



# List Building

## For New Marketers

# Introduction

Thanks for picking up a copy of this report! A lot of the same things that we were discovering in 2009 still work today, but some don't work as well.

What you're about to get is a combination of new and old list building tactics that I've gathered since 2008 up until now in 2012.

Just to be clear... I'm going to only share what's working RIGHT NOW.

When I go over the older tactics I'm going to talk about how well they work RIGHT NOW and how I'm using them TODAY.

What I'm going to share with you is not just the tactics themselves, but some I'm going to point out to you and tell you which ones have built me the most subscribers, for example, and which ones are working the best for me right now.

I don't want you to look at this as if it's a written report, I want you to look at it as if it's lifechanging knowledge and information because it doesn't matter if it's written on a napkin.

It doesn't matter if it's on audio.

It doesn't matter if it's on video.

It doesn't matter if it's in a PDF.

It doesn't matter if someone is teaching it to you one-on-one over the phone or one-on-one through a webinar or through group coaching; it's all information, and this powerful information is the most powerful information that I've ever come across online.

List building has been the key to my success over the years and I have a lot of people to thank for that, but I mostly have to thank myself because I've gone out of my way to

explore all of these realms of list building.

The first thing you need to know is that business and making sales depends on fresh lead flow.

What I mean is you want constant leads coming in.

If I were you, I would start aiming to generate something like 250 subscribers per day.

You might be thinking, that's a lot of subscribers, or it's going to be too expensive.

Well, there are great paid lead sources; there are also very good free ones that you can use to build up your list to generate 250 or more subscribers per day.

Once you hit 250 subscribers per day or more, then it's all a matter of focusing on converting them and then just doing the list building stuff you're doing over and over and over and getting the same results all the time.

Converting them is another thing and this report isn't going to be anything at all about converting leads into sales, it's all about generating lead flow.

As I was telling you, I can't stress this enough that the bulk of your money that you make is going to come from the people who are the newest on your list. THE FRESHEST.

The older a lead gets, the less responsive they become, generally, especially if you're an affiliate.

Now if you're a product creator and you do classes and such, you may find that some of your older subscribers are the most profitable subscribers you have because they're your own customers who enroll in all of your classes; all of your \$1,000 classes and whatnot.

As an affiliate, it's different; you don't have that retention.

See when you're a product creator, it's easier to keep the retention of your list, for some reason.

I've found this to be true and that's one of the reasons why I'm starting to create more and more products now, although over the years I've been mainly just an affiliate.

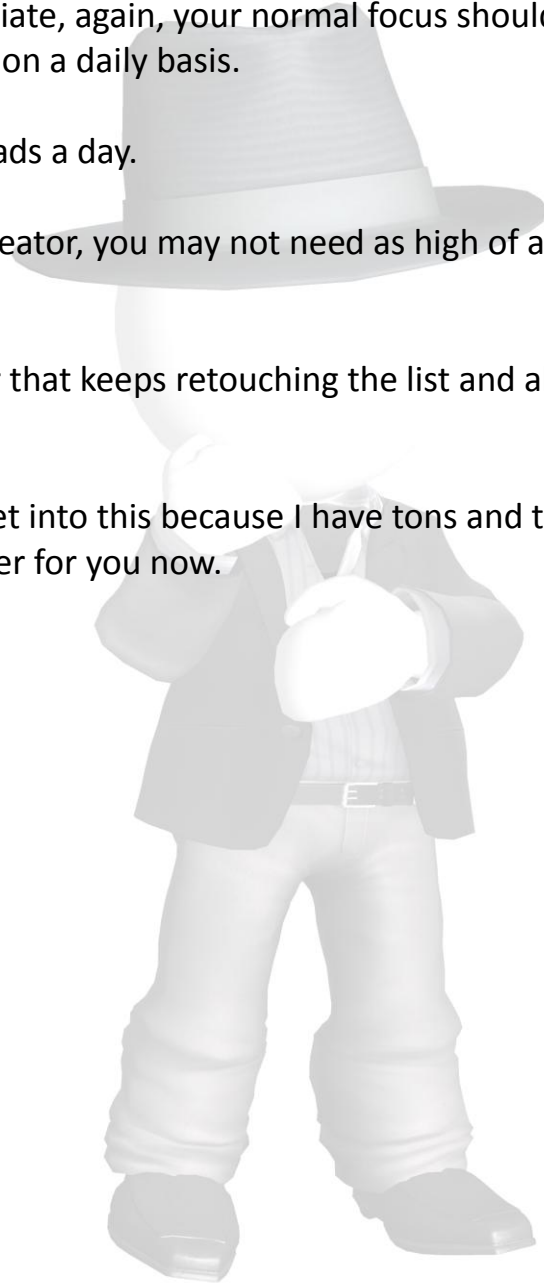
If you are just an affiliate, again, your normal focus should be fresh leads and keeping your leads coming in on a daily basis.

That's at least 250 leads a day.

If you're a product creator, you may not need as high of a lead flow, but why not do both?

Why not be a creator that keeps retouching the list and also generate 250 subscribers or more to your list?

Let's go ahead and get into this because I have tons and tons of list building methods and strategies to cover for you now.



# Public and Private JV Giveaways

The first one is JV giveaways.

JV giveaways haven't changed much as far as public JV giveaways go.

You can go to [newjvgiveaways.com](http://newjvgiveaways.com) anytime you want and jump in on any JV giveaways.

But what has surfaced since 2011 is something called the private giveaway.

There are a lot of little private giveaways taking place that you can be part of all over the internet.

You can go to people who are just as big as you are online, and even bigger, and start a private JV giveaway with them.

What I mean is you can get 5 to 10 or more people in on a private giveaway, where no one else can join and be a contributor.

This means that the people who are on there, who are contributors, are responsible for generating all the traffic to the giveaway and there is a WordPress plug-in that you can use to host your own private giveaways called [WP Venture](#).

So go do a search on Google for WP Venture and it's being sold on the Warrior Forum for chump change, as a Warrior Special Offer.

A giveaway is where a group of contributors come together and submit their gifts.

People who come and join the giveaway as members are going to opt in to different giveaways and this will add subscribers to your list.

If you've been around for awhile, you no doubt know what JV giveaways are, and I'm not going to dwell on what JV giveaways are or how they can build good business for you because you can go to a place like [newjvgiveaways.com](http://newjvgiveaways.com) and find out all you need to

know about giveaways freely on the net.

But just the fact that I'm pointing you in that direction is pretty valuable because if you're just starting out and you have no money to spend on ads, getting giveaways is a really good way to start, because you can add that first 10, 50, 100 subscribers on your list fairly quickly.

Some of these giveaways get up to 30,000 subscribers joining; not to your list, but to the actual giveaway.

What happens is the host of the giveaway is going to get the most subscribers.

They're putting the giveaway with all the contributors and setting the dates, and then once the giveaway is live, all the contributors send traffic to the JV giveaway main page, but the host is going to get all the subscribers onto their list.

Then the member who just joined will probably see a one-time offer or some kind of offer before they go and see all the different gifts that that contributors have.

So when you're a contributor and you promote one of these JV giveaways through your own link, you often make sales right there before they even get to the gifts.

That's one thing about it.

My point is if you're just starting out and you don't have much money to buy traffic, then this may be one that you want to master.

The truth is, if you became just a master of one of these methods, then you'll generate all the ads you'll ever need.

Let me say that again.

If you become the master of just one of these methods I'm going to share with you then you will generate all the leads you'll ever need.

So why not do something like JV giveaways?

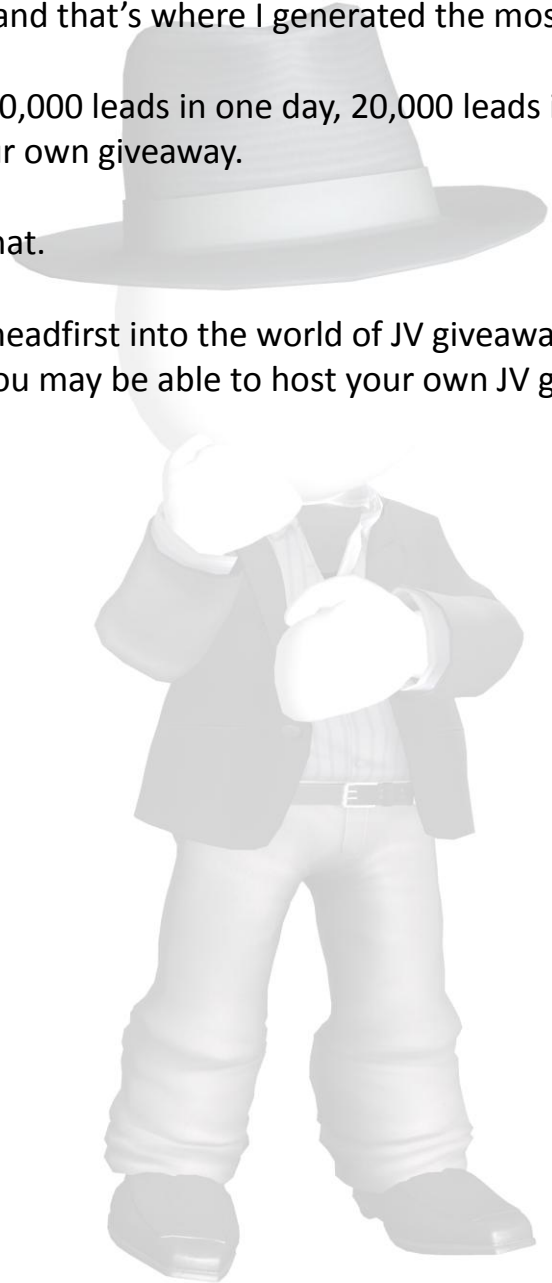
You can do public ones, you can do private ones, and you can host ones and make the real money.

I've hosted a couple and that's where I generated the most leads.

You could generate 10,000 leads in one day, 20,000 leads in one day from contributors blasting traffic to your own giveaway.

So just think about that.

If you were to jump headfirst into the world of JV giveaways as a contributor to start off with, then one day you may be able to host your own JV giveaways.



# Solo Ads

The next list building tactic I want to talk about is solo ads.

When I'm actively running solo ads, I'm usually able to generate hundreds of leads per day right now, this year.

This may change down the road, but as of right now, this year, solo ads are cheap, they're effective and very easy because you don't have to worry about landing page quality score or paying per click and keeping an eye on your ads ad paying by the click.

What you're getting is an ad that goes out to a subscriber list, so whenever you buy a solo ad; let's say you buy a solo ad for \$300 for 1,000 clicks to your site, you pay 30 cents per click to your site and you know exactly how many clicks are going to come to your site and the guy who sends you a solo ad sends an ad out to his email list, which recommends your freebie or your website.

So they're transferring their authority over to you, in a way, that's what makes it the most effective way of generating traffic right now, in my opinion.

Because the ads are still cheap, it's very effective for anybody who has the money to risk on it.

One place you can find a lot of great solo ad deals is by getting on Skype and talking to different solo ad sellers.

I realize it's not going to be easy just to find a solo ad seller, or any solo ad sellers if you have no clue about the world of solo ads right now, but once you find some solo ad sellers, you want to start connecting with them on Skype and getting into the world of solo ads because you can meet so many different solo ad sellers who will give you great deals on Skype that they don't give outside of Skype.

You can find solo ads at one place called [soloadirectory.com](http://soloadirectory.com).



That's where I would go if I were going to go and look for solo ads right now.

The key to have profitable solo ads is your sales funnel.

You want to have the squeeze page that generates the free leads that gives away something.

Then you have an upsell from there, which will be a one-time offer for something that's below the \$17 price point and then you want to have upsells from there so you can afford to pay for your solo ads.

Now you may also want to promote things on the download page for your freebies that you're giving away.

That way you can come close to breaking even or you can profit directly right away from that solo ad before you even get the subscribers on your list.

Although many solo ads I haven't profited from right up front, I made a profit on the backend from promoting strictly to the subscriber list.

That's something you have to think about.

A lot of companies in advertising are willing to pay a lot of money upfront and even lose money on the front end because they know they're going to make money on the backend with their follow up marketing, which is what email marketing is all about.

# Ad Swaps

So let's move on to ad swaps.

Ad swaps are where you send out an ad to your list promoting someone else's squeeze page and then someone else does the same for you to their list.

So it's similar to solo ads except for no one is buying anything; you're just trading off ads.

The place where everybody has moved to these days is called [safe-swaps.com](http://safe-swaps.com).

There used to be a site called IMadswaps.com, which was like an ad swap forums.

There are other forums that kind of emerged in the last few years and they've pretty much slowed down because of safe-swaps.com.

The thing about ad swaps is that it is getting less effective because seeing that it emerged around 2009, that's when everyone was discovering ad swaps and starting to do it.

Now people are over-mailing their lists with ad swaps.

They're doing way more ad swaps so they're getting less responses from the subscribers.

Retention rates are going down, click thru rates are going down, but if you still want to generate hundred's of leads per day, you still can do that.

The key to profiting from ad swaps is the same key to profiting with solo ads, which is your sales funnel.

So if you've got a good sales funnel, you can use it for your ad swaps.

Also, ad swaps are a great way to test your sales funnel before you start buying something like solo ads.

You're probably going to get less quality leads from ad swaps than you are solo ads, yet it's still a good indication of whether your sales funnel will convert traffic into sales, and that's what's necessary to profit with ad swaps, because you're not promoting anything that's going to be making money directly to your list; you're promoting someone else's squeeze page, so you're relying on the traffic coming from the JV partner's list to your sales funnel.

Depending on your sales funnel, you can do ad swaps every single day if you want to, become the master of ad swaps and just tweak your sales funnel and have very good business there.

You don't want to overcomplicate marketing.

This kind of thinking is really profitable if you could get super focused.

Think about how simple this business is right here.

You put together a sales funnel.

You do ad swaps every day.

You test your sales funnel every day until you're converting the maximum amount of visitors who land on your page.

That in itself is a business no matter what anyone says.

So that's what I try to do in my business... SIMPLIFY.

I have a daily routine that I try to simplify down more and more every day until that is just brain dead stupid, and lately, it has been solo ads because I've found that I'm getting the best returns on solo ads.

But if I didn't have any money, I would start off with JV giveaways just to generate 100 subscribers or so, then I would move to safe-swaps.com and I would start ad swapping.

That's what I would do if I didn't have any money.



## Click Banking

There's also another thing I would want to do if I didn't have any money and I had a small list.

This goes out to the small list owners, people who are just starting their lists and what not.

If you have a list of 100 people or 1,000 people, you could start doing what's called click banking.

It has nothing to do with ClickBank.com but what it is, is you go to a marketer with a huge list and you say, "I will send you 100 clicks or 1,000 clicks over the course of this month (clicks mean visitors) and what you will do is return those clicks all at once after I'm done."

So what happens is the big marketer with a big list will give you a tracking link to use on all your emails.

You'll work hard to build up your traffic to them through that link, and then when you're ready to cash in your clicks you go to them and say, "I'd like to cash in my clicks," and then they send you clicks; they send you as many as you have sent them.

This is real similar to ad swaps, as you can see, but it works out well for small list owners because you can just focus on sending traffic to one big marketer without having to set up all kinds of ad swap deals.

For example, if you have an email follow up series, the first couple of days of your email follow up series could be sending the new people on your list to another marketer who you are click banking with.

Now this isn't the greatest advice for product creators.

I don't think that ad swaps or click banking is a great idea for product creators because if you're a product creator, then you can have so much longevity on your own list by just promoting your own products.

If you're a product creator, you might want to just focus on paid methods and getting affiliates to promote your stuff, but that's just my opinion and that's what I've seen from experience.

As an affiliate marketer, who doesn't have a ton of products to promote to the list all month, who doesn't crank out many products, it's all about fresh lead flow, like I was saying in the beginning of this report.

Things like ad swaps and click banking are the mother load of free, fresh lead flow.

# Free WSOs

Now let's get into another method, which is something I've been doing since 2008 or so, which is running free WSO's.

I'm talking about freebies that I give away on the Warrior Forum, which is [WarriorForum.com](http://WarriorForum.com) and WSO stands for Warrior Special Offers.

So I will give away products on the [Warrior Special Offers forum](#) in exchange for opt-ins.

One thing that I've noticed between the Warrior Forum and the leads you may get from ad swaps, click banking, and solo ads is that Warrior Forum traffic is used to buying lower priced products.

So your funnel may be a lot different for free WSO's than it will be with ad swaps, click banking, or solo ads.

For one of my funnels they get a freebie on the squeeze page, then the OTO after that is a \$10 offer, then the OTO after that is another \$10 offer.

So you can see I'm keeping it at \$10 or less because I know they buy \$10 or less things, whereas with ad swaps, click banking, and solo ads I'll have a freebie, a \$9 offer, then to a \$97 OTO and then it will go up from there.

Good luck trying to sell a \$97 to Warrior Forum members because it's not going to happen, unless you have a done-for-you service or something that's worth 25x \$97 price points.

It's just a different world there, but the good thing about running free WSO's is that's a business in itself, if you want it to be because you can run free WSO's and then you can promote WSO's as an affiliate to promote programs like offers through WSO Pro, which is at [WarriorPlus.com](http://WarriorPlus.com) or [JVzoo.com](http://JVzoo.com) or [DigiResults.com](http://DigiResults.com).

So you know how I was talking about in one of the other sections how you can make a business just by focusing on one thing?

Well this is a business for you too.

Think about this.

This is all you need to do is to run free WSO's.

You can have six or seven free WSO's for six or seven different freebies that you create and you can rotate those once a day so that you're launching a new WSO a day, but it's giving away one of your six or seven freebies.

You can generate your list like that and your sales funnel will get you close to breaking even or making a profit right away on the front end, then on the backend you can promote WSO's as an affiliate to your list you've built.

I've been known to have multiple free WSO's that I rotate on a daily basis and I've done that model before.

You see... I get bored with certain things in marketing and then I try different models.

I just simplify things and just go at them with a very narrow focus.

Right now I might be buying a lot of solo ads and doing what I described in the Solo Ads section, but just months ago, I was buying a lot of free WSO's and trying to get as many leads as I could with that and just promoting WSO's every day and making plenty of money.

So once you get that narrow focus and simplify everything, everything becomes clear and you can make a lot of money just focusing on that.

# PPV/CPV List Building

Another way to generate hundreds of leads per day is through something called Pay Per View or Cost Per View advertising.

I have a friend who does around 1,000 leads a day.

I've only generated 25 leads or so per day with it, but the thing is, is that it's on autopilot.

So you can go to a site like [leadimpact.com](http://leadimpact.com) and you can buy cost per view or pay per view advertising.

It's a little different from other types of advertising in that you're paying per view of your page, you're not paying per click on an ad.

It's actually more like a pop up, so you're paying for these ads to pop up on people's sites, and it's run through software, so it's different than someone, say going to Google and seeing pay per click ads.

You can advertise on any URL on the internet as long as the user has the software installed on their computer.

So this allows you to bid on different URL's online.

Now can't you see how this could be popular and profitable?

Because you could bid on your competitor's URL's.

You could bid on so many different URL's it's not even funny.

You could bid on PPC URL's even.



So for people who are spending gobs and gobs of money on PPC, you can take those URL's that they're using for their landing pages, plug it into lead impact and then be bidding for ad space for those URL's through the software.

One place to learn more about PPV and CPV is [cpvden.com](http://cpvden.com).

It can be a nice little lead flow generator that's different from the other lead flow sources you might be generating leads from right now.

What you need to know about also is you can generate tons and tons of traffic for a lot less money, but the traffic won't be as responsive because they didn't click thru to your ad.

Because they didn't click through to your ad it's kind of like an annoying pop up that comes in their face but it's all legal and they know they're getting pop ups in exchange for using the software that they're using.

It's an agreement they made before downloading the software that they're using on their computer.

Say a company, like leadimpact.com, let's say they say, "You can use this software, which has huge value in exchange for being able to run an ad on your computer 5 times per day."

So instead of charging for the software each month, they get the software for free, but they have to see ads and this is where your ads can get in front of their face.

You can get in front of millions of people for .017 cents each time your ad is shown; that's a fraction of a penny.

But like I said, with other forms of advertising you may get a high opt-in rate on your squeeze page such as 10% and on some ad sources, 10% is very good.

On some ad sources, 10% is horrible.

On some ad sources, like solo ads, for example 30% is very good, depending on whether

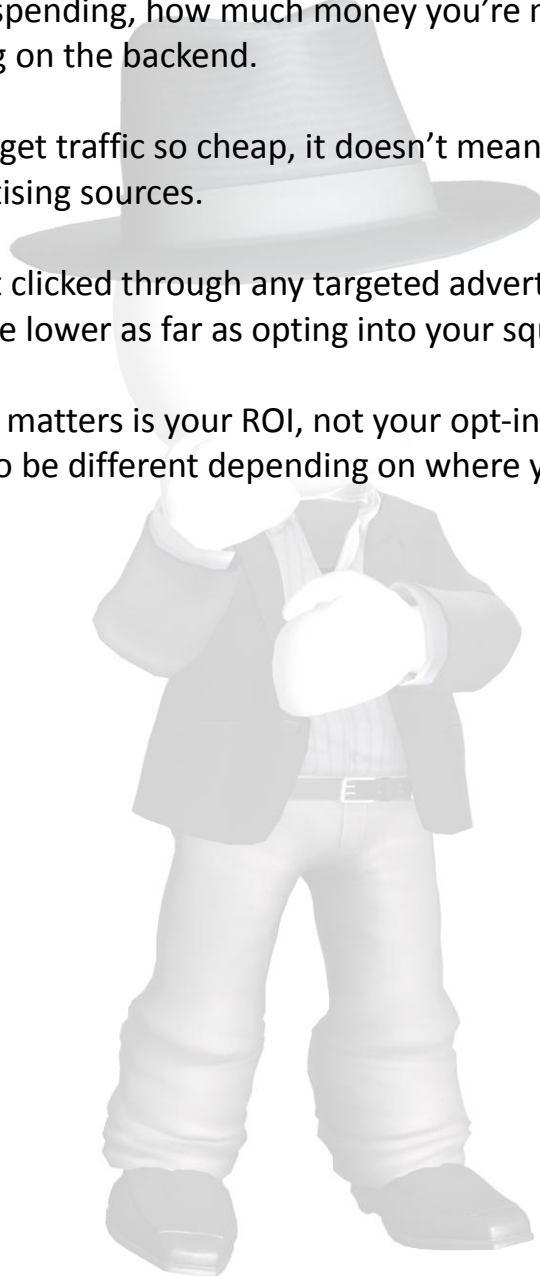
they actually send your solo ad or not because 60% may be considered good on there, as well.

But with PPV advertising, we're talking 1-2% could be good, just depending on how much money you're spending, how much money you're making up front and how much money you're making on the backend.

But because you can get traffic so cheap, it doesn't mean that the traffic is created equal to other advertising sources.

Because they haven't clicked through any targeted advertising, the traffic responsiveness will be lower as far as opting into your squeeze page goes.

The point is... all that matters is your ROI, not your opt-in rate... because your opt-in rate is always going to be different depending on where your traffic is coming from.



# Bartering For Leads

Let's move on to bartering for leads.

Bartering for leads is a really great way to generate the highest quality leads you can generate besides having your own product and having an affiliate program.

In actuality, it is almost the same or identical to that, except for you are NOT selling your own product.

Here's how it works...

What you want to do is go to a marketer who does product launches, who is bigger than you online.

They don't have to be huge; you could just go to someone who does WSO's, for example.

If you go to someone who does WSO's often, you can say this, "I'll do customer service for your launch," or "I'll write the sales page for your launch," or "I'll create bonuses for your launch," or "I'll help create the products for your launch," or "I'll help create buzz using social media for your launch," or "I'll help get JV's on board for your launch" or, "I'll do (something) for your launch in exchange for leads."

So you're not asking for money, you're asking for leads.

You're not asking for them export leads to you; we're talking about just placing some kind of bonus on yours on their download page that customers have to opt-in for, which you get the lead for.

For example, this one time I did one of these bartering for leads deals with a top marketer, and for his bonuses on his actual sales page, I advertised my bonuses that they're going to have to opt-in for.

So on the download page there was a link to my squeeze page, which allowed them to opt-in to download the bonuses.

On the page after the squeeze page was the download page for the bonuses.

I didn't send them through any kind of sales funnel, but the thing is, you get a list of red-hot buyers when you do this.

I'm talking about scorching hot buyers.

That first week of having that list you want to promote your highest converting thing, do a webinar or do something that you made money within the past because this is the time to sell them while they're the hottest and they're buyers (you have gained trust by them listening or watching your bonus, depending on what the product is, so they will be responsive).

Actually, the way I came up with the bonus for these kinds of launches is I would just use private label rights.

So I use private label rights material that was a video course that I didn't even record, but I had rights to give away as a bonus to a paid product.

So that's something to think about.

One of my best tactics was solo ads, one was ad swaps, and at one point click banking.

I did click banking on a big scale.

Bartering for leads was a huge, huge tactic that I've done before.

It's not a current phase I'm going through but it works like a charm.

It's not going anywhere.

It will always be effective.

It's a very simple tactic where you barter your skills with a product launcher who adds your bonus to their download page and the customers have to opt-in for it.

It's not like relying on Google for leads because they can slap that away somehow for you.

And it's not getting less effective like ad swaps are for example.



## Your Own Affiliate Program

Another way to generate red-hot quality leads is by having your own affiliate program.

Now I'm going to tell you that I've mainly generated leads through using [Rapid Action Profits](#).

I know that a lot of people in recent days have moved on to other scripts, such as Warriorplus.com, WSO Pro or JVZoo.com or DigiResults.com, but I like trusty old Rapid Action Profits.

It may cost \$197, whereas I bought it for something like \$297.

It's always being updated so it's not out of date with technology or anything, but the reason why I like Rapid Action Profits over any other is two-fold.

For one, I only have to pay a fee one time to use it.

So I pay my \$197 for the script and I use it over and over and over.

A lot of these other sites, you may not have an upfront fee, but they take out fees for every sale you make so you end up paying a lot more than you would pay with that one-time fee to RapidActionProfits.com.

Or there may be, like with WSO Pro, you have to pay a fee every time you want to start a WSO with.

I'd rather have a script like Rapid Action Profits so I can use it over and over and over.

This is just my personal opinion and preference.

Also, I think there is a lot of wisdom in what I'm about to tell you with Rapid Action Profits vs. the other solutions.

The other solutions are like affiliate networks, so when you're recruiting affiliates to actually promote your product, they may end up promoting someone else's product, but with Rapid Action Profits, you have complete control over the situation.

So once you show people your affiliate program, there's only an option to promote you.

Therefore, whenever I launch a product on Rapid Action Products, the bottom of the screen I have a link that says, "Affiliates make 100% commissions."

They click there and then they sign up for my affiliate program through Rapid Action Profits.

They can now get their link and they can then sell the product.

If I use the other programs, and I have a link at the bottom that says, "Sign up here to promote my product," and then they go to some affiliate network, they'll probably end up promoting some other product that they find.

They maybe will get lost trying in the sea of products trying to find mine; they give up and not promote any product at all.

The best kind of affiliate program that attracts affiliates is to have an instant PayPal commission affiliate program like the ones I've been talking about.

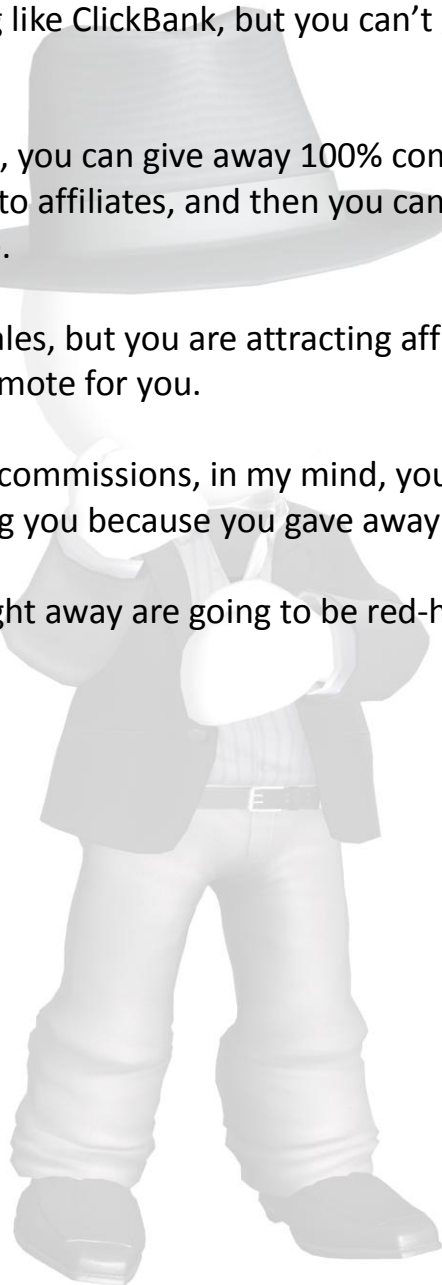
You can also use something like ClickBank, but you can't give away 100% commissions from ClickBank.

With these other programs, you can give away 100% commissions, which is really attractive on the front end to affiliates, and then you can give 50% commission on the one-time offer, for example.

You're making money off sales, but you are attracting affiliates that you don't have to ethically bribe much to promote for you.

If you're giving away 100% commissions, in my mind, you're not going to owe any other affiliates back for promoting you because you gave away 100% commissions.

Those leads that you get right away are going to be red-hot leads.



# Exit Popups

Another way to add about 10% opt-in rate to any website you have is by adding an exit pop up script.

You've probably seen these and they're pretty annoying.

You can get one at [exitsplash.com](http://exitsplash.com).

What it will be is when someone tries to leave the page, a pop up will come up that says, "Here's a quick chance to get this freebie," or whatever ad you want there.

This can add 10% more opt-in rate to your page or to any website you send traffic to.

Actually, depending on how aggressive you want to be, you can have multiple exit pop ups that lead to different squeeze pages.

What I've noticed is in the past, doing a very aggressive launch with a marketer and bartering leads, what I've decided to do with him because he wanted to go balls-to-the-wall, I decided that it would probably be most profitable to do a squeeze page for one offer that pops up once.

If they don't take that offer, have a squeeze page that pops up for another offer.

If they don't take that offer then another squeeze will pop up for another offer.

So it will be three squeeze pages popping up in a row for different offers.

You will be surprised at how many leads that added onto the product launchers list.

Just think about this, the first squeeze page pops up and they get 10% opt-in rate on that; they've just got 10% of the traffic to sign up on their list.

But if they don't take that, and another one pops up and they get 7% on that, well



that's an extra 7% tacked on.

If they don't take that one though, and they see the third squeeze page up, then maybe 5% tops into that list and all together you've got what, 22% of the people getting on your sales page or site opting into your list.

That's almost as good as a decent converting squeeze page.

I'll take 22% from a lot of different ad sources depending on the source.

But I will tell you this, that I believe exit pop ups are getting less effective over time because they've been used so much.

It's similar to "ad blindness."

What will likely happen is that people will stop using exit pop ups and then wait a little while and then they will start using them again and they will be just as effective as they were before.

That's my prediction and that happens to a lot of things where trends and tactics come and go.

Tactics will be working well, then they stop working as well as they are and everyone stops using them and then someone starts using them again and talking about how profitable it is to use it and then everyone all of a sudden is using it again.

# Reverse Opt-in Form

Another way to generate about 10% of your website traffic to your list on a sales page is using a reverse opt-in form.

This is where someone clicks on the “Add to Cart” button or an “Order Now” button and then you have a page between your sales page and your order form.

That page in between will be a Step 1 of 2 order confirmation form.

So at the top it will say, “Step 1 of 2 Order Confirmation,” then they’ll have to put in their email address to continue.

This is a Reverse Opt-in Page.

You want to grab the email address here so that everybody who buys your product, you already have then on your list.

Also, the people who chicken out on your product, you’ll have them on your list and they’re also very high quality subscribers to have on your list that almost buy; for some reason they are.

So you might find that the majority of people who actually opt in to that form won’t even order, but you’ll end up generating a lot more subscribers from your sales page by doing that.

So you can see how all these leads will add up if you’re promoting to a squeeze page or a sales page.

You will see how all these leads add up by promoting to a sales page by using all the factors we’re talking about here.

Because if you’re getting 22% opt in rates from doing exit pop ups and you’re getting

10% from doing reverse opt in forms, then you are generating an extra 33% of people to your subscriber list during a launch.

That's something to think about because when you have all these affiliates hammering your page, a lot of their traffic might not want to buy the product that you have, but there will be people who buy products that you may be able to sell something else to later on as an affiliate or as your own product.



## Buying Ad Space Direct From Webmasters

The next tactic I want to talk about is buying ad space directly from webmasters.

This can be done as easily as going to different webmasters who have, say forums in your market, and asking how much it would cost to run an ad on the top of their page.

First of all you're going to them and ask, "How much is your AdSense ad making you on a daily basis?"

Chances are you're going to have more money to spend than they're making on this ad from AdSense.

So say they say, "Well I'm generating 200 people to my site every day, but I'm only making \$3.00 in AdSense per day."

Well, if you had an ad that has a 10% click thru rate, then you can generate those people to your page for the same amount of money or more, so tell them that you want to take a test run on their page by advertising their ad in place of their Google ad.

You can pay them by PayPal and with a deal like this, “Will you run this ad one day and we’ll see how much money I make,” and you’ll give them \$5 instead of the \$3.00 he makes from AdSense, for example.

Then you see what happens when you run your ad on their site for that day and see how many opt ins you get, how much in sales in commissions you make from your sales funnel, and this will determine whether it’s profitable or not.

If it’s profitable then you can say, “Well I would like to rent that ad space from you on a monthly basis, for the rest of this month for x amount of dollars,” or whatever is equivalent to \$5.00 a day, or whatever you’re testing.

If you go to some real busy forum, for example, and you do the same thing – and if we're talking about bigger numbers here, maybe you will do a \$50 test run for one day.

You measure the results and see what happens and if it works out well, then what you need to do is just tell them that you want to run an ad that month for x amount of dollars.

And that’s traffic you don’t have to touch.

That’s just autopilot traffic hitting your page.

You can run it on a weekly basis or anything that you can afford, but the point is these webmasters want to make more money on their sites because they’re probably not making as much as you can give them using the advertising that they’re running.

They’re making piss poor profits from AdSense, for example.

Actually, in the internet marketing space, WarriorForum.com has an option to run an ad at the top of the forum for \$100 a day, and they run something like eight different spaces on there a day and yours would rotate with eight different advertisers.

That’s a good way to test something in the internet marketing niche.

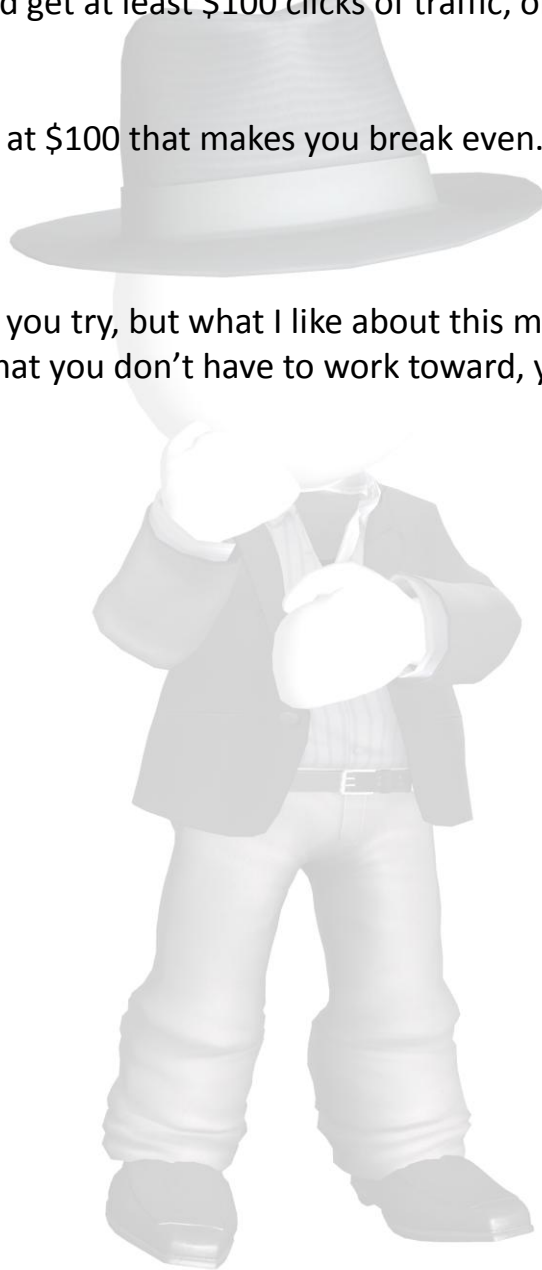
If you want to test an ad out and see how internet marketers would respond before you go and promote something on internet marketing, then use the tactic of contacting vendors and webmasters directly and you could run a \$100 ad and see what happens.

Chances are you could get at least \$100 clicks of traffic, or you may get 50 to 100 opt-ins.

You may get one sale at \$100 that makes you break even.

You never know.

You never know until you try, but what I like about this media buying approach is that it's very easy traffic that you don't have to work toward, you just have to monitor your metrics.



# Nested Squeeze Page On Blog

Here's a tactic for generating a lot of leads from a blog.

I actually built my first list of 1,000 subscribers this way in the guitar niche before I even got into the internet marketing niche.

It's so easy.

You take a blog and maybe your blog is generating 100, 200, 300 visitors per day because you're cranking content out on a daily basis.

Even if you don't try to target certain keywords on your site, it's pretty easy to start generating 200 to 300 visitors per day just by cranking out content and ranking it for long tail search terms without even trying to, and actually only doing it.

So what you do is, you take your squeeze page in your niche, and you nest it at the top and center of that blog.

So before they actually see the blog site at the top of the page, they should see your squeeze page as it is.

You can nest it up there using an image and an opt in box, if you want.

That's if you don't want the test of the squeeze page to interfere with any other on page SEO that's happening.

You'll be surprised at the opt-in rate you can get from that.

Let's say your site isn't really an interactive site as much as you want it to be; it's really difficult to get a site with a lot of interactivity.

Maybe your site just has a lot of traffic coming to it and doesn't really have people interacting, so it doesn't really matter if you put your squeeze page up there or not.

One of the best ways to generate leads form a blog is to nest a squeeze page front and center.

Another way is by using Robert Plank's WordPress Plug-Ins.

One is called Action Opt-In.

This is where you can put an opt-in bar on your side bar that you go opt-in to.

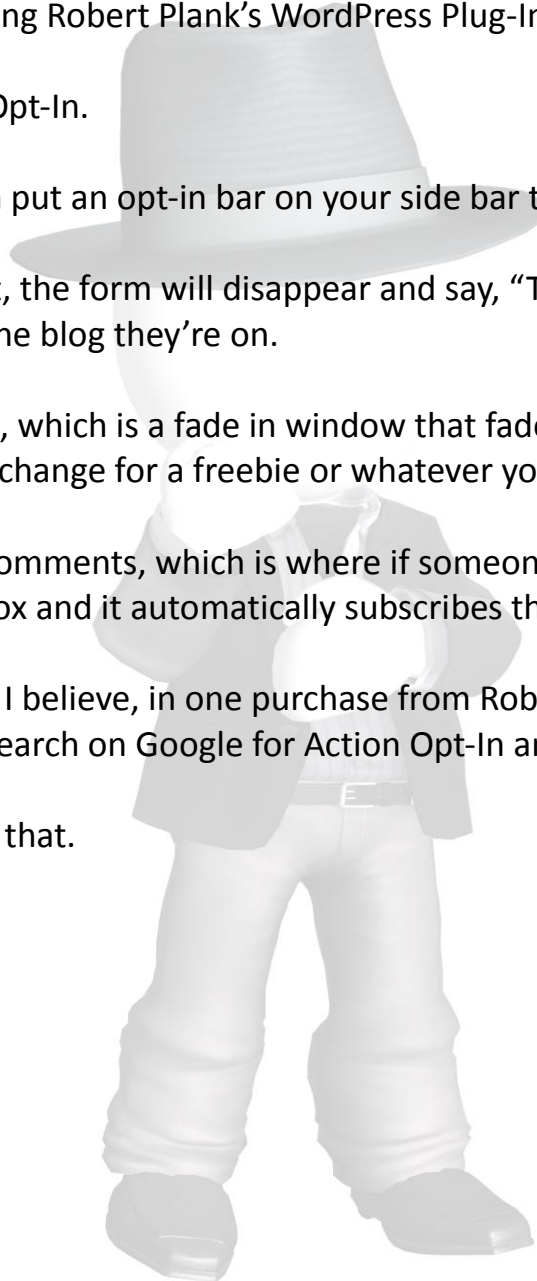
Once they opt-in to it, the form will disappear and say, "Thanks for subscribing," and keep the people on the blog they're on.

One is Action Pop-Up, which is a fade in window that fades into your site and asks for the opt-in there in exchange for a freebie or whatever you're offering.

The other is Action Comments, which is where if someone comments on your blog, they check a check box and it automatically subscribes them to your list.

You can get all three, I believe, in one purchase from Robert Plank if you go to [Actionoptin.com](http://Actionoptin.com) or search on Google for Action Opt-In and you'll probably find it.

He's always updating that.



# Tell-A-Friend Script

Another way to generate leads virally is by using a Tell-A-Friend script.

I think you have to be careful not to let others abuse your Tell-A-Friend script because they can go spamming the Internet with it, but I think the best practice for using a Tell-A-Friend script is to have one on your download page for your freebie that you just giveaway.

It will say, "I'll give you this extra bonus if you tell 5 friends about this," or "10 friends about this."

So, there will be a little form that they fill out and they'll type in five different email addresses, for example, of their friends and when they hit submit it will send out a message to all their friends from them, which tells them to go and check out your squeeze page basically.

It's really good traffic because they're endorsing you, in a way.

They are friends of friends recommending you to other friends to your site, which is better than running an ad on some site where no one knows you, no authority is being transferred to you, or not trust is being transferred to you.

So you may be able to get really good leads by doing so.

Mike Filsaime, has a Tell-A-Friend script and there are other ones out there on the market that you can search for in Google by searching for Tell-A-Friend script.

I have a feeling those will also be on the rise in the future.

Those are one of those tactics that were used a lot years ago and you don't see them as much anymore, but I think that they will emerge again, especially when people start using them in a way that makes the person who's sending out the Tell-A-Friend script use their own email server to mail out the Tell-A-Friend invitation, that way they can



avoid spam troubles altogether.

But the worse way to use a Tell-A-Friend script is if you're telling people to send out one of their affiliate links and they're an affiliate for you because then they may spam your site a lot because they're trying to make money.

They may get excited, they might be spammers, or they might just get a little too excited and start sending it out to everybody and everyone they can find, thinking they're going to make a million dollars overnight.



## Integrated Cross-Promotions

The next way I want to talk about generating leads is using integrated cross-promotions.

I think Mark Joyner coined the term integrated marketing.

Well integrated cross-promotions are different kinds of cross promos that you have with your joint venture partners other than ad swaps, click banking, or anything like JV giveaways.

These are different because these are integrated into your marketing on autopilot, so you

to think about the different parts of your marketing systems that you can integrate some kind of joint venture link to.

For example, on your download page, you might have a banner that leads to one of your JV partner's squeeze pages and they have the same for you on their download page.

That would be an example of an integrated cross-promotion.

So instead of monetizing that part of your download page with an offer, what you'll do is do an integrated cross-promotion with one of your joint venture partners.

Another way is to cross promote your joint venture partner in your follow up series.

So in your email follow up series, maybe your fifth email in the follow up series will promote their squeeze page and their fifth email in their follow up series will promote your squeeze page.

Another way is through P.S.'s of your emails that you send out.

So when you're sending out an email to your list, you can make a deal with one of your joint venture partners to always promote their squeeze page in their P.S. and they have to do the same for you.

That's one way to do it.

Think about the power of integrated cross-promotion.

You're generating subscribers on autopilot by doing this.

You can add tons per day to your list or more, all on autopilot, by doing this a set of joint venture partners or with just one, but just think about this; let's say you have 10 joint venture partners and you're going to do integrated joint venture cross-promotions with your follow up series of emails.

Say all 10 of you in all 10 of your first follow up series emails, you all promote each other, well visitors would be flying all over the place and going onto your list if you do that.

# Viral PDF Reports

The next tactic I want to talk about is using viral PDF reports.

So let's say you write a little report that can be 2 to 5 pages long, as long as it's rock solid content; it's going to be for a free report anyway, and you create a PDF report out of it. Well, inside the PDF report, you want to say that this is free to distribute.

Also inside of your PDF report, you want to have a link at the end that leads to your squeeze page or an entire ad that leads to your squeeze page.

What I've found in the past is that other people started using my reports to build their lists with.

So they would actually give my reports away to their squeeze pages and I would generate those subscribers under my list, the ones who actually read the report and then clicked thru at the end.

The ones who read the reports and clicked through to the end and discovered you that way, end up being some of the highest quality leads you'll get because they've just read one of your reports, and they clicked through at the end to get your freebie, and you've got them on your list.

If you're not sure how to do this, you can go to OpenOffice online.

You can just type into Google, "OpenOffice" and download OpenOffice Writer.

You're going to open up OpenOffice Writer and write your report.

It's kind of like Microsoft Word.

Then you're going to click "File" and export as a PDF.

Once you do that, you have a PDF that you can give away, and you have clickable links inside the PDF and that will become your viral report.

It's a little different than rebrandable reports.

If you have your own affiliate program, you can give affiliates a way to give cool content to their list and to promote you at the same time by offering a viral brandable rewritable report.

This is a little bit different, a little more simplistic, and if you give enough of these reports away that are viral reports, you may see them circulating all over the place and generating leads from all over the internet.

## Affiliate List Cross-Promotions

The last thing I want to tell you about list building is using affiliate list cross-promotions.

This is very simple.

Let's say you have your own offer on Rapid Action Profits and you've built an affiliate list, which is just a list of affiliates who promote your profits.

Well, what you do is you go to other product owners who have affiliate lists and you say, "I will tell my affiliate list about your affiliate program if you do the same for yours."

You might pick up some really good affiliates like that.

They might pick up a few and once you pick up affiliates, that means more traffic heading into your paid offer, which means more people on your list of high quality.

This is one of those tactics that kind of make you want to slap yourself in the head.

