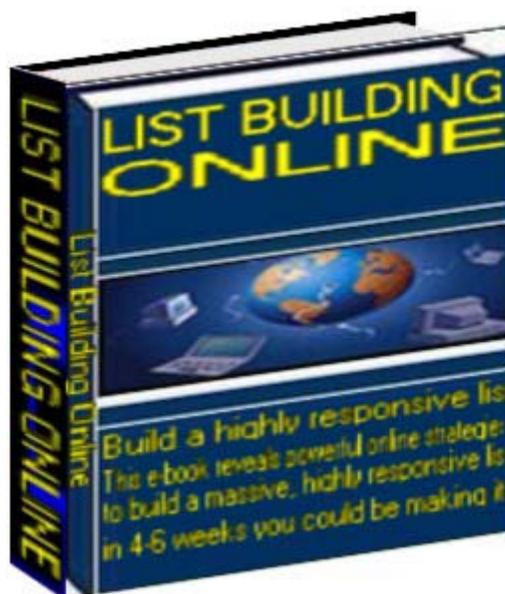


# List Building Online

**How To Build A Massive and Highly Responsive  
Opt-In List And Earn \$ As You Build it!**

By David Pineda



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## Preface

### **The Purpose of This E-book**

To effectively build a massive and highly responsive opt-in e-mail list of subscribers to make an online business profitable. An effort has been made to present the information in a logical sequence and therefore easy to read, and understand.

### **Who Should Read This E-book?**

This e-book was written with the following types of people in mind:

- Novice Affiliate Marketers & Network Marketers.
- Experienced Affiliate and Network Marketers.
- Online home based business owners.

<p><b>Note:</b> This e-book assumes the reader has some familiarity with windows, e-mail, and Internet environments.</p>
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## INTRODUCTION

Donna held her breath. She *slammed* on the brakes, but her car did not stop! The unfortunate deer just stood there frozen. It did not move out of harm's way. The windshield shattered to a thousand pieces. Not a chance the poor deer would survive the impact of an incoming massive vehicle at 60 miles per hour!

Donna had been driving her car with a *faulty braking system*! During this life and death nick of time moment, her braking system did not respond in time to avoid a deadly head on collision.

Fortunately Donna was okay. Her safety air bag saved her from a certain bodily injury.

What does this action sequence of events have anything to do with our subject? Nothing! However, there is just one thing we need to extract out of the context of this incident—a faulty braking system—a faulty system—a system.

The word system is defined as an organization of functionally units interacting together to achieve a common goal. A braking system is organized with functional units that interact together to help a moving vehicle to slow down and finally stop.

If a unit in a system is missing, or is malfunctioning, it may not help achieve toward its common goal. In the case of Donna's car braking system there was a malfunctioning unit that prevented the car from slowing down fast enough to avoid colliding with a scared frozen animal on the road. Or to give the deer enough time to react and move out of the way.

We live in a world of systems. We live in the solar system that is part of a galaxy system. We live in a world of government systems, law systems, school systems, business systems, and the list goes on and on. Ultimately, we live and die by our beliefs systems.

Some systems are discovered, some are obsolete, some are modified, and others are created. Organized businesses rely on many systems to be profitable. They rely on a structure system, accounting, and a marketing system just to mention a few. Each system may have several layers of subsystems to operate properly.

The word system is also described as a way of proceeding. As a method or a set of procedures for achieving something. The literal meaning of the word system means to “cause to stand.” Therefore, if any organized business has a tested and proven system, a proven way to do things, a set of proper procedures, then this business will be “**caused to stand**” in a profitable way.

## BUILDING YOUR ONLINE BUSINESS

To build your online business you must have a client base or customer/prospect list. Building your online business is like building a house. You do not build a house without first laying the foundation. Before you can lay the foundation, you have to take certain steps. You have to plan your budget, choose a lot, hire a team of design and construction experts, choose a plan to decide what size and style you want your house to be, and negotiate a contract.

These are just a few of the most important steps needed before you can even pour the foundation to build your house! Therefore, to build your business, first you need to build a foundation for your business, which is called the **client base, or customer/prospect list**. Without it your business will not stand strong and profitable. That is why you need to work on laying your foundation for your business first, and a **list building system** will build and cause your business to stand profitable.

To be successful online, ***you have got to have a system in place*** — a system to develop, and grow a massive and highly responsive customer/prospect list for your business. To develop this kind of list, you must have a system with a plan of action. You need certain components, apply certain strategies, and execute them in combination to create a synergistic outcome.

### **The Importance of building your own opt-in list.**

Whether you are an affiliate, network marketer, or have some type of online business, first, you must realize the importance of building your own list. Just as a foundation is extremely important to build a house, a client base or customer/prospect list is extremely important to an online business. An online marketer may promote an offer through his/her website, a business opportunity, a service, or a product. He/she can spend thousands of dollars in advertising, buying leads, and other types of business promotions, and after all of that, he/she may end up with only a few sales, and/or a few sign ups.

Many of them may say they are making money because they're making some sales and getting some sign-ups, but they surely will not say how much they are spending in advertising. Or how deep a hole they are digging themselves into with credit card debts. They will not say that in order to get a few sign ups or a few sales they had to spend \$1,200! This has happened to many of today's top Internet marketers and they will tell

you how much money they have wasted when they were rookies, and some of them look at it as a learning experience. But you've got to have a massive list of responsive subscribers to make it BIG on the Internet!

Imagine for a moment having a list of 100,000 subscribers. That is a large number. Imagine sending out a special offer for a valuable product to a list of that size. A product that will earn you a \$5 commission per sale, and the response rate of your list is 3%. You can easily make \$15,000 in one single mailing! This is not a rental email list that you would pay to send your ad. I am talking about having a list of your own, a list you have built for your online business only. That's an average response rate of a good list, but a highly responsive list will yield a much higher percentage!

Now imagine having an opt-in list of 100,000 subscribers with a response rate of 40% to 60%...The profit results would be massive! This is exactly the sort of thing that top online marketers do. This is what allows them to earn a six and seven figure income without sweating it. You have probably received emails from top online marketers announcing: "find out how I earned \$30,000 or \$100,000 over the weekend." It's that possible? Sure it is! Then they go on to tell you what they did, and so forth. But, what they don't tell you is that they already have an *astronomical prospect list!* Top online marketers know how extremely important a list is to their online business so they take care of their list. Aside from literally spending fortunes in advertising on the Internet, having a massive list of highly responsive subscribers is practically the only way to be successful in the online business world.

## Getting Started

A list building system is an organized set of tools and strategies that work together toward building your list, which will in turn make your business profitable. To get started you will learn what tools to use and how to strategically use them.

Missing an interactive unit from your list building system may not put you in physical danger, but it will put your pockets in danger of being depleted of money. Please make sure to check for all of your list building system components and strategies before you launch.

Doing it right from the very beginning will save you a hip of trouble, frustration, and headaches. I remember when I took Algebra in school. To solve an algebraic equation I had to solve it step by step. If I missed a step, or miscalculated a simple number, the solution would come out incorrect and the “x” would not equal zero to balance the equation. I had to go back to the beginning to find out what step I had missed, or what ruled I had bypassed. Not making sure I was taking the right steps caused me to make mistakes, frustrated me, and made me lost time. Not making sure you have all of your list building components, and bypassing certain steps, and strategies will also make you lose money in addition to the frustrations and headaches!

## BUILDING YOUR OPT-IN LIST

**How** exactly do you go about building a massive, and responsive opt-in list of subscribers that are eager to join your business, or buy your products and services?

There is a two-part answer to this question.

1. Create a promotional, opt-in, or lead capture page for your business that offers something unique of high quality and value. This special offer has to be something

closely related to your business whether is an opportunity, product or service.

Your promo page and offer has to be targeted to a specific group of people, and then you must drive targeted traffic to it.

2. Build a meaningful relationship with your list subscribers and focus on value. As you gain subscribers you must keep in touch with your subscribers and develop a relationship with them. Send a weekly or by-weekly newsletter. A mini course spread out in sections, useful tips, and/or informative ezines.

### **What is a promotional page?**

A promotional, opt-in, or lead capture page is “the bait to suit the fish” sort of speak. It is designed to promote yourself, your business, your services or products, with your prospects in mind that is, to collect names and email addresses. Logically, your promotional page should have a bribe offer your prospect can’t refuse. It should persuade your prospect to gladly give you his name and email address for future contact.

### **What does a promotional page consists of?**

A promotional page comprises of a domain name, a web page, an offer, and a form to capture a name and email address or more information.

The form on your promo page must be tied in with an auto-responder, and a list manager where your prospect’s information will be stored. Therefore, you must have a mailing or contact list manager with an auto-responder to stay in contact with your subscribers.

The list manager, the auto-responder, and the form in your promo page, work together to collect your prospect's information in your list. It's a subsystem of your list building system.

### **What is needed to setup a promotional page?**

Before you setup your promo page, you need to register a domain name, get a website builder, and a hosting account. Below is a list of things you need to setup your promo page:

- [A domain name](#)
- [A website builder](#)
- [A website hosting account](#)
- [An e-mail list Manager](#)
- [An auto-responder](#)

You can register a domain in many sources, and one of the most popular sources is [Godaddy.com](#) A Domain name is a unique Internet identity. Choose a domain name that is unique and very related to your business if at all possible.

Next, you need a user friendly website builder software like [Ewisoft.com](#) There's no need to know any "HTML" programming knowledge and in three easy steps you can build a website. The wonderful thing about this website builder software is that you can create unlimited web pages once you own it. There is a free version but is ad supported. My advise is, download the free version, play with it for a little while to get familiar with it, and when ready to launch a website, upgrade it to a registered version.

Then, you need a website hosting account, and a list manager with an auto-responder system. These services can be obtained separately from different online companies. There are many companies that offer great hosting quality for a very affordable price.

[Godaddy.com](http://Godaddy.com) also offers very cheap web site hosting with a free domain name included as well, and [Get Response.com](http://Get Response.com) offers excellent auto responding services.

However, what if there was a company that offered all of these online services and more in one single package? Wouldn't it be more convenient? Purchasing these online marketing services and tools separately, can easily add up to a bigger bill at the end of the month.

The good news is there is such a company that offers such a service. That's why I prefer to use [Isoregister.com](http://Isoregister.com) This company offers an online marketing system that includes:

- *Free hosting* for your website
- a state of the art *auto-responder system* & list manager.
- *A form code generator*
- *Promo page builder*
- *An ad & link tracking system*
- A website rotator
- And online video tutorials.

There isn't a single source online that offers all of these services in a single package, and best of all—the price is almost a give away! I use [Isoregister.com](http://Isoregister.com) as my online marketing system to build my list. As I discuss how each of these components is used as we go along, you will realize how important it is to know how to use your tools efficiently and strategically. Take a look at this [online video review of Isoregister.com](#) to get familiar with it.

## Setting Up Your Promo Page

Once your promotional page is setup you can offer something of value to your prospects. It can be a how to e-book, a mini course series, or free software your prospects can receive via email to download on their computer for their own use and benefit.

When your promo/landing page is setup, make sure is setup in ***double opt-in mode***. This single step will help you develop a highly responsive list. By doing this you will get real e-mail addresses that will not bounce because it requires a person who requests your e-book or whatever bribe offer there is in your landing page to confirm his/her e-mail address.

He/she will receive an e-mail from the [Isoregister autoresponder](#) system with a message:

*“Thank you (**prospect name**) for joining (**x list**)!*

*Please note this is a double opt-in list. A confirmation email has been sent to: **prospectname@isp.com** with a link so you can confirm you want to receive this information. Please check your mailbox and click on the confirmation link in order to become active on this list.”*

Then, after your prospect confirms his or her e-mail address, he/she will receive an e-mail with your offer attached to it, or you can direct your prospect to a web page where he or she can download your offer. This will ensure that only interested people with good e-mail addresses will opt-in to your list. A person who is interested in receiving your offers, newsletters, and/or bribes will have to prove that he/she is a real person, with a good working e-mail address by confirming his or her e-mail address.

The double opt-in mode is better than the single opt-in mode. While the double opt-in feature will require prospects to confirm their e-mail address, the single opt-in feature

does not. However, this will save you from having unresponsive subscribers and cluttering your system with bad e-mail addresses.

With the single opt-in feature many people could provide a fake e-mail address just to get the freebie, but if your opt-in page is setup in double opt-in mode, they will get the message about your double opt-in feature, and if at that point the prospect is interested enough, then he/she will go back and provide a good e-mail address and confirm. After all if they don't like your newsletters they can opt-out anytime.

It's of no use to have a list of 100,000 single unresponsive opt-in list subscribers with bad e-mail addresses. You would you prefer to have a list the size of only 10,000 subscribers who double opted into your list that you know will at least receive your newsletters or ezines. If you are like me, you would be interested in quality not quantity so that by the time you actually develop your list to the size of 100,000 double opt-in subscribers you will be making tons of money. You can make some good money with a list of 2,000 opt-in subscribers so long as you have developed a highly responsive list. The double opt-in feature greatly helps to improve the responsiveness of your list because you know you have good e-mail addresses. This in combination with the *"How To Keep Your Subscribers In Your List"* section will help you build a highly responsive list.

### **Setting Your Autoresponder**

The autoresponder is one of the most important Internet tools that will help you build your opt-in list. It will help you develop a personal relationship with your prospects, and it will be your 24/7 digital salesperson. The beautiful thing about an auto responder is that once is setup it will work every time someone enters their name and e-mail address. If a thousand people requests your offer through your promo page in one day, your autoresponder will faithfully deliver to your prospect. It doesn't matter what time or what

day it is. Among many benefits it will save you time, and follow up to all your prospects automatically.

- **With a Sequential Autoresponder You will Save Valuable Time**  
*By placing your marketing message on an auto responder, prospects can request information anytime of the day and have it in their email inbox after they confirm their e-mail address. This will save you hours of manually filling information requests.*
- **You Can Setup Automatic Personalized Follow Ups**  
*With the autoresponder you can deliver information to your prospects with a series of follow up newsletters automatically and personalized with their name, and at predetermined intervals building trust and rapport with your prospects just by inserting a simple code! For example, instead of typing Dear Prospect, you would type Dear \$first\_name and if your prospect's name is John, then when he receives your e-mail it will read: "Dear John."*

This is what Top Internet marketers do and use to grow their businesses to six and seven figure income-generating profit machines!

Below are a few free online video tutorial links for your convenience so you can see how in 6 steps you can setup your business in less than two hours:

## [Getting Started With Your Autoresponder System Online Video](#)

*This is a short 5-minute video that will tell you about getting started with your Autoresponder System. Your first step is to have a promo page and we explain why and how in this video.*

- [Step One](#)  
*Setting up your mailing list to use with your Autoresponder Messages. Running time is approximately 12 Min*
- [Step Two](#)  
*Autoresponder Message Setup Running time is approximately 12 min.*
- [Step Three](#)  
*Setting up your import list for your leads. Running time is approximately 7 min.*
- [Step Four](#)  
*How to generate and place the form code for your landing or capture page. Running time is approximately 8.5 min.*
- [Step Five](#)  
*Importing Your Leads Running time is approximately 8.5 min.*
- [Step Six](#)  
*Sending the initial message to your imported leads. Running time is approximately 8 min.*

## [How To Target Your Market](#)

### **The Demographics**

Understanding and analyzing your target market is important because a specific business, product, or service, is tailored to a specific group of people. If you are running a business offline, and take it upon yourself to market it, you will need to find out: what age group, what gender, what level of education, what social status, what cultural and ethnic background, what values, what beliefs, and what attitudes the people in your target market have.

## **Do Not Aim At The Wrong Target?**

Not everyone is a prospect for your business, product or services. But in the offline and online world Sales/Entrepreneurs prospect to everyone without discrimination or qualifying them. This is one of the main reasons many get discouraged because they get rejected over and over. Prospecting this way is very inefficient, unproductive and psychological detrimental for anyone. It's un-targeted.

Why try to sell a toupee or hair loss product to someone who already has a nice set of hair? Isn't it obvious that the right target to market a toupee would be to someone who is losing his hair or has gone bald, and furthermore, dislikes being bald?

Why try to convince a vegetarian that eating a steak is the way to go? Wouldn't you rather sell a steak to someone who is drooling for a steak?

Why try to sell diet pills to a slim trim person, when you can sell diet pills to someone who is trying to lose weight!

## **Targeting Your Prospects Online**

Remember, your offer in your promo page must be closely related to your bribe offer to entice your prospect to give his/her e-mail address. That means the content of your website, certain phrases, and keywords must be repeated throughout your promo page in a nice appealing contextual layout. Doing this will optimize your website for certain phrases, and keywords, that are extremely relevant to your business, product or service. That's why is better to make your own website and optimize it accordingly. Yes, you will need to learn some optimization techniques, and it will be worth your while. Get seven free valuable lessons here: [WWW.SEOELITE.COM](http://WWW.SEOELITE.COM)

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Having your opt-in page optimized will attract visitors for what your offer is about. One way to find out what words or phrases people type on the search engines is by using the [keyword selector tool](#) from [overture.com](#).

Suppose your website is about greeting cards let's use the keyword and type: greeting cards and see what happens.

Searches done in April 2006	
Count	Search Term
401236	<a href="#">greeting card</a>
200206	<a href="#">free greeting card</a>
30107	<a href="#">free online greeting card</a>
29635	<a href="#">yahoo greeting card</a>
24160	<a href="#">american greeting card</a>
17194	<a href="#">free printable greeting card</a>
16833	<a href="#">free animated greeting card</a>
15494	<a href="#">online greeting card</a>
12811	<a href="#">email greeting card</a>
12749	<a href="#">easter greeting card</a>
12487	<a href="#">free hallmark greeting card</a>
12039	<a href="#">123 greeting card</a>
11800	<a href="#">birthday greeting card</a>
10995	<a href="#">free electronic greeting card</a>
10971	<a href="#">free yahoo greeting card</a>

As you can see there were quite a few people who searched for greeting cards in April 2006, and many other phrases that include the words, “greeting cards.” If you were in the greeting card business, you would need to optimize your website with keywords and phrases to attract visitors that are interested in greeting cards! When you take your Search Engine Optimization lessons, you will learn more about it.

The important thing here is that you don't have to hunt people down. Instead they will come to you. Targeting your market online is a lot easier than market targeting offline. It's a lot easier than you think!

## HOW TO DRIVE TRAFFIC TO YOUR PROMO PAGE

A fantastic way to drive targeted traffic to your lead capture page is by writing ezine articles. In fact, Jim Edwards posted an article on this very subject.

=====  
"The Web's Best-Kept Traffic Secret"

- by Jim Edwards

(c) Jim Edwards - All Rights reserved

<http://www.thenetreporter.com>

=====

Did you realize that thousands of website operators use a simple technique to generate targeted visitors to their websites without paying a dime in advertising? It's true.

In fact, the technique works so well that many of them don't want you to discover how they get those thousands of website visitors and make so many sales on virtual "auto-pilot."

Their method?

Creating tightly focused articles other people publish in their ezines (online magazines and email newsletters) and post on their websites. This method rates so powerful that some even call it "the web's best kept traffic secret."

Now, you may ask, "Why would an ezine publisher or website owner publish my articles for their subscribers?"

The answer: Content!

Over a 100,000 ezines and newsletters operate on the web (along with millions of websites) covering everything from pets and cooking to investments and real estate. Many of them need tightly focused content and they simply can't produce all of it themselves.

Look at it this way... it's the same reason newspapers use the Associated Press. Individual newspapers often can't afford staff writers to cover every story, so they accept articles from outside their organization.

You can do the exact same thing for various ezines and

websites catering to your niche audience!

You can get valuable publicity -- exposure you often couldn't even pay for if you wanted to -- by providing valuable, content-rich articles in exchange for a byline and a link to your website (called a "resource box")!

The following represent only a few of the enormous benefits of writing and distributing simple articles online:

**\*\* Attain "Expert" Status \*\***

Let's face it! In the eyes of virtually everyone who reads your articles you rank as the "expert" on the subject.

Just look at people who write newspaper columns. You may disagree with their viewpoints, but they still have an elevated status in your mind compared to the "average Joe" off the street.

**\*\* Pre-sell Website Visitors \*\***

If your article appeals to a niche audience hungry for more information on a very focused subject, you actually pre-sell them better than any sales pitch. In their minds,

you've already delivered content they really want so when they click over to your site you already have a "reputation" in their minds.

### **\*\* Traffic Lasts Longer \*\***

Even though the Internet changes very quickly, webmasters are usually very slow to remove content from their sites. Once you get an article posted on another person's website, you have an excellent chance of that article staying there for weeks, months, even years.

### **\*\* Increase Links To Your Site \*\***

In a recent search I found just a dozen of my articles posted on over 813 different websites! Not only do those postings bring me traffic, but they also help my search engine positioning because of my increased "Link Popularity."

### **\*\* Builds Your Affiliate Base \*\***

Fact: Affiliates always take the path of least resistance.

If you provide excellent articles they can easily post on

their sites or copy and paste into their ezines, your affiliates will promote you more often and more effectively compared to those who don't give them tools.

Plus, as you make more sales and publish articles, other people will see you providing excellent tools and will want to sign up as your affiliate so they can use them too!

### **\*\* Build a Huge "Opt-In" Email List \*\***

You can use articles to build up a huge list of subscribers by simply compiling several articles into a series and delivering them at preset intervals.

Often called a "mini-course," this technique allows you not only to prove to your subscribers that you deliver great information, but enables you to capture their name and email address so you can send them articles and special offers in the future (with their permission).

### **\*\* Requires No Special Skills \*\***

People often think they need to be a "writer" in order to publish articles, but that's not true!

FACT: If you have a passion for a subject and can talk and explain things like you would to a friend over a cup of coffee, you can write articles people will love to read.

So if you operate a website selling virtually any type of product or service (whether your own or as an affiliate), publishing and promoting with articles should rank high on your list of traffic generation strategies.

No other method of generating targeted traffic to your website provides the quality, quantity and steadiness of traffic in such a simple, straightforward, and cost-effective manner.

=====

Jim Edwards is a syndicated newspaper columnist and the co-author of an amazing e-book, "Turn Words Into Traffic," that will teach you how to use free articles to quickly drive thousands of targeted visitors to your website or affiliate link! Click=> <http://www.turnwordsintotraffic.com>

### **Email Marketing**

Another bonus you received was [million dollar emails](#) inside this unique reference guide you will discover:

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- How to avoid complaints or spam accusations.
- A simple psychological trigger to double response rates.
- *Several ways to massively increase your opt-in list.*
- How to write subject lines so your message gets opened and acted on.
- *How to cultivate your email list so your prospects look forward to your e-mail newsletters.*
- A simple question that can generate a massive 38% response rate and much, much more...

Stop trying to come up with your own powerful e-mails without this e-book at your fingertips. Use it, and take advantage of it.

## HOW TO KEEP YOUR SUBSCRIBERS IN YOUR LIST

Building a massive list is not that difficult, but building a highly responsive one is not. The methods discussed so far will help you build a massive list of subscribers. However, *if* you are to keep your subscribers and continue to grow your list, then, one of the things you must do is to focus on value, and focus on solutions. Top Internet marketers do that all the time. They bribe you with something useful and valuable and give you a free taste of what their products can do for you.

Your subscribers opt-in to your list because from the beginning they have been persuaded to believe they will somehow benefit from your offer. Your subscribers opted-in voluntarily to receive your offers, but just as easily they can unsubscribe from your list.

So how do you make them want to stay in your list?

The only way to keep your subscribers in your list is by giving them what they want! And it is your job to figure out what it is your prospects want.

Do they want to be healthier? Do they want to be rich? Do they want to learn a skill? Do they have a special interest, like spiritual, abstract, metaphysics, or the like? Do they want to be very important? Do they want to improve in an area of their personal life? Do they want to improve their business? Do they want to be entertained? Do they want to learn how to do a specific task?

Deliver information in such a way that creates an eager want and need in your prospects mind. Don't deliver a sales pitch that talks about how great a product is. Talk about how they can benefit and solve their problems by using this product or service. Trust me, giving the sales pitch to your subscribers about your business opportunity, products, and services every day is a guaranteed way to run them off, and lose them forever!

Below are some things you can do to keep your subscribers on your list:

- Develop a likable personality through your writing and speaking.
- Show how interested you are in your prospects, and always write or talk by putting yourself in your prospects shoes.
- If you publish an online video, smile and be enthusiastic, and at the same time be sincere and honest.

- Make sure you always personalize your autoresponder messages. It's human nature to be more responsive when addressed by our own name. It makes us feel important.
- Encourage your prospects to give you feedback about the products and services you offer. Do they have any complaints, or any suggestions to improve your services or products?
- Always make your prospects feel important, and do it sincerely. Even through writing people can sense if you are sincere or not.

Overall, help solve a problem for your prospect, without thinking how much money can the prospect put in your pockets. The money will come in as a by-product of your valuable services.

With the purchase of this e-book you received a bonus e-book called:

[autorespondermagic](#) this is a collection of winning autoresponder sequences for you to model, copy and swipe. Don't make the mistake of not following up enough with prospects (or even customers) and/or down-line members.

Inside you'll find some of the most successful and persuasive autoresponder messages ever written by the top Internet Pros. Over 500 meaty pages!

For example, one series written by Declan Dunn has been used successfully for over 2 years (and it's on complete autopilot - he doesn't even lift a finger) to sell hundreds of thousands of dollars of his products and services.

Well, that's just one of winning messages in this incredible collection. You won't find a single loser in that e-book. Each series has been market tested and proven to pull in sales by the sharpest Internet marketers around. People like...

- Declan Dunn
- Terry Dean
- Ken Evoy
- Jim Daniels
- Joe Schroeder
- Sam Robbins
- Jonathan Mizel
- Ken Silver
- Scott Covert
- Dale Armin Miller
- Harmony Major
- Yanik Silver and many others...

Don't bang your head against a wall trying to come up with your own powerful autoresponder sequences! Now you own a massive collection of winning autoresponder messages to model, copy and swipe (plus you own the rights to sell this great resource and keep ALL the profits!) [Autorespondermagic.com](http://Autorespondermagic.com)

## Testing And Tracking Your Advertising

### **Tracking And Testing Ezines**

Before we talk about measuring the pulling power of your advertising take a few minutes to view the ad & link tracking system that comes with your [Isoregister.Inc](http://Isoregister.Inc) account.

[Introduction to Ad-Alyzer](#) This video is an overview and introduction to Ad-Alyzer.

This is a marvelous way to gauge how responsive an ezine is versus another by using the

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same classified ad. For example, if you want to track ezine A, and B. All you have to do is go to [Isoregister's](#) ad & link tracking feature and create a tag for each ezine. ezine A, tag it "A", ezine B, tag it "B", or whatever you want to tag it with. The important thing is to differentiate the two of them. Instead of using the link to your website, you use the link tracker with tag "A" for ezine A in your classified ad.

Do the same with ezine B. After the classified ad is run you can see how many clicks you received from each ezine. The number of clicks indicate how responsive an ezine is. Let's say you received 100 clicks from ezine "A" and 50 clicks from ezine "B," that means ezine "A" is twice as responsive as ezine "B." You may consider using ezine "A" instead of ezine "B". Repeat the same process with two new different ezines and then compare the results.

### **Tracking And Testing Classified Ads.**

In the example above we talked about how to measure the responsiveness of an ezine versus others by using the same classified ad. Now, to test how good your ads are, you have to create at least two different ads for the same product or service. For instance, you can test classified ads for a specific product, service, or business opportunity. Use the same method as above but use two different ads with different tags. You might tag one ad P1, and the other ad P2. After you run your ads, see which one tested better.

After you have found out which ezines pulled better, and which ads worked better, you are ready to engage in a much larger scale advertising. I highly recommend you to do your testing before launching your advertising campaigns or else, you will waste a lot of time and money doing so. I can't stress it enough that I posted this email from my colleague Perry Marshall, one of today's top online marketers, about testing:

*"It really doesn't matter what aspect of life we're talking about, there's an enormous difference between learning from a guru and actually doing it yourself. The bottom-line truth about really talented marketers comes down to one word. Just one. That word is: **TESTING**. If you don't test - if you don't develop an idea, run it up the flagpole and see who salutes, with hard numbers and percentages - you really don't know anything. If you **DO** test - then you know what you know. And nobody can argue with you. That's all there is to it. Does long copy work or is short copy better? Should I have a sales letter website or a traditional one? Should I price this at \$500 or \$1000? Should I use a soft-sell approach or is hard-sell better? The answer to every question is: test and find out. I quickly became obsessed with Google AdWords for that very reason: you can test things with such speedy precision. **Split test two ads** and measure the response to a tenth of a percent. **Split test two landing pages** on your website and see which one gets more orders or leads. Turn the test on, and turn it off - instantly. You won't know until you test."*

Perry Marshall is a co-author of "The Definitive Guide To Google adwords" and has written a very helpful e-course called "5 days to success with Google AdWords" and there's no charge for it. You can find out about it here:

<http://www.perrymarshall.com>

Yanik Silver also gives us great insight into ad testing...

## [How To Use Testing For Breakthrough Marketing Results](#)

By Yanik Silver

<http://www.SurefireMarketing.com>

Advertising is expensive. And it costs you the same amount of money to run an ad (or mail a letter) that brings in 2 customers as one that drives in 20 customers. So that difference is in your ad (or letter).

Let's say you've come up with what you think is a good ad (powerful headline, good offer, sizzling copy, etc.), now you're ready to test.

Testing will help you:

1. Save yourself a bunch of money.
2. Improve any results you're currently getting.
3. Stop guessing about what works.

I'd say those are some pretty good reasons to learn all about testing and how to apply it to your business. So before spending loads of money on your new ad you can (and should) do a few low-cost/no-cost tests:

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### **The Sleep On It Test**

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First, you should let your ad sit for at least a day. Then the next day you can come back to it with new eyes and a

fresher perspective. You can find errors that weren't apparent before. Also, your chances of writing a good ad are significantly improved with rewriting. (I will rewrite an ad or letter 3, 4 or 5 times before I'm done.)

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### **Reading Aloud Test**

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I don't know what it is about reading something aloud versus reading to yourself, but you'll pick up lots and lots of insight into how good (or bad) your ad really is by reading it aloud. All the bumps and rough spots jump out at you.

Or a variation on this is to have someone else read it you. This is even better. As they're reading it, you should take out a copy of the ad and make notes on it. One big advantage of this is your reader is completely impartial. He won't stress certain phrases or words to make the meaning clearer. And if the reader is having trouble you know that's an area to edit.

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### **Sneaky Opinion Test**

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This test is really great. Take your ad off your printer and make a Xerox copy of it. Then go around to a few people

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who should be in your target market and say something like, "Take a look at this, I just found this in a magazine." Key point: Do not tell people you wrote the ad because they'll be say how nice it is.

You're gauging their response. If they say something like "Did you write this?" or "This is really good." What that really means is your ad stinks.

But if you start hearing "Do you know how I can get this done?" or "Do you do this?" then you know you're on to something good and ready to spend money on your test.

Opinions are great, but the only votes that really count are the ones that are paid for. The first thing you \*don't\* want to do is call every newspaper, magazine, throw-away, etc. You need to start by testing small. And that means spending as little as possible to get accurate results.

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### **Test Small**

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Joe Sugarman (He sold millions of Blu-blocker sunglasses) tells how he would test all his ads in the Southwestern edition of the Wall Street Journal. Because this was the cheapest and smallest edition of the Journal to test.



Don't listen to your media rep's b.s. about repetition and getting discounts for multiple insertions. Remember, these guys have no clue about how to create advertising that works. If they did, they'd be running ads in their own magazines and making tons of money.

Infomercial marketers realize this point. Imagine spending \$100,000.00 to produce one single 30 minute spot and then buying \$400 - \$1,000 in media to test it out. That's what infomercial companies do.

They know if the phones aren't ringing after a couple of TV spots -- they're definitely not going to ring if they throw tens of thousands of dollars in media at it, either.

Follow these tips and you'll be able to save a lot of money plus increase response. Just test until you come up with a winner and then keep running it!

(c) Surefire Marketing, Inc.

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Yanik Silver is recognized as the leading expert on creating automatic, moneymaking websites...and he still doesn't know how to put up a website.

He is the author, co-author or creator of several best-selling online marketing books and tools, which can be found at <http://www.surefiremarketing.com>

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## Advertising Advice

### **“Be very careful of FREE sites.**

*You are going to come across a lot of sites that tell you that you can make money online with no investment or advertise for free. These are all hyped up ways to either get your email address and bombard you with ads, or get you into a program only to get you to upgrade your free membership to a paying status. Be careful when reviewing Free offers. All sites use the word FREE and most use it correctly in that you will get a FREE e-book for buying their product or service or they will give you a FREE upgrade when you buy their basic service or product. However anyone who tells you that you can make money online for free is telling you an outright lie. If you can make money for free, or by only working a few minutes a week, then everyone online would be millionaires. Nice to dream, but it just does not work like that. These people prey on lazy people who don't want to put forth any effort and want the world handed to them on a silver platter. The reality is, the money has to come from someone and that someone will be the people who think they are getting the program for free.*

### **How Much Do I Advertise?**

*The short answer is as much as you can. If you invest \$100 in advertising and you get \$200 in business, then you would be wise to take \$150 and*

*reinvest it back into advertising. Continue this cycle until you have built up a solid line of affiliates and then show your affiliates this method of advertising. Remember, free advertising is a long-term process. Paid advertising will get you quicker results and that is your goal. There is no reason to wait 4 – 6 months to get a return on your advertising just because it is free. Your smart competitors are going to use paid advertising and they will be eating at your market share while you are waiting for the free ads to work. A rule of thumb is to spend a minimum of 40% of your gross receipts on advertising. If you make \$1,000 a month, then spend at least \$400 on additional advertising. Test different ads and different ad opportunities. Track your ads and reinvest in those places where you see a solid return.*

### **How Much Will Advertising Cost?**

*This varies by vehicle. I have purchased email campaigns for \$250 that got nothing and I have spent \$15 on solo ads that gave me a 1,500% return on investment. Stay away from the super-cheap advertising opportunities. I have seen guaranteed hits of less than \$10 for a million hits. I don't think much of guaranteed hits anyway, but this was just a pure scam. Again, the best rule of thumb is to plan on spending 40% of your income on advertising. However, do not spend money just to spend. Use your money wisely. Ask other people what works for them, think about what works best for you when you are reviewing a product or service. What catches your eye? What ezines do you read? What don't you like? What makes sense to you will most likely make sense to other people.*

*Be consistent with your advertising and your advertising will be consistent with you. Do not run an ad one week and then wait 3 or 4 weeks to run more*

*ads. You are much better off running ads each day or every other day than running a bunch of ads for a week and then stopping for a couple of weeks. Now, it is not always possible for an Internet owner to respond to every request instantly, however same day responses must become the rule not the exception. One time we purchased 3 ads from an ezine and not one of the ads went out on time or in the order they were supposed to go. Because of these errors, our entire campaign was wasted. The response from the owner was "I am very busy, I am human, I make mistakes" No apology, no amendment to the ad, just a smug comment. We have used other ezines where a small mistake was made, it was corrected and we were given additional ad space without even asking.*

### **Solo mailings and Paid Safelists**

*They work very well, but be careful with free Safelists as they rarely do anything more than fill up your mailbox. There are some good paid Safelists available but be careful when you join these groups as you will receive a lot of offers from other Safelists members. The benefit of a paid Safelist is when people pay for something; they tend to be more responsive to reviewing your offer. You can get very high quality solo ads for less than \$40, and even if you only get one new affiliate partner, you will more than recoup your cost. One affiliate selling for you can be worth over \$1,000 per month in revenue if you work with that person and help them succeed with you, and not for you.*

### **Paid Classified**

*Ads can be a good resource in the right ezine.*

### **Free Classified**

*Ads are generally a waste of time. The better ezines will place classified ads throughout the ezine and not just at the bottom. This gives your ad a better chance of being read.*

### **Sponsor Ads**

*in the top locations of well-known ezines are good if you choose an ezine that fits the criteria of your target market. It is also a good idea to get your sponsor ads in an issue with a compelling article. Prior to placing an ad in any ezine, you should subscribe to the ezine and read it for a few weeks to make sure it is well written and informative and not full of links and free ads. This will also help you to verify that your ad was sent on the day and time promised. Also, you want to make sure the ezine is not sending several ads per day every day of the week. Research your advertising very carefully. Cheap is not always better. We ran an ad in one ezine that boasted they had over 300,000 readers. The cost of the ad was \$90 and they were supposed to run it twice. We got a total of 9 hits from both ads and 0 sales. In another instance, we ran an ad that went to 5,500 people at a cost of \$20. We received 2 sales from this one ad and more importantly each of the new members joined the affiliate program and have made several sales each. Target your mailings regardless of the median you use. It does you no good to send 100,000 ads, if the people receiving the ads have no interest in your offer. It is much better to send smaller number of ads to a very focused group of people. Your response will be better and your cost will be less.*

### **Free for All (FFA)**

*Pages are similar to free Safelists, you are going to get a mailbox full of ads, but little more unless you use them on a consistent basis. This is the*

*basis of advertising, consistently getting your message out to as many people as you can as often as you can.*

### **Mass Emails**

*Is another area you will want to be extremely careful when using. You have probably seen the companies that promise to send your email to hundreds of thousands of people for a very low fee. Most of these are scams and should be avoided. There are some very reputable email companies on the Internet, however it has been our experience that even with the reputable companies, you will not get a very good response and the costs are a lot more than solo ads in the best ezines." ([Isoregister](#) affiliate program guide pages 8-10).*

## HOW TO FIND GOOD EZINES

In view of the above, I don't recommend what email marketing company, or what ezine to use because there are almost half a million ezines on the worldwide web. However, I do recommend to check out the traffic rankings of different ezines. How? There are two ways:

1. Download the [Google Toolbar](#) One cool feature of Google's toolbar is that it will display a Page Rank bar to indicate how popular any given website is. It also has quite a few free useful features and one of them is the auto fill feature that allows the user to fill out web forms quickly with a single click of the mouse!

2. Download The [Alexa Toolbar](#) this toolbar will display the traffic ranking of a web page in figures. This will give you a good idea of how popular that particular ezine, or any website on the search engines is. Some websites may not have a high traffic ranking in Google, but they do in Alexa. For instance try to see some page rankings of the following sites: [Clickbank.com](#), in Alexa, and in [Google.com](#) and then try [godaddy.com](#). Go to: [Alexa.com](#) search engine and type the word ezine, and do the same in [Google.com](#) and get the website addresses and compare their traffic details. In Google you will see a bar going from left to right indicating how popular a website is, and Alexa will show a figure. By doing this you can get an idea of how popular any website is. If a website is way down there in the 6 million ranking position, and yet is advertising hyped up messages, it would really raise a flag.

On the other hand if a website related to Internet marketing is very popular, that should tell you the owner of that website is doing something good. Many times a website gains popularity not because is well optimized, but because visitors are benefiting from its valuable offers. For instance, check out [SiteSell.com](#) this website has been ranking # 168 in May 2006. However, as a rule of thumb ezines in the top 100,000 ranking position are recognized as popular. However, no matter how popular an ezine may be always abide by the testing methods to avoid any unpleasant surprises.

### Summary

To build a profitable business you must build your prospect list. So you need to take the necessary steps build it. To setup your list building system you need a domain name, a website builder, and [Isoregister](#) which is a global online marketing system. As you become an expert in building lists you will learn how to market multiple opt-in pages with Isoregister's website rotator with one single URL. This will be helpful as you will be able to control all your web pages from your control panel.

You need to setup your lead capture page and setup your autoresponder in double opt-in mode to get interested prospects and *real* email addresses, and then promote it using articles and advertise it using the testing methods first and then do a full advertising. As your list grows develop a good reputation as an expert by providing value and solutions to your prospects.

If you sell any kind of complex service, technology or sophisticated product, a [White Paper](#) is the best way to educate your customers about that technology.

You can use a white paper to build your credibility, get free exposure in the press, attract new customers, and drive new technology into change-resistant, conservative markets.

Most white papers are either too technical (boring) or too commercial (thin and cheesy) - but Perry Marshall has written a guide that shows you how to strike the perfect balance.

But what's most important of all, though, is promoting and publicizing your white paper - because the best white paper in the world is no good unless somebody reads it!

Find out about Perry's Definitive [Guide to Writing and Promoting White Papers](#)

## AFFILIATE PROGRAMS DEFINED

Website affiliates are what drive Internet marketing. Companies run affiliate programs to generate leads and sales from other Websites. They pay the sites that host their ads a commission for products sold through the links on their sites. (*or links in an e-book such as this one*)

The introduction of Website affiliate programs in the late 1990s brought Internet marketing to a new level. The first companies that offered these programs saw sales increase dramatically. After all, these companies basically get free advertising and only pay their affiliates a percentage of the sales they generate. It is a win-win situation for the company that runs the affiliate program. Source: <http://www.sharpened.net>

### **How To Explode Your List And Make Money With This E-book**

To explode you list simply give away as many free copies of this e-book. Create a lead capture page and offer this e-book as a bribe to get people to subscribe to your list. To make money as you give this e-book away, give away as many customized copies of it with your personal links. To customize this e-book with your personal links simply go here: [Brand LBO](#)

### **Affiliate Programs**

[Isoregister, Inc.](#) Must be an Isoregister member to be an affiliate. 30% 1st tier, and 10%2nd. tier commission.

[Ewisoft](#) Must be a registered Ewisoft Website Builder user. 30% commission.

[Site Sell](#) Website Builder & Information Products. (Highly Recommended) Free affiliation and up to 50% commissions.

[Godaddy.com](#) free affiliation, 20% commissions on all sales.

[Turn Words Into Traffic](#) 50% commission, free affiliation. Need free [Clickbank](#) username.

[Google Adwords](#) by Perry Marshall (a must have gem) Free affiliation over 50% commission.

**Surefire Marketing Affiliate Program from Yanik Silver offers free affiliation. Earn up to 45% in commissions.**

**How To Create Powerful, Money-Making Sales Letters For Your Business in Just 2 ½ Minutes...Without Writing!** [Instant Sales Letters](#)

**Confessions From a 27-Year Old Maryland Man Who Has Quietly Built an Automatic 6-Figure Income With a Simple 2-Page Web Site (And Why Nearly Anyone Can Copy His Success)** [Instant Internet Profits](#)

**Stop banging your head against a wall trying to make your Internet business work... watch, listen and LEARN as two experts use video to walk you step-by-step through the entire online marketing process.**

[33 Days to Online Profits Video CDroms](#)

**"Great content and speakers. Very relevant information. I'd definitely recommend this to my clients and anyone who is interested in a no-fluff, how-to-do-it approach to improving his or her online performance." - Jon Keel, paidsearchenginertools.com**

[Internet Marketing Lab Videos](#)

**In less than 4 hours you'll learn how to outthink, outwit, outsell, outpace and outperform EVERY competitor in your field using the 21 Confidential Mind Motivators! [Mind Motivators](#)**

**Yanik Silver will show you that “it’s not what you have or do that counts... Its what you say! He will show you the real difference between sites that sell and the ones that suffer... How the words you choose can transform your website into a sales-detonating powerhouse... or into a downright dud! With web copy secrets you’ll learn by example! No need of any special skills, talents or abilities.**

### **[Web Copy Secrets](#)**

**In just 3 minutes and with 3 simple steps, you could change the way your business and life work. Whether you're looking for more capital, more customers or more profits, your chances of success will be increased thousands of times if you read the material that many of the web's successful marketers have read. You owe it to yourself to read the "Power Pause" before doing anything else.**

### **[Power Pause](#)**

Remember, a list building system is extremely vital for the success of your business. Your list building system must be proper to your business. You know what tools and what marketing strategies to apply to grow your list of subscribers. Gaining subscribers is not very difficult, but keeping loyal subscribers is the hard part, but rest assured you are not alone in this journey. That’s why I have included links to some of the foremost

Internet copywriters to learn from. This will be your ongoing challenge from now on, and to meet that challenge you have to prepare yourself. You have to continually learn the psychological triggers that make others want to buy or join your business no matter if they are beginners, experienced, super affiliates, or mlm superstars.

The End