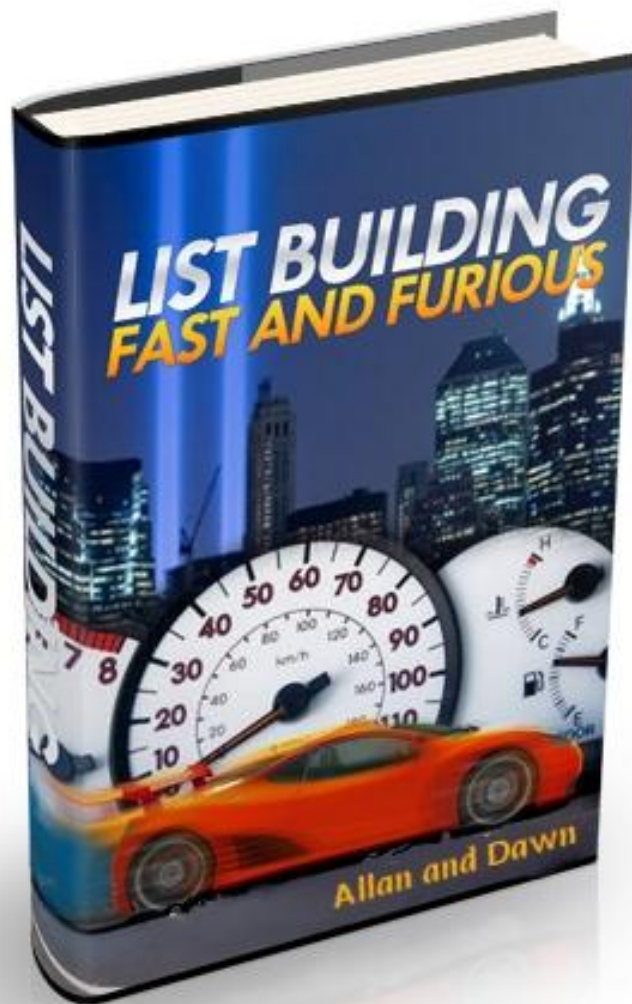


“List Building” Fast and Furious

Brought to You by [Allan and Dawn](#)

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Contents:

Hopes, Dreams, and Doubts

This is Important for You – Your Own List

Your Squeeze Page

Articles

Your Number Two Thing to do - Ad Swaps and Joint Ventures

Number Three - Warrior Forum

Hopes, Dreams, and Doubts

So why do you need to know who we are? Because we are just like you! We know how you feel and what it is like right at the beginning. We have felt the same confusion, hopes, dreams, and doubts as you.



Let us share some of [our story](#) with you briefly.

We are from beautiful Perth, Western Australia which is a very small city on a global scale. We love it as it is (in our opinion) a wonderful place to live with lots of space and freedom.

Just like you we have bought products to help us and to be fair we don't believe there has been a dud amongst them. If a product didn't work we would have to admit we probably didn't work it!

But what we have discovered is that the so called gurus who would have us believe that there is a magic formula to making money online are just having us on. Be warned you high flyers, the secret is out! They have created huge businesses simply because they have done some things you and I haven't, **yet**. And the things they have done are things that you and I can do – it couldn't be easier – BUT we have to do them.

At some point you will find another marketer you can relate to. If this person offers coaching or is willing to be your mentor grab this opportunity. Even a friend who will share the journey with you will be tremendously important to you on the down days. You will find the volume of information out there can be overwhelming. A mentor can steer you through the maze. This will save you years of learning by making mistakes – this way is extremely hard.

High on your list of priorities should be to build yourself a list. Your list will be your future prospects or customers. Your online business to make you money needs customers, just like offline businesses. You need a list!

What we need you to do is follow the steps in this book. As much as we would like to help you with this there is no easy way around it – you have to do it.

It is very important that you read the following.

What we tell you could be the difference between you succeeding online or otherwise. This bit of advice if you listen to us will be one of the most valuable things you ever learn.

You will find we are only going to tell you three strategies for list building in this book. And for good reason.

Look we could fill 100 pages with many different ways of building your list. And there are products out there that contain page after page, video after video of every conceivable thing you can possibly do to try and build a list. There is a very, very BIG problem with you buying into these products.



You won't act on them.

Simply because as a beginner you will suffer information overload which will only make you more confused and despairing. This will leave you wondering where to start.

Besides much of the hype of sales pages of list building products sounds good and promises heaps but they do not build lists of genuine would be marketers interested in becoming part of a community.

Also you can achieve wonderful results with the use of social media sites to list build. However if you are like most then you don't have any existing network to start with.

It is going to take time to make this work for you. It takes time to build rapport and relationships on these sites. We are not saying using social media sites doesn't work to build a following - it does.

That is why we have only given you three strategies here. Everyone can handle three things and it is not overwhelming. Start on step one and focus on that, get that finished then move onto step two. You can build your list using these three methods. They are tried and proven list building methods. You do not need to know everything in the beginning. This will just confuse you and you will end up going in circles and achieve nothing.

Apply this one bit of advice and you are on a winner. Then, and this is critical also, as you move onto the next step just do this one thing until it is accomplished.

If you have not got an online business going yet then this advice will save you a lot of expense, delays and frustrations.

Won't you join us on this exciting journey. Get going Fast and Furious.

This is Important For You – Your Own List

Before we get into these winning list-building techniques, it's important to go over the reasons for building lists in the first place.

When you set out to build a list, you are hoping to gather the names and email addresses of subscribers and prospects who may be interested in joining your community.

There are other techniques that are great for marketing, but none target a group quite like list building. When you drive down the highway, you see billboards advertising products and services. These billboards are intended to catch the attention of everyone passing. Some people may take notice of these billboards, but most people don't give them a second glance. They'll just pass them by and the advertising becomes part of the background.

Now, consider if you could design a billboard that would be seen by the people who you want to see it and they act on it. That's basically the idea behind list building. You are giving information and services to people that are looking for those exact things. That means you have a higher chance of making money than if you were to blanket market to people who may or may not be interested in what you have to offer.

Collecting email addresses is similar to building a customer base in an offline business. You need to build a list so you can then offer your affiliate products or your own products to them.



It is of no use to you if you have all the great banners and sales tools given to you by the merchant if you have no customers. It's like a shop with no customers.

If you send traffic directly to the merchant's site this will result in a conversion rate averaging between 2 to 5 per cent. But what happens to all of the other 95-97% of folk who didn't buy? They are lost to you forever!

That is why you need to build your very own list and treat them as though they are your customer base. How do you do that? Talk to them. Offer them services that will help them – all the usual things you would do in an offline business.

*Get the internet working for you today.
The internet sells and sells big.*

Free just for You - A Great Squeeze Page

It's not difficult. All you need is a website or squeeze page with an optin to start with to capture leads.

This List building Fast and Furious Ebook may be used as a free giveaway by you providing the content remains unchanged. This is our gift to you to get you moving so no excuses that you have no giveaway for your opt-in.....

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[SQUEEZE PAGE](#)

Once you have your first optin working think about a second and then compare results.

See which page works more effectively for capturing leads. Monitoring what works and what doesn't will become an important part of your business as you go along.

Autoresponder

Aweber is the autoresponder of our choice.

Once you have your squeeze page up, it's a good idea to integrate an autoresponder into the name and address collection process and for follow up responses. You can build your list by hand if you want to, as many people were forced to do in the past, but these days an autoresponder will do everything for you automatically. It will manage your contacts, manage unsubscribe requests, allow simple broadcasts and it will even allow you to schedule messages to go out at certain times.

Once you have your website/ squeeze page created and you have something to offer your potential subscribers then you're away.

Now you have a great opt-in that is just sitting there in cyberspace with no one looking at it. That is why you now need to start on your list and get traffic coming to your site.

You are now going to implement the following three strategies and drive all your leads to your optin.

BUT you have to do a few things to get there!

This is an Easy Step One for You

Articles

You can write articles and then distribute them to article directories. Two well known article directories are Go articles and Ezine articles. GoArticles.com has the web's largest free content article directory and you will find them a lot more flexible for your needs as an internet marketer. Please read the terms of Service first. Both of these sites are free for you to use.

What on earth are you going to write about when you first start? Especially when you are still a novice.

One of the easiest topics to write about to start with is Affiliate Marketing. This is because most beginners always consider affiliate marketing to start with. If you still have not explored the benefits of affiliate marketing then go to Google and look up information on affiliate marketing.

There is a lot of information on this topic. Now what you have to do is some research and learn about the benefits of becoming an affiliate. Also look up mistakes beginners need to avoid when they first start becoming affiliates.

Now when you have about a page worth of research break that down into a sequence of information. Put it into your words (the simpler the better) and you have your article!

Make sure the keywords of affiliate and marketing are in the title and first paragraph of your article. This is for the benefit of search engine optimization (click here for our complimentary [SEO Tutorial](#) video series and handbook).

Make sure you have a few words written about yourself in the bio and a link to your optin offering your free information.

Use your own name for your first list. This is branding yourself. For subsequent lists you may need pen names but that can come later.

Read the guidelines for authors of the respective directory and submit it. Remember, as you write more articles and submit them then they will get better. So don't worry if you feel the standard of your first few articles isn't what you would like.

Something worth remembering is that – when you put something onto the internet like this it is there forever slowly working away for you.



Your Number Two Thing to do – Ad Swaps and Joint Ventures

One of the fastest ways to build your list is with adswaps. They can be called joint ventures (JV's).

Most of the guru's are involved in Joint Ventures. Specifically they promote other marketers products and in the process exchange subscribers email addresses.

These marketers make a large fortune leveraging off each other.

It is a WIN – WIN situation for both parties.

What is Adswaps? It is when you send an email to your list and you make an offer supplied by your adswap partner. The offer is usually a free product or report. They in turn do the same thing by sending an email to their list offering your service to their list.

If subscribers consider your offer of value then they will optin to receive it.

You are sharing your subscribers.

And once you have successfully done an adswap with someone why not keep doing more!

Trust is established between partners with each successive adswap. Over time you are building your own network of other marketers that you can work with.

Be careful with adswaps though as they are a business transaction. Even if you are a newbie you are bound to have heard some awful story of someone being cheated in an adswap. As with any business transaction do your checks first.

You are in luck as there is a relatively new site called Safeswaps which takes a lot of the fear out of adswapping if you are a beginner.

The amazing thing about Safeswaps is that even if you only have 10 people on your list you can get started. You will find other folk at Safeswaps also with small lists. Some marketers are building second and third lists and start from scratch here and there are plenty of beginners fronting up for the first time.

You will have a lot more confidence in this environment but there is a small monthly fee attached.

Go to the below sites for other prospective joint ventures/adswaps.:
JVME.com

IMAdSwaps.com - the focus is on ad swaps only here and not joint ventures in general.

AdSwapFinder.com

ListSwapper.com

When using adswaps to build a list be careful to space the offers you send. Most of us because of our enthusiasm to get started make the mistake of sending too many offers too frequently. Unfortunately we have all been on the receiving end of marketers who fill our inbox with offers every day. It can be annoying.

Therefore give some thought to how often you think would be appropriate for sending out offers to your list.

Think about becoming pals with other marketers so you can work together. Simply send an email to someone if you feel they are someone you could trust and work with. Sharing your knowledge -and mistakes - also adds a bit of fun to your journey.

Number Three - Warrior Forum

And That's all There is To It!

For many of you as a beginner Warrior Forum may be a challenge to start with. But don't get worried if this step takes a bit longer than the other two. The added bonus with Warrior Forum is that you will learn heaps by spending time there.



We remember how we felt when we first looked on Warrior Forum – everybody but everybody seemed to know so much – even the so called beginners.

The screenshot shows the Warrior Forum website. The main content area displays a list of forum categories:

Forum	Last Post	Threads	Posts
The Warrior Forum			
Main Internet Marketing Discussion Forum (720 Viewing) Where We Talk About Making Money	Will Android phones take over... by deiomtw 10-12-2010 12:54 AM	91,414	987,938
Warrior Special Offers Forum (1247 Viewing) This section is for making Warrior members a Special Offer. A Special Offer means making Warriors a deal like no others get. Usually that comes in the form of a much lower price. No junk offers will be approved here.	[EXCLUSIVE] Where Else Can... by asof.com 10-12-2010 12:53 AM	13,433	340,033
Warrior Products & Services (179 Viewing) Here you can find complete web sites for sale, classified ads and Warriors for hire.	>>> Hot - Teeth Whitening... by icon 10-12-2010 12:50 AM	4,998	98,959
Offline Marketing Discussions (41 Viewing) Offline Marketing strategies, techniques and ideas.	John Durham And Making It... by space 10-12-2010 12:52 AM	222	3,750
Ad Networks - CPA, CPM, CPL - Millionaire Makers... (113 Viewing) This section is for the discussion of Ad Networks. Cost Per Action. Cost Per Thousand Impressions. Cost Per Lead.	I went From \$27 Rev in July... by dan216 10-12-2010 12:16 AM	5,994	64,027
Mind Warriors - Success, Power, Self-Improvement (56 Viewing) This forum is dedicated to discussion on all topics related to self-improvement. This most certainly fits into a money-making forum because power, energy and creativity translates into being able to make more money.	Influential Books: What are... by stamo 10-12-2010 12:34 AM	3,697	59,643
The Copywriting Forum (36 Viewing) This section is for the discussion of Copywriting - the most vital skill you can learn. Arm yourself with the power to move people with words and you'll need little else to make money any time and anywhere you choose.	Should I auto play video on... by linkz 10-12-2010 12:05 AM	3,397	41,330
AdSense / PPC / SEO Discussion Forum (275 Viewing) This section is for discussion about AdSense and Adword strategies, techniques, ideas...etc. Please keep all posts on topic and we'll see how this goes.	Can anyone please explain... by arj98 10-12-2010 12:51 AM	19,656	184,571
Internet Marketing Product Reviews & Ratings (200 Viewing) This section is for members to give intelligent reviews of products and services.	Anyone using Sick Submitter? by TerryG 10-12-2010 12:01 AM	5,826	72,408

Just hold your confidence together and understand that you are not alone in feeling overwhelmed. Most of us have been there!

Firstly join up and add your profile, signature and a link to your optin page.

Start with "The Main Internet Marketing Discussion Forum".

If you can answer some of the questions - that's great.

If you can't then go and Google up some information and see if you can put an answer together. Don't be concerned if you can't.

Just keep coming back and get a feel for the forum. As your knowledge increases there will be opportunities for you to respond to people's questions.

Please be careful not to SPAM these places and only answer if you are going to add value.

Overtime other members will click on your signature which is on view when you post and a percentage will opt-in.

Warning! This is an Internet Marketers Forum and the job of an Internet Marketer is to sell. Don't forget the reasons why you are there. It is to profit you! You are going to learn and also get optins – not break the bank going on a spending spree buying products.

Warrior forum is another place you may want to look for adswap partners once you have a couple of hundred at least on your list.

In the "Joint Venture section" of Warrior Forum you can also post an ad asking for an adswap. You could write something like "Newbie with list of 250 would like to swap". If there is someone with a much larger list then you can offer to send twice.

Our final word on swapping is that you will benefit by building your list quickly however - regardless of which forum you find a swap partner – do your checks on them as much as you can. Unfortunately there are some bad people out there!

Summary

Think about building relationships with other marketers so you can work together in the future. In the beginning we didn't know another soul on the internet and it was a bit lonely.

What we did was just sent an email to another marketer from a forum and introduced ourselves. Although we didn't form a business relationship we did find ourselves our first friend on the internet - just by sending an email.

This gave us the confidence to keep approaching other folk on the internet.

Don't Worry if someone ignores you! If people don't have the manners to reply to you then you probably wouldn't want to work with them anyway.

You may give this book away to help you build you list, provided all content and links remain intact.



To your success!

Allan and Dawn

If you have any comments or suggestions we can be contacted at

<http://AllanandDawn.com>
support@AllanandDawn.com