



The Lucrative & Last List
Building Blueprint you will
ever need!

LIST BUILDING

Excellence Simplified

By Joel Therien

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DISCLAIMER

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INTRODUCTION

[You can watch the video introduction here in your members area](#)

Hello and welcome to the last training course you'll ever need on list building. If your goal is to build a long-term business that is profitable, lean and provides steady income for years to come, you've come to the right place.

Your list is what will build you a massive business. It is that simple. Once you build your list you can truly work from anywhere in the world! All you need is a great internet connection, a cell phone and a lap top.

This course is split up into a simple to follow e-book along with some videos to watch. Some people like to read and some like to watch. Now you can do both. In the videos I share a little bit more of my own story on how I went from literally two years of massive failure online to now building a list of over a million people and generating over \$280 000 000 in online sales.

What changed for me from massive frustration and failure to success?

You guessed it "List Building"

List building is the lifeblood of business success for anyone who is building a business online. It allows you to build relationships with your clients. learn about the problems they're experiencing, and accumulate repeat sales over time. The problem is that list building is also the area that most people struggle with the most.

Why?

Personally, I think people just make it WAY too complicated. Or they are just plain scared. You won't be after this course I am here to help you every step of the way.

Confucius once said "**Life is really simple, but we insist on making it complicated.**" The same can be as of business- even the "easy road" of building a business online.

When it comes down to it, building a list has just a few main steps.

I think it is important to note that we created **your first niche** and funnel to help you build your first list and business for you so you can get started today!! **We took care of all the 4 steps below.** That niche is the Home Based Business and Work From Home Industry. It is massive.

Ok, here are the simple steps to building that list:

1. Pick your product or service niche -
2. Set up a squeeze page to generate leads and subscribers
3. Offer a free gift
4. Set up a sales funnel

That's it!

But before we get to those steps, let's talk about a few misconceptions about what successful list builders really do. If you've been around for a while and heard a bunch of junk on forums, you may be surprised at what actually works.

Proper List Building 101 – Trust, Trust, Trust

“Trust is the glue of life. It’s the most essential ingredient in effective communication. It’s the foundational principle that holds all relationships both personal and business together.”

- Joel

[Watch the video for this section on trust here in your members area](#)

Anyone (with a bit of practice) can master the art of throwing up a WordPress blog, creating products or even writing sales copy. But building a list? That requires all of these efforts as well as some creative thinking and often courage.

I have seen so many different people completely freeze in one of the following areas.

1. They never do anything at all.
2. They start to build a list but get scared to death in sending an email to them because they “Don’t want to bug them”
3. They build a list, send one email and say “This doesn’t work”

Remember, trust is the foundation of your list.

I like to compare it to.. “Will You Marry Me Marketing”. That is to say, if you saw a really hot person in a bar. You approached them and say “Will you marry me?” Certain failure right? Getting someone to fall in love with you takes time and a ton of repeat exposure to you. It is the same with list building, get your list to fall in love with you through CONTSTANT communication or they will forget about you REALLY fast.

Besides that, a lot of people don’t understand what makes for a good email list. Everybody wants a “big” list, and focuses only on getting more email subscribers onto their list. But that’s not necessarily the best kind of list to look for in a long term business.

So what do you think a big, successful email list actually looks like? Is it:

- A. A list of 100,000 people?
- B. How about a list of 20,000 people?
- C. Maybe 500 people?
- D. Trust with that list. Trust with 500 people is way better than no trust with 500 000.

If you picked “d” you’re already ahead of the game!

That’s right- at the end of the day, the size of your list doesn’t matter all that much. It’s a function of list size, trust and relationship. If you do these things right your list will “Marry You” and buy just about everything you recommend.

Some marketers out there with lists of 5,000 and 10,000 subscribers will consistently get tons of sales from each email, whereas others with lists of well over 100,000 subscribers can barely make enough sales to cover their rent!

Doesn’t make sense, does it?

But here’s the deal. Successful list builders understand “big lists” differently than the people with 100,000 subscribers. They’ve learned that a successful list is all about having a good **relationship and trust** with the people on their list. They focus on influence. They focus on getting to know those people. Not numbers. Influence, engagement and trust is the real marker of success.

When we talk about **influence and trust** as a business owner, what we mean is:

1. Your subscribers open most of your emails
2. Your subscribers actually read the emails- they don’t open it up just to delete it!
3. They act on what you recommend or teach them
4. They buy stuff from you (or products you recommend as an affiliate)
5. They beg you to put out more products that they can buy
6. They help you learn the market by telling you what they need when you ask questions.
7. When they meet you in person they will say they consider you family.

If you have influence with your subscribers, a list of 500 people who are “**true fans**” can be more successful than that 100,000 subscriber guy who simply hammers his list with one offer after another.

Want proof?

Ask someone with a huge list of over 100K people to show you their open rates. Chances are, they're horrible! They might get a few thousand opens, but that doesn't mean a lot of those people will buy anything. That's because what these “marketers” are doing isn't marketing. Many build a list, and send a hopeless amount of sales emails to that list hoping something sticks!! “Go Away Snake Oil Salesman”

What Successful Marketers Do

Successful marketers continually provide solutions to problems their customers have. They make sure every word they say or write to their customers is geared towards benefitting them. Period. Eek, how do you provide value? Keep reading it is coming and it is easy.

They don't resort to hard sale tactics. They know that "hard selling" makes people tune them out. It makes them sound sleazy and greedy. Like that used car salesman down the street in the polyester suit.

People aren't stupid. Most "marketers" are just out to make a quick buck. They want to press a button, send an email to 50,000 people and walk away with \$20,000 the next morning. Sorry,, it just doesn't work that way.

Provide solutions to problems by listening to your market and you will be seen as a leader with authority Vs a sleazy salesman.

To Build Trust You have to make a connection each time you communicate with your subscribers. You have to like them and make them like you. I LOVE my list like family. You want them to read your emails and make them feel like you're talking directly to them.

Treat them with respect and talk to them as if you are talking to a new friend. Share a photo of yourself or the family. Tell them why you started an online business.

Share a good story of the day.. Be vulnerable and honest. People connect through stories just as I have told a few stories in the videos I did for you.. (I'm much better on camera then I am writing)

Once in a while give away helpful, informative, valuable content that actually solves your subscribers' problems. Proper List Building 101. After all, isn't that the goal of a business? To provide a valuable product or service in exchange for money or profits?

Find value to share by getting on the email lists of other marketers in your chosen niche. I personally am on about 50 lists of people in the "Home Based Business Industry and Internet Marketing" With being on so many quality lists I always have great value to share with you.

Just like I hope you are getting great value out of this course.

Find a way to earn their trust by giving them the high value information they are looking for, so you can sell to them in the future. In addition you've got to keep yourself at the top of their mind.

Otherwise, when they are ready to buy, they're going to go looking for other solutions, spot another website, and buy from someone else.

You've likely heard this before, but I'll repeat it anyways just in case. Most customers require 7-12 exposures to your products or services before they're going to make a purchase. They're going to need to hear from you MULTIPLE times before they're going to take out that credit card for you.

This is especially true if they don't know or trust you yet.

WORD OF WARNING

[I want to talk to you about this a little bit more in video here in your members area because people can be cruel when you see success.](#)

As one of my best friends once told me. "The Higher the Levels, the Higher the Devils".

That is to say, with success, even small amounts of it comes jealousy. As you build your list you will get hate mail.

Get me off your list you F***** Ass*****

A negative comment like that is 17 times more damaging than a positive comment is positive. This will happen, have you ever met a president that had 100% approval rating?

Realize negative comments are not about you. It is about the person delivering those comments. They are quite simply unhappy with where they are in life. Those comments come from beneath you not above you.

Ok, I wanted to get that off the table because I have seen new list builders start to see success and one negative comment has destroyed their productivity and momentum for months.

Let's move forward. So stop just trying to make a few sales, and start building connections with your subscribers. Once you do that, and you start taking care of them, your sales numbers will skyrocket.

As the great Zig Ziglar said, ***"You can have everything in life you want if you just help enough other people get what they want."***

So focus on providing value, providing solutions to your subscribers rather than just milking them for their hard-earned cash. Share who you are both on a personal and business level. How do you do that? Well the first step is figuring out what market you'll get into, which we'll cover next.

Remember, value can also be simply saying "Hi" and giving them a compliment for remaining on your newsletter.

Picking the Right Niche

[I talk about making niche marketing a lot more here in video in your members area.](#)

After you feel comfortable in the Home Based Business Niche. The “Done For You System” we built for you.

The first thing I want to make clear is that if you spend too much time on this step, you’ll never make it to step 2. Most people REALLY over-analyze picking a niche, but it doesn’t have to be very difficult. Just like list building as a whole, simpler is better. All you really need to do is look for people that are desperate for help.

Literally millions of people are looking to work from home and that is why we built your first niche for you!!

Like the saying goes, you can’t sell ice to an Eskimo, but you can certainly sell water to a man in the desert! The point is that you want to get into a market with people who are DESPERATE for help. For some people, they may need to make a little more money each month to cover the bills.

Others may have some marriage issues, and are facing a possible divorce if things don’t change. They feel **DESPERATE**.

Tens of millions of people are struggling with their weight, and despite trying every diet under the sun they just can’t keep the pounds off. Again they feel **DESPERATE**.

These are very different situations than someone who (for example) likes “**Toy Model Trains.**”

Not only will this market be fairly small, but these people aren’t going to be as passionate as someone facing a divorce. To make it easy on you, there are really only three massively huge and desperate markets you should choose from.

Those three are **health, wealth, and relationships.**

There are three main reasons why we want to get into these markets:

- 1) They're HUGE (millions and millions of people)
- 2) They're desperate (as we discussed earlier)
- 3) There are dozens of possible solutions (meaning more products you can make and promote).

A good example is weight loss for women under 30. Your free gift can be report explaining a few fat burning spices and herbs to help kick-start their metabolism. Then you might promote a product that gives them a complete diet program to follow.

Finally, you may offer higher-priced coaching or mentorship programs for implementing exercise and stress relief into their busy lives. But there's just a little bit more to choosing a niche than picking something in one of these markets. To be successful, you can't be a small fish in a big ocean. Instead, try to be the big fish in a small pond. I great book to read is

Blue Ocean Strategy - by Renée Mauborgne and W. Chan Kim

Rather than marketing in shark infested bloodied red waters, find a smaller niche where you are a big fish in a blue ocean.

Niche it Down

How many generic weight loss products and programs are out there? If I had to guess, I'd say it's in the THOUSANDS.

Think about all of the products out there:

- Exercise programs (calisthenics, kettlebells, circuit training, etc.)
- Diets (low- carb, low-calorie, based on your blood type, etc.)
- Fat burning pills

And that's not even counting the combinations, where a product uses both exercise and nutrition to help the person lose weight. Because there is so much noise out there, you need to do something that makes you stand out in the marketplace. The best way to do that- especially when you're first starting out, is to specialize in a certain area.

One of my favorite markets says to "niche it down" three times. So it'd look like this:

1. Weight loss
2. Weight loss for men
3. Weight loss for men in just 7 minutes a day 3x a week
4. Weight loss for men over 40 in just 7 minutes a day 3x a week

Do you see how that worked? So instead of just trying to reach everyone who wants to lose weight, you're trying to just help the men over 40 who want to burn fat by implementing high intensity short duration workouts.

If you're a guy over 40 who loves the idea of getting your results fast, this will be PERFECT for you!

That is how you pick a niche. You want the audience to feel like the product or service you're promoting is 100%, without a doubt, **designed to help them with their problems**. Only then will you be able to establish yourself as an expert and build a trusting, loyal audience.

Granted- you can't take this to the extreme. Don't expect to have a big market if you're trying to reach men between 40 and 42 who want to lose weight with fast results and live in Nowheresville, Michigan. You want to be specific, but don't get so specific that nobody fits the bill!

So to sum it up:

- 1) Pick a major market (health, wealth or relationships)
- 2) "Niche it down" three times
- 3) Confirm that there is a sizable market (a.k.a. you're not too specific)

Once you've picked a niche, it's time to get all of the tools you'll need for building a list.

The Tools You Need To Succeed

“Man is a tool-using animal. Without tools he is nothing, with tools he is all ”

- Thomas Carlyle

Now, let's talk about some of the tools you're going to need to succeed with list building. There are a few different ones, but don't be intimidated. Just sign up for one at a time, and you'll be all done before you know it.

Auto-responder

[Here is an introductory video on the Done For You Business” we created for you as a well as an introduction to the Sendshark autoresponder so that you can do “list building in any niche you choose.](#)

The very first thing that you're absolutely going to need is a good, reliable auto- responder. There are a bunch of different kinds out there, but the best one is Sendshark. If you want to get started fast and want to try Sendshark [You can upgrade your sendshark account here.](#) In Fact we partnered with them so that we could literally build your first list and business for you.

“Done For You Home Based Business Funnel”

Remember I said building a list is as simple as”

- 1) Pick your niche -
- 2) Set up a squeeze page
- 3) Offer a free gift
- 4) Set up a sales funnel

Well with Sendshark they are more than just an auto responder. They build your squeeze pages and offers as well! They have a true business in a box to get you started off right today!!

That said- I HIGHLY recommend that you stay away from most of the “free” services. Remember that nothing in life is truly free. Even though you may not pay a dime for them, you may be paying in terms of horrible reliability, bad inbox deliverability time wasted, lost income and who knows what else.

As far as software, the problem is that you have to be pretty technical. They aren’t normally easy to understand, so instead I recommend using a service. The good news is there are no tech skills required with [Sendshark.com](https://sendshark.com). Sure there is some learning but with your first list building business done for you can start getting your feet wet today. Start building your list right now!

[Sendshark](https://sendshark.com) is nice because besides being affordable, easy to use, and building “**Done For You Offers**”, they have a lot of options.

They have different styles of opt-in boxes, use different forms within the same list, conduct split testing, and more. These things help you as your business grows, because you’ll want to constantly be testing new things to see what works best.

Remember..

[Sendshark](https://sendshark.com) has built you your first offer right out of the gate. But as you get more and more comfortable you can build as many offers, and build as many lists as you want in any niche. If you want to get started list building with sendshark [just log into your members area here](#)

Hosting

[Watch this video in your members area to better understand the value of web hosting and having your very own address on the internet or a domain name.](#)

Now, the next thing that you're going to need is you're going to need a good, reliable hosting provider.

There are a lot of good hosting providers out there but there is only one can I highly recommend right now.

That's [Gogvo.com](#) They're fantastic. I'm perfectly happy with them. They have great uptime, which basically means that their servers almost never go down due to hackers, power outages, etc. Plus their customer service is great. They're always friendly when they help me with a website issue. I host all my websites with them.

They've got a few different plans available, but I recommend going with their Business Plan. You get 10 domains, unlimited disk space and bandwidth. It's also very affordable at about \$8 per month, so you've got no excuses because that's less than a meal at a restaurant!

Domain Name

[Watch this video in your members area to better understand the value of web hosting and having your very own address on the internet or a domain name.](#)

Now, the next thing that you're going to need is a domain name. This is your address on the busy streets of the internet. Without one, how in the world are customers supposed to find you?

A domain is the nucleus to starting your business online, building your brand, and your empire. In fact, if you have children like I do it is a good idea to get the names of your children.

I own the domains of myself and my kids!

www.joeltherien.com

www.justintherien.com

www.livtherien.com

Obviously this can be just about anything you want, but it should be related to your niche and what you have to offer. Having a website like "BobsFavoriteStuff.com" is a bit silly if your business is about helping stay at home mothers with their vegetable gardens.

HOWEVER!! If your personal name like mine Joel Therien (www.joeltherien.com) is available get it or someone else will! The next best I find is joeltherien.me

To date I own many other domains in other niches because I am constantly building huge email lists in those three big niches of **Health, Wealth and Relationships**.

So let's say you're in the gardening niche and you want to build a list that gives out tips and ideas about gardening to your subscribers. A domain name you could go with is something like JohnsGardeningTips.com. Anyone who sees this has a clear view of what the site is all about, right? It's some guy named John who is sharing gardening tips.

Easy!!

At the end of the day, it's completely up to you. Just make sure the domain name is related to your niche and to your offer. If it's short and easy to remember, you get some bonus points, but they aren't necessary. Just look at the success of Ramit Sethi from I Will Teach You to Be Rich. He has a long domain name, but he's still had a lot of success over the years.

Oh... and one more thing. Try to use a ".com" if you can. You can use something else like a .biz, .net, .org, whatever if you want... but 99% of people think of the .com extension, so I always recommend getting one if you can.

To get your own domain name the one I use and recommend is <http://GVOnames.com> I get all my domain names there as their price is extremely reasonable and their support if needed is the best!!

Squeeze Page

[Here is a great video in your members area talking about the components of a good squeeze page.](#)

The next thing that you're going to need to build your list is a squeeze page. This is the page where you're going to send your visitors so they can sign up to your list. You can make your own if you know HTML or you can make it easy on yourself and use a tool.

[Or simply start using the page builder found here in your members area](#)

A great option is again [Sendshark](#) because not only are they a very reliable auto responder but they have an amazing page builder that you can use to create your offers. They make the best squeeze pages out there.

This service also allows you to create any kind of page you want. Squeeze pages, sales pages, download pages, it's all there.

But the REALLY cool thing is that Sendshark is constantly adding new tools and statistics to their service. They want to make sure their clients are happy, so they share which of their squeeze page templates are having the most success among all of their clients!

And remember, your first offer is done for you!! Incredible

Creating Your Free Offer

“ Making your offer is like sex. It’s better when it’s free. ”

– Linus Torvalds

First off, I hope that quote didn’t offend you. I laughed when I first saw it and hopefully you did too! Anyways, let’s talk about your free offer. This is what you’re going to promise someone in exchange for their email address.

This is something that you can give away for free but is packed with enough information that someone would happily pay for it. Does that mean it has to be worth \$100, \$50 or even \$20? No- it could be a very short PDF document.

I’ve seen free gifts that were just 1-3 pages long, but contained more valuable information than \$97 video courses. It just depends on how targeted, clear and usable the gift is. So for example, let’s say you’re in the Internet marketing niche.

Your free gift may be a short video on how to use a free template to make a squeeze page. See how easy this is.. Simply refer them back to [Sendshark](#) and WOW you built your list and made commissions!!

Another example is a list of highly-converting subject lines someone can use in their auto-responder. Again, this should be something that can be digested quickly, is easy for you to create, and provides a helpful service or information to the new subscriber.

Just remember that what you promise on your squeeze page matches what the gift actually does! So if you have a 3 page report on productivity, don’t claim that it offers more information than the 10 greatest productivity books ever written.

If your offer matches what they get you now have earned some of that all important trust right away!

Or if it’s a piece of software, don’t claim that with one push of a button the person will make millions.

Trust is the key to people buying from you. No where online can you get started today and make millions tomorrow. If you are new, no one trusts you yet. But they will, it takes a little bit of time! Trust can generate you millions. I have seen it time and time again.

To create a report or ebook you can give away, use something like Microsoft Word, Google Docs or Open Office to type it out.

Make sure that it looks nice, is straight to the point, and has your name and website on it. When you're done you should convert it into PDF format. This not only helps protect the formatting and your content, but it also makes it easier for your subscriber to open and read.

If you're going to create videos instead of a report you can use software like CamStudio, which is free and allows you to take a video of what you're doing on your screen. The great thing about this is you can also record yourself talking and explaining the tips on the slideshow or program you're using. Then you can save what you recorded as a video. Then take that video and make what is called A video squeeze page. You drive traffic, people watch the video and this video compels them to sign up for your service or free offer.

Whatever you decide to do- a report, "hot sheet" of just 1-5 pages, a video or **software- just get it done and move on!**

You can always change and tweak things later, but the most important thing is to just get moving.

After all, you can't "tweak" something that doesn't even exist, right? Once you have your free gift, it's time to set up your download page and the rest of your sales funnel.

Creating The Ultimate Sales Funnel

First off, let me acknowledge that things are probably taking longer than you expected if you are setting up a funnel in a niche we didn't choose for you yet. Remember.. If you choose [Sendshark](#) as your auto responder your first list building business is done for you!!

I know you were hoping that you'd be able to setup everything in just 5 minutes and be ready to start driving traffic.

But don't worry, we'll get there! The first few steps in list building lay the foundation for your business. Once you have these things in place, you can focus 100% on driving traffic and making edits to your copywriting to improve your conversion rates. Conversion rates mean how many people take action and leave you their email to get your free offer or gift. If one in four visitors who comes to your squeeze page and gives you their email address that is a 25% conversion rate.

Now let's take a look at what the ultimate sales funnel should look like:



The first thing it all starts with is the squeeze page on the left. This is where you're going to be giving away your free offer in exchange for the visitor's email address.

So they have to sign up with their email in order to get your free offer. As soon as people enter their email address on the squeeze page and submit their information, they're going to be taken to the Free Gift Download page. The reason you want to take them here immediately is so they can get what they just signed up for! Some people will say to take them to the OTO (One Time offer I will explain what this is soon), but here's the problem with that- the subscriber won't trust you yet.

Instead, it's better to let them see the free gift so they trust you a bit more. Once they've done that, then you take them to the OTO. This is a special sales page just for these subscribers that is going to offer them a special discount of some sort. It should be closely related to your free offer, but a lot more comprehensive.

For example, if you have a free report that offers five tips to lose belly fat quickly, your one-time offer might be about how to lose 20 pounds in 3 weeks, or something like that. It builds on what the free offer provides, and provides even more information and more value. So it might be a video product that explains different diets and different exercise plans, if you're in the weight loss niche.

As far as pricing goes, you can go with any price point you want. Some people recommend a low price to get more sales, but some of the greatest marketers out there recommend going with a high price point, like \$97. You'll get fewer sales, but (probably) make more money in the long run.

If they decide to purchase your OTO, great! You can even send them to an upsell offer after that if you want, so now you may put a \$197 product or service in front of them. Perhaps it's a coaching offer, or a service that's related to your OTO.

If they don't take your \$97 dollar OTO offer them a downsell for \$10. That \$10 is designed to take a subscriber and make them a paying customer. A new paying customer, even at \$10 is worth 15 times more to your business than a free subscriber.

Or you can choose not to, it's up to you. One rule to always keep in mind is that the more upsells (and downsells, which is the complete opposite) that you put in front of a new subscriber; the more likely you are to make them frustrated. After all, they came to you wanting a free gift, NOT to get bombarded by a dozen different products and services.

And if you want to kill your business fast, a good way to do that is to throw offer after offer in front of your subscribers. Sure, you may make more money short-term, but you'll lose out long-term.

So they download the report, but also, and more importantly, they're now on your email list. That was the whole point, so you can continue building the relationship you already started with them with your free offer.

The best way to do that is to share a lot of great information for free, and sprinkle in some stories about yourself. Your subscribers want to know that you're a real person- one who is very helpful and is helping them to solve their problems.

You want the people on your list to get to the point that they're excited to see your emails. You want them to read these emails like he's reading them from a good friend or mentor.

This allows you to continue to provide more great information for free, as well as to continue to promote more offers in the future. These might be memberships, services, personal coaching, physical products, etc.

Remember that most people need multiple tools and sources of information to solve all of their problems, so someone building a business may be willing to buy a computer, website building class and service through your affiliate links.

And at the end of the day, promoting these other, higher-priced offers is what will make or break your business. You can make decent money promoting low-end offers, but it's easier to make good money quickly when you get \$1,000 per sale rather than \$7!

So again- that's just an introduction to the sales funnel. It's showing you the big picture, so you have an idea of where we're going. The first step to all of this is the download page, since we need to have something to send the visitor to once they subscribe.

Creating the Free Gift Download Page

[You can see some examples of the “Free Gift and Thank you” page here in your members area.](#)

That said, what I can do is tell you what to include on this page:

- A big “Thank You for Signing Up!” across the top
- A strong reason to go check their email. CONGRATULATIONS, please check your email now for your free offer. Sending them to check their email guarantees you that they used a real email address that they own to get your free offer.

Once they check the email and get a link to get the free offer it sends them to a OTO or One Time Offer.

That’s it!

Now I will explain the “One Time Offer” in a second, but keep in mind that there’s a reason we put it here.

Again, the reason is because we don’t want to offer a paid product to someone until after they’ve looked at their free gift. Remember that the free gift was designed to help the person know, like and trust us, right? So now that they trust us a little more, they’ll be more willing to buy something from us.

Now let’s talk about your OTO.

How To Build Your One-Time Offer

So once you've created your download page it's time to put together your one-time offer. It's basically a more comprehensive offer than the free gift you already showed them.

Your OTO needs to be in the same niche and closely related to what they just opted in to. If you are giving away a report on how to grow tomatoes quickly, then you want to make sure that your OTO is going to be related to gardening.

Now, that's not necessarily niche that I recommend you go into, but my point is that you want to keep the OTO related to the product they already received. I don't think tomatoe growers are desperate ;-)

Your OTO should either be a product that you created or a very high-quality PLR product. PLR stands for Private Label Rights, meaning you have the ability to put your own name on it and even change it.

You should not be using an affiliate offer here. You want to have your own product, even if it's PLR so it was mostly created by someone else.

Now, if you are going to use PLR, and I definitely recommend using PLR as a base, make sure you change both the sales page and the content itself just to make it seem more unique.

A few good options are to get some new graphics for it (Fiverr or the Warriors for Hire section work well for this), personalize the sales letter, and edit some of the content to suit your own style.

The problem with PLR is that there's a lot of PLR content out there that isn't worth reading, let alone selling. Stick with high quality content if you're using PLR. The best source I know of is BestQualityPlr, but you can check out other sources as well.

Keep in mind that if you have a low-priced OTO, your product doesn't have to be very elaborate. It can just be a 20 page report or a few short videos. The focus is to have it be something that provides a lot of value and helps the person solve their problem.

Something else to keep in mind with the OTO is that it should be worth several times what you're asking for it. So if you're only asking for \$7, it should be worth at least \$27. That's because you want this to seem like a great deal, not just something you put in front of them to make a few bucks.

To be honest, most people will NOT buy your OTO. However, if your front end free gift has great value in it this will springboard peoples trust and many more will take your OTO.

If they don't, that's fine, because it shouldn't be in your business plan for this to be a major revenue generator. After all, you're building an email list, which will allow you to generate sales for years to come as long as you treat your subscribers right ...but when people do buy that OTO, there's a good way to see if they want even more from you. The way to do that is with a high-ticket upsell.

Adding a High-Dollar Upsell to Maximize Your Profits

[Now, let's talk about adding a high-dollar upsell to maximize your profits. I hot a video hee in your members area about the importance of a high-dollar offer to self fund your company.](#)

Having a high-dollar upsell in place allows you to really ramp up your business. When you have an offer that's priced at, \$97, \$297 or even over \$1,000 that converts well, you are able to make more money per visitor to your website. So (for example) instead of making say \$1 per visitor, maybe now you make \$10/ visitor.

That means that as long as you spend less than \$10 per person you have coming to your website, you make a profit. This is huge. And this is a must!!

That's why most people who have been in this game for a while say that you **MUST have high-ticket items.**

Nobody makes a living selling \$5 information products all day. Instead, you use these inexpensive products to build a customer base, and then some of those customers will invest higher amounts of money to solve their problems.

Remember this...

Around **80%** of your life changing profits in your business will come from about **20%** of your customers who become raving fans and buy your **high-ticket items.**

There isn't a company today that has been around more than 10 years who doesn't have multiple high-ticket products to offer their existing customers..

Let me share one little story..

I talk about it some more here on video in your members area. It is called an assention model I was a "Microsoft" guy for life. Then I got my first iphone and LOVED it. This convinced me to get my first Mac Book Pro lap top.

I loved it!... Now my office is filled with over \$30 000 in Apple products. It is estimated that it costs Apple \$480 dollars to get a new customer. If I got the iphone only they would have lost money..

But now they made a small fortune from me and that is AWESOME. I love Apple! I took all their high-ticket products and I was happy and proud to do so!

Remember. A customer's first choice is to buy from you. But if you do not offer an upsell or an OTO they will get it from someone else.

Some of the best high-dollar upsells are high-end training or coaching, exclusive membership sites, and services. And keep in mind that these don't need to be yours. Unlike the OTO, it's actually a great idea to act as an affiliate for these high-end items. That's because you may not be considered an industry expert yet, but as an affiliate you can network with experts, help your clients AND make some money in the process.

It's a win-win-win.

If you can't find a high-dollar product, you could bundle together several different products into one larger package. I've done that a bunch of times.

For example, you can bundle together several high-quality PLR products, give them completely new, unique graphics and edit the content (and by "edit" I mean take out the fluff and add in some more of the useful stuff!)

Now you've got a high-ticket offer to sell your customers. The trick with high-ticket offers is that you still want to make the customer feel like they're getting the better end of the deal. So if a product costs \$100, they should see the real value as more like \$500 or \$1,000. That's not easy to do, which is partially why copywriters get paid so much for their craft.

Offer bonus after bonus after bonus to convince people to take action. These bonuses should be offered with very limited time to create a sense of urgency and to get your prospect to make a decision.

However, if you say your product cost is going to double at midnight and the bonuses will be gone make sure you honor that.

It's hard to do, as you see sales flow in you want to keep creating the same urgency again and again. NO!! Stick to your increase in price. Then when you create a new product watch what happens.. WOW.. the sales will flow even more It will train your customers to TAKE ACTION NOW because the price increase and the sense of urgency is real.

Another key to doing this is to help the person see the long-term benefits of the investment. Guide them towards understanding that the \$100 investment now could help them generate a full-time income, lose 50 pounds or gain some other huge benefit over time.

If this all sounds like too much, that's okay. You don't necessarily need a high-ticket item, or even an OTO to get started in list building.

Just keep in mind that without promoting a paid product upfront, it will take longer for your business to become profitable. Plus, if you wait too long to begin promoting paid products or services, your subscribers may have gotten used to getting free content 100% of the time, and not want to invest any money.

As far as the next step goes, let's move onto setting up your autoresponder. Now that you have your free offer download page, your OTO and (maybe) a high ticket item up and ready for sale, you can set up your autoresponder to begin collecting emails.

Setting up the Autoresponder

“ Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them. ”

- W. Edwards Deming

Your autoresponder is the heart of your business. It allows you to set up automatic sales funnels that will trickle in 24 hours a day, 365 days a year.

In a way, your autoresponder is a “set-it-and-forget-it” part of your business. It’s designed to allow you to automatically deliver content to your subscribers, meaning you can build a relationship, promote products and gain new clients while you spend time doing other things.

This automation is what has allowed me and so many others travel the world while working just a few hours a day. Some say you will stop working all together. Shenanigans any business needs care.

If you do it right, you can use the same autoresponder for years, and just keep adding to it as time goes on.

That said, DON'T think that it needs to be perfect. You can always tweak it later if it seems a lot of people are unsubscribing, don't like your content, you aren't getting any sales, etc.

Conversely, where you are getting good open rates and sales, you know those are the emails to take content from and generate new email follow ups.

Getting Started

[If you choose to use the Sendshark autoresponder you can log in to your members here and watch videos.](#)

As far as setting up the autoresponder, the very first thing that you need to do is you create a list. Each service is a little different, so the best thing I can do is point you towards training videos. They'll show you how to create a list, opt-in forms, add the HTML code to your website, and more.

Or if you just don't have the time to learn, you can choose to hire someone on Fiverr or Elance if you choose to use an autoresponder other than Sendshark.

As you set everything up, here are a few key things to keep in mind:

- Your "List Name" and details should make it easy for yourself and subscribers to know what niche, product, information, etc. it's all about.
- Your "Thank You" page should be the download page you created for your free offer.
- There are two kinds of emails- broadcasts and follow-ups. Ignore broadcasts right now, because follow-ups are the automatic emails sent to your subscribers. These follow ups are fun, you wake up in the morning and see new sales..

I will never forget my very first \$9.70 cent sale. It came in at 3am in the morning and when I woke that day to see the sale.. OMG I had my breakthrough of what was possible for me and things literally exploded from there! I took more and more action to build my list. Literally 3 months later I had a \$20 000 dollar month and said goodbye to my job forever!! Yes that was 1996.. I'm old I know ugh.

- Your very first follow-up should have a link to the free offer download page, in case they didn't get to see it right away, want to see it again later, etc.

The next thing that you're going to do is you're going to add follow-up auto-responder emails that are going to go out automatically over time.

Constant Content

Not to sound like a broken record, but remember that the entire reason you're building a list is to build trust and a relationship. Just like getting to know a new friend offline, the best way to build a relationship is constant contact.

I recommend sending emails in 1-2 day intervals. If you wait any longer than 3 days, people will start to forget you. But don't send one every single day everyday or they might start to tune you out. I personally send out emails approximately 5 times a week. Sometimes I even send up to **3 emails in one day**.

Hey remember the "Will you marry me marketing" If you have a crush on someone you surely don't mind hearing from them a few times a day everyday right?

Like I said, I personally send about 5 emails a week. It keeps my subscribers engaged, I am on the front of their mind. When I happen to meet one in person, their eyes light up. Joel, you are family to me thank you for changing my life..

I tear up every time I think about it. Even while writing this I get emotional. I LOVE my list of subscribers and I LOVE helping people.

The most important thing is to keep adding value with every email. Give tips, tricks, free reports, links to great videos, etc. You want them to feel like they're getting the better end of the deal here. Personal emails letting them into your life and showing them you are willing to be vulnerable and show them you care are important too.

Just make sure you don't forget to promote products and services at the same time. This is a business, after all. You're in it to make money, not just out of the goodness of your heart. If there is a good product or service you can promote as an affiliate, do it! Don't think of it as taking the person's money. Think of it as you're showing them a possible solution to fix the problem that they have.

If I'm 50 pounds overweight and REALLY struggling with it- and you know how to help me but don't even give me the chance to check it out... you are wrong. Besides, people vote with their wallets. If they don't invest money they won't take your solutions seriously. Help people solve their problems, and they'll help you back 10x. I know this to be true. I am blessed.

Mastering the List

A lot of people will stop right there and call it good. But here's the thing- since you really need to know your customers to offer them the best solutions, there are things you can do to learn more about what they need.

Or if you just don't have the time to learn, you can choose to hire someone on Fiverr or Elance if you choose to use an autoresponder other than Sendshark.

Here are a few ideas:

- Create surveys with tools like SurveyMonkey or Google Drive and send the links to your subscribers
- Include questions in emails like "What can I do to help you with (whatever their problem is)?"
- Do live webinars so that you can answer questions from your customers in real time. People love to see you live, it is the ultimate form of care for them.
- Connect with other leaders in your industry. Ask them for guidance, and see what you can do to mutually help each other. I have made literally millions with others in my industries promoting each others products and services.

Unlike most offline industries, the online world isn't all about competition. Just because someone buys your weight loss product doesn't mean they won't buy from someone else.

In fact, that's why I generally recommend getting into the bigger, desperate markets. Not only do people really want help with their problem, but they're also usually willing to spend money on multiple products or services.

Anyways- now that you've got your autoresponder set up, we're almost done! It's time to set up your squeeze page.

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Launching Your Awesome Squeeze Page

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

- Peter Drucker

The great thing about this step is that if you are using Sendshark, it's VERY easy to make a high-converting squeeze page. All you have to do is select one of their templates and use the recommended bullets/information.

Remember, the ONLY purpose of your squeeze page is to get your visitors to sign up onto your email list. It's not to tell them everything about your pet cat.

You aren't going to explain all of the awesome content they have coming their way down the road. Your squeeze page will NEVER get optimized for the search engines. Its only job is to convert visitors into subscribers.

The first step to that is having a strong headline that grabs the visitor's attention and makes them keep reading. A good headline is bold, clear, and is completely based on the current problem that you're trying to help the visitor solve.

Most of the best headlines fall into one of the following categories:

- Offer a solution to a problem
- Make a bold promise or claim
- Causes controversy (like saying you have to eat fat to burn fat) - Peaks curiosity

In the headline you need to tell them exactly what they're going to get. Here are a few examples:
Free Report Reveals...

“The 5 Super Foods That Let You Lose Weight Fast!”

Free Video Reveals...

“3 Easy Ways To Date More Women!”

Whatever your free offer is about, you need to mention it in the headline, and you need to let them know that you've got a solution to whatever problem they're dealing with.

After the headline, it's up to you what to add. It partially depends on the layout of the page, what message you're trying to convey, and what kind of niche you're in.

However a good blueprint I follow is

1. This is what I have
2. This is what it will do for you
3. This is what it has done for others (testimonials of happy customers)
4. This is what I want you to do next. A clear call to action to leave their email in exchange of the benefit of your free offer.

You absolutely need a call to action. This is what tells your visitor exactly what to do to get the free information, software, or whatever other free gift you're offering them.

The important thing is to be CRYSTAL clear regarding what you want them to do. Even though they can probably figure out where to enter their email address, make sure they know to put in their best email address, and explain why they're putting it in the form.

For example, "Enter Your Email for Your FREE Dark Secrets Report" is better than "Enter Your Email Here".

Remember that this one gift you're providing can't help the visitor with all of their problems. Instead, it's just meant to help them with one specific problem. Later on, you will be able to help them in other ways with other products or services.

Don't focus on the big picture- just that one, narrow thing you're going to help them with. Tell them what they'll learn/get, and then tell them how to get it.

That's all you're really doing with your squeeze page!

Now that you're ready to start collecting email addresses, it's time to move onto driving traffic to your website. After all, you can't build a business without clients, right?

Instant Traffic Methods You Need To Know

“Marketing is a contest for people’s attention.”

The good news is that once you have the foundation of your business in place, your last main job is to **drive traffic!**

...the bad news is that driving traffic to your website isn’t easy. It normally requires an investment of either time or money.

Or both.

But for the most part, there are two ways to market your site- paid methods or free methods.

Paid Advertising

[Here is a video on the best sources of paid traffic. Just log into your members area here](#)

A lot of people see the word “paid” and immediately run for the hills. They don’t want to invest any money, because they’re afraid that they won’t make it back. So instead they’re willing to invest hours and hours of their TIME- which they can never get back- in order to build their business.

And even though there’s nothing wrong with that, keep in mind that paid traffic isn’t just effective- it’s FAST. VERY FAST. You can have thousands of people to your site within hours, whereas most free methods take a long, long time to build up.

Plus, if you invest in paid traffic sources, you get instant feedback. You will quickly learn if your squeeze page doesn’t convert, OTO sales page is horribly written, etc. So if you have the funds, I highly recommend learning a paid traffic method. It may seem scary at first, but you will thank me later!

There are a few ways to get into paid advertising, and each has its advantages and disadvantages. Here are the main methods:

! WORD OF WARNING

After being online for 25 plus years I have found that the cheapest traffic out there is COMPLETELY fake. They use Bot farms. A bot farm is hundreds of cell phones or computers posting email addresses to your offer. None of these people are real.. Below is what a bot farm looks like



- Solo Ads are when- you contact another email list owner who will send an email to his list for a small fee. So you pay a fee, write an email, and then he send the email to his list, pointing them towards your squeeze page.
- Pay Per Click is when you create advertisements, and then you only pay when a visitor clicks on your ad to go to your website. Google Adwords and Facebook ads are common examples.
- Banner Ads are the picture ads that you often see on websites. You normally pay a certain amount upfront, and then you're guaranteed X number of views. For example, you may pay \$10 for the ad to be seen 10,000 times by the site visitor.

- Pay Per View is similar to banner ads, except the ad is normally a full-page website, not just a small square or rectangular picture. Also, you normally pay a tiny amount per view, instead of one large lump sum as you do with banner ads.

I wish I could go into more detail with these, but keep in mind that entire products are produced every day about EACH of these methods! To learn more, there are a lot of great, free resources that you can find by simply searching Google or the Warrior Forum.

[Again, here is a rolodex of paid traffic sources I trust and use often. It is a hidden video in your members area.](#)

Now if you don't think paid traffic is your cup of tea, you still have a few options.

Free Traffic

The good news about free traffic is... well, it's free. This can also be a bad thing though, because you generally need to invest a lot more time, as you will need multiple streams of traffic coming in to make decent money.

Here are the most common free methods:

- Forum marketing is where you hang out in forums related to your niche and help people with their problems. The key is being able to put a link to your website in a signature block, so people can click through and find your squeeze page.
- Search Engine Optimization (SEO) makes Google, Bing and other search engines list you at the top of the search results for keywords. This can get you a lot of "organic" traffic, but it often takes a long time to reach the #1 spot, competition is fierce, and their algorithms to determine the #1 spot are always changing.

- Blog commenting doesn't work as well as it used to, but it can still work. The premise is that if you're the first or second person to comment on a popular blog post in your niche- and your comment is actually helpful- other readers will click through to your site to see what you have to offer.
- Guest posting is where another, more established blogger allows you to write a post and put it on their website. At the end, you can link back to your website. This is a win-win because it is free content for the blogger, but you benefit from being associated with them and the free traffic.

Ideally though, it would be great if you can have BOTH types of traffic coming in. Not only will this give you more subscribers and sales, but it will help you determine what traffic sources work best for you, and then you can focus on them.

Conclusion – You Can Do This!

“The journey of a thousand miles begins with a single step.”

– Lao-tzu

No real business was built in a day. Despite what some “gurus” will tell you, it takes time and effort to build a solid, sustainable business. Sales comes from building your brand. And building a great brand is all about trust with your customers. Trust takes time.

The great news for you is that once you’ve completed your sales funnel, you’re 90% of the way there. From that point, all you have to do is see what works, tweak it a bit, and then see how that goes.

As you get more subscribers and your business grows, you can expand into other niches, create new products in your current one, or use the funds towards a new venture such as investing.

As a good gauge. If you have a good engaged list that you have treated with respect and you should expect to make about \$1.00 per month per subscriber from your list.

500 on your list = \$500 a month

10 000 on your list = \$10 000 a month in reliable income

YOUR LIST IS LEVERAGE

Once you establish your list and the people on that list LOVE you this is a huge asset that no one can take away from you.

When you have a good list:

1. People seek you out as a JV partner
2. You can create traffic on demand by emailing your list
3. You can literally work from anywhere in the world as long as you have an internet connection.
4. **MOST IMPORTANT:** Your list is a valuable asset that you own. I have had companies offer me as much as 8 million dollars for my business and list. No one can take your list away from you.

I hope you've enjoyed this training. Do not forget to log in here to see all the training videos I created for you. I wish you nothing but success with your list building efforts. But this isn't goodbye. I am here to help you every step of the way.

I hope you see so much success that when I see you in person I consider you family.

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A final note

[Here is a video again I want you to watch. Some of my beginning days were not easy but it was so worth it!! A billionaire had to believe in me before I believed in myself!!](#)

I remember like it was yesterday, the day I got started. I was living in a very small town house and my mortgage was only \$450 a month. I remember saying to myself, man if I can just cover my mortgage payment maybe there is something to this Internet Stuff!!

I was so foolish to think so small, but my mind at that time could not perceive anything more than that type of success.

“The mind once expanded can not contract”

[Here is a great video I did on Facebook covering that exact topic.](#)

Once I made my first sale for \$9.97 I knew I was never looking back.. so let's move forward together and spend time together on the beaches of the world..