end has to be very general. It can't just be for list building, or AdSense.

You can do it that way, but if you're going to go all out, I really, really suggest doing it as a general product. Something I'll be coming out with here in the future is a site called MyFreeMemberships.com. What the site is going to offer is free memberships to five different membership sites, and it's five different niches of Internet Marketing.

The reason why I'm doing that is because I want something there for everyone, and what I'm trying to do is build my marketing funnel absolutely perfect. I'm sure everybody knows what a funnel looks like; it's big at the top and goes down there at the bottom. Everybody should build a marketing funnel, and I really, really, really recommend you go online and search for "marketing funnel."

Go to [www.E-zineArticles.com](http://www.E-zineArticles.com) and search for "marketing funnel" and educate yourself about that and get your own marketing funnel in place.

At the top of every marketing funnel should be a free offer. Mine's going to be very general. Then as I put people in my funnel, I can hit them with all of my different offers all the way from something cheap to a high-end product. So if you're going to start building a list, do a general, so as you add products to your funnel and you funnel people through that, you have people from all different backgrounds so you can create different products for all of them.

So the free way is an awesome way to go, but there's a lot you have to do, especially if you're just beginning. If you have no list, the free way isn't always the best way. The best way, if you don't have a list, is kind of the buyer's list, I call it.

Gary Ambrose is the first person that I saw really do it with his Nickel Mania stuff. You get buyers. I do not suggest the whole dime-sell approach. I hate dime-sells, I really do. I think they devalue products, unless it's your own products. If you're creating

your own product, that's great, but if you're trying to use somebody's master resale rights products, I really don't recommend it.

But if you have your own product, and say you're selling it for \$10, and on the front end, you're giving all of your affiliates the entire \$10 and there's an OTO, well, if you can give them 100% on that, that's even cooler, and then you have your upsell to where you totally get all of the money.

But people like that model a lot better than they like the free model. So if you want to do all your advertising yourself, go with the free model. If you want your affiliates as JV partners to do all the advertising for you, go with the cheap front end, a higher priced OTO, and a downsell after the OTO. Does that make sense, Jeff?

**Jeff:** Yes. Have you done that type of model yet? Have you experimented around with that, the \$7-type model that you're talking about, that Ambrose \$10-type model?

**Liz:** No, I haven't. I haven't played with that yet. I know several people who have, who have built great big lists from it. So it's a good sound model. I do have something coming up that's like that. But from everyone I've talked to, it's an awesome model and it really built a good list of buyers.

**Jeff:** Yeah, I have not done that either, myself. I will tell from the opposite point of view, somebody was doing kind of the free model where they were getting in, letting people download a Web 2.0 audio, and then there was a one-time offer for \$10, I believe it was \$10, where the customer could get a second audio. Then they gave their affiliate 95% of the profit. So they kept back a little bit to cover costs.

So they were giving, because they were actually collecting the money instead of it going to the person's PayPal account directly. So they did have some Visa-type collection costs.

Well, then they did an upsell off of that for a teleseminar series, like six-week teleseminar series, all of these experts coming in. It was, what was it, \$297? So they split, then, that amount, 50% themselves, 50% to the affiliate.

I don't know how many total sales they did, and I know, Liz, you don't really like talking about numbers, but a lot of times I throw it

out there just so, not to brag or anything like that, but just to give people an idea of how well these can do.

I know that my 95% commissions, and that was probably 75% of it, and then my \$150 of 50% commissions on the \$297 was maybe 25% of the total. Again, I've never figured it out. But I've made over \$12,000 commissions alone off of that promotion, promoting someone else.

What I did is, to make it go viral, I was only at \$3,000, I sent it out to my list once or twice, and that was about it. \$3,000, great, you know \$3,500. I was very happy with that, but I was actually surprised that it was so much.

So I created a free e-book on the Web 2.0 stuff that I could give out, and then on my thank-you download page, as one of the bonuses, I gave out that person's offer. So they were going to that guy's site and getting the free audio. That was the gift. Well, then, of course, I was making the 95% on the one-time offer.

So that e-book kicked in when I was at about \$3,500, \$3,600. Well, that continued to fuel, and because my offer was free, more and more people downloaded my e-book, and they saw the one-time offer and they saw the thank-you page one-time offer. That's what shot it, really, up past \$12,000. I would have probably stalled out around \$3,500, \$3,600, but because I saw how big that was, I decided actually, to create a product that almost pushed somebody else's product.

I don't know how much time I spent creating the book. The graphics cost me, whatever it was, \$100, \$200, but obviously, it was well worth it. I shot up from \$3,500 to \$12,500, whatever I'm at now. But picture what the owner of that Web site, even though he was giving out 95% and only making 50% of the big upsell, picture the list that that guy made. I sent him a boatload of traffic, and if he had 30, 40, 50 other affiliates doing that, I'll bet you he came out with a monster list. Again, niched, all interested in Web 2.0 traffic.

As an affiliate, I wish I would have come up with that product, so I would have been making that big list, but I bet you he's very happy with all of the people he's created from that.

We kind of were talking about the free products. What about free giveaways, Liz? I know that there was Doug, and who was Doug's

partner on the free PLR giveaway? Was it Terri, his wife? What was that?

**Liz:** Xavier.

**Jeff:** Yeah, Xavier.

**Liz:** Xavier Nelson.

**Jeff:** Yep. They did the free giveaway. That was the most recent one that we were probably in. Have you done many free giveaways in your life, and what were your results from those free giveaway sites? Or maybe explain to people what we're talking about when we say "free giveaway sites."

**Liz:** Okay, what we're talking about with the free giveaway sites is basically, a great big joint venture. The person heading the giveaway, like let's use Doug, he has the free PLR stuff. He went to all of the joint venture partners and said "Hey, if you have a free PLR product, let's put it on this site. We'll all promote the site together, and people will send their lists to the site, and if the person wants your stuff, they'll sign up to your list."

Well, the very first one I ever did was Mike Steup. And I call him Mike Step and I call him Jason Step, and you'll hear me call him several names.

**Jeff:** I call him a bunch of names that I can't say.

[Laughter]

**Liz:** Yeah, Dedrick, Steup, and I have an ongoing e-mail battle. We talk trash constantly. But his was the first on that I was in, and it probably added about 600 people to my list.

Then I went to the next one. That one added about 1,000 people to my list, and I've probably done four or five of them. Between the four or five, I've probably gotten 10,000 subscribers. So the whole giveaway thing is awesome, absolutely awesome. The king of giveaways is Chris Lockwood.

He's got products out all about them. He's getting ready to come out with a report that's showing how he built his entire list and a membership site using nothing but giveaways. I don't know what it's going to be, I don't know the name of it or anything. I just read it last night, a copy that he put together.

But the giveaways are absolutely awesome, especially if you're just getting started. Chris actually has a list that you can join. I don't know it off the top of my head, but if you e-mail Chris, I think he has an AskChrisLockwood.com site. I'm not real sure. Just search for Chris Lockwood Internet Marketing, and you'll find him, [www.LockwoodLetter.com](http://www.LockwoodLetter.com); I think that's it.

But if you go to him, he could put you on a list where you'll be notified about these giveaways that are happening. If you can get in on these giveaways, you can start building a list really, really quick.

What I do is when I do these giveaways, I'll put the product in, and I'll send it out to my list, "Hey, this guy's doing this great big thing, go get a bunch of free stuff!"

So they'll go and they'll grab their free stuff, they subscribe to my newsletter or whatever I have, they get my product, but I also always have an OTO on it. What I mean by an OTO is a one-time offer. They subscribe, then they get hit. Everybody on this call knows what an OTO is, a one-time offer. You guys see them constantly. You get the free thing, and then you get a "Wait! Stop! You're never going to see this again!" type of thing.

That's why I don't do my one-time offers in the "Wait! Stop! You're going to die if you don't get this!" or whatever. "Hey, isn't this cool?" type of thing.

So, I not only build my list, but it allows me to make money at the same time. So that's why I absolutely love the giveaways.

**Jeff:**

Yeah, I've had success with giveaway sites, also. I was trying to remember the amounts. I know that I've had giveaways where I've brought in 1,500. I did have one that brought in 3,000. I did another one that is about 1,400 right now. That's been ongoing, because I'm still getting some people, plus people drop off over time, but I'm still at 1,400 people that are still active in the list.

But I bet you I'm close to that 10,000 also. It's been very successful.

Now, Liz has the strange ability to be able to create a product in, like, seconds, it seems like, you know, hours. For everyone else, it's super slow, like me. I would recommend you already have, because if you're new and just beginning, you're not going to hear

about these giveaway sites ahead of time. A lot of times we do hear about them. We know about them.

That's the only reason I'll ever create anything, because it forces me to. If they give me enough time, a month, I can get something created. I would recommend that you think ahead, and have one already made, or two. Get some private label rights, articles, get graphics made, like Liz explained, reword them, add your own content, add your own links, create the name squeeze page where people are going to be opting in. Create some type of download, one-time offer page, possibly, but the key is to have it all ready to go.

You want to have it done, all ready to go, so when you hear about one of these, you can either sometimes by joining, they let you upload it right there on the spot, or in the case of somebody else, you may have to e-mail them real quick and say, "Hey, I noticed that you've got this giveaway! Here's my site. Can I be a part of it?"

And obviously, if you've got a list already, you can explain, "Hey, I've only got 500 people, but they're brand new, or they're very receptive toward offers. I'll send out for your things four times instead of the required two times." Whatever you can do, try to get into it as quick as possible, because oftentimes, that's when the most traffic comes, too for these giveaways.

You get hit within the first two or three days, all of the participants send out for it, and maybe the traffic kind of slows down depending on how they've got it structured. Most traffic could come in within the first few days, so if you don't react quick, you're getting in on that tail end and you won't get as many subscribers as you could have done right at the beginning.

Another thing is all of these people that are doing these giveaway sites, they, more than likely, might be doing another one. So keep the URL, keep their name, e-mail them and say, "Hey, I noticed last month that you had this giveaway. Are you planning any new ones because I'd love to be a part of it?" Show them "Here's what I could offer you," blah blah blah.

So you want to make these connections because even though these are free people, a lot of times they're beginners; they're the newbies. They're just getting in. They're excited; they want to learn. I know that Gary Ambrose was the number one affiliate for Mike Filsaime's Butterfly Launch back in January of 2006. The

most sales, he told me, the most sales came from his Nickel Mania group.

So, granted, they were buyers, but they were buyers that were buying at ten cents, 20, 30, \$1, \$2. So they weren't spending that much, but here they were, then, buying a product for \$1,000.

So Liz had talked about the importance of having buyers, and in this case, it was low-end buyers, and it was huge. I mean, that was where most of the sales came from, where the largest percent came from.

So again, these free giveaways, or these low-end Nickel Mania, dime, or \$7, \$10 type things, these lists can be very, very valuable, big time.

**Jeff:**

Hey Liz, going back to when we were talking about the giveaways, being involved and getting 1,000, 2,000, 3,000 free names. We never really talked about the person that actually holds the giveaways.

So for example, Mike Steup or Doug or someone that brings together all these people, we didn't really explain what's in it for them because when you first enter their site or the giveaway, they are capturing everybody's name.

So, in our case, if we are one of ten, 20, 50, 100 free giveaways, our 1,000 only represents just those few people that might have seen our ad or thought our product was interesting so they decided to opt in, but the owner itself captures everybody because all of these JV partners are sending traffic to this site.

They are capturing everybody at the very first opt-in squeeze page. What are some of the - and again, maybe we don't know numbers - but what are some of the bigger sites that you have heard of, Liz, or maybe what are some of the first ones that you heard of?

**Liz:**

The first one that I ever heard of was, of course, Mark Hendricks' "Twelve Days of Christmas." This July is going to be my third year in Internet Marketing so I've only seen a couple of the "Twelve Days of Christmas" promotions and this year I got a few thousand off of it.

But Hendricks is probably like the godfather of it. Of course, you know Mike has been doing his "fill in the blank Ten Days of"



whatever season it is for awhile. “The Ten Days of Summer,” “Ten Days of Winter,” spring, fall.

**Jeff:** He even makes up seasons. “Ten Days of Estevez.”

**Liz:** “Ten Days of Dedrick Sucks.” He and I are going to partner on that.

**Jeff:** I’ll remember that. I’ll keep recording after you hang up and tell them all about you.

**Liz:** You can’t get any dirt on me. I’ll just deny it. I have this whole Strawberry Shortcake look going on and everybody believes I’m just sweet and innocent.

**Jeff:** Yeah, right. I won’t even mention the tattoo, then.

**Liz:** Yeah, you value your life. Now you’ve totally thrown me. Let’s see where we were at.

**Jeff:** We were talking about Mark Hendricks and Steup doing different...

**Liz:** Okay, now these guys are the ones who are really getting the subscribers building their lists. One thing someone totally new could do is you have to come up with a real off-the-wall idea. You can’t just do the same thing that everyone else is doing.

Like I’ve been thinking of doing the dollar - Internet Marketing “everything is a dollar” type thing where I put together this big JV but everything that everybody is giving is a dollar.

If you want to, pay a buck and then you are on their list. So it’s kind of back to building a list of buyers type of thing, too. Or the dime store type thing, “Ten Days of Dime Store” or something like that. They just have to do something to get on your list.

If you are going to use Paypal to do this, you will want to charge more than a dollar because anything under a dollar you are losing money. So you can do something like that, just put your own spin on it.

When you get it all set up, you get your idea all thought out and you get it all set up, the next thing you are going to want to do is find someone who has some type of name recognition. Say, “Hey, I’m starting this, I’m brand new, and this is what I’m trying to do.”

Be up front about what you are trying to do. You don't have to lie and act like you are the big guy and you are trying to do someone else a favor. Don't be afraid to ask for favors. "Hey, I'm brand new, this is my idea, and this is what I've done."

"I'm basically needing some name recognition so I can go out to these other people and go, 'Hey, so and so and so and so have committed to do this. Will you get in on this, too?'" And make sure you list benefits of what your JV giveaway is going to give them if they participate. And that will build you a huge list pretty quickly.

Do a couple of those and you're in.

**Jeff:**

So that's something, a twist that a new person can do. At the start of this call, maybe we kind of did it backwards because we started talking about some big picture things. We were talking about getting JV partners and launching.

Maybe we didn't address all the people that are listening that are totally new, that don't have a product, don't have a list. Maybe we should step back and let's give them maybe a game plan of stuff that they can start doing to create that first subscriber, that first list.

You talk about your very first list was the product that you actually did. For example, we could talk about my situation.

I'll tell you exactly what I did for my very first list, and I'll give some insight as to why I did it. I had mentioned that I was launching the Secret Article Converter site. That site had to do with people that would take private label articles and change them in my site.

I knew ahead of time the people buying or getting my service when I launched it, they would have private label articles or public domain articles. We had talked about creating these general sites. I did it backwards.

I created a super niche site. I said, "Okay, I only want people that are interested in private label articles, or at least that's what I'm going to be going for." So my first site or first list that I wanted to create was people interested in private label articles.

So my very first thing was the holiday giveaways, and I believe it was Henry Gould's. I didn't get involved with Hendricks because

I believe you need to have a product to push on the backend, something he can sign up for. So for his “Twelve Days of Christmas” I did not get involved with that.

But Henry Gould had one and this would have been December of 2005 that I had a bunch of articles created for AdSense sites. I figured out that I did not enjoy that whole business model so I had \$2,700 worth of articles already made, sites - that’s just the articles. I had sites made, domains picked out for 40 different sites that I just said, “Stop. I’m not enjoying this.” I stopped everything.

So I am sitting on all these articles and I said, “I’m going to give these out for free instead of trying to sell them.” I originally was going to sell them. I’m like, “No, let’s give them out for free.”

So I entered that “Twelve Days” and I gave them out for free, and I did it on an autoresponder so they got some at the very beginning and then they got more and more. Every few weeks they would get more and more.

One, I wanted to keep people subscribed and keep them reading, and then also they don’t just get in, get them, and unsubscribe. Because that’s the bad thing about these big giveaways is people get too many.

Say they sign up for 40 things. They might be having 30 of those marketers continuing to e-mail offers or products. They just get too much stuff.

So I wanted to have people not unsubscribe or get frustrated and unsubscribe. If they knew I was going to continue on with more and more articles all the time, they hopefully would stay subscribed.

So I ended up getting about 1,400 or 1,500 people off that promotion. We had talked about not going too crazy in forums because it kind of gets you off-track but it is something I tend to do.

I try to do it after midnight when I am already half brain damaged and I’m not getting anything accomplished anyway. That’s when I’ll go into a forum.

In your signature line - and I'm not saying in the forum advertise your stuff - but in your signature line, you can be giving out your free thing and you are capturing names that way.

Oftentimes, these might be freebie seekers but you are almost getting a higher quality person in the forum, I believe.

If they are in these marketing forums, or in another niche such as in the dog forums or whatever, they are obviously not your person that just said, "Oh, I'll sign up for free junk." They are in there looking and listening and reading and e-mailing.

You have people that are trying to learn. So even though they are signing up for your free list, they could be very valuable.

So the list that I created then from that December whenever it was, I think it was December 14, was the first time I sent out or got my first subscriber. Then for my launch in February, I think I had 1,400 or 1,500 people on that niche article list, that freebie list.

I ended up getting - again I don't know the numbers - but I believe I had 300 people sign up through that list because I know that of the people that were not cookied, of that 1,500, I had approximately 300 people that I got myself.

Now there are those people that freak, maybe the launch day they clicked on the link and then for some reason they cleared cookies, who knows. You always have some of those people you worry about that the affiliates are not getting proper credit.

So maybe there were some of those people in there but overall, I got about 30% of the people that bought from that list. People have thought in the past that the freebie-seeker lists are freebie seekers, they are worthless.

I've been on those lists. I've gotten free stuff and I'm a buyer also. So don't think that because they are freebie seekers or just pennies, you know, they paid pennies for an item, that they are no good.

We talked about the nickel mania, the value of Gary Ambrose's list where they were buying that \$1,000 thing. Well, same thing with me. I had a very valuable list that they got in at \$17 a month and they weren't cookied with anybody else and they were all my people.

That was definitely very valuable for me, that freebie list. We talk about those free bonus reports that I had out there. Anyone can do those.

Whenever you do get a private-label-right product, you must look at the terms of service before you buy it. If you are thinking about giving it out for one of these giveaways or just as a free report, make sure that you are able to do it.

Sometimes they do have rules that you are not able to. So make sure you are paying attention to that. Every single day, I get people that are subscribing to my lists and, because I don't use tracking numbers, I don't know where they are coming from. But I am getting people all the time and I have no clue where they are coming from because I have viral reports out there. I have maybe signature lines still, even in old posts. People go back maybe two months ago, they were clicking on a link of mine.

Also, here's something that I do, Liz. Now that I do have a list and I am selling private label articles or I am giving out bonuses on all my thank you pages, I have the download links. On the download pages, I have the download links and underneath it, I will have some of my free sites that they can go to to sign up.

I have other free reports that they can download. Of course, they sign up first. So what I am doing is I am actually taking my list and trying to get them on multiple lists. And here's one thing that I'm not even sure if you know that I do. You had mentioned Aweber being really good.

I'm also a member of Aweber. I'm a member of Get Response. I'm a member of 1ShoppingCart, and E-mail Aces. I have lists on all four servers because you never know if one server is going to have a problem or not.

Or all of a sudden, you hear that - this is an example of E-mail Aces - all of a sudden maybe they are not doing the best on getting their e-mail through. Well, if I have 100% of my list on that site, I'm going to have problems, be it Get Response or Aweber. If they are having problems, I am having major problems.

So if I have it kind of spread out, then I can get at least some of my e-mail through or one might be quicker than the other. If you are looking at a launch and you want to quick get an e-mail out in the next half an hour, well, some places might take two hours to get out. Some might take five minutes.

So even though it's maybe an extra \$20 a month per service, so it's costing me \$80 a month or whatever it is, I like the idea of separating them. And I throw out my links all over the place and all the time. I have people coming in every single day.

What are some of the things, Liz, that you do that are kind of like, if you were a newbie or just starting, what is a game plan that you would give some of these people that maybe never even created their first list? What should they do first?

**Liz:**

I have an entire business model that I actually will quickly go over here because I know that we have 30 or 45 minutes until our little marathon is over here.

What I teach people to do: First, create their product. And I told you guys at the beginning of the call that's what I did. I started with my own product, and I think that's a big key to success.

So you have your very first product. You go out and you get people to promote to your very first product for you. Well, you need to find things that are related to your very first product.

So you pick your niche, create your product, and find two to three things that are related to your product. When you find those two to three things, put an ad for them on your download page for your product.

Create two to three e-mails about each product. Load them into your autoresponder where your people who buy from you are subscribed. They will automatically start getting these e-mails from you.

Once you have all of that in place, something else we have touched on is the whole giveaway thing. John Hostler and I are doing a coaching program right now. Part of that coaching program is going to be focused on giveaways and free sites.

So once you have your first product, you will need to create a second one. The second one is going to be like your viral thing. This is the thing you are going to give away to people.

Give it to e-book directories. Put it in your signature line on your forums. Write articles about your niche and in your signature line give away this free product - be it a software product, audio, video, a report. It doesn't matter what it is.

As I've said before, if it is a report, make sure your affiliate links are in it. Anything you create should have affiliate links in it.

Now you have your product and your free viral product and then you have your three backend products that are going to make you money on the backend. Once you have all of that set up, I suggest doing your own giveaway like Dedrick and I talked about.

Like I said, I'm going to be teaching this big time. But you are going to have your own free thing and it could be the free giveaway, it could be a free site, it could be a traffic exchange, whatever. Just make sure that it's free.

Once you have your free thing, you will want to put, of course, an appeal on the backend. Then you go out to these people that promoted your first product and you get them to come into your free stuff. You get them to drive their people to your free stuff. And then once you get your free thing going, you are also promoting your first product that you did.

And I could do a mind map of this, Jeff, and you could give it to people who also get this call. Just let me know.

But that business model right there is a perpetual business model. It goes in a total circle. And as you throw people into this circle, your circle gets bigger and bigger and bigger and bigger, and you will build a huge list.

Now if you do what I just said right here, within six months, you can be doing at least a few grand a month and have a few thousand people coming on to you. I would say at least a list of 5,000 to 10,000 in six months just by doing what I just said here. Plus you are making money the whole time.

**Jeff:** That's impressive. I'm sure a lot of people would be happy with that amount.

**Liz:** Yeah, and if you are totally new, you can be a total new body - a new body! A new body is someone who is between a newbie and a nobody. My new word. I think of a friend that claims fame that he created the newbie word but we won't even go there.

That business model right there, and that's the key, you have to have a business model. Map out what you want to do.

I'm going to create my first product and then I'm going to have a free thing. And what I just told you, and I have coined this term, the reverse funnel. And I built my funnel in reverse, reverse, backwards, and all kinds of stuff.

But at the top, I still don't have my free thing. I'm working on it. At the bottom, I have a higher ticket item and then I have in the middle of that funnel, several low-cost items. So by doing that, that keeps bringing people into me and keeps making money and building my list at the same time.

Your focus should be on making money and building your list at the same time. Anything you can do to do that, go for it.

**Jeff:**

Let's talk about if we know of any other ways that we've heard of. Maybe some of our friends building lists, how they went about getting up and running with lists.

I know that a few people, right off the top of my head, Keith Wellman, I think Brian Edmondson, did this. Their very first site was the "butterfly" model.

That's where they have the free site to people to get in, they opt in, and then there is a one-time offer. Then the affiliates are split either 75%, at least 50% the affiliate gets. I've seen 70% up to 100% like my site I explained.

What are some of the best "butterfly" sites that you have heard of? How many subscribers have they gotten? Have you heard any numbers?

**Liz:**

I can tell you that Hostler and I just did a free site with the OTO. We're using Launch Formula Marketing script. And our thing there is we saw a huge problem with newbies, which was learning how to take the resale rights product, put them on their site, and create their download page, the whole thing that goes with it.

So we have started a "butterfly" type site with the LFM script that gave the whole entire course away for free and then our OTO was resale rights products.

We launched that site around Christmas. We didn't do anything to launch it. The viral aspect of it totally blew us away. But we built a list of I think like 6,000 in three months. We've probably made, I don't know, \$10,000 off of it.



**Jeff:** And that's just using a script that cost how much money?

**Liz:** The LFM script is \$279.

**Jeff:** Okay, so very, very affordable.

**Liz:** And I've done this several times. Right now, I have [TheEasyHomeBusinessSystem.com](http://TheEasyHomeBusinessSystem.com). I did a test not using my list. What I did is I went and posted in a few forums that I had it ready to go. It also targets newbies.

**Liz:** And by doing that, that will allow people to get to my site, get the free product they wanted, they became a member. Of course they are presented with an OTO and then the viral aspect of the Elephant Script and the Butterfly Marketing script is that they have a built-in place in the site where all of your affiliate ads go. Their links are already in it and they just grab it, copy and paste.

So maybe you're not going to get the great big splash of having the million-dollar launch, but the more members you get in, a few of them are going to refer one or two more people. A few more come in and a few more refer one or two more people. It just keeps building upon itself.

**Jeff:** When did you launch that site again?

**Liz:** I couldn't even tell you. It was just a test site. I think it was maybe a month and a half ago.

**Jeff:** How many sites do you have?

**Liz:** You know I do AdSense too, but in total I have 177 of them.

**Jeff:** Oh, geez.

[Laughter]

That's a good amount of domain name dollars, huh?

**Liz:** Yeah, \$1,700 a year.

**Jeff:** There you go. Well I've heard of people having like a thousand domains a month that they are...I mean that's crazy.

**Liz:** Yeah, yeah, yeah, there's no way. Even I'm not that crazy.

**Jeff:** Well we had talked about the butterfly people. I know that I've never done the "Tell a Friend" script. I'm trying to think of other viral things that people can do. Have you ever used the "Tell a Friend" script yet?

**Liz:** No, I haven't. I haven't used it yet. Some viral things that people can do--we did a lot of cool stuff with "Product Launches Exposed"--the videos, having viral videos you can give people, the viral audio.

Controversy is a great viral thing. If you can stir up some controversy, just be careful what you do because it can bite you on the butt. If you have some controversy going and you get your people these controversy tools--like Jason Potash is great at creating controversy around his products. What he'll do is he'll release this report.

Mike Filsaime just did "The Death of Internet Marketing." That was very controversial but it built him a huge brand new list. So think of controversial things that you can do. That's always viral. Videos and audios are always great.

Reports, people love reports. What else did we do with that, Jeff?

**Jeff:** I'm trying to think of what else we could go through, what else we did with...you mean with product launches?

**Liz:** Yeah.

**Jeff:** Boy, our minds are so bad. You know even though it's only been six months or whatever, we can't remember.

[Laughter]

**Liz:** I know.

[Laughter]

I think that just putting a spin on things, having new and fresh ideas, that's where it's at. Doing the same old, same old? You can't really get away with that kind of stuff anymore. You've got to be different. Everybody keeps raising the bar.

Who was it that just did over a million in a day? Somebody did over a million dollars in a day. They beat John Reese's record and I can't remember who it was. Do you remember who it was, Jeff?

**Jeff:** Well, I know that a few people have done that. Schefren did it with his coaching program. Fallon did it with the Stomper program.

**Liz:** Yeah, there we go. Okay, yeah. So everybody keeps raising the bar. You know, we've had some really cool contests.

Now the bar that's been raised is what you put in your contest. The next person that comes out and one of the prizes is a pink Rolex watch, I am so promoting it.

[Laughter]

**Jeff:** Yeah, I'm sure us guys are really into promoting that.

[Laughter]

**Liz:** That's why you've got to think of everybody. Don't just think of all the men that are in here. You've got to think of us women too. There are some pretty powerful chicks in Internet Marketing and you better cater to us.

**Jeff:** Like a year supply of Midol.

[Laughter]

**Liz:** Oh, yeah. No, I don't think so. You almost made me cuss.

[Laughter]

**Jeff:** That was my goal before we started; try to get Liz to swear at least once.

[Laughter]

Since we're almost done, I think I'm going to fail that one. That was my last chance. I threw it out there.

**Liz:** You already played your last card.

**Jeff:** Yeah, that was my last card. I'm busted. I'm folding.

Well, Liz, I know that you have so many different e-books out there, free or mass resell rights or whatever. Do you put viral aspects into those products and do you know any results? How is

that coming back to you? Do you have any information to give people?

**Liz:** I'm kind of like you. I really don't track as much as I should. There are some things that I track but you know, when I throw something viral out there, it's not something that I track and it's really hard to track your viral stuff.

When you send out a report and stuff, it's almost impossible, so I really can't give number. But I see results from this stuff. So I know that it works because a lot of times that's the only thing I have out there.

But what I do is, like in my e-books and stuff, is I always plug my stuff. I'm not talking like e-books that I sell as private products. I'm talking about viral stuff. I always plug my stuff.

I allow my affiliates to brand my stuff with their affiliate links. That's a huge thing. As far as anything else though, that's really all I do.

**Jeff:** Let me ask you this. With all of the products that you have and all of the different things, apart from the times when you're in a free giveaway and you're actively getting subscribers that way, do you have any idea how many subscribers you get per day or per week that just come in from all of this past effort that you've done, past months' and years' worth of work?

**Liz:** Oh, yeah. I get between probably two and three hundred new subscribers a week.

**Jeff:** Okay, yeah, that's pretty good. So that's just from past effort, stuff you've done before, people just finding your name however they find it?

**Liz:** Yeah, exactly. You know, like I said, I'm a big article marketer so a lot of it comes from article marketing. I create Master Resell Rights products like crazy and that's a great way to brand myself. That's probably *the* best way I've branded myself is through my Master Resell Rights products. That's how my name has gotten out there so quickly.

You know everybody thinks I've been Internet Marketing for 20 years. I'm only 27 years old. Actually I just turned 28. But I've only been doing this, like I said, July of this year will be my third year. So I'm looking at two and a half years.

So the best way I've done that is by putting the Master Resell Rights products out there. Everybody says, "Oh, nobody wants Master Resell Rights products." Oh, yes they do. Lots of newbies and newbies are a great market to market to.

**Jeff:** What are some of the things that if you were starting to grow your list right now that you would change or do differently?

**Liz:** Like I said at the beginning of the call, as far as dealing with my list, I would send less content and more promotions. As far as building, I wish I had focused on getting everyone to my list instead of just buyers. I wish I had done more viral marketing sooner than I did.

I mean, that's all I would change because I'm not saying I've done everything perfect, but everything I've done has worked for me.

**Jeff:** Well, if people that are listening want to get a hold of you, how can they go about doing that? Can you give a URL of maybe your newsletter or maybe even some of the products that you've mentioned or products that might help people if they are just starting off?

**Liz:** Yeah, [www.TomeyMarketing.com](http://www.TomeyMarketing.com) is basically like my hub. That's my headquarters. Everything that I do is listed there. I'm going to be doing some changes to it but you can still access all of my products, my affiliate program, who I am, what I do.

I've got a crap load of free stuff on there for people. That would probably be the best place for them to go.

**Jeff:** If people wanted to find out about me, they could just go to IHateLiz.com.

**Liz:** Or JeffDedrickSucks.com. I heard that's the best one.

[Laughter]

JeffDedrickSucks.com

**Jeff:** You can actually go to my blog that has a lot of my products on top. It's [www.JeffDedrick.com](http://www.JeffDedrick.com). And on the very top, or right now on the very top, are some links.

If you want to check out that site I was telling you about where people get the free opt-in, it's a software program that you get and then you get the free opt-in using something similar to the Butterfly script. Then you also get 50% on the one-time-offer or if you purchase it, you get 100% commissions and that's called [www.SecretPageSpy.com](http://www.SecretPageSpy.com).

That's just one of the examples. That's the site I actually used to get the 15,000 plus people and I gave away all of my money.

[Laughter]

So that was the mistake that I also had for not having an upsell or another offer in there.

And that's the thing. A lot of people that are just starting off think that everything has to be perfect when you start or they are looking or they are waiting for that perfect product or that perfect launch. That causes them not to ever get started.

**Liz:** Exactly.

**Jeff:** You know, I think it's more important just to get something, obviously not something horrible, but to get something out there and just to get started. So we're talking about list building.

Well, your first product, just get private label rights that you are able to give away. Change the graphics. Put your name on. I suggest to put your picture. Start branding yourself.

Also, put your name in the header. Put your name on the cover of the e-book. Put your picture on the sales letter or at least the download page. Get something out there that you can give out. Take that e-book and like Liz says, add some content, change it around, and add some links.

I would always suggest having two free offers. Then in that e-book, advertise your second offer. Then in your second offer advertise your first offer. Because then what happens is that someone gets the offer, well, they might get passed on by a friend or somehow just get it. Who knows?

Well, they're not on your list so you need something in that product, on the download page, or in the product itself to get them to your other list, your other free product. That's the best way to do it. So, again I suggest just taking action, getting two products

out at once, having maybe even a third just sitting there all ready for one of these giveaway sites.

You know, there's a lot of things you can do to get that list going and then the product itself you're working on, that can come. If you've got your own list, you're more valuable to all the JV partners. Once you start getting up there and getting 5,000, 6,000, 7,000, you're going to start selling some product. You're going to start showing up on people's radars because they're going to see your name all of the sudden in contests.

All of the sudden, you're going to be number ten in a contest and then all of the sudden, number eight in a contest or you might be up near the top. They're going to start paying attention to that and if they're launching a product you can even on your, maybe you've got a JV page and you're trying to impress these people, well, take screen shots of when you did well in some of these contests because that's going to impress them too.

So you know if you've accomplished something like third place in somebody's launch, take a screen shot of that, and then put that on your blog or on your JV page or whatever it may be. You know you want these people to know what you've done and how you can do. So as you move by creating your own list and then creating a product, then you can sell to that list.

And then like I said, if you go to the seminars, you're going to get on people's radar screens. You're going to start making connections. If you're selling products while these affiliates that are getting checks from you, then you can start mentioning your next product. Obviously if you're sending them checks, it's weird, they're going to like you because you're sending them checks.

So it's almost an ongoing thing. You know Liz didn't just jump into it and make money the first day. I learned straight while I owned my gyms. I learned for a whole year before I quit and sold my gyms and then from that point on, I learned for another year before I made my first product.

A lot of people think it's, "I'm going to make money tomorrow," or, "I'm going to make money next week from this e-book or this product." You need to have a game plan and you need to think.

It was someone at a seminar; it might have been Mike Filsaime's seminar. They were talking about that if you're rolling a big

massive boulder and you're barely getting it moving but then once it starts moving, it's easier. Then you can push it faster.

It's almost like a car that's run out of gas. To get that sucker moving to start with it's tough, but when it starts rolling, then it's a lot easier. Then before you know it, you're really pushing it.

Same thing with your business, it starts off, it's hard. The first subscriber might be hard. It might take you a long time for the first hundred, but what's weird is before you know it you're at five hundred, a thousand. It's harder to go from what do you think, Liz, from one to one hundred compared to five thousand to ten thousand.

**Liz:** It's so much easier to go from 5,000 to 10,000.

**Jeff:** Right because you've got that momentum going. You've got your products out there, your name out there, and your connections. Yeah. So anyone that's listening think of it as a business.

It's not easy like people want you to believe and it's not something to do next week. "Hey we're going to be famous and we're going to make a ton of money." It's an ongoing process so don't get frustrated. Just follow some of these steps that we talked about and you'll make it.

I've seen so many people, they have a game plan. They just keep working at it and they keep building their business and before they know it, they've got 20,000 people. They're making ten to twenty thousand dollars a month in affiliate commissions. They've got their own products rolling out. They've got friends.

These different people, these big shot people you hear about, you know they've got their phone numbers. They're best buddies at seminars with them. It doesn't happen overnight but it can definitely happen.

Liz, do you have any parting words, any words of wisdom for the people that are listening?

**Liz:** I one hundred and ten percent agree with everything you just said. It's all about focus. It's all about, if I could just recap this call, my main point would be it's all about focus. It's all about deciding what your business model is and then building your business funnel.



You start with the free stuff. Your next thing should be a \$37 or \$47 product. Your next thing gets more expensive. There are a couple of membership sites in there and then a big-ticket item.

You just constantly look for people to funnel through your funnel. But once you get it all built, you've got to focus on getting it built first and that takes time. So while you're focusing on getting it built, you should be building a list and sending out stuff for your affiliate stuff, so that you're bringing money in.

**Jeff:** All right. Well, I think we gave some good info today. I just hope that people will take action. Just don't stop learning.

I think Liz mentioned how you should just stop buying products and only buy stuff that you're going to need, what did you say Liz, within 24 hours?

**Liz:** Yeah. It was the 24-hour rule. If you don't need it within 24 hours, you don't buy it.

**Jeff:** Yeah, I did something similar. When I had my calendar for my first product I set out a four-month calendar because there was a lot of programming involved and a lot of stuff. Well, on that calendar I laid out everything. I had the launch date.

Then I worked my way backwards and I wrote down everything I had to do, included in that was my first list that I made for the article people. But I made a rule that I wasn't going to buy anything else unless it was something that I needed for that launch.

So I didn't have an exact 24-hour rule, but it was pretty close. If I needed an autoresponder, I bought it. If I needed shopping cart, I bought it. If my programmer needed whatever it was, the help desk, then I bought it. But if you don't have a product yet, there is no reason that you should be buying help desk software.

So that's definitely the rule, the 24-hour rule. You should write that down and put that by your computer. Set that calendar. Pick the date when you're doing stuff.

Tell other people about it because then you're accountable to them. If you've got a friend, a spouse, whatever, let them know you're going to be launching your first list-building site on that date and then that's your goal. Focus right towards that one goal and then, after that, then work on your next site and then your next product and go from there.

All right, well, Liz, hey. I want to thank you for being here today.

**Liz:** Not a problem at all.

**Jeff:** I think we gave some good content. I wish I could have gotten you to swear, but I guess I failed on that goal.

[Laughter]

**Liz:** All I've got to say is FUD. That's our initials for Jeff: FUD.

**Jeff:** So, anyone that wants to see Liz slip up and maybe say one or two swear words just go to a seminar and buy her, what is it, an amaretto sour?

**Liz:** I've actually switched now. Hostler has me drinking cranberry and goose.

**Jeff:** What is it called?

**Liz:** Cranberry and Grey Goose.

**Jeff:** Oh, Grey Goose the vodka. Right, okay.

**Liz:** It's only Grey Goose Vodka and cranberry now.

**Jeff:** Oh, boy. Okay, we will leave everyone on that. So if you see, Liz, you know how you can become her friend. Buy her that drink.

[Laughter]

All right, for everyone listening, this is Jeff Dedrick and Liz Tomey. We want to thank you. Everyone have a great day and get those products made. Goodbye everybody.

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