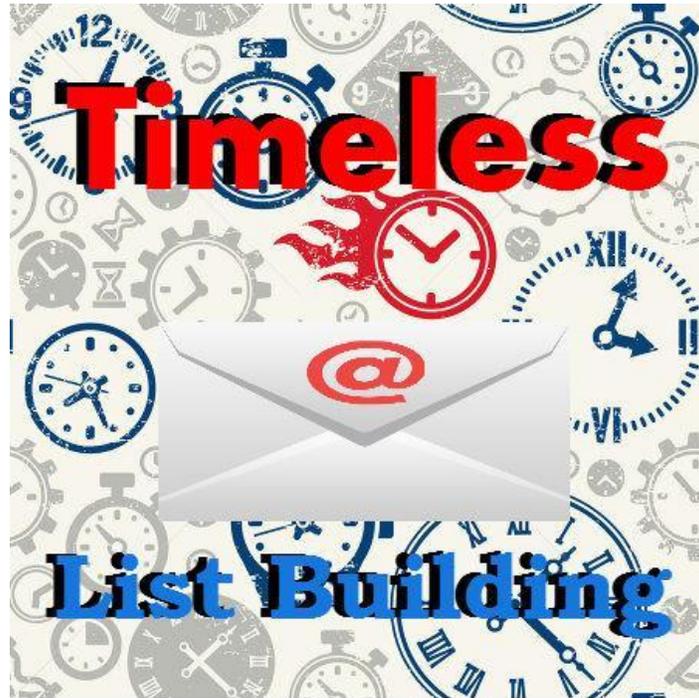


# Timeless List Building

List Building Strategies That Will Stand The Test Of Time



Created By: [Leon Tran](#)

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Thank you for your cooperation.

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# Introduction

Thank you so much for investing into this eBook. This eBook is something powerful in and of itself. I have invested a lot of time and effort into it, knowing well that if you choose to do as I have done, you have a much higher success rate of list building than if you were to not take my information into consideration.

It is easily possible with this knowledge, to build a list of tens of thousands, perhaps hundreds of thousands, of subscribers. This will allow you to take your life to a whole new step, a whole new level.

Access to knowledge that will allow for thousands of subscribers will help you make anywhere from \$5,000 to \$10,000 a month! Imagine life a year from now with 100,000 subscribers, making \$50k to \$125k PER MONTH! Imagine what you could do with your life. Quit your job. Have no worries about money. And overall, live life the way it should be, the way you want it to be.

That is what Timeless List Building will teach you to do. I am giving you the general structure of list building, the basics (and some neat secrets as well), and helping you get under your feet. I am practically giving you the tools and knowledge needed to achieve this success. You can do this, it just takes a little bit of effort (as with anything else in life), and then you're virtually on autopilot.

Not the typical wanna-be millionaire? That's all fine and dandy as well. Maybe you need help paying the bills or getting a new car. This will help you reach that goal as well. No matter the amount you're seeking, you make what you want of this with your own effort.

As the famous quote goes, you only get out of it what you put into it.

I've dedicated much of my time to learning this process from the pros. I knew that if they were once an Internet Marketing (IM) newbie, as I once was, then I could do the same as they did. Much of my credit must go to them and the others that have helped and invested with me along the way.

Just believe you can do it. This isn't another dumb SEO strategy, because I hate those as much as you might.

Go out there and put this knowledge to use! Thank you for your investment once again, and good luck!

# Understanding List Building

When writing this eBook, I decided that a background knowledge of Internet marketing and email marketing would be necessary, especially for those newbies. If you are advanced on this subject, you can move to the next section and not miss out of anything. However, if you are a newbie or need a refresher, I advise you read this section so you can get the most out of this eBook.

I will try my best to keep this brief, for the sake of time.

## Email Marketing?

Email marketing is something different. It's not spending days or weeks or years to develop a certain system, such as building websites in an attempt to boost SEO. Email marketing is entirely different in the sense that it allows you to make a very large profit within days and weeks.

Don't be surprised if you start to make over \$500 or even \$1000 a week within the next 3-5 weeks. This strategy is efficient and it works well. This stuff **DOES** happen. The Internet marketing "gurus" use this strategy to make thousands, **WHENEVER THEY CHOOSE TO**.

Once you have your list set up and running, you can make money whenever you want to. It's all a matter of sustaining a relationship with your subscribers, but that will come later in this guide.

What you are essentially doing in email marketing is helping, or rather coaching, your subscribers' decision on whatever your niche may be. In other words, you are selling your advice and products to your subscribers. The great thing about this is that once you have your set list, you can do this over and OVER again.

Never again will you have to build another website and boost its SEO. Never again will you need to make sure you receive a certain amount of traffic. With email marketing, it's extremely easy to build your list and get yourself off of the ground.

The IM gurus are making more than *\$100,000 PER MONTH* by doing **EXACTLY** what I am revealing to you in this eBook. It all starts here with email marketing. It's time for you to become an IM legend. You'll no longer be a newbie!

# The Process of Email Marketing

I am going to unravel this to you in a step-by-step process. This is something of a masterpiece because of its simplicity. Sure, it takes a little work to get it going, but once it's complete, it's on near autopilot.

Note: All of these steps will be explained later on in this guide.

1. Find or create your giveaway product in exchange for an email address. (This should be **THE ONLY** product your ever give away)
2. Sign up for an auto responder account (I use [AWeber](#)), create your list, and set up your follow up emails.
3. Set up a squeeze page in which the freebie product is obtained.
4. User is automatically subscribed to your list through the obtaining of their free product and then directed to a "thank you" page, which contains your One Time Offer (OTO).
5. User receives an email with their download link for the giveaway product, which contains an affiliate offer.
6. Begin selling your own products, or PLR/MRR products, to your subscribers.
7. If a subscriber buys a product, they are automatically moved to your **buyers** list from your **subscribers** list.
8. Manual broadcast emails are sent out through your AWeber account, (or whichever auto responder you use) in which you advertise other products you are selling.
9. Use my strategies to get traffic to your squeeze page.
10. You are finished! You continue to repeat step #8 and #9.

Remember, all of these steps will be touched on in a more in-depth way later on in the guide.

# Building Your Foundation

So this is the part where I show you twenty different tools to use, how to optimize your websites, get traffic, and overall, spend a lot of money.

**Except this isn't SEO, so we don't need to do that!**

With email marketing, the tools you use are very limited and are very cost efficient. You won't need to spend hundreds of dollars just to start up, as you might with website creation and SEO.

I've built a basic list of tools you'll need for this, including an example or two for each that I recommend.

- Web hosting (I recommend [HostGator](#) or HawkHost)
- A domain (Namecheap is recommended, or you can host it with your web host)
- An auto responder ([Aweber](#) is **highly** recommended, 30 days free!)
- An FTP client (Filezilla is generally the most used and recommended)
- Microsoft Word (Any other program that allow you to create PDFs is fine as well; It's finally time... for the big stuff. Let's begin the list building!
- this is only if you plan on creating your own products)

Essentially this is it. I don't want to spend any more time with this than is needed. If you are in need of assistance on setting this any of this stuff up, I plan on coming out with video tutorials in the future and will let everyone know via email.

# The Steps To List Building Success

In this section of the eBook, we will be taking the first steps to creating your list. This is doable by anyone, assuming they are willing to take the risk of *putting in their own effort and time in to doing so*.

If you remember the list of steps I mentioned earlier in this eBook, you will notice that I will refer back to them throughout the entire process.

Let's start creating your income!

## Step 1: Your Giveaway Product

There are two ways to acquire your giveaway product, both of which will be explained in detail in this part.

However, first you must pick the niche you wish to pursue. Right now, Internet marketing is a very popular niche that is something I highly recommend. You are bound to find more interested people in the IM niche than you are with other niches. Internet marketing itself shouldn't be your niche, but something like a sub-category, such as list building, affiliate marketing, or product creation.

### Option #1: Finding a Product

There are two ways to find a product: Private Label Rights (PLR) or Master Resale Rights (MRR). Both of these have their different own specific rights that *MUST* be obeyed.

**PLR products** allow you to do anything you wish with the product. Change the title. Claim ownership. Change the sentences to your liking. Entirely change the cover. Do anything you so desire.

If you want to spend a bit of time to claim ownership, alter it to perfection, and do whatever is deemed necessary, **PLR products** is your best route to go.

**MRR products** have more restrictions to them. Typically they are included with a squeeze page, eBook cover, and everything else that is needed. This is so you don't have to spend any time at all on your product. It is all set up for you; however, you cannot alter the product in any way.

If you are looking to get this done with fast and efficiently, **MRR products** are the way to go. These are all set up for you so you don't need to mess around with them.

Any time you buy a PLR or MRR product, you *must* check your permissions. Generally your permissions are included on a separate file in your download, or shown on the website from which you bought it.

If you happen to buy a PLR product, please note that if it doesn't come with an eBook cover or a squeeze page that is perfectly fine. I will be supplying you with the tools and knowledge needed to do this yourself.

When finding a PLR or MRR product, take the following tips into consideration.

### **Tips for a Successful PLR or MRR Product**

- 1.** Express your niche. As instructed before to pick a niche that is very specific, this should have everything to do with it. If you are focusing on affiliate marketing, don't find a product that deals with list building.
- 2.** Find quality. If you plan to make money with your list, the giveaway product is your first challenge. Making sure it is of utmost quality is essential to your success as an email marketer. If your product isn't very good, why would your subscribers buy any products from you?
- 3.** It must be in good order. If this product is from a decade ago, how can you be sure it provides accurate information? It needs to be up-to-date so it can be used.
- 4.** It must provide a path to success. Your product must have the qualities to lead an individual to success. There must be a path involved that will pave the way to what you guaranteed them. The product must be able to be used, not just read and forgotten. If you provide your subscribers with a product that cannot be put into action, you won't be receiving any paychecks.

### **Option #2: Create a Product**

The second way to get a product is to create it yourself. This is where Microsoft Word becomes essential to convert it to a PDF. What you are reading right now, is a self-made eBook made with Microsoft Word. I won't go into any detail with this, but if you have questions, feel free to contact me.

### **What Is To Be Achieved In This Step**

- 1.** Create a list of possible niches you wish to pursue, and select the one you believe you will be the most successful with.
- 2.** Either find a PLR or MRR product, or create your own for your giveaway product.

## Step 2: Set Up Your Auto Responder

This tutorial sequence will guide you through [AWeber](#), but you can choose to use any other auto responder you like such as GetReponse. They all generally work the same way, but setting things up may be just a little bit different.

Okay, so after you have completed the previous step, sign up for an account with [AWeber](#). For the first month it costs nothing, and from there on out it costs \$19 month. Once you start making sales, this cost won't hurt you one bit.

First, you will begin by creating your list. At the top, click "Create and Manage Lists".

The screenshot shows the AWeber dashboard interface. At the top, there is a navigation bar with tabs for Home, My Lists, Messages, Subscribers, Web Forms, and Reports. Below this, a yellow banner displays the current list name 'joeslistbuild' and a link to '(Create and Manage Lists)'. The main content area is titled 'Getting Started' and contains three cards: 'Videos' (Learning how to quickly and easily use AWeber.), '.pdf' (Download our getting started PDF), and 'Web' (Open our getting started guide in a new window). Below the 'Getting Started' section, there is a 'Subscriber Search' form with a search bar and a 'GO' button. To the right, there is a 'Live Webinars' section featuring a webinar titled 'How to Get Started' on Friday, November 23rd (3 - 3:30 PM ET) with a 'Register Now' button and a link to 'Convert to Your Time'.

Next, you will click "Create a New List".

Email Marketing & Analytics

Create a New List

Back Up & Export All Active Lists

At the next page, you will fill in the basic list information.

List Name \*

✔ List name available!

List Description

"From" Name                      Address \*

"Notifications", which is the next box on the page, is a waste of your time. You will be able to check who subscribes to your list at any time with AWeber. I advise you to just skip this step.

**Be sure to save your settings before continuing to this next step, otherwise you will have to repeat what you just did.**

After you save your settings, you will be directed to "Personalize Your List".

Fill in the next box accordingly with your information. You can change this later if you are yet to set up your domain and web host.

Company Name

Website URL

Email Signature

Please Upload Your Logo

UPLOAD YOUR LOGO

Social media is an optional setting, and if you wish to use it, by all means do so.

Once again, save your settings to advance to the next step.

For this last step, filling in the information is optional.

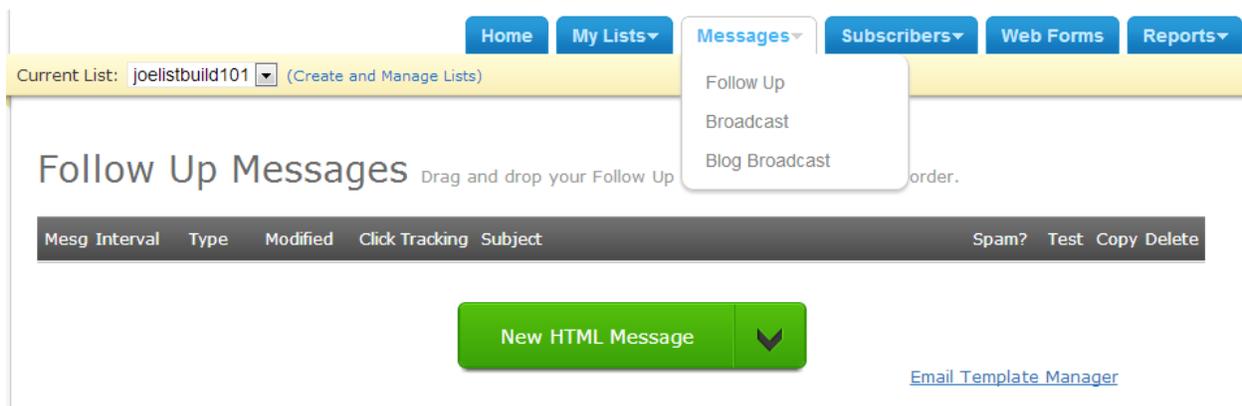
Once you save your settings, you have finished creating your list!

## Setting up Your Follow up Emails

Once you have completed the list creation, you will need to create your follow up emails. Many other marketers advise having anywhere from ten to thirty. However, I feel that is a bit too much.

Having at least five to eight follow up emails is perfectly fine. You will be emailing your subscribers nearly every day anyhow.

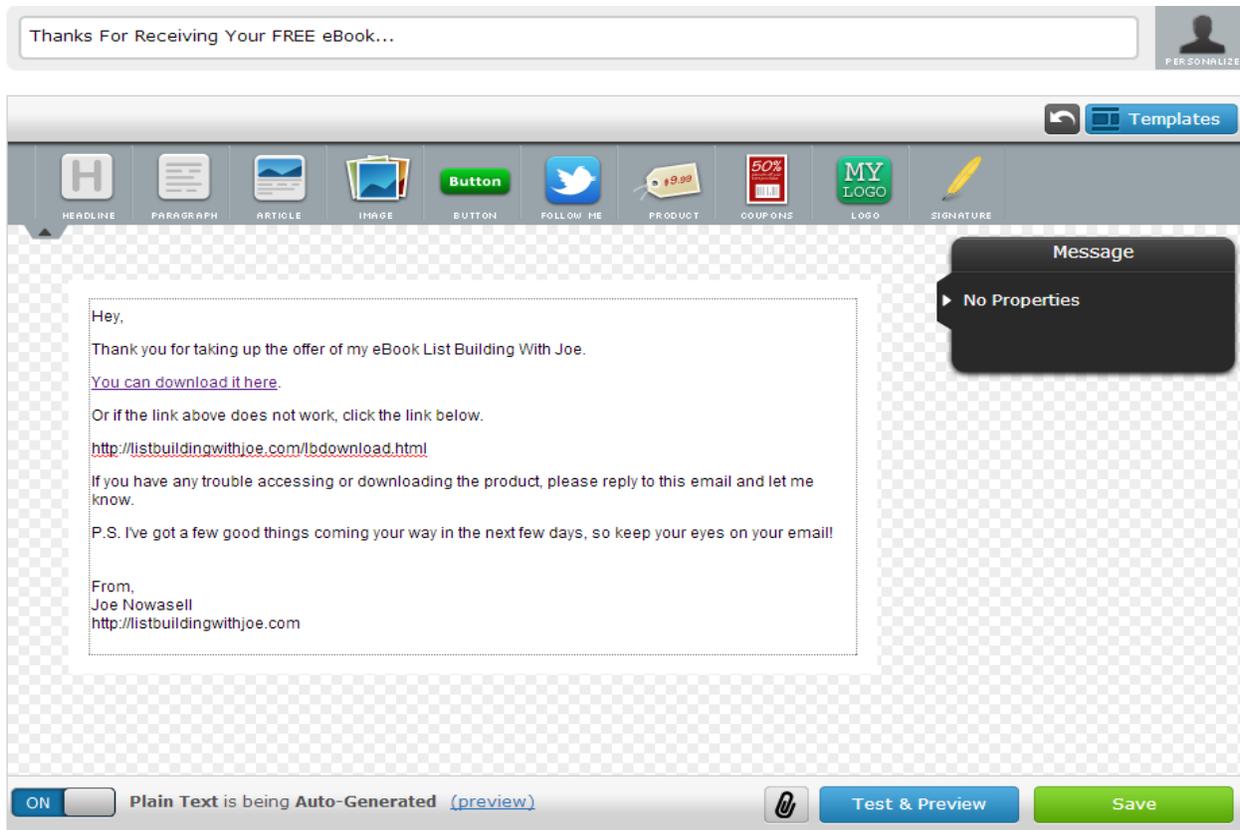
Begin by going to your “Messages”.



The screenshot shows a web interface for managing email lists. At the top, there are navigation buttons: Home, My Lists, Messages, Subscribers, Web Forms, and Reports. Below these is a dropdown menu for 'Current List' set to 'joellistbuild101' with a link to '(Create and Manage Lists)'. The 'Messages' dropdown menu is open, showing options: Follow Up, Broadcast, and Blog Broadcast. The main heading is 'Follow Up Messages' with a subtext 'Drag and drop your Follow Up' and 'order.'. Below this is a table header with columns: Mesg, Interval, Type, Modified, Click Tracking, Subject, Spam?, Test, Copy, and Delete. A prominent green button labeled 'New HTML Message' with a downward arrow is centered below the table header. To the right of this button is a link for 'Email Template Manager'.

Click on “New HTML Message”.

I trust you are able to figure out how to work this screen yourself. This is what it should look like. I advise you to create your own specific email as well, rather than taking mine word-for-word. This first follow up email should include a download link as well as a general welcome. More information on this will come later, so you can edit it then.



Be sure to select “Save”, and then continue on to the next step.

In the next step, select “Track Clicks on Website links in this message”, if it isn’t already done for you.

### Click Tracking



You will do this step several more times until you have at least four more follow up messages.

A key change when you create new follow up messages is to have your daily interval set to “1”, as shown below.

# Settings

**Interval** Set the number of days from your previous message

#2 sent  day(s) after previous

**Send Window** Only deliver this message on certain days and times



Sun	Mon	Tue	Wed	Thu	Fri	Sat	Start Time	End Time	Add/Delete
<input type="checkbox"/>	12 Midnight <input type="text"/>	3:00 AM <input type="text"/>	<input type="button" value="+"/>						

Send messages based on each subscriber's local time

Apply these days and times to ALL messages

## Click Tracking

Track Clicks on Website links in this message

## What your follow up emails should look like.

**Immediate Follow Up Email** - The first follow-up email is immediate. This should include the download link for your giveaway product.

**Second Follow Up Email** – Establish a relationship with your subscribers. Resend them the download link, ask them how the giveaway product is, and **keep it brief**. Remember, your emails are not the only ones they receive and you don't want to scare them off.

**Third Follow Up Email** – Again, build on the idea that you need to establish a relationship. It is the most important thing at this stage, not money. That will come in the future. In this email, feel free to send another free report, tips, or guide. It doesn't need to be nearly as large as your giveaway product, but keep them interested in what you have to offer.

**Fourth Follow Up Email** – Skip a day. Keep this email from going out until two days after your previous one. This is to avoid any annoyance you may have caused from the previous three emails being closely related. If you included another free product in your previous email, feel free to resend the download link, ask them how it was, or even include another free report. **CONTINUE TO BUILD THAT RELATIONSHIP!**

**Fifth Follow Up Email** – This is where it begins. It is completely optional to send this two days after your previous email, but it may be helpful. In this email you will need to continue to build the relationship, but finally offer your first paid product!

Make sure this product you are offering is something you would buy yourself. There's nothing worse than selling a piece of crap to your subscribers, because you won't have them after this product.

Nothing is guaranteed in this stage, especially sales. Don't get discouraged if you sell a few copies or even no copies at all. It's all to do with the relationship you've built with your subscribers. If they need more time to get used to you and your products, then so be it.

If you feel it is too early to start selling, then by all means, don't! It is imperative that your relationship with your subscribers is relatively decent by this point.

Adding more follow up emails after this is entirely optional. If you want to go ahead and send another asking subscribers about your newly launched product, you may get some people who didn't buy intrigued by it.

### **Step 3: Setting Up Your Squeeze Page**

Creating the perfect squeeze page is an easy task and doable for all, however, making sure you nail it is essential to your success.

Your goal should be to have as many people as possible subscribe to your list. In doing this, having a squeeze page that works is a huge plus.

For those that don't know what a squeeze page is, it is commonly referred to as a "landing page" or "lead page". It is where your future subscribers will read minimal information about your product, and "sign up" for it with their email.

# "Download Your **FREE** Guide Below!"

Find Out How The "Gurus" Are Banking 5-6 Figures **MONTHLY!**  
And How To Do It Yourself...

100% Working Methods: This Guide Will Reveal It All!



## The Timeless List Building System



Enter your email for  
FREE Instant Access:  
(Opt-In Code)

This is exactly what you may see (or something very similar to) when you download a free ebook ...

A squeeze page.

Often people think a squeeze page needs to include everything about the eBook and include as much information as possible.

That is absolutely wrong.

A squeeze page should include as little as possible.

Things **NOT** to include on a squeeze page:

- Bullet points
- Lists of information pertaining to your eBook
- Asking for more than an email address (explained below)
- Privacy disclaimer
- Off-page links
- Unnecessary information

If you look at the squeeze page shot above, you see how simple it is.

### **Why should I only ask for an email?**

You may be questioning as to why I only ask for an email. Truth is, the more information that is asked when signing up for something, the less likely they are to follow through with the action. Trust me on this: **email only**.

Something else that is very notable is to do this as a separate page. Do NOT, and I repeat, do NOT put this as a separate page on your Wordpress blog. Do NOT have off-page links. Actually, do not have any links at all.

Anything other than the original task at hand may, and most likely will, give your potential subscriber “thoughts” to visit those other pages and links. This is a big no-no.

100% of your focus with this page is to get users to put their email into that box and submit.

### **No privacy disclaimer?**

You will not be doing anything other than sending emails to your subscribers. The purpose for not having a privacy label will make your potential subscribers think, “*Oh. I forgot that they are able to do whatever they want with my email. I don’t think I’ll do this now.*”

This is exactly what you **DO NOT** want people to think. You are making them second guess themselves, just like they would be doing if you were to continue to use the double opt-in feature with AWeber.

### **How do I obtain a squeeze page?**

The squeeze page may have come with this ebook download. You may also obtain a squeeze page from [SqueezePageCity.com](http://SqueezePageCity.com), or by simply using a search engine to find one for you. I’ve also included some more squeeze page sites in the resource section below.

If you have a squeeze page that came with MRR or PLR rights, by all means, use it.

### **Why is it important to keep the squeeze page short and sweet?**

You want users to know what they are receiving, but make sure you are continuing to keep them guessing.

Keep them thinking, “*Oh wow... this really sounds like something good!*”

Make sure they are intrigued! You want them to receive their free gift!

## **Step 4: Setting Up Your Thank You Page**

I’ll keep this short and sweet.

When you get a user to subscribe through your squeeze page, it will automatically direct them to a thank you page.

On this page, you will include a short message explaining that their download will come via email.

On the ‘thank you’ page, you will include your “One Time Offer”, or OTO. This will be your first paid offer that you give to your subscribers (obtained through MRR/PRR or your own product creation).

All you will need to do is supply some basic information on the product which will send them to your OTO’s sales page, which will include all information on the OTO and how to buy it.

This is an easy step that can be done using the same squeeze page you used with your freebie offer. Change some wording around and remove the opt-in button.

Confusing? I know. Continue to do the steps as you understand, it will come!

## **Step 5: Receiving the Product**

As instructed earlier, with your AWeber follow up messages, your first email will be your download link.

I actually attached the exact image of one of mine. I suggest you write something yourself to make it more personalized.

This *must* contain the link to your product; otherwise your subscriber will never receive it!

The second part to this step is creating a download page. This can be just like your squeeze page as well, except just include a short message and download for your freebie.

On this page, you should also include an affiliate offer. This could be as simple as a text message with your affiliate link, or an affiliate image with your link. This affiliate offer **SHOULD** relate *entirely* to your niche.

## Step 6: Begin Selling Your Products

This may as well be pushed to step 9. Earlier in this guide I gave you examples of follow up messages. **Within these should be a couple of your PLR, MRR, or own products you are selling. This is how you make money, as well as including products in broadcast emails.**

These and broadcast emails are how you will be selling your products.

**WOW...**

We're already past step 6! How quick are these steps? Pretty quick!

I know I am breezing through these, but that is how easy these are. A lot of it is self-explanatory; however, if you do need help, like mentioned before, please do contact me via email.

## Step 7: Turning Subscribers into Buyers

This step is crucial to selling more products. Treating buyers and subscribers differently is essential to your success.

However, AWeber makes this nice and simple for you.

**Step One:** Log in to AWeber, and under "My Lists", select "Automation".

**Step Two:** In the "Action" box, have the following settings as shown below.

Action	List	Delete
Unsubscribe from list joeslistbuild when subscriber unsubscribes from	joeslistbuyers	
<input type="text" value="Unsubscribe from list joeslistbuild when lead subscribes to"/>	<input type="text" value="joeslistbuild101"/>	

**Save Automation Rule**

Make sure your **BUYERS** (this means you need to build another list) list is selected, and then click “Save Automation Rule”.

Now once users subscribers to your buyers list, they automatically are unsubscribed from your subscribers list.

**Note:** Your buyers list doesn't need any follow up messages besides a “Welcome”.

## **Step 8: Manual Broadcasts**

This may as well be left out, but for those of you that don't know what to do next, this is for you.

After you finish everything, you will continue to send out manual broadcast emails to your list(s). These will include regular check-ups on your subscribers, offers, and whatever else you feel necessary.

The time between emails is entirely up to you, however, my recommendation is every 1-3 days.

## **Step 9: Drive In Traffic!**

This may as well be an entirely separate eBook considering the depth I could go into with this. In the future I plan on creating a guide for doing this in more ways, however, in this guide I will be giving out a few of the best ways to promote your giveaway product.

The reason for promoting your giveaway product and not your paid products is to let people know that you're for real. If you have a free eBook that is exceptional, you're better off selling your other products through that than if you were to sell products raw. What I mean by “raw” is that people do not know how you write and how good your products really are, so it is beneficial that they see what you can do first, for free.

Let's get started, shall we?

Oh and on a side note, you should know this is quite easy. No link building. No profile backlinking. No SEO crap. Nothing like anything you've done with websites before (assuming...that you have). This is all simple as can be. Am I confusing you? If so, I'll stop. **LET'S START!**

## **First method of advertising your giveaway: Use Forums.**

Forums have some of the most loyal members you'll ever find. And we certainly want loyal people on our email list. So to find your niche forums, you'll simply be searching at google for example: fishing forums, or car forums, or beauty forums, etc.

Then simply contact the forum owner to buy an advertisement thread of some sort giving away your free guide. The owner should be okay with you promoting a free giveaway that can benefit the members. Also, I don't recommend paying more than \$25 for a thread promoting your giveaway.

Other forum advertisement options include ad banners and sticky threads too.

Lastly, even just by posting to the forums regularly; and including your signature link to your free giveaway guide, this should bring you plenty of new subscribers.

## **Second method of advertising your giveaway: Buy Solo Ads**

Solo ads are almost essential to your success as a list builder. *Almost*, because there are alternatives, however, solo ads are the most cost effective way to drive traffic to your squeeze page.

What is a solo ad? It's an email that you write and send to the subscribers on another person's list. This is essentially borrowing another person's list so that you may have some of their subscribers for yourself.

There are many, many people out there (especially on the WarriorForum.com) that will send out an email to their tens of thousands of subscribers about your giveaway product. The glorious part of this is that you don't need to worry about paying a certain amount of money per click. With solo ads you are buying guaranteed clicks, for example, 100 clicks for say \$50.

Most of the time you buy solo ads, the provider over-delivers and you get several more clicks than expected.

The golden portion of a solo ad is the **credibility**. When they send your email to their lists, they are practically transferring their credibility into your ad. In simple terms – his subscribers already trust him, so they can trust that what you're offering should be good too. **Incredible, right?**

Like previously mentioned, <http://warriorforum.com> is a great place to find solo ads. If you are newer to this, feel free to check out <http://soloadirectory.com>, as they provide a lot of great swaps as well.

### **Third method of advertising your giveaway: Buy Ad Space**

Buying ad space can be one of the simplest ways to attract subscribers. Finding credible and popular websites to advertise on is fairly simple and usually cheap. The best places to do this are on blogs/forums within your niche. Keeping track of your own stats from these ad spots is imperative as well; this will let you know if you've made a good purchase and wish to continue to use the ad space.

### **Fourth method of advertising your giveaway: Joint Ventures**

Joint ventures are an excellent source of traffic that I highly recommend. Using websites such as <http://warriorforum.com> and <http://newjvgiveaways.com> will only benefit you more.

Unfamiliar with joint ventures? Essentially you will be in a group with several people that will all drive traffic to your giveaways. When people see these giveaways, they will subscribe to your list.

## **Step 10: Repeat!**

Rinse and repeat.

Well, you basically are finished. It's been such a short journey!

The final step of repeating is important. Repeat steps 8 and 9. Make sure you continue to send out broadcasts to your list nearly daily. Keep the connection between you and your subscribers going. Make sure you keep talking to them by asking them about your products, introducing new products, and building a relationship with them.

I cannot stress the importance of the relationship enough. **It is the foundation of your list.** Just think, if you have a good friend or a nice looking stranger, who would you buy from? Your friend; because you have a relationship with them and you can trust them. It is imperative that your relationship with your subscribers is solid before you try to sell products to them continuously, or at all, for that matter.

Also, making sure that you keep the advertising of your giveaway product is crucial. Keep the subscribers flowing in, as you can never have enough of them. With the money you will be earning, it should be out of the question as to whether or not you can afford an advertising campaign.

I do thank you for your investment into this eBook. Be sure to check out the FAQs and the closing statement before you go!

## Frequently Asked Questions

### How do I set up my pages online?

I know for a fact that there are numerous HTML and page set-up guides on the Internet. If you find a squeeze page, all you need to do is upload the files via FTP client (all FTP clients have guides).

If you are in need of assistance, you can contact me about this via email or check out a forum, as there are sections for newbies.

### How do I accept payments?

Payments can be accepted through buttons or links through Paypal. I will briefly run you through the step on accepting payments via Paypal.

**Step One:** It is highly recommended that you sign up for a business or premier account through Paypal. In doing so, a bank account must be verified through it.

**Step Two:** Go to the “Merchant Services” tab when you log into Paypal.

**Step Three:** Select the option labeled “Create payment buttons for your website”, within the gray box area.

**Features you can use right now**



**Create payment buttons for your website**



**Send invoices online for fast payment**

**NEW**



**Swipe cards on your smartphone**



**Access your money instantly**  
PayPal Debit Card



**Already accepting credit cards?**  
Start accepting PayPal payments and help increase your sales

Want to connect your PayPal account to a shopping cart? [See how](#)

**Step Four:** In this next step you will be doing several things, so pay close attention. First off, make sure “Buy Now” is selected as the button type. After that, enter the name of your OTO in the Item name field. Next, set your price for your OTO. This should be anywhere from \$15-\$30, depending upon its worth (that’s for you to decide). Lastly, you will want to make sure that “Use My Secure Merchant ID” is selected at the bottom.

Here is an example of what your options should look like.

▼ **Step 1: Choose a button type and enter your payment details**

Choose a button type ? Which button should I choose?

Buy Now ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name Item ID (optional) [What's this?](#)

"One Time Offer Name"

Price Currency

27  USD ▼ [Need multiple prices?](#)

Customize button	Your customer's view
<input type="checkbox"/> Add drop-down menu with price/option <a href="#">Example</a> <input type="checkbox"/> Add drop-down menu <a href="#">Example</a> <input type="checkbox"/> Add text field <a href="#">Example</a> <a href="#">▶ Customize text or appearance</a> (optional)	

**Shipping**

Use specific amount:  USD [Help](#)

**Tax**

Use tax rate  %

**Merchant account IDs** [Learn more](#)

Use my secure merchant account ID

**Step Five:** In this step, you will continue from the page we just left off at. Under the options above is a blue slide labeled “Step 3...” Select that and make sure your settings look similar to mine below.

**Note:** If you want your buyers to be able to download their product immediately after purchase, you **MUST** put your download URL in the box shown here.

### ▼ Step 3: Customize advanced features (optional)

#### Customize checkout pages

If you are an advanced user, you can customize checkout pages for your customers, streamline checkout, and more in this section.

Do you want to let your customer change order quantities?

- Yes  
 No

Can your customer add special instructions in a message to you?

- Yes  
 No

Do you need your customer's shipping address?

- Yes  
 No

Take customers to this URL when they cancel their checkout

Example: <https://www.mystore.com/cancel>

Take customers to this URL when they finish checkout

Example: <https://www.mystore.com/success>

**Step Six:** After you have completed step five, create your button. You will be brought to a page with a box of coding. Select the option "Email", located just above the coding. Copy the link and hyperlink your payment buttons. This link will bring them straight to Paypal to pay you the amount you have chosen for this item.

That's it! You're finished!

**Note:** I realize this may be confusing. If you are in need of assistance, there are plenty of youtube videos and instructions on the web if you feel the need for more tutorials.

## Why would people even buy from me in the first place?

Having a **very** good freebie product is essential to your success. If your subscribers enjoy your free product, what's going to stop them from buying your other products?

If your freebie is trash, why would they buy anything from you?

## **Do you suggest that I make products or get MRR/PLR products?**

It would be in your best interest to make your own products. MRR and PLR products can also be profitable, and if you're in a hurry, using one of those is perfectly fine. I would highly recommend to rebrand the products first; like change the titles, get new ebook covers, and add in more content if necessary.

## **Will I ever need to change my freebie?**

No, your freebie will always be the same. You will only be getting subscribers through this freebie. If you ever feel like your freebie isn't good enough or you want to change it, you may do so if you wish.

## **Any last tips of advice?**

I must say, have a strong follow up sequence. I think I emphasized the importance of a great giveaway enough, so now I must show how strong a follow up sequence of emails can be. Build a relationship with your subscribers. Make them *trust* you. If they trust you, they'll trust your products, and in turn, buy them. Build that relationship, it is the most important thing you can do, despite whatever else I may have ever said is the most important!

# Closing Words

I cannot thank you enough for taking your time to read this eBook. This is a golden opportunity and you are very smart to take the offer at hand! Thank you for investing into this book and I hope it will bring you as much success as it has brought me, if not more!

I have stressed the important of many things throughout this guide, and I will continue to do so for as long as I am an Internet marketer.

**Do not wait to start this process. Start immediately.** You don't want your motivation for success to fade away, so get started immediately!

As mentioned many times throughout, if you are having difficulties, do feel free to contact me via email.

Once again, thank you, and **take action now!**

To Your Success,

Leon Tran

My Blog: [HowToWebmaster.com](http://HowToWebmaster.com)

Take Action & Create Your Own Journey To Success: [TakeAction.club](http://TakeAction.club)

# Resources

## MRR/PLR Products

<http://warriorforum.com>

<http://theplrstore.com>

<http://resellrightsfortune.com>

<http://master-resale-rights.com>

## Autoresponders

<http://aweber.com>

<http://getresponse.com>

## Squeeze Page Templates

<http://squeezepagecity.com> – Free squeeze page

<http://squeezepagescreator.com> – Free squeeze page

<http://flexsqueeze.com> – Premium squeeze page

<http://ultraimpack.com> – Premium squeeze page list

<http://premiumsqueezepagetemplates.com> – Premium squeeze page list

## Other Valuable List Building Resources

<http://newjvgiveaways.com> – Joint venture opportunities

<http://soloaddirectory.com> – A great place to search for solo ads

<http://warriorforum.com> – It's a must; just check it out

<http://www.freelancer.com> – Need someone to write your eBook?

<http://www.iwriter.com> – Another fantastic place to find great & cheap writers