

List Bolt

The eBook By Omar & Melinda Martin

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Introduction:



We've created List Bolt to teach you a quick and efficient way to build a subscriber list that you can actually monetize. I think that most people who set out to build a list end up putting the cart before the horse. They build a squeeze page or a landing page because someone, somewhere told them that that's the right thing to do. It is!! it's important to own a list, but let me ask you something... what good is that list going to be for you if you can't monetize it? If you can't make money with it? If you didn't put things in place right when you started, which was going to make you money with the list later on? A lot of people find themselves starting to build a list that just doesn't make them any money.

It's not because the people on the list is necessarily "freebie seekers," I hate that term. I hate when people call them that. There are really only two types of lists. Buyers who have bought from you and buyers who have yet to buy from you. But they're all buyer lists. Just because I walk into the store and someone asks me, "hey, can help me with something?" and I say, "no, I'm just looking." Just because I'm just looking, doesn't mean that I'm not a buyer, I just haven't paid for anything yet.

I think the mentality that a lot of people have when they approach list building is more that they have to throw a bunch of spaghetti on the wall. Just throw a whole a whole bunch of people on the list and then they'll find a way to make money from them later on. It's not until later on that they find, that making money with that list is a lot harder than they anticipated. Many times they don't even know when they should start monetizing the list. They don't even think about these things until after their list is burnt out or just too old. You can't spend 6 - 8 months building a list before you start monetizing it. I think this all kind of has to happen as you're doing it, as you're building it, as you're making money from it. It's an ongoing process. That's what we're going to talk about here in List Bolt.



Build With The End In Mind

You want to think about the monetization. Because of this, you always want to build a list with the end in mind. What is the purpose? What is the monetization angle? Why am I building this list? You've got to know the "why". Knowing the "why" is going to tell you know to build the list, what traffic sources to use, what bribe to use to get people to give you their name and email address or just their email address. You've got to know so that the people that get on your list, are people that you can monetize the list. The only way you're going to be able to do that is if you know what you're going to sell to them. What are you planning to sell? Is it going to be high ticket type of a list where you're trying to sell a \$2,000 coaching packages? If so, who is coaching that? Who is the coach?

Knowing all these things that you're planning to do with this list is going to help you target the customer and create the best possible lead magnet, as we call it. It's kind of like dangling a carrot in front of a donkey and making them chase the carrot to eat it. Now, I'm not trying to call your subscribers donkeys, but that's essentially what you're doing. You're bating them, you're leading them in. If you know where you're leading them to, it makes it a lot easier to know what to use to bring them in with.

It's important that you grow with a purpose. Growth for the purposes of growth alone is the same ideology of the cancer cell and we all know how that works, right? The cancer keeps growing and growing until it destroys the host. You can't just set out to grow a list just because you heard somewhere that it was important to have a big list. You need to have a plan in place. If you don't, you're going to end up kicking your ass later. Creating a list should be purposeful. It should be calculated so you can properly segment the people on the list. You can segment them by the trust level that they've displayed in you. You can do that by putting thing in their path, we call that the funnel that will help you identify who is someone that values you or someone who does not trust you. Those who don't trust you are going to be those that you have to build a relationship with. Also someone who is ready to give you money right now.

This is going to better help you identify and communicate with that list. If I know that one portion of my list barely knows me and barely trusted me enough to give me their email address, they might be leaving soon. The way that I speak to that list may be a little different than the way I speak to the list that is super excited to be on my list and that is ready to buy from me TODAY! One of those segments will require a lot more conversation and a lot more value providing, a lot more courtship, than the other list, where you can say to them, "hey, awesome, I'm glad you're



on the list, here's the product I want you to buy." Why can you do that to that segment? Because you were already able to identify that they already trust you and are ready to invest in you.

In order to make the list profitable, you have to be considering, what am I going to be monetizing them with? How am I going to separate them? What am I going to be offering this person? What is going to be the deciding factor that determines whether this person trusts me enough, doesn't trust me enough, is willing to give me money, is not willing to give me money. You have to think about all these things before you even create your first landing page. A lot of people put the cart before the horse when they just say that they want to build a list. They think, "ok let me just register a domain and put up a squeeze page."

When they do that, then they start thinking about what they're going to give away and they start looking for PLR. Then they think, "how do I drive traffic?" Now they start doing research about to learn about traffic. What they end up doing is create this hodgepodge of subscribers that you don't really end up monetizing. You struggle and make pennies in comparison. What you do is use the List Bolt method that we're going to talk about there.



Landing Pages / Squeeze Pages

First let's start at the beginning and that's the landing page. It is effectively, how you're going to get people to enter their name and email to be on your subscriber list, on your database. Wordpress themes like [Optimize Press](#) and others come with built in lead capture pages also called "landing" or "squeeze" pages. Don't get all caught up with the vernacular. Someone say it's a landing page and some will call it a squeeze page. Essentially, it's a website that has a form so that someone can enter their name and email address into. When they click submit, you'll be able to get that name and email address onto your subscriber list. That's done through a service called an autoresponder. That's the very basics of it.

Now when we start talking about the actual website itself, I like to use Wordpress because there's a particular theme I like to use to build my websites with. It's called [Optimize Press](#). It's mobile responsive and has some pre-built landing pages that I can easily upload and modify. I can change the colors, I can change the text. It's very easy to work with and I enjoy working with it. However, it's not the only option. There are literally THOUSANDS of themes that you can use to create a squeeze page, to create a website that has an optin form on it. There's even platforms that are designed specifically for that.

I don't use it, but I know a lot of people do use a platform called Leadpages for the purpose of creating squeeze pages that gather subscribers. The cool thing about Leadpages is that they have a lot of tracking put into place and they've tested all of these pages and they have statistics on which pages work better than others.

The cool thing is when you select a page that is in one of these platforms you can customize it to your needs. You're starting with the pages that has already been tested. You're going to want to maybe change the colors, put your own text in there and add your product images or whatever it is you're going to be giving away as your ethical bribe. As a lead magnet. We're going to talk about that next. These sorts of platforms are great. Whether it's a theme like [Optimize Press](#) or a platform like Leadpages, all these pages are already created for you. You just deploy the page and enter your material. You don't have to start from scratch using some html editor like Dreamweaver that we use to use a long time ago. These platforms make it easier for us to get things done.

In today's marketplace, what is very important is that you consider your landing page looks good AND works properly on all mobile devices. A great majority, greater than 50% for me at the time



I'm writing this, are looking at my emails on a mobile device. If more than 50% of the people on my list are reading my emails on their mobile device, means that more than 50% of the people that click on my link are actually tapping that link on a mobile device, perhaps a phone, tablet or an ipad. This means they're visiting that landing page on their mobile device.

Here's the thing, it's important that your landing page and squeeze page looks good and functions properly on the mobile device. Sometimes we get all caught up with how the page looks good on our computer and we spend all this time designing the page and making it look pretty, but we never checked what it looks like on our phone or in Chrome, in Firefox or the dreaded Internet Explorer. The point is, in today's marketplace, you can't just check on your computer. You have to check on mobile devices. Many themes out there right now, majority of them, are designed for mobile, but you have make sure that you're testing and tweaking your pages. Keep in mind what your page is going to look like on a mobile device AS you're creating the page. This is very important.

It's beneficial to use a 2 step optin process. This is something that if I was doing a product like List Bold, creating this like 5, 6, 7 years ago, even though I was growing my list at lightning speed, I would've done. We learned in recent times here, that the 2 steps optin process converts around 30% better (this is a guess as I don't have the exact number in front of me). There has been studies on this.

In my opinion, this process converts better nowadays because people in general have become desensitized with the traditional looking squeeze page and landing page. They land on a page and see the optin and they get pushed off because they have to subscribe. Because the two 2 step optin process makes them actually click a button, and then the optin box opens in a lightbox, it converts better. It's an extra step but it's proven to convert better. It converts better now because people were desensitized with the old method. Maybe in 5-7 years from the time I write this, the people are going to be desensitized with the 2 step optin process. Maybe then we'll create a 3 step process. I don't know. The point is at this time, the 2 steps converts really well.

Step 1: Click the button. Instead of having a form and the button saying click here to subscribe, it may just have text with a picture of the product and then a button that says, "access here" or "download here." When the pop up opens, it says enter your name and email. Now the person is committed. They're halfway there. Sometimes I even put up a message that says, "you're 50% complete." Half the work is done. Now enter your name and you'll get what you want. I think that's why this method converts better. Regardless, it works more effectively. I've proven this in my own business. You can Google it on your own if you're curious on the exact numbers.



Step 2: The lightbox opens and this is where your visitor will see the optin form to subscribe to your mailing list. When they enter their name and email, you'll be able to market to them at a later time. I recommend, once you've built a relationship with them, that you market to them DAILY.

A 2 step optin often gets confused with a "double optin." A 2 step optin on a squeeze page is not at all the same thing as a double optin. Double optin is probably not effectively named. What it means is that they've given you their email address but instead of you putting them in directly, which is optional inside of your autoresponder, which is used to store all those email addresses in the database, you can set whether or not you will force that subscriber to go into their inbox and confirm that they want to be on your list. A lot of people think that this is a requirement by law which is not the case. Generally, the Can Spam Act doesn't require people to conform to optin, it does however, require you to give them the option to opt OUT in every email that you send them. There should be instructions at the bottom that tells them how to they can choose to not receive emails from you. There needs to be contact details there and you can check the Can Spam Act yourself to make sure you're in compliance. But being confirmed, like a double optin confirmation is NOT required by law and it actually hurts your conversion. Now after you told them to "click here and enter your email to gain access," now you're going to send them to a page that says, "I know that I told you that you're going to get access to this, but not really. What I need you to do now is go into your inbox, find an email that I sent you, which doesn't contain what I promised you.. but click the link in that email and I'll send you to the product I promised you." See what I'm saying? That's how it hurts your conversions.

People don't want to be bothered with all that. We live in a reality TV society. People want it NOW. Instant gratification. I clicked the button, I want it now. People don't want to have to wait to get what you offered to them. Reality is, double optin WILL hurt your conversions.

Now in specific niches, you may find benefits in making them go and confirm. I'm not going to argue with the fact that you may say, "well Omar, by making them go confirm I know that it's them. I know it's a valid email address." Yes.. but I rather have a small percentage of email addresses that are bogus then lose people. It's going to be such a small percentage that I don't care. This is a lead magnet anyways. I'm just looking to build my list. I rather have a small percentage that puts in incorrect email addresses then a HUGE percentage of people that don't go confirm their email addresses and I can't email. The whole purpose is for us to build a list of people that I can market to. I choose to do a single optin. But you know what I sometimes choose to do? I seldom require them to enter their name.

However, doing this is going to affect how you communicate with them via emails cause you can't use their name in the emails. With most auto responder companies you can use a



shortcode or name variable so that you can insert their name. Such as, "Hi, NAME." That short code will allow you to customize your emails for each subscriber, it will replace the short code with the actual name of the person you're emailing.

If you didn't collect a name on your squeeze page, then you're actually not going to be able to do that later on. BUT this is a compromise that I'm willing to make cause I know that using these three things, this combination of things, is going to skyrocket the speed you can build your list.

You're going to go from a single step optin to a 2 step optin process, you're going to remove the confirmation page which is going to speed it up even more. AND you're going to remove the requirement of a first name. You've now got three things that you're doing that is speeding up the rate of collecting optins on your list. I don't know why you'd choose to do it any other way.



Free Reports / Giveaways

How are you going to get them to actually enter their name and their email if you're connecting both or just their email? We've got to give something away. I found that to be very, very effective. What you can give away is a report because reports are easy to create. Just by doing a book report, or doing a term paper in college or high school. It's pretty simple really. All you have to do is go and do some research on a topic and then create a report about it. You can create a digitally downloadable PDF file and that's so easy to do.

Essentially, here's what's important..... When you do this, when you're going to giveaway an item, the item needs to be congruent with the needs of your traffic. Obviously, since we were researching this before we even started the list building effort, we know what is the monetization angle, what it is that we are looking to do, and basically what the end game is. We already have been able to identify the traffic source based on that alone. So since I know this, I'm going to give them something that's congruent with the needs of that traffic source.

You might say, "Well Omar, I don't understand what the hell you just said." If I just lost you, here's what I mean. Understanding the source of your traffic is going to help you better determine what you're going to give them. If you were invited to a birthday party for a child that you've never met, and you're required to bring a present. What's important for you to know?

Well, if you're going to buy a present, one of the things that's important for you to know is if it's a boy or if it's a girl. That might be an important thing for you to know because if I show up with a dress and it's a boy, the parent might have a problem with that. Maybe they don't, but they might. Maybe you want to give them something that is universal. Ideally, the more targeted the gift is, the more they're going to like it and the more they're going to be willing to give you something in return. In our particular case, it's the email address. This can be anything that you can deliver digitally.

Anything that can be delivered digitally is something that can be used as a giveaway. I love giving away free reports because they're just text documents, they're PDF files that you can make with just about any kind of software online. I use Google Drive to create documents that can export as a PDF. Another thing you can giveaway is image files. A lot of people make those image files that actually tell a story. You can create media from videos, and even audios, you can do all kinds of stuff that can be delivered digitally. What I mean by that is once they give you their name and email, you can actually attach the file to an email that you send them, you can put the file inside of a website page so that they can click a button and download it. You can



even deliver music this way. It's really not that difficult. You can easily deliver audio files. How do you do this? You can record yourself narrating something and actually give them that as an optin gift.

One of the things that I want you to understand about giveaways is don't freak out and think, "Oh my god, I've got to write a book just to build a list." Or, "Oh my god, I've got to draw these images." Or, "Oh my god, I've got to make an infographic," or "Oh, I've got to record." Don't freak out about that. You should be embracing product creation because I don't care what type of marketing you're doing. Whether you're doing affiliate marketing, or you're doing product creation, making content is part of what you do. You've got to deliver value and that value is delivered online in the form of content. Content can either be bought or it can be created.

You don't have to freak out if you don't want to make it yourself, but you have to be willing to understand that you're going to have to part with some money. If you don't want to make it yourself, you're gonna have to buy it; those are the two ways that you can come up with some content to give out. Ideally, you want the material to be unique but you can actually modify PLR material, you can modify stuff that's pre-existing that you have the rights to. It's just very important when you're trying to attract visitors, when you're trying to attract leads onto your lists that you're using unique material.

If you are going to go and buy some PLR rights (Private Label Rights Products) that you plan to convert and to put onto your squeeze page or landing page in order to capture leads, you're going to want to modify it. That means create some new graphics for it, open that material, change it. Essentially at this point, you're not a product creator but you're a product editor. You have to modify, you have to make it your own because if not, you're just that guy that's giving away the same thing that a hundred other people are giving away, or a thousand other people are giving away.

Don't overdo it with graphics. This was a mistake that I made initially when I started building my lists and creating squeeze pages and landing pages. I would actually put all these graphics and all these flashy animations and things on there, but the reality is that the simpler the page, the better it's more likely going to convert. When you create a landing page that has all kinds of distracting things on it like animations and things for them to click on, they're more likely to be distracted with something else on the page than what they actually need to do, which is to optin. There should only be ONE thing to click and that is the button to get the product; your actual optin button. If they're distracted by all these pretty images and things to look at, the longer that they're spending time looking at beautiful stuff on your page, the longer that they're taking to click the button and the lesser the chance and likelihood that they are going to optin.



Don't do too many flashy images. Simple, you can put some color on there, and you definitely need a very, very good picture of your product. I think this was another mistake that I made when I was beginning. I didn't think that having a picture of the product was important. I always said to myself, "Well, I don't know if I feel right putting the picture of a book when I'm not really giving them a physical book." They're getting a digital file. Okay, well put a picture of a digital file in there. You need to visually portray your product. this is simple psychology.

In the user's mind, in the prospect's mind, if they can't visualize it, then it subconsciously does not exist. Our mind thinks in images, not in text. If you are just saying, "Hey, I've got this great book and it's a great report, click here," and you're just giving them something to click, you are hurting your conversion. If you put an image of the thing that represents your giveaway, then your conversion rate goes up. If it makes you feel better or more comfortable, you can add below the image something like, "This is just a picture, it doesn't represent..." blah blah blah.

Trust me, nobody's going to get upset if you're giving them a digital copy, we're used to it now. People buy ebooks on Kindle all the time on all different devices nowadays, it's just a very, very common thing. You should have a cover image, you should have a graphic. People are used to seeing a cover image for the product. If you don't have some sort of a product image, the product subconsciously does not exist.

When creating material to give away, you can use our 5-5-5 Template to actually flesh out a video or a report. The video that I created for List Bolt was creating using the 5-5-5 Method. That method is basically five topics with five bullets within each one, and I speak about each one of those for five minutes. I come up with a total of 25 minutes, usually a lot more because I end up yapping so much. The 5-5-5 Template is a great way to break writer's block. I don't know about you, but I've often sat in front of a white screen just thinking of what the hell to write, and then I start surfing to try to find some ideas and I end up watching cat videos on YouTube, or in my particular case boxer videos because we're dog people here. The point that I'm making is the 5-5-5 Template is a great way for you to start and flesh something out. We've actually included it as part of this product for free.

You can use Google Docs. Google Docs is another free tool that you can just log into and start typing. You can export some reports from Google Docs, but making them look real pretty and creating internal navigation and things like that is going to be tough. If you really want to make the ebook look good, I would suggest using something like SPC (Speedy Product Creator), because that's just an awesome software that you can paste your content into and just turn it into a beautiful ebook.



Ghost writers. This is a good alternative for creating material if you find it difficult or too time consuming. You might be a great writer, but maybe you've got two jobs or you're a single mom. I don't know the particular situation you're in. You can hire ghostwriters on sites like Upwork. There's a lot of freelancer sites out there that you can actually interview people, you can see work that they've done, and you can hire them. You can actually hire people really low cost labor from outside of the United States that can actually create some really good stuff. They can even create the bulk of the material. Naturally, you're always going to want to review that material, you're going to want to read it, you're going to want to make sure that it's worded properly if you're having something ghost written.

You can go and create a few topics, maybe just make five or six bullet points and give that to a ghost writer and say, "Look, I want you to go and research this, and I want you to make me a ten page report on these five topics or something like that. The next thing you know, they're going to charge you by the hour depending on the deal that you make. Essentially, you're still going to have to part with some money if you want to do it this way. Like I said, you can either create it, or you can buy it, but this is a good alternative for you if you don't have the time.



Viral Squeeze Funnels

This is the part that will take your list building and put it on steroids. This is the part that most people miss, this is the part that I can accredit pretty much all of my list building. Definitely, the speed at which I built my list. That is to using a viral squeeze funnel. I named it a viral squeeze funnel because it's basically a squeeze page that I turned into a funnel and I inserted a little piece of software in it that makes it go viral. By viral, I mean I ask each new subscriber to invite more people to my website in order to get more free stuff. Think of the concept.

When someone comes to my page because I dropped it right in front of them, it's because I did research on my topic and I created a congruent offer to give them. Once there, I can now say to them, "Hey, if you enter your email here, I'm going to give you this free report." Once they click the button I then say, "Hey great, your report is on the next page but I also want to give you the video that goes with this report, and I want to do that for free. All I'm asking is that you do me a huge favor. In exchange for the video that goes with it, can you just click this button right here and share my website with all your friends on Facebook? Or would you click the tweet button and just send a quick tweet out? Obviously, I'm giving you this for free, I'd like to get this in the hands of as many people as possible so that they too can take advantage of the free content I'm giving away.

What I found in my own business is that someone that has just given you their name in exchange for something free will definitely give you somebody else's name in exchange for more free stuff. I found that this really, really is powerful because it creates a viral effect. What happens is that now, just by sharing, they're bringing a few more people to your website. Those people that they bring, shares the page and then, they too bring a few more people. This is all about the perceived value. If what you initially give them is something that they found valuable enough to give you their name and their email, what do you do next? You offer them something else of value. This way, they'll be more than willing to send people to your page. Now if instead, what you do is say to them something like, "Well, now I just want to give you this little image. If you click here, I'm going to let you download this image." That's not valuable enough. It's got to even be more valuable than what you gave them on the front.

What do you see happening here? I'll tell you... we're starting to create a funnel. We're basically making a series of offers, not just one offer. On the front page we made them a squeeze page,



we tried to squeeze their name and email. But now on the next page before we give it to them, I actually say to them, “Hey, I’m about to give you that thing but would you like to get the video that goes with it?” or, “Would you like to get the whole course which is five videos? Would you like me to also give you.....” then tell them what they need to do to get it. Just say... “Look, If you just invite some of your friends by sharing this on Facebook or by posting this on your blog or what have you, I can actually give you this additional gift.” What you’ll find out is that your list grows and grows and grows because each person that opts in invites more people to opt in, which invite more people to opt in, which invite even more, and so on and so forth.

After the initial optin, you should use a viral inviter, a social inviter plugin like Buzzinar. Buzzinar is ours so I’m partial to it obviously. You can use any one that you want, the point is that you want to put a tool in here. In our particular case, Buzzinar is a WordPress plugin and since I use [Optimize Press](#) and WordPress for all of my squeeze funnels, I like using Buzzinar because now when they get to that next page I say to them, “Hey, would you like to get some more free stuff? Click here and actually just invite some of your friends. I’m going to reward you with some more free stuff.” Like I said before, the reward has to be worth it. They’ve got to feel like they’re getting some value. If they feel like you’re providing a ton of value, then these visitors will attract more visitors for you. They’re basically doing the work FOR YOU.

If your prospect invites people, they should be taken to a more robust download page than those that don’t. This is how we start segmenting, this is how we start getting people on different lists. You can actually say to someone, “Okay look, I’ve given you the first item and if you click here, I’m going to give you the next item. When they get to that page, you can say, “Okay, awesome. What I’d like you to do is enter the email that you want me to send that download to.”

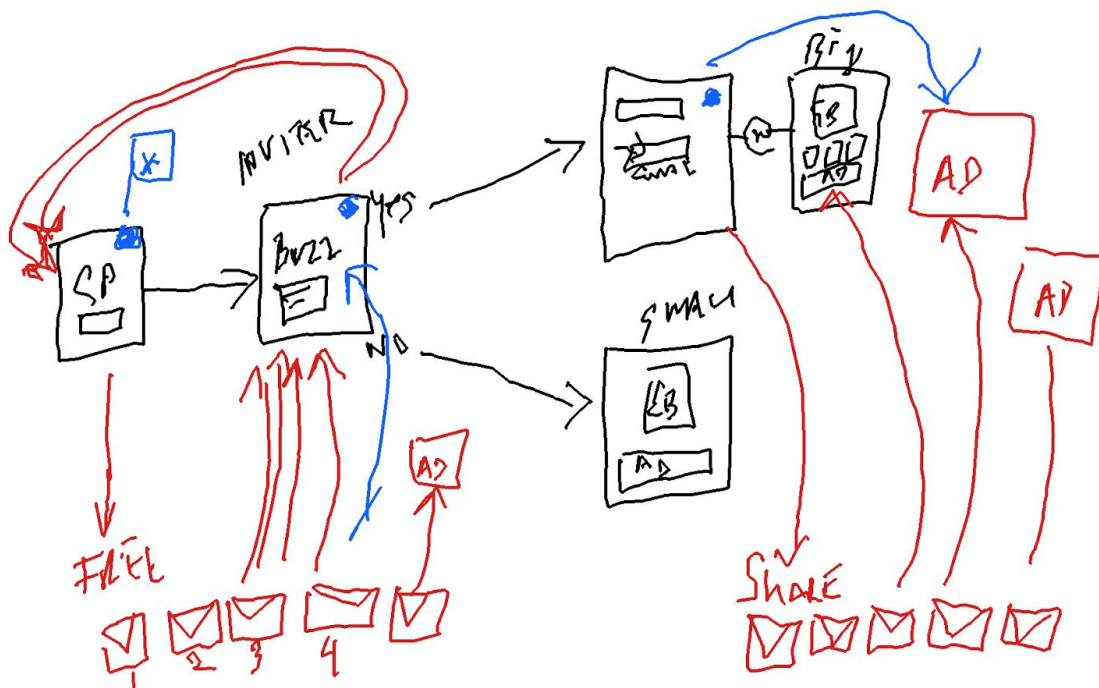
How do you collect and store your leads? What you’re going to use is an autoresponder. You’re going to set up what they call an “automation rule.” What an automation rule does is it removes a person from one list and it puts them on another list automatically. By setting up an automation rule, you can segment all of your people. You can have two segments, one segment of people that shared, and one segment of people that didn’t share your material. Now, you have a group of people that you’ve built enough trust with, that they’re willing to recommend you, and you’ve got another group of people that you didn’t build enough trust with. You see where I’m getting at? You could build this out even further by making them a money offer on another page. We’re not going to talk about that right now because this one is more about List Bolt, which is list building. We’re going to talk a little bit about monetization but you can start segmenting people this way.

One thing that we do is actually create a password just to make it easy for yourself when awarding them with what you promised. If they click to share, you just reveal the password to



the page that their free item is on. It will automatically display. this way, they don't have to wait for it in their emails and it removes an entire step all together.

What I'm going to do now is I'm actually going to draw a funnel out for you so you can see exactly what I'm talking about here visually. Because if you're like me, your mind works in pictures and it's kind of tough to visualize what a viral squeeze funnel is going to look like. You can watch me create this illustration as I explain the process in the List Bolt video training.



Monetization

What good is the squeeze funnel and list building all together if you don't have a way to make money with it? You should have an exact monetization strategy before you even set out to build the list. Remember, that's what I talked about right when we started. That strategy should be evergreen. Not just one or two products, but a series of products. You should actually go and look for that stuff FIRST. If I know for example, that I'm going to be targeting golf people, maybe the report that I'm going to create for my product is going to be about golfing. Maybe I'm an expert golfer, maybe I know someone that's got a big golfing group or that he's going to allow me to create a product for that group or something like that.

Let's just say that you found a whole congregation of people that are interested in golf somewhere on the internet. What you should do when you find this whole congregation of people is to create a golf product, or a golf report. When you do that, before you put all the effort into creating the report and build your list, your chances of making money increases because now you know your targeted group or niche so to speak.

Once you've created or gathered the products for that niche, you should have already created emails that promote those products. I don't mean just one or two. Instead, maybe a series of emails and maybe you should have created six or seven emails that are ready to go out, that actually sell one particular product. Then, another six or seven emails that are ready to be sent out that actually promote another product. Now, you can stack these emails and set them up in your autoresponder sequence. We're going to be talking about that in a second here.

You should have these planned out, you should have a plan for something to offer them inside of the download page when they actually get their item. Right beneath their item maybe there should be a banner for something that you're promoting. Inside of the report that you're giving them, you could link to the product. All of these things should be thought of first. If you actually have a list of all these things that you're going to be promoting, it's going to help you create a better, more congruent product to give away. It shouldn't just be one or two things.

Making money from your list is going to depend on the effectiveness of your email copy. At the end of the day when you have a list, the way that you're going to communicate with it, is through email. That's the way that you're going to get them to know, like, and trust you. You're going to have to essentially sell to them while building trust overtime. Remember, I just mentioned, you're going to have different segments. You're going to have some people that demonstrated a



bunch of trust in you by not only opting into your list but also sharing your page and buying something from you, that's somebody that's really invested a lot of trust in you.

You're going to need something to sell that guy, but you're also going to need to build trust and something else to sell to the guy that hasn't really invested that much in you yet. Maybe that guy isn't gonna start getting offers right away. That list, you might have six or seven content emails going out to them first before you start hitting them with offers. This way, you're actually building a relationship with them before you start trying to get them to buy stuff.

Building a relationship with a subscriber is going to hinge on the amount of value that you can provide for their lives. If they're not going to perceive you as VALUABLE, then they're just going to unsubscribe. Every single email that you write, you should always be selling. You're always selling something and you're always giving them something to click on. Just because you're providing value and not selling to someone, doesn't mean that you shouldn't be giving them something to click on.

You should be training your list, you should be training them that every time that they get an email from you, there's something that they're going to have to click. That email, the content and the value that you're giving them, shouldn't be solely contained within the email. The email copy should train them to read the email, the subject line should train them to open the email, the email itself should train them to go and do something else, some sort of a call to action. Something like, "click here" or "download here." Tell them to DO something because you're training them so that when you do send them an offer inside of an email, they've already been trained to click on the things that you send them.

Every single one of those emails has to be perceived as valuable, even the ones that you're selling in. I like to also teach and tell stories within my emails. I want to connect with that subscriber on a personal level. Sometimes, the things that I write about, are things that are going on in my daily life. Maybe it's about a movie that I saw, or maybe it's about my wedding anniversary. Regardless, I always find a way to intertwine that with whatever I'm trying to sell, or whatever I'm trying to get them to do. Again, if you're not perceived as valuable, then they're going to unsubscribe.

Here's another thing that a lot of people don't consider to be a part of value. That is..... ENTERTAINMENT! There is entertainment value in my emails as well. I have my own persona, I have my own way of saying things and writing things. I have no filter, I am politically INCORRECT. I speak the way that I think, and a lot of people like that about me. The ones that don't, they'll unsubscribe but that's fine because the ones that do stick around, they're going to end up buying stuff from me. They're going to perceive me as valuable and not just because of



the value, not just because of the content that I'm delivering within the email itself and the content that I'm linking them to, but because of the way that I present it and because of the humor that I use, and the entertainment value inside of the email itself.

There are two ways that we send those emails that make us funny. One way is broadcasting, and this is transient email method. It's just something that you set up once, it's not a repetitive type of thing. I do create broadcast emails all the time, but they don't go out automatically. This is a manual process for me. It's a transient email method whereby you can bulk mail all your subscribers at one time. By creating a broadcast email as a bulk email, I can tick off every single list that I have within my autoresponder database and I can mail to all of them at the same time. This is typically what I do when I am promoting a product launch for example. I might send a broadcast email to my entire subscriber base, but keep in mind that if one list is golfing and another list is basket weaving and you're going to do a broadcast email to every list, then you've got to be mindful and make sure that it's something that's going to appeal to them. You have to remember that the story and the content and the thing that you're writing about needs to be something that's going to appeal to the golfers and the basket weavers. You have to be mindful of what boxes you're ticking off when you're sending emails to big lists, or you're sending big emails, rather, to multiple lists. You don't want to end up with a bunch of unsubscribes all because you forgot to untick a box or cause you've ticked the wrong box.

Sequencing is an alternative way for mailing. This is a long term method of emailing whereby you actually queue up email messages to go out at specific intervals varying from the subscription dates. Remember earlier, I said when you're creating your monetization strategy, you should create six, seven, eight, ten emails for each product that you want to promote long term? Well you're going to want to have those pre-written. Once you've gotten all of those emails written, you can now queue them as a sequence in your autoresponder.

How does that work? Well, on day one after they optin, this person is gonna get email one from sequence one, and that one is just one email in a sequence of six which is going to build them up to a purchase decision. Maybe on email three or four, I'm going to start telling them, "Hey, I want you to buy this product," or maybe I'm going to say, "hey, this is going to be closing down soon," or whatever. I'm going to build up that impulse in that sequence of six or seven emails that's promoting that product.

Guess what? Right after that, I'm going to have another sequence for them. These sequences are all stacked, so on day one this person's getting email one. On day two, they're getting email two and so on.



Here is something that you should always keep this in mind..... When someone is on your list, they are part of that sequence. If they are on day four of your second sequence, then today they receive their email for email number four for that sequence. I also sent a broadcast email, so that person will receive two emails from me on that day; one that was automatically queued long before they even opt in, and one that I'm actually sending them to promote a product launch that's going on right now. You should never freak out about that, don't ever be afraid. Let me ask you something, have you ever freaked out and thrown a fit and drove down to the post office because you got two letters that day? No. You don't do that. People don't freak out, this is actually an inhibition that you have as the vendor, or as the affiliate. Don't worry about that. If you have to mail somebody three, four times a day, then go ahead and do it. Whatever amount of time.

The more that you mail your list, the more money you're going to make. That might be a little tough for you to understand or even accept at the stage that you're in, but here's what I've learned over the last nine years in internet marketing....

I've learned that the more you build and the more you mail your list, the more money you'll make. PERIOD. As long as you keep building and you keep mailing, you're going to keep monetizing. **Keep building and keep mailing!!!** If you stop any one of those two, then you're not going to be making any money, you're not going to be monetizing. You have to keep building, and you have to keep mailing.

If you mail, mail, mail, mail, mail without building, eventually what's going to happen is you're going to run out of people. The lists do have a shelf life. Your list and that shelf life is going to depend on a million things, there's way too many variables for me to even try to illustrate that. The reality is that your list is going to go through cycles, and you're going to have a whole different set of people on your list a year from now than you do right now.

Why? That's because of unsubscribes, that's because you're just replacing people with new people, that's because people lose interest, that's because people move on, that's because people create new email accounts. There's literally dozens of reasons why. If you just keep mailing the same list and the same list, what you'll find is that the profits that you make from that list, they will decrease over time. You've got to keep mailing and you've got to keep building that list. If all you do is build, build, build, and you stop mailing, you're not going to make any money either.

The key is to keep building, and keep mailing. You can never do too much of either one of those things. That's what I've learned over time. As hard as that might be for you to accept in the beginning, you might feel a little apprehensive about sending more than one email in a day. Just



think about how many times you've gone to your mailbox, your physical post box and gotten a stack of letters or mail.

People don't freak out when they get a bunch of mail. If you get two or three letters from one person on the same day, you're not going to freak out. The people that do freak out, so what? Let them go. Don't focus on your unsubscribes, focus on building and mailing. Get better at your optin rates. Instead of focusing time today on worrying about the amount of people that unsubscribed, spend that same time creating a new squeeze page and improving the conversion rate, and updating your pages and your lead magnet and your offers to get new people, to continue visiting your sites.

Some will, some won't, so what? Next, move on, keep building, keep mailing. That's what's important.



Tools Resources

I want to discover a few tools and resources that I've used in my business. The main tool obviously for your list building efforts is going to be an auto-responder. I use and I highly recommend AWeber. They're one of the ones that have been around the longest. The service that you use is important because you want to use one that has a good reputation, one that's been around a while. If they've been around a while then that means that they have relationships with the email clients. They have relationships with the Gmail, with AOL, with Yahoo, etc. They're going to guarantee you that a great percentage of your emails will make it into your subscribers inbox.

These reputable companies will offer you a greater likelihood of your emails actually making it to the eyeballs of your prospect than fly by night companies. There are many others out there, I recommend AWeber because it's the one that I use and it wouldn't be prudent of me to recommend something that I'm not currently using. There are good ones that my friends use, such as GetResponse, but like I said, there are others out there. If you ask nine different people, you'll get nine different opinions about nine different autoresponders. AWeber is the one that I use and I swear by it. However, I recommend that you do your research and use the one that you feel is best for you.

Your list is one of the most important assets that you'll ever own, and you shouldn't trust it to a free service. I'm going to advise against that. I think a lot of people try to pinch pennies in the beginning, there's nothing wrong with that. Be frugal in the beginning of building your business, it's all about saving money and making a profit. However, this is something that's so important.

There are two things that you really should not be skimping on. One is your autoresponder service and the other is your hosting service.. There are things that you can go in the supermarket and skimp on, buy the bargain brand, and there are other things that you just can't because you're not willing to sacrifice quality.

I'm gonna recommend that you stay away from free auto-responders. Why? Well, because free autoresponders are free which means that they're free to do whatever the hell they want to do with their list, that's what it basically means. They're going to be mailing to that list, they're going to be advertising within your emails, they're going to add banners, they're going to send other things, they're going to sell your list. You're basically building a list for somebody else to do something with. They're providing the service for you, yeah you are able to go and mail, but that



service is at a much higher cost. You are going to be stifling, yes, I'm using the word stifle, you're going to be stifling your list building efforts if you use a free service. I recommend that you go ahead and invest the money into these two services. You will not be sorry that you did as your business grows.

There are some alternatives that are kind of in between but there are some compromises that you're going to be making as well. I know marketers that mail from their own server, from their own hosting account using a software like RapidMailer. I know people that have great things to say about this process, and I know people that have terrible things to say about it. I'm not going to say that I never mail from my own server, but I will say that there's some disadvantages to it. You might have to deal with things like spam complaints yourself now, you might have to deal with things like your IP or your URL being blacklisted by certain people. You have to go through a de-list process, nothing that's going to destroy you or your business but there are things to contend with that you don't have to worry about if you're using a company like AWeber or some sort of a paid service.

You can outsource your graphics, no matter how much I enjoy creating my graphics, I do tend to outsource quite a bit. I use a service called GFX1. You can visit their site gfx-1.com. Stevie is the guy that makes the graphics for us. He's been making graphics for me for nine years, he's awesome. He's quick, and he makes beautiful graphics. But, you can also create your own if you're on a budget using a site like eCoverFree.com. You can create a graphic on this site for free. However, the free images are limited. If you want to make any of the fancy ones, you'll have to pay to become a member. I believe it cost about \$14.99 per month but don't quote me. Regardless, as I mentioned, what I found is sites like eCoverFree.com, might not give you all the options with the free version, but for a couple bucks you can upgrade and get really nice things created as often as you'd like for one monthly fee. The site doesn't create the graphics FOR you. You'll have to do that yourself. What I mean is, the design of the cover. The site will provide you the software to create your product graphics. Such as, ebook cover, cd covers, audio book covers and so much more.

You can also go the paid route like buying Photoshop and then taking a college level course on how to do that. Again, all this stuff, you might think that it saves you a couple bucks on buying tools like this to create your graphics, but now you're paying for those graphics with time instead of investing a few dollars in graphics over at GFX1. Remember that by investing a few bucks with GFX-1, you're getting your graphics done professionally within a day or two. By purchasing tools such as Photoshop, you're investing two days, three days, four days, or five weeks into learning Photoshop to create your own graphics. To me, it just makes sense to get your graphics done at GFX-1 and then perhaps using that graphic to create your product images at



eCoverFree.com unless you order those from Steve as well. Which is what I recommend in order to save you some time.

The one thing that I do want you to take away from this section is that your graphics are VERY important because image is EVERYTHING. Especially on a squeeze page, this is often the very first interaction that you have with a subscriber that may become a customer of yours for years to come. The first thing that they're going to see from you should not be a product image that you made yourself and looks like hammered dog shit. I'm just saying. :)

To put it bluntly, it's important that you understand you never get a second chance to make a first impression. Image is everything in marketing, it's important. I find it so foolish of people sometimes. Naive is really the right word. They said, "You know what Omar, people won't judge me. They won't judge a book by the cover." You're damn right they do, and you're naive and foolish to think that in marketing, people will not judge you by your appearance, especially on the internet. You need to look good. If you're marketing to people that are marketers themselves, even more so because you need to create pages and books and things that look even better than what they're doing. This is important if what you want is for them to look at you as an authority figure in their particular space.

You should seek to become a great email copywriter. When we're talking about resources here, a list is no good without good sales copy obviously. You should look for tools to help you become a better copywriter, and a better email copywriter. I recommend the Commission Machine for some great training. [Commission Machine](#) is a product by Michael Chaney.

[Commission Machine](#) is an awesome product. Michael Chaney in general, that's a guy you should subscribe to because his thing is email copy, he's very good at writing email copy. Even my wife tells me all the time, one of the marketers whose emails she opens is Michael Chaney's emails. I believe that she opens his more often than she opens mine. He is simply brilliant when it comes to email copy.

Remember, your list is way too important to skimp on the tools. Get the right tools, don't be too frugal here, don't be afraid to invest money into a good autoresponder service. It could cost you \$30 or \$40 a month. If you're doing things the right way, if you're building a list using the tactics that you just learned here in List Bolt, if you follow the stuff that I'm recommending, you're going to be building a list that you can start monetizing and making money from. Before you know it, you're gonna be making a lot more money from your list than you ever thought of. So investing in a good autoresponder service is going to be a no brainer for you. Right now, at the time that I write this and put together this training, from my list alone, we're probably making about \$40,000



a month. That's just one part of my business, that's the affiliate marketing that wouldn't be possible if it wasn't for the list.

Why on Earth would I say, "No, I'm not going to spend \$40 to...xyz?" You can't say, "Well, I'll wait until I'm making \$40,000." No, you've got to start NOW! You're going to start with the tools that you need in order to get you to making that \$40,000.

I don't own [AWeber](#), It's not my company but I am a customer of theirs and an affiliate. My point is you can choose whoever you want, I just don't want you to skimp on it and use the tool that's free or that doesn't work right because you tried to save a couple of pennies. What you can find by doing this is that your list building efforts take longer than they needed to or that you don't make any money. Everything that you do online for your business should be geared towards adding subscribers to your list, everything that you do. Every piece of content, everything that you do in one way or another should direct people that run into you, or that meet you, or that find you on the internet, to get onto your list.

Remember, once they're on your list, the way that you're going to keep them and get them to buy is through providing value; not just value, but entertainment. If they don't see you as valuable, they're not going to trust you, and they're definitely not going to stick around. You have to provide value to your subscribers. By far, the most important thing that I want you to remember here is the more you build and the more you mail, the more money you will make. I hope you enjoyed this ebook, I hope you enjoy the List Bolt course, and I look forward to seeing you in one of our other training courses very soon.



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