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SECRET SYSTEMS

Presents...

5 Listbuilding Tricks

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Introduction

Make money at the click of a button!

You've heard it one too many times. Sorry to sound gross, but no doubt reading that line made you want to blow chunks all over your computer screen.

It's a bunch of bull, right?

Well let me tell you this...

The information in this report can take you closer than ever to that dream you once had when you started your internet business. Because **e-mail marketing is the closest thing to pushbutton income there is.**

E-mail marketing is at least the 2nd best way to make money online. I imagine the 1st best way is if you had the ability to do telekinesis. If that were the case, you could make money on the internet with your mind without actually doing anything. I'm guessing you're stuck with e-mail marketing. If you can think of anything easier (that works as good or better), please let me know.

Why do I say it's as close as it's going to get to a pushbutton business?

- You press "Send."
- The money comes rolling in.

Personally my favorite part of e-mail marketing is: Sending an e-mail out in the morning, going throughout my day, sleeping, then waking up in the morning to find I made \$130 from an affiliate product promotion or whatever.

5 Listbuilding Tricks

Of course there's a little more to it than that.

And that's why I've written this report for you. While I'm not going to go into how to write e-mails for your list or anything on that side of the spectrum, **I AM going to tell you about 5 out of 8 ways I intensely focus on to build my list.**

First of all...

- The goal in e-mail marketing is not to build a big list.

- It's also not about building a targeted list.
- It's about building a big, targeted list.

As a rule of thumb (results may vary), you SHOULD be able to make \$1 per month for every subscriber you have on your list. So if you have a list of 2,000, then you should be able to make \$2,000 per month. Then again, you could make way more or way less.

Just know that if you're not at least making \$2,000/mo off a 2,000 sub list, then you're not doing so great. If this is the case for you, then your problem is probably that you don't have a targeted list or you haven't found a way to market to them that works for you. Again, you won't find out how to market to your list in this report, rather how to gather contact information of prospects and customers.

Let's dive in...

Listbuilding Trick #1: **List Swapping**

You may or may not know about list swapping or ad swapping by now.

List swapping is still unknown to the average internet marketer. But an entire community of list swappers are growing quietly as we speak. It may be a very well-known type of joint venture deal by the time you're reading this report, because it's so powerful.

Here's how list swapping works:

1. You find an internet marketer with the same sized e-mail list as yours (or an IMer with a different sized list and who's flexible for negotiating a fair swap). And you offer to do a list swap.
2. You blast an e-mail to your list sending traffic to your JV partner's squeeze page.
3. Your JV partner blasts an e-mail sending traffic to your squeeze page.

As a result both of your lists grow at an incredible rate. I often grow my prospect lists by 10% in one day using this tactic. Imagine if you could grow your business between 5% to 10% every time you do a list swap. Well, you can.

Here's a list swapping forum that's on the rise. It currently has less than 50 members as I'm writing this report. It could be huge by the time you read this report, I don't know. It's called IMAdSwaps.com. Here you can find other IMers interested in list swaps and you can make some JV deals. Another good place to find list swappers is Warrior Forum's Joint Venture Forum.

Listbuilding Trick #2: **Viral Reports**

This is one of my favorite longterm ways to build my lists on autopilot. What you do is create a PDF report with giveaway rights (and resell rights if you like)—such as this one. And other internet marketers pass it along throughout the net to their lists. Make sure the report contains some of the best information you know. At the end of this report will be a free offer that leads to one of your squeeze pages.

I have a report I started giving away about a year ago. Every couple days or so I see that it's added another 20 subs here and there. That's powerful. Because you just take a few hours to write a report, get it in the hands of a few people, and it can spread throughout the net like a virus with no more work on your part.

Another benefit of using viral reports to build your list is that doing this is much like article marketing (except without slaving away to dominate Google). Here's what I mean: Readers of your report become your subscribers. This is much like a reader of an article becoming your subscriber. The report sells yourself and plants your level of expertise into the reader's mind. In a way, it pre-sells whatever you're selling.

- Using viral reports to build your list is different than setting up a squeeze page, getting a subscriber, convincing them that you're credible, then selling to them.
- Instead... Your report convinces the prospect that you're credible, then they opt-in on your squeeze page, then they buy. Before they even read your first e-mail, you've already built at least some level of trust in you because of the expert information within the report.

If you want to use viral reports to build your list, then simply:

1. Write a short, amazing report with giveaway rights and make sure to put a link to your squeeze page at the end of the report.. Give away your best information so that readers of the report will feel inspired to pass it on (give away the type of secrets you only discover in high dollar courses).
2. Get the report into the hands of your current subscribers/JV partners/others and watch it go viral.

Listbuilding Trick #3: **Viral Customer Listbuilding**

This is one of my favorite ways to grow my lists, because it's a form of viral marketing like using viral reports. They're both similar in that you "set it and forget it." Except with viral customer listbuilding, you generate lists of buyers only.

I suggest you use the [\\$7 Secrets Script](#).

Rapid Action Profits is a similar popular script, but in my opinion it's not worth the extra \$170. Reason being... they both serve the same purpose. You just get all the nerdy bells and whistles with RAP. \$7 Secrets Script is only \$7.

Here's how it works...

You write a 30 to 60 page report along with a simple sales page and price it at \$7. Or you could actually use this script for any priced product, but keep in mind it'll be hard to have a guarantee. You'll find out why in a moment.

This affiliate program your affiliates don't have to sign up for. Affiliates simply put their PayPal e-mail address on the end of your link and get 100% commissions for every new customer they refer (commission go directly into their PayPal account when the transaction occurs).

The affiliate gets the commission and you get a paying customer on your list. And remember, you don't have to worry about paying out your affiliates because it happens upon purchase. Everything is automatic with viral customer listbuilding.

Within your \$7 product, it's important to advertise the affiliate program for the product itself. That way, each time you get a customer, that customer becomes an affiliate. This helps for creating that viral effect.

The result: affiliates create customer lists for you so you can market to them over and over.

I find the customer lists grow in waves, not steadily day-by-day. It all depends on who and how many marketers are promoting your report at one time. Reason is, another e-mail marketer is likely only going to promote your product once. They can send you 10s or 100s of new customers in a short period of time, but they don't normally build your list of customers for you longterm.

Listbuilding Trick #4: **JV Giveaways**

I find JV Giveaways are a great way to add 100 to 300 subscribers to your list in a couple weeks time. This means that if you're involved with just one Giveaway per month, it's reasonable that you can add 3,600 subscribers to your list in a 12 month period. And as a result it's possible to have a \$43,200 per

year internet business just from taking part in giveaways for one year straight.

Here's how JV Giveaways work:

- You create a squeeze page with a free offer.
- You sign up for an upcoming giveaway.
- You promote the giveaway to bring in other contributors in pre-launch.
- Once the giveaway is launched, you promote it to bring in members.
- The more contributor and member signups you get, the higher up you go on the list of contributors. And the higher up you are on that list of contributors, the better chance you have at capitalizing on the traffic that's sent by other contributors to the giveaway.

Sounds easy right? It really is easy to take part in these JV Giveaways once you get the hang of them. It's like a new car. Once you get a feel for the brakes, the steering, and the clutch point, it's smooth sailing.

You can find new giveaways to join at NewJVGiveaways.com.

Also with JV Giveaways, you can make money on one-time-only offers as you're sending contributors and members to the event. Not a bad deal if you ask me. You also normally make a commission when contributors you refer upgrade. So you build your list and make money at the same time with the event.

Listbuilding Trick #5: **SE Optimized Power Squeeze Page**

I believe it was Matt Bacak who coined the term “Power Squeeze Page.” At least that's the terminology I personally use to describe a long squeeze page with more content than what's on the average squeeze page.

An average squeeze page should contain a headline, 4 bullets, and an opt-in form. Sometimes it's longer. Power Squeeze Pages are much longer.

SE optimizing a Power Squeeze Page might be the route for you if you like article marketing and playing the search engine traffic game like most people. I happen to be on the other side of the tracks because I hate creating website content. So I'll be honest and say I don't use this 5th trick nearly as much as the previous 4 (hard work ...yuck...).

Your goal is to get ranked at the top of Google for a certain keyword. With this trick, all the rules of SEO apply. This means you need to:

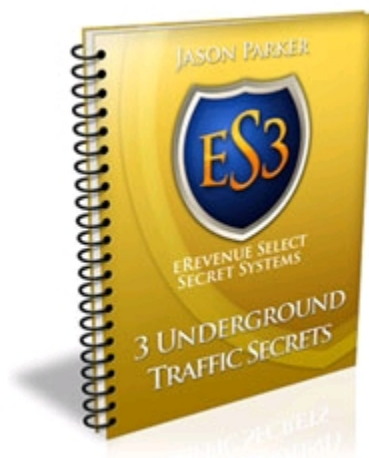
1. Apply on-page optimization. Follow all the fundamentals of good SEO like using meta tags and placing your main keyword in your headline, sub-heads, in the URL, and first sentence (only at around 4% or less density).

Also, make sure your LSI is sound... one way to do this is use a thesaurus to come up with different word combinations. Google is leaning more and more toward LSI and away from single keyword density. That giant hand could be cocking back ready to slap hardworking internet marketers as we speak (another reason why I don't like playing the SE game).

2. Get a ton of incoming links. 95% of the battle in slamming the search engines and bending them to your will is getting incoming links.

Also apply off-site optimization. Use SEO in your articles, links, and ads off-site so that the search engines will link the relevancy of the off-site content to the relevancy of your Power Squeeze Page.

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