

17 Ways To Build Yourself A Responsive And Profitable List

-- Part One --
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By Mark Hendricks

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Internet-Success-System.com

Mark: Okay, 17 ways to build yourself a responsive and profitable list.

Now, think about list building and the approach I suggest you take, is the concept of making friends. And we've talked about this before, of relationships, friendships that you make. You've got to give people reason why they should become a friend. And just like any time that you're developing a relationship, there's usually something that you are giving them, and giving them as a reason why they want to get into a friend relationship with you, right?

Just think about all the times where you start making friends. There's a conversation being made, there's smiles being given, there's some kind of a communication that develops that work between their relationship. And this is the same process that you're going to use in developing your business list.

There is the sale being made.

We talked about this earlier today, to where there is a transaction that's happening here when you're building a list. You are going to give them

something of value, they're going to give you something back of value also.

What would that be?

Their name, address and permission to continue the relationship.

And you also give them permission that at anytime they want to discontinue the relationship, they can. So they feel safe and comfortable.

So you're not asking them to take too big a step in starting this relationship with you. So provide a truly valuable gift in exchange for their name and address and permission to contact them again.

Building Trust.

The way you build trust typically is in your own consistent behavior.

People need to believe that you're predictable.

If you're always bouncing around and coming up with some hair-brained scheme, that's always a different thing every week that doesn't seem to have any rhyme or reason or connection, people won't trust what you say.

So you have to, you know, trust is earned. You have to become worthy of trust or trustworthy.

You also have to be **Believable**.

Have you ever noticed that sometimes things that you tell people that are true, they still won't believe, isn't that interesting?

They won't believe the truth.

Now I don't mean when you fudge the truth, I mean when you actually tell them the truth and they don't consider it believable.

And it may be because their experience and their background, they have not experienced it. They don't know anybody who has experienced it. And what you're telling them is completely foreign to them and they find it unbelievable, even though it's true.

So how do you get them from unbelievable to truth?

Well that's in your relationship and your trust.

The **Quality** of things that you present to them has to be of the highest quality you can find.

Now as you progress, you will continually find new quality, right?

And there's always new things that come out, that you will track it to and you want to share with other people. And your role in this relationship is always to be the most trustworthy person that you can be. And also provide quality content and products and recommendations to the people who entrust you with their well being.

Doc here... When people come to you Miguel, they're entrusting you with their well being, right? And that relationship between the grand physician and his patients is one build on trust. If you ever spoil that trust, they won't believe anything you ever tell them again.

We talked about **Hope** earlier today with Miguel, and that's one of the most powerful forces in the universe. Is that people, I mean they can have all kinds of odds against them, and what they're wanting you to tell them is "But we still have hope. And don't give up, you still have hope. Because I've seen people in your condition get to where you want to be".

And it's interesting that he said the same thing about car mechanic. He'll take your care there, and they tell you "Everything is wrong".

Don't you hate it, when they just keep telling you "Everything is wrong", "Everything is wrong". Then go "Look, all I want is *fixed*. Just tell me I've got hope. I'm fine, right? Tomorrow, can I drive it or not, that's all I want to know".

Expert opinion and endorsement is another way to build trust.

So your own expert opinions and endorsements of others help people believe you and to trust you quicker.

When you're communicating with other people, it doesn't hurt to drop names. That's if they know somebody that you know, that is in a circle of influence on that person, go ahead and drop that name. I wouldn't it too heavy, but in a passing phrase. It doesn't hurt to know that John Reeses hosted my first website. Now I'd call up John Reese and say "Hey John, can you get out of bed and knock that web server and get it going again for me?" And it's a truth.

Okay, so those kind of thing's you can play off the glow of other people.

Monetizing your list.

I suggest that if you're going to be an expert in your field then you keep up on the news of your niche market and be right on the front edge.

You're going to spend a lot of time doing this. You're going to spend some money doing this. You're going to spend some of your travel time doing this, aren't you?

To get out to these kind of conferences.

And get out to various conferences, meet new people, be exposed to new ideas. And one of the things that I suggested you do this weekend was to do what?

Create a web page.

Let people know that you're here.

That you got off your duff, got in a plane or car, took a train or a bus, I don't care how you got here, but you *got* here. And you're meeting people, you're getting exposed to new ideas, you have very great time, some sunshine, palm trees, all that kind of stuff that the masses will never do.

And that you are the roving reporter back to them.

And that will position you this weekend as somebody to listen to.

You don't know the power of what you've just done unless you've realized this before.

And that's one of the reasons why I want you to put that website up.

Number one is to get the experience of doing it for those that have not done that. Number two, if you never experienced reporting back to the other people that want to hear from you, it will position you instantly as somebody to reckon with.

So *do* that.

Let people know of breaking news fast.

Some people write back to me and say “Mark, you just sent out a newsletter yesterday, why are you writing to me in a day?”

Well, because since I wrote to you yesterday, something important came up, that you need to know about. And if you don't want to know about it, there's these links down at the bottom of every one of the things. All you got to do is click on those and I'm out of your life.

So be somebody that people, they know that when something comes across that important, it's going to come out to them. Now if they don't want to respond to it, that's fine, but at least they have the opportunity, right?

Give away Freebies. Give away good ones.

Go out and find the best, I mean there's all kind of stuff that you can find to give away as a little gift. But it really helps to give away stuff that's actually valuable, that actually is worth some money, that maybe you've gone out of your way to acquire the rights to be able to do it, and it's exclusivity really works well too.

Provide excellent articles.

Whether you write them, or somebody else writes them, you should at least be reading them and taking the articles that you really think are good and of high quality to put on your website to be associated with because the glow of that article will shine on you.

Content.

Here's my soap box folks.

All of these website builders, all of these programs, they talk about content.

And content is just words on paper, on a website.

Content's not good enough.

And then the next one they come up with is **Relevant Content**.

We're getting closer, right?

Because the person at the Search Engine, typing in the words is actually looking something related to, relevant to, what they're searching.

Therefore, we get relevant content.

But if you just slap relevant content up your web pages, you know how much money you're going to make?

Not enough.

So you need to have **Actionable Content**.

Now what's that?

Actionable Content is the words that you put on those pages that get people to take action.

And what actions do we want people to take off a website?

Sign up for a list,

Buy.

Get a Freebie.

Refer us to somebody else.

I mean there's a whole list of things that you would want people... [Click here to get to the next page.](#)

Answer questions.

Give you more information & feedback.

All these things.

So every page that you have, you need to have a goal for that page.

Actionable Content needs to be on there.

Now, Okay, we can do this with **Articles**.

And that's kind of the buzz these days. You got to find articles. Robots go find articles for you. But how many of those articles out there are actionable content?

Little to none, okay?

You will find *some* out there because that's specifically written to be that way, but most are not.

Because most people don't get this yet.

So the articles, you can write them, and of course if you write them, you know to put actionable content; and you can get articles written by other people on the topic that's relative to what somebody might be searching for.

Now, how do you make somebody else's articles, Relevant Content Articles Actionable?

You don't even have to rewrite them, right?

Use an **Intro** and a **Close**.

Participant: Yeah.

Mark: Yeah, what he said. (laughs)

Audience: (laugh)

Mark: It is get is getting late in the day, isn't it?. (laughs)

Mark: You can write an introductory paragraph on the topic to kind of stir up the problem, remember our little format... we get a problem, we stir it up, we give some solution.

Now in that article that you found, it may do some of this for you, but by you putting your little spin at the front of it and giving a little outline of what the topic's all about, and then say "Let me introduce you to an article I found by so and so, who I believe is one of the best experts on the topic of ...".

And then there's the article.

And then you give him credit.

And then maybe have a couple of dashes underneath, and you say “Hi, it’s Mark again. Period”.

And then you do the close, and here’s where the *action* is.

Great article, two or three points that you might want to bring up and emphasize.

Nevertheless, people might’ve scanned it very quick.

Why don’t we do a little Recap?

We’re going to write the recap.

And you draw out two or three things that are real important, you know, big bullet points that people absolutely should not miss.

And the next thing you want to do is add something to the effect of... you know “If you’re really interested in knowing more about this, I’ve found what I believe to be the preeminent resource on it.” And I wouldn’t give much more than that.

Because in email, you don’t want to sell.

You just want to introduce somebody to a concept, provide a resource or link and have them click that link.

That’s the object of that email that you’re sending out with this article.

Or a webpage that has article on it, it’s not to do the sale on that page.

It’s to get them to click that link.

That’s the action that you want.

Remember, baby steps.

If people aren’t clicking on your link, you asked them to do too much in one step.

If somebody is not taking the step you want them to take, you need to look at the step you asked them to take, and divide by three.

Break it down into about three more steps so that they can go inch by inch instead of a leap.

Resource recommendations... you want to be making those.

Monetizing your list with special deals that you set up, either your own, or maybe you got some joint ventures that you've set up. If you're doing that, you'd always like to be able to may be have a special prize, may be a few extra bonuses, some kind of scarcity time limit or quantity limits involved, deadlines, okay. I speak before I press buttons.

And Follow up, Follow up, Follow up.

Is *the* way to monetize your list.

We're going to talk about some of this tomorrow evening too.

Newsletter Format.

Some people like to do email in a format that's very stodgy. You know, with the layout, and the dashes and all this kind of stuff.

And of course, what do Spam Filters like to do with that kind of stuff? Yeah, they chew it up and spit it out. Because they see all these characters repeated, and they go "What's this kind of stuff?"

And it starts looking like commercial mail because you've done all this formatting.

Halbert. Gary Halbert talks about *A pile*, *B pile* mail. He's talked about this for about 20 years or something, I don't know.

How do people read their mail when they go to post office?

Or when you get your home? You stand there with all your mail, over a trash can, and you sort it. And the *A* gets put up here, and the *B* stuff gets filed in the circular file, the *Trash Can*.

Isn't that how we read our mail? That's the first cut.

What is it do I want to even bother to open?

Throw away, throw away, throw away, Keep.

Throw away, throw away, throw away, throw away, Keep.

You know, about 20% of what you get, you actually want to open up and read.

The best way to get people to read your letters is to make them look like what?

Personal letters.

If I was your friend, I would write out a hand-written letter to you, put a real stamp on it, and put my return address in the upper left hand corner, right?

And it would look like it's personal, because guess what?

It is *Personal*.

So the best way your envelopes opened up is not to have Pitney Bowes in the top right hand corner to make you look professional, like you come from big corporation, not to have a very sticky label addressed to "Mr. Mark Hendricks", and not to have your corporate image up in the left hand corner, because I'm standing there at home, going....

B, B, B, A.

Trash, trash, trash, I'll read it.

And all the ones that I don't want to read, never get opened, they wasted all their money.

So, how can we get email opened?

Let's transfer that to the digital age.

From and *Subject* is what you've got to work with, right.

From should be from what?

A person.

Your first and last name.

Plus, in the kind of businesses that most of you're in, it's probably going to be you that gets to be known. If you're corporation and you've got big

bucks, and you've got brand name to deal with, you're going to want to have than in the From box. If you've got a website that people know the name of the website more than you personally already, you might want to put the website domain name. Okay, there's some fine points in there, it kind of depends.

In the *Subject Line* we want it to look as personal as possible.

If you're writing to a friend what do you say? "Hi Miguel, it's Mark" alright, and you'll see me do that too, right?

Now, I'll save that, it's me for real personal stuff.

If it's coming out of broadcast system, here it's going to say "Hi Harald, I've found something important".

It works as going out to thousands and thousands and thousands of people. And surprisingly, most people don't know, that it's going out to thousands and thousands and thousands of people.

You all do, but a lot of people don't understand that yet.

Now the *Format*, once they open it up, what should it look like?
An ad?

No, it should look like Personal Communication.

Personal Communication.

Have a topic introduction, article with actionable content, and your resource recommendation. You could throw in a little free gift, to keep them interested, and a **P.S.** to tell them to take action now.

Now, Jim and I were talking about using P.S.'s in email.

And I told him, a lot of times I never see them.

Because I don't know about you, I read email very quick. If it's long, I mean I'll spend the time to read it, but once I see somebody signing off with their name, the way emails are now-a-days seen with all the "Get rid of me off your list" and disclosures and all kind of stuff, you know there's this much information on the bottom of mine, everyone that goes out, just to stay legal, with everything.

So if I get down to a name, and there's still a scrollbar down there, lot of times I won't go down that extra little bit if the window doesn't show it already.

So one of things that I've done instead of using a P.S., I flip it around, the last thought that I want, I'll flip it and put it right before I sign off and say "Oh, one another thing that's important..."

"Oh, one another thing that's important..."

Now isn't that a P.S.?

But I did it before I said "Sincerely, Mark". So I make sure that I got a better chance of them seeing that "Oh, that one another thing" that says "By the way...", whatever the topic is.

I know there's only eleven of these left and the deadline is at one o'clock tomorrow afternoon. Sure.

Participant: I've actually, I don't know if I actually bought a product from you for that, but I've certainly looked further in that looking at your emails, and getting the gist of what you said... maybe something that I've already read about, because it's a multiple email, scan down to the bottom to see anything else and I've seen that "Oh..."

Just, you know it stood out enough that it caught my eye there. This is something new and unique to the rest of the body of it. And have ended up clicking on links because of that.

Mark: Yeah, and it works because it draws attention. You're limited in text email of what you can do. You know, if it's just straight text email, you can't bold, you can't underline, you know it's just capital letters, maybe some character kind of goofy looking things. But how else can you draw attention to something, well there's a couple of techniques like that. You know, "One another thing that's important", "Oh, I almost forgot", "Oh my gosh, it slipped my mind", "Before I go, I got to tell you about this", just anything to highlight it just a little bit like that.

P.P.S.

Remind them about something else.

Here you reminded about one thing, you're telling to take action. And a P.P.S. or a second thing is you could remind them of "Remember, three

days ago I mentioned something else” and you get them, maybe they didn’t see it but you got them, captured their imagination. If they’ve hung in there that long with you, you want to try to go for the action of what you’ve been talking about. If they’re not interested in that wouldn’t it be nice to know that maybe you got a second shot by getting them to take action on something you sent out three days ago?

P.P.P.S.

How far can we go with these P.S.’s ?

And he didn’t like one or two. Something’s coming in about three or four days that you better would be watching for.

Okay so we build the anticipation.

We have a reminder service, we have a forecasting service and we have the news of the day service, all in one.

So now we just increase the chances of getting some kind of click by three times, didn’t we?

And didn’t take many, I mean there’s two or three extra sentences.

And those two extra sentences you can pack a lot of power in there to get that link because all you’re trying to do is to get them to take an action to get to someplace else to where you can tell the whole story.

Telling the whole story in the email I think is not worth your time.

If you make it too long, the filters assume that its too long, and you don’t even make it to the mailbox.

Lot of times people search their mail by the size of the mails.

Because anything over 3K, 5K, you get a 10K, 20K, it’s going to be some kind of *long* letter, right?

If I see something that’s 30K, I have a way that I can go look at mail off the server before I download it. Anything that I see is 30K gets deleted automatically. Because I found that most viruses come to me that way. So if you ever send me a thing 30K, forget about it. It’s not coming on my machine.

Mark: You got a mic? Talk.

Participant: So do you suggest that an email must have only 3K?

Mark: No, I'm saying, you have to make as long as it needs to be, but not excessively.

Participant: What is your suggestion...

Mark: If it's a plain text, if you can't do it in 10K or less, it's probably too long. 10K is *a lot*. I mean, that could be 5..6...8 pages of text email.

Participant: But Mark, sometimes you...

Mark: I love how he says "But Mark" (laughs) Go ahead.

Participant: Sometimes you receive emails that are important but they in HTML format, not in simple text and they are 20-30K, it doesn't have necessarily a virus, something like this, it could be important mail.

Mark: It could be, but if it's 30K, it's not coming on my machine. Because every time I've had a virus come through email, guess what, and most of those are those things where somebody has set up something, and it's one of those things where everybody on their email list is bounced back out to them one of those bouncy ball email things, it's a virus attached. And I've just, you know if it's something around 30K, if gets deleted up off my mail server, doesn't come near me. But that's just me.

Participant: Get back to the Actionable content, right? Now, couldn't we give double duty out of that? If we done it for email, right?

Mark: Okay

Participant: I want to ask Harald on this. We could also use that on a webpage right, the same content. We're putting in our own stuff at the top and the bottom, someone else's article in the middle. But how about, would this work, if we use something like, you know like the Good Keywords concept or, you know any other, once you go searching for the keywords. Find out what people are searching for on that topic, right? And put that in the beginning and the end, will that help us in our search engine on that webpage? For the article concept and...

Mark: Yeah, absolutely. If you got your Intro, the article itself, the recommendation resources and then you got those keywords that they're

searching for, based on that up in the title area, and I'm going to show you, next session this afternoon is going to be based on that.

Participant: So you go to Good Keywords, first, and get the ideas for the keywords to build that little, that's the key.

Mark: Yeah, After here I'll do that in just a moment, okay.

Mark: Okay, **List Management**. When I subscribe, sign them up to three lists at one time, we talked about that today. Niche list for the topic of interest, Master list for broadcast and News list for evergreen content. You know, like every two weeks automatically, you got that thing automatically loaded up.

Getting traffic to your site so that can get on your list.

There's not just one best way to get traffic to your site to subscribers.

You got to try a bunch of different ways.

Continually implement new ways to get some more subscribers to your signups. The technology changes, old ways that used to work don't work anymore, and you know, everything, time marches on, just keep up.

17 ways to get more subscribers

Your biggest free listing building source is **Search Engine traffic**.

I talked about that, when was it, today or yesterday, that I view them as **Joint Venture** partners. They've got the customers I want, right?

People are going to those search engines looking for things, and I've used the search engines as joint venture partners. Sometimes I don't even have to pay them. Because I help give their customers the relevant content they want, and I'm also putting actionable content on top of that relevant.

Top 3 is going to be Yahoo, Google, MSN is one to get into this big time. Harald will probably tell you more about this on Sunday.

Pay Per Click search engines.

Quick way to get traffic within 15 minutes. Google AdWords, Overture. It takes forever it seems to jump through their hoops.

It's very cheap way to build the list.

Literally if you're going after a 3, 4, 5 keyword search phrases, nickel a click is still available. You know, if you're going for one search word, you know the main topic, it's going to get more expensive in your marketplace. If you go out and find what people are searching for 3, 4 or 5 words long, you can get down those nickel a clicks. There's a lot of people to put those in there and I think they're more interested and ready to do something and if they hook up with your actionable relevant content, you might have something there.

Link Trading.

Friends endorse you, you endorse them.

I'm not talking about automated link trading. I'm talking about actually doing some work, where you actually write an endorsement, say "This guy is good, knows what he's talking about, terrific products, you got to go check out this one, this one, this one. Click here"

That's the kind of endorsements that you want from other people and you.

And how many per page do you think it would be better to have?

One.

Why is that?

Lot more weight.

Just like if you're going to recommend a movie to somebody, and down in our little hometown, there's six theatre. Excuse me, six.

If I were to go tell a friend about a movie I saw, and I told them about the movie I saw, *plus* I say "And you know, there's this movie and this movie, you can go this movie and this movie and this movie".

The movie that I just recommended just got completely diluted by me telling about all the other ones, didn't it?

And imagine, if you got one of these Cineplex 24s?

Okay, my point being is, it's a more powerful endorsement if you have one endorsement per page linking off to somebody else.

Now, if somebody's going to link back to you and you have anything to say so, what are you going to ask them to do?

One, okay.

So the Page Rank concept, and Harald can tell you more about that, or we can talk about it dinner time, I won't take any time about it now. But it's basically the idea is you're going for *powerful* endorsements. And if somebody else has a page rank of Five, and they put five links to some other pages, what happens?

Five divided by Five, the power of that comes down to what?

I mean that's pretty simple math, I'm sure it's more complicated than that, but that's the gist of it, you see.

You don't want to dilute the power of the endorsement.

Newsletter.

Your own, or your articles in other people's newsletters.

Remember, who already has the customers you want.

Go find other people who publish, see if they accept articles in theirs.

A lot of times their schedule doesn't allow them to write as much as they like to. Maybe you can provide articles and content for them, that's relevant to what they're talking about.

What else could you do possibly to leverage up that relationship to make them even want it more?

Is it good enough to just have content?

Is it good enough to just have relevant content?

What do they really need?

Actionable content.

How about if you wrote articles for them that are geared toward action?

Not just relevant content.

Would that bring you up in the world as far as getting published for people to have articles?

You have your name and website there that links back to you, but whatever the topic that article is, they can put a link in there and do whatever they want with them.

You got what you wanted; your name is out there as somebody who's credible. You have a link back to your website and there's a link about the resource that's being recommended in that box that that person could make money off of. Thank you very much for publishing my article, I got what I wanted out of it, some traffic to my site. If there's a sale made, go for it.

Is that a fair trade off?

"But Mark, I don't know how to write a newsletter".

Quit whining and just start one and do it.

That's my answer, okay.

Don't worry about writing a newsletter, just write personal letters.

Just sit down and write a letter to a friend, tell them what's going on, what you've found out, talk about a problem, talk about a discovery, and put it out there.

Affiliate Programs.

What a great way to get news subscribers.

People sending you traffic and doesn't cost you anything.

If somebody buys something, you pay somebody a part of the pie. Or you give them the whole pie.

Build your list with buyers and interested prospects.

That's like the dream come true, isn't it?

People are actually sending you people who are interested in what you have to offer, if they do it right, and you're going to help train them. They send them to you, there either going to become prospects on your list, or buyers. Which list is more valuable to you, a buyer list or prospect list?

Buyer list. Okay.

Joint Ventures.

Other people endorse you.

You build your list with *high* quality buyers and *high* quality interested prospects.

Because typically when you setup joint ventures, they're with people who have a little bit more experience and have a *real* good relationship with their customer base.

And if they're willing to endorse you on a joint venture, a special deal, not just an affiliate referral, but a special mail out, a special situation. "I know this person, I've met them, I've done business with them, I own the product, I've tried the product. Here's my personal endorsement that this works and this person or company stands behind a 100%. And because you know me, I'll wrangled better deal for you. But only if you go to this page, and before this time and date."

Those people that show up for that, you darn well would want to get them on your list, even if they don't buy that first time around.

Cross Promotions.

Where you benefit, you work together as a team, and you don't split the money, you just both benefit from the list that's being built. Okay, Twelve Days of Christmas was that kind of a thing, there's all kinds of those things all around.

Signature Box.

You know, when you frequent the forums or you give somebody advice so you have that in your articles that you send out and let other people use. Signature box is how to get in contact with you, a little bit about you and some kind of a pitch just to get somebody to click on that link. Do not try to sell in your signature box. Just let people know in a subtle way that you

know what you're talking about, and for more information about... Click here.

Forums and Newsgroups.

By doing this little, you know, you answer people's questions in there, be helpful, never be negative, and include that little link and some kind of a little teaser headline that gets people to click and back over to your site. If you're doing that in Forums and Newsgroups, that could be time well spent, because how long do those postings stay up? Yeah, long time. It used to be that search engines will go on there and index it, do they do that any more? Not so much, I don't think.

Exit Traffic.

When the other people are done with people visiting their site, lot of times we can set up a situations wherein there's a script that automatically shows may be 5 different newsletters that people can sign up with. What you're looking for there is you got to give your newsletter some kind of headline that immediately, you know in ten words or less, describe the reason why somebody got to click that and go sign-up or at least go check it out... to get over to your site to sign up, you got to give them some kind of a treat, a free sample to get that relationship going.

Viral Marketing.

Written materials you write and compile, ebooks, reviews that other people can use or give away, their links in them and yours too, list building scripts, all these things can be used in viral marketing. Viral marketing is this concept that once it gets going, it kind of takes a life of its own, right. And you can write materials that other people give away, so they have some value there.

Now your links can be back to your site, they could be products, for software, or ebooks or whatever it is, services, that you get credit for. Now its getting harder to do this because people say "Oh yeah, I can give it away and I can help in my list, but all the links and the thing benefits the person who gave it to me."

Well how about if we create something that not all the links benefit only one party?

Then you actually create something, that the links can benefit the other person too. They give it away, they get sales credit if somebody buys. Or

maybe split the links sometimes. Or maybe they get those, and all you're really wanting, is a link back to your site. Because you know you can give them all kinds of opportunities, but if you can get that person to your site, you know what to do with them [implied hint: get them on your list!]

Chances are, if the person's inexperienced, they may get links and stuff like that, but they have no follow-up mechanism. Even if that person goes to that site, these days with the way cookies are being erased, you know people just erase the cookies every day... *I do.*

The chances... if you're not continually communicating with people on your list and getting them to come back to a site and setting those cookies as an affiliate marketer, you're losing out on a ton of money. You've got to continually do that. Get them to come back through your site, click your links and get back over there, take another look, take another look, take another look...

Bang! Got one. A Sale.

Because if they haven't come through your site immediately before they make that buying decision, there's a real high likely though that your cookie's gone and you're not going to get the sales credit, even though you introduced them to that product.

So affiliate marketing is very, very active now-a-days. You got to be continually trying to get people to flow through your site to get to where you want to send them.

Testimonials For Others.

How many of you wrote a testimonial for our WYSIWYG?

It's quite a few of you here, okay. Some of might think I put websites on there, I didn't make a live links, but at least they see it. But Oleg said you have people contact you and ask you about, right?

Participant: (asking question)

Mark: Yeah, he said... they ask is that a real testimonial or did they make it up?
What a question!

Participants: (asking questions)

Mark: Okay, for the tape here. Somebody actually asked and recorded an email for Oleg, asking if the testimonial he wrote on the 123WYSIWYG site was for real, just to confirm that, okay. That's interesting.

Participant: (asking questions)

Mark: Turn it on.

Participant: If anybody interested, I think we can, and listen to the...

Mark: Okay, we may do that later, that's great.

Word of mouth referrals to people on your list to their friends giving them permission to pass along your newsletter.

How many of you write a newsletter and the action includes something in there it says "By the way, if you like to pass this on to a few friends that might appreciate it, I am sure they all appreciate your thoughtfulness."

It's not a nice way to say it? You're thinking of them. Not *me* I wouldn't appreciate it, they're going to appreciate you, you, you. Get rid of I, me and my.

Unsubscribed Pages.

I tell this story about unsubscribe pages, alright?

You get there, you unsubscribe, but there's still more stuff that you can have. There's all kinds of little gifts. Guess what, they're loaded, I've made money offering that book that I gave away there. That free trial, I've told you, I make thousands of dollars every month on people that don't like me. Bless them. I love them. May I have more people that don't like me that way, you know.

RSS articles that others can use.

Here you can create feeds that people can put the RSS codes in their pages, and your stuff gets ported into their pages automatically.

Blog with links to you and others.

All these new technologies that have been around for a while that people are starting to use them little bit more. Get up to speed on those, next

we're going to talk about some of these new technologies and how to use them on Sunday morning.

Decide you are an expert, that's the first decision you need to make.

If you haven't decided that yet, this is your weekend.

I can't remember where I heard this, somebody said "Okay, Everybody stand up and take out a one dollar bill and pay the person next to you, ask them a question, let them give you an answer, and then you give him a dollar for it. Congratulations, you are a consultant. And you are professional now, okay."

So this weekend you are an expert, but the first selling you have to make is who?

You.

You got to convince yourself that you know what you're doing.

And there's going to be other people that will, believe me, tell you "You don't know what you're doing."

That doesn't matter.

There's a *lot* of people out there, that you know more than they do, and to them, you are an expert.

And you just got to find them.

And you got to speak as you are an expert, as you are... and people will warm up to you. I mean, if you happen to be in the same kind of marketplace that I work in, some people will warm up to you, some will warm up to me.

I am comfortable with that.

I had somebody ask me on a phone, last time around I came, who asked me this? Asked me "Mark, I know this that you referred people over to such and such, so and so and so and so"... they had something going.

I said "Yeah, I know of three those guys. They're very good guys, they know what they're doing". And he said "Why would you do that?" I said "Well, these people that don't want to buy from me for whatever reason, I

don't care. I can make X amount of dollars referring them over to those guys.

Why should I, you know, lose all my work to attract them as a possible lead if I can't do something with them, refer them over this way. We talked that earlier today, okay. So be comfortable in doing that that's going to help you business bottom line a lot.

Write your newsletter from that position of authority, as an Expert.

Make friends, build relationships and take... here's probably the biggest, best advice I can give you...

Just take one strategy and implement it.

You know, I'm given you a bunch of them here.

Just take one and start.

Test and tweak it, test and tweak it, get it to work for you.

Then another one and do it.

And another one, and do it.

And what, in six months, you're going to have all these things working for you.

And you have a bunch of websites interconnected and they all refer back to one another.

You get some buddies, you start Cross Promoting, you start doing Joint Ventures, and all these things and also, you know, people ask me "Mark, how do you get that traffic ranking, you know in Alexa, down anywhere between 3000 and 9 or 10 thousand all the time".

This is it.

It's like going fishing.

I mean, you can go fishing with one line, right. You can go fishing with ten thousand lines. And aren't you going to catch more fish?

And the cool thing about is, once you set it up, the lines kind of work by themselves. And they all, the fish get pulled in, where you can work with them.

Then implement one more strategy and just keep on doing it.

Okay, let's open up for questions there. There were questions. Ed, you had a microphone.

Participant: Is a Blog kind of a place for newsletters?

Mark: You could publish a newsletter to a Blog. Yeah, I do. Not all of them, sometimes I'll be doing something and I'll publish out by way of email, or RSS, or whatever it is, I'll take the same contents, stick it up on the Blog too.

Participant: Is they're supposed to be like more Search Engine friendlier, is that true?

Mark: Search Engines like to, I mean there's lot of these Blog searches, they do that too. I'm going to allow like Nick and Harald to talk more about that, okay.

Mark: Michael, you had a comment a second ago, remember what was it?

Participant: (speaking)

Mark: You had a comment a little while ago?

Participant: (speaking)

Mark: Okay. Any others? Hey, get out your pen and paper, then. (laughs)

Okay, as far as list management building, building relationship, here we go. 5, 4, 3, 2, 1, write down the most important thing that you picked up from that little discussion. Go.

Mark: And whoever's got the nearest microphone, just pick it up and start. Okay Jim, Go.

Participant: For link trading, putting just one link.

Mark: That's the most powerful thing to do. So you don't dilute the endorsement.

Now my spin on it, for about the last year working on this thing about linking and page rank and stuff, the way I explain it, is that I see them trying to automate endorsements.

Personal endorsements.

And they can do it by quantity, but like Harald says, they have a real hard time doing it by quality.

Whereas you, the person who are quality person, who are endorsing quality people, control that part of it. And if they ever snap to that then they got something. Jenna...

Participant: For me, I think it was all the different sources of list traffic.

Mark: By the way, there's a lot more than 17. These are like, if you did these 17, I don't think you need to worry about the rest of them. You have so much stuff coming at you. Ray...

Participant: I think it was learning to work with your competitors. That's a new idea for me.

Mark: Okay. That's a stretch for most people. And it's going to be a stretch for your competitors too. You will have to educate some of them, it'll take up some time to get them on your side of fence to where they understand it. If you ever get in situation because you're through this program here, you might one of things, one smart thing you can do, is refer them into the program and guess who will educate them for you. I mean, I guess I should mention that, shouldn't I?

Audience: (laughter)

Mark: I hadn't thought of that until you said that though. But that's one of the values of going through this, you've experienced it. And if you think highly enough of it, you can refer people to it and instead of you having to teach it, they can learn about the whole thing too. Ed...

Participant: Providing excellent articles and content on your site.

Participant: It's choosing 3 or 4 or 5 words key phrases which are nickel a click, rather than go for the much more expensive ones.

Mark: Right, you know the big players are going to slug it out, I think, you know, 25 cents, 50 cents, a buck-50, 4 bucks, 10 bucks, what ever the dollars are. And that's just to get somebody to click over to a website.

And those are the people who are still searching of one or two keywords, they haven't made any buying decisions, they're still trying to get educated.

Most of us, either can't afford to educate people or don't want to educate people, business-wise.

I enjoy educating people, it's how I was brought up, I got generations of teachers in my background, family-tree and stuff.

But business-wise, I'd much rather be talking to somebody who is already educated and knows what they want to buy. They just haven't been able to figure out which one they want to buy.

See the difference there?

And I can be their advocate.

Because I can say "Have you looked at this one, this one and this one, because those are the best three that I see."

And I've looked at all three of those. And if I happen to have one, then this a favorite of mine. Or if I happen to have one, guess which one is going to get recommended.

And I'm going to give them the reasons why. I'm going to tell them when they should buy.

Right now.

And give them every reason I can think of and every benefit that they should take that action.

So I didn't have to educate them.

I just helped pull their own motivation out of them so they had the confidence to move ahead.

Okay, isn't that a whole different process?

Than trying to teach somebody all the stuff.

Did you know what's this program?

I'll tell you right upfront.

You going to need to know to do HTML.

You going to need to know your own computer.

You going to need to know some other skills.

Because I'm not teaching you that stuff.

I think everybody needs that stuff, but I am not the one to teach it to you.

I *could*... but I don't want to.

I'd rather work with people who've gotten a little bit further along, and interest me more.

It's a better use of my time at this stage of my game.

By the way, that's why I had that session yesterday, it's because you people fly in, and it's a good use of time to spend 3 or 4 hours with people, on a little brush-up session to give you little bit experience like that, if you're not experienced. So that was just a gift, as of yesterday. Frank...

Participant: Thank you.

Mark: It's okay, Frank's got something going on tomorrow.

Participant: To me, it was building trust. I think that's big. You know you build trust and that leads to bigger and better things eventually. If you lose trust, what you recommend, what you say, that's good for both of you?

Mark: What happens if you blow that trust?

Participant: Refer them to somebody else and make the affiliate commission.

Audience: (laughter)

Mark: That's probably the best you could hope for, you're right. Yeah, if you blow that trust, it's real hard to rebuild that, if ever. And to rebuild it, they really

had to like you to begin with. Now, not to say that people aren't forgiving, because we've seen people in the public service area of our country do some amazing things. And somehow it smooths over and they're still good guys, right? So the American people are very forgiving in many ways. Or short memory. Or, however those guys do it. Okay, this side over here...

Participant: I ditto the build trust, get started, and my... I totally agree on what you said on the articles. When I first heard you say that nine months ago is pretty much when I started writing articles. And I've mentioned it to a handful of people last night. I think I've written only about 20 articles, but they've been responsible for over 3000 links coming into my site.

And when you see that begin to happen, you see what it does to your traffic, your sales, to your credibility,

Don't let your writing hang-ups get in your way, because the conversations we've had here just one on one, can be an article.

I was talking to my mom about this the other night, I'm trying to get her to write some articles on physical therapy. She is a retired physical therapist. What would people want to know about physical therapy, she knows it cold. But the idea of sitting and confronting a blank sheet of paper and having to write something totally freaks her out. And yet, she could answer anybody's questions on it, which is really interesting.

So just *write*.

Get out of your own way and write.

And the more that you write, you'll be amazed at what happens.

Participant: Sign them up for 3 lists at the same time. Never thought about it before.

Mark: That's like a 10 star tip folks.

Because you want to do something that's automated, to where if you decide that you want to not do any business for a stretch of period, people are going to hear from you every 2 weeks, every week, whatever you set that thing up to be. Paul...

Participant: Another thing that stood out for me was on the list building. As far as the format to choose is just pick one, go with it, get it implemented, and then start another one, start another one, start another one.

Mark: Hmm Hmm.

Participant: Sometimes I get up overwhelmed, and it's taking one strategy at a time and implementing it. I really think the 90% of success is just being there.

Mark: Yeah, just showing up... that's right.

Participant: The unsubscribe page ideas.

Mark: Okay (laughs)

Participant: I like to, actually, I jotted down three points. I liked the fact about personalizing your newsletters, you know like, as you're writing to a friend. And then I like the point of using viral marketing. The think viral marketing is a very good way to get traffic and to build a list. And I think also if you, the idea that you said Mark if he can't help someone, refer them to somebody else because that can really help out a lot.

Participant: Yes, three things that I learned. Consistent behavior. Sometimes in emotion I promise made that we..... opened out and then we don't realize this but the customer can see it. In the way that we write, the conviction that we show when we are writing. I learned actionable content. Excellent. I didn't know that, you know, sometimes you believe that content is content, but no, this content doesn't move the customer to take action, their value is useless. And then, the other thing is sometimes you don't know that you are expert in your field. And then I liked when you said "Convince yourself that you know what you are doing". Sometimes, lack of confidence on yourself don't allow you to see that you are an expert. Everybody is an expert because every human being have lot of experience in some areas but they don't want to admit that, or they are not convinced that they are expert.

Mark: We are some along those lines. I know 20 guys who can stand up here this weekend and do this... what I'm doing... and do it really well. But they've all got different spins on it and they all communicate it differently. And I'm comfortable that those people could do that, and you would love the same weekend.

But there's something that I bring to the table, just my approach to it, that for some reason, you're attracted to. I'm not quite sure what it is, but it's there isn't it. It's one of these things where if you question it too much, it goes away. So I'm not about to analyze this part of it too much. I mean, I like to test and tweak, but sometimes *why* is not a good question to ask.

(laughs) Okay, because it gets little too up close and personal kind of thing.

So I don't know, but you get comfortable in your own expertise, realizing that you know, there's other people who know what they're doing too. But you just kind of put it out there, and you will attract... there's something that happens between people... and this stuff happens on my pillow at night (prayer), where I actually ask for help in attracting people who I can help. And you are the result. Interesting isn't it? Tatiana...

Participant: I wrote two things, the simplicity and brilliance of unsubscribe page. And the other one is just emphasizing the idea again... one step at a time. So one idea at a time.

Participant: Two things. Actually I think, I will quit from now on sending HTML letters, letters in HTML format. I don't realize that people like Mark don't want to receive more than 30K, this is some kind of indicator for me. So from now on I won't send HTML letters. And another one is P.S. format that you need to put P.S. before your signature, not after this. So this is it.

Mark: I would tell you, you know, test your HTML vs text, just to see which one's getting click through. You know, obviously, HTML, you can tell if it's getting delivered and opened, because you got a link back to you, right. You can't do that in text. But you also want to be on the track, what kind of response did you get action to click on a link go someplace. And that's more important than anything.

Participant: Yeah, probably HTML letters are not delivered in such quantity as simple text letters.

Mark: And the tendency folks too, is if you got HTML and all the prettiness to work with, you tend to try to sell... because you feel like this is your only shot. You're trying to get them to buy off of that page. And for me, I've discovered, that it doesn't work for me. It's better for me to talk about the problem, talk about various solutions, and make recommendations, and not go into the full thing... because there's a webpage that goes into all the detail and makes the offer and explains everything.

Participant: Thank you.

Participant: For me, it's going to be the Actionable Content.. using that... giving that a shot. And I want to add one another thing to that besides using the keywords in a cool way by using like a good keywords thing that attract to see what people are searching for those keywords, basing my actionable

content on that, that also goes along with the pre-written article that I'm using. But also, heard that, search engines, and Harald might know this as well, will know if the same article's been used a lot. And if you change 20% of the content overall, then it will see that as a fresh material. So that's a good point. And I have heard that. I'm just passing this along.

Mark: What happens if you add a intro paragraph and a paragraph at the end?

Participant: That's it, that's what we're talking about. Of course it's 20% different, right.

Participant: But the keywords, I think is a really interesting twist. Based on good keywords what people are already searching for, that's the magnetic pull on that part too.

Mark: Jim...

Participant: The comment about cookies and that people delete those and you always have to get them coming back, if you want to do affiliate stuff. And I think another one was close as just getting to work with your competitors. And the thought that I had on that was if you look at the auto industry and the sales, they all position themselves right across the street from one another, because if one person's coming, don't sell one car, typically go to the next shop. So they realize that they can pull far more people to that area to sell more cars collectively than they would individually. So that helps them to maybe talk to your competitors and use it as an examples.

Mark: I saw it back in '80, I was shopping for a Nissan by then, Datsun and Nissan. And I was talking to the guy, and I said, you know, I didn't quite like the deal I was getting, I said well I'm going to go over here and look at a Toyota too. And the guy opens up his pocket, and says, "Here's a buddy of mine that works across the street over there, go see him". Okay, it happens all the time.

And you know what those guys were doing, right?

Between themselves, not the dealer, between the two sales guys, they were feeding each other guy's business. If he made the sale, and I went over the game the card, I mean he knew my name, I'm sure he's going to ask the guy, you know, if he didn't make a sale over here, he was asking him at the end of the week, you know, when they met on Friday afternoon, "Hey, did that guy come in to buy from you?" And if this guy was smart, this guy didn't have to ask a question. And that's a good Joint Venture. So those guys, were working their own deals, above and beyond what the

dealerships were doing. Who knows if the dealerships were doing it, but the smart sales guy was doing it for themselves. Okay.

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-- See part two on the next page --

17 Ways To Build Yourself A Responsive And Profitable List

-- Part Two --
Listen to Audio Two

By Mark Hendricks

A second List Building presentation done for my Internet Success System members

Internet-Success-System.com

Mark: Hi everybody, this is Mark Hendricks.

I'm going to basically cover a lot of ground tonight, so I would suggest that you do get a paper and pen and take notes.

We're going to talk a lot about:

- List Building
- Building trust with your list
- How to make money with your list
- How to make offers to your list
- List management
- The top ten ways to build or get traffic so that you can build your list
- And goodness, a whole bunch more here

I've got pages and pages I want to cover here, Okay. So, we got a lot of ground to cover, why don't we get busy here.

Let's talk about **List Building**, and kind of the approach, that I think the mindset that you may want to consider.

I think people look at list building as kind of a cold science rather than a warm friendly art. And the approach that you may want to take is more of an approach of making friends.

So write down...

List Building = Making Friends

And just like when you make friends, typically there has to be a reason why you would be a good friend for somebody else. And that's exactly what happens when you build your list.

Now, I also like to make a point that when you call it your "List", it's kind of cold and impersonal. You really need to be thinking of these as a group of people, who you are becoming friends with, who are getting to know you, and respect your opinion on things, and have allowed you to communicate with them, just like a friend would, okay.

So we don't just have a list of friends, we have friends. So I'd like to *not* think of it as a list, because that's an object, rather than making it more of a human relationship kind of thing.

Now, to get people to **Sign up**, so that you can communicate with them and develop this friend relationship, there has to be a sale that is made. And it's not a dollar sale, but there is a transaction that's happening here.

You're wanting to have them give you their name and their address, so that you can follow up, send them some information, and follow up them continuously, so that you can build that relationship hopefully into a customer relationship, Okay.

Now, what you need to be doing typically is providing a truly valuable gift in exchange for their name and address. And more importantly, on top of all that, and *Permission* to contact them again and again.

Now think about that for a second.

You're wanting to provide a truly valuable gift in exchange for their name, their address, and their permission to be able to contact them again and again.

So *that's* the transaction that's happening. And you do need to think of it as a Sale. You are going have to sell them on this idea. They're going to

have to buy into this idea. They are going to have to feel comfortable with this. So everything that you can do to make people feel comfortable with you, that they're not getting into something that they're not going to like, or be able to get out of. The more you can help overcome those fears and doubts about that, the better off you're going to be.

Now, the next Step, once you've got people that have taken advantage of your special free offer, whether it's information or free sample or whatever you've come up with, you need to start **Building Trust**.

And that's where friendships really grow, isn't it?

Any kind of relationship is built on trust.

And the ways that you build trust is by building upon consistent behavior.

In other words, you become somewhat predictable. They can count on you. You're not changing your style or blowing with the winds, so to speak.

Every time that they hear from you, there's some kind of consistent behavior in you, that they can grasp on to, so that they start to *Know You*, so that they start to *Like You*, and so they start to *Trust You*.

That's one of the points I make time and time again when I speak at various seminars and in my Internet Success System, is that people have to Know you, Like you, and Trust you, before they will buy from you.

So that's what we're trying to do in this relationship building.

The other thing that you need to be is **Believable**.

Now, it's one thing to tell the truth, but sometimes, I don't know if you heard noticed this or not, sometimes the truth is not always believable.

Because of everybody's past experiences, they may not be ready to hear the whole truth about something. And it may be too big for them, and where their mind is at this point. But you need to be able to communicate them, things that are believable to them at their level of understanding.

The other thing you want to present to them is **Quality** of product and service, and **Integrity**.

By always discussing things that are good, that are proven, that work, you know they're just not just hair-brained schemes.

You want to be the person who is an Expert on things.

And that you've gone the extra mile, and you've checked things out, and you produce something yourself, or you've found somebody who has produced something, and you're recommending it to them, to your customer base by way of your personal endorsement, Okay.

Now typically, if you go, if somebody is recommending a movie to you, it's done because they've seen the movie and experienced the movie.

That's what makes word-of-mouth so powerful, is that it's a personal endorsement based on personal experience. And that's what you want to convey to all your readers on your so-called List.

The other thing you can do to inspire trust very, very quickly, and with credibility, is let people know who else you associate with, Okay.

If you become associated with some experts in your field, whatever that field might be, and those people would be known by your target market, and if it's okay with those expert people for you to say so, let them know that you hang around with those people.

That you were at a conference, and you spent time with that person, you had dinner with that person, you talked about various subjects, you're working on a project together, you had a phone call yesterday with them, and here's what you talked about.

All these kind of things, you know I mean it's kind of like dropping hints, of course, but we all do it.

But what it does is, it gives you some credibility, and you kind of glow in the shine, or you shine in the glow of that other expert in the field. And you can do this back and forth, back and forth. And these kind of relationships will serve you very, very well over the years, Okay.

So we've gone through making friends and building trust, and this whole idea of building that relationship. Now, how do we go about **Monetizing the List?**

A couple of tips that I would suggest everybody to do is to keep up on the **News** of your marketplace. I mean, be really on the front edge. Get on a lot of lists, make sure that you're visiting websites and reading the news and what's going on in your marketplace, or the marketplace that you're

working in as a entrepreneur, so that you know things before other people know things.

In other words, you've got the pulse of that marketplace.

Now what you're going to do with that, is you're going to let people know, the people on your list, you're going to let them know of all these things that are new and coming up, all these things that have been now tested and here's the kind of results that you can get. You're going to let people know about these things very, very quickly, you're going to let them know about it *fast*.

You're also going to be on the hunt for some good quality **Freebies** that you can give out to your list.

And the reason you want to do this is what's called the law of reciprocity, which if I do something nice for you, the law of reciprocity is, there's a tendency for you to want to return the favor back to me.

You know, there's a balance in nature, that if a vacuum is created, that void wants to be filled. And it's the same thing with reciprocity.

You can also be on the look out for excellent **Articles**.

If in your searching in your market niche and the topics of interest, you find some very, very good information, you can either get permission from whoever wrote that article, and use it and pass it along to your list of customers and subscribers and prospects, and give a forceful credit to whoever wrote that article initially.

And it be really great for you to contact that person personally in some manner, and just tell them, compliment them that "Hey I really liked your article a lot. And I have a whole bunch of people that I think would be really interested, may I have your permission to publish that on my website, in my newsletter, in my Blog, through my RSS feeds, whatever it is". And give that person a resource box and links back to their sites.

And you know, most people would say "Oh, that'd be wonderful".

Now, the second benefit to this is, you just made a really good friend!

And this may be a two way street, to where some of the things that you write, and that you want to promote, that this person will take an interest in helping you also.

So these kind of things can turn into a very, very good long term business relationships that could be very profitable to you and them for many, many years to come.

Another way you could use articles is not just reprint their article, but a lot of times what I will do, if I'm going to use an article from somebody else, I will position their article in the middle of everything.

And I'll write a paragraph, two or three at the top of it, so that this newsletter that I'm putting out is in my own voice.

Because that's one of the things that you want to do with the people that read your newsletters, or come to your website. You want them to feel like they get to know *you* personally.

And one of the thing, if you're going to be successful, especially in the Internet Online Marketing and this kind of stuff, no matter what the market niche is, you are going to have to **Learn to Write**.

Now, you don't have to write like seventh-eighth grade English Miss Prim-Proper kind of English.

But you're going to have to write like you talk. In other words, the basic way that you communicate, and the way that you can get the concepts across to your readers, that's the way you want to write.

And if you need to record it first, and then transcribe it, my goodness, that's a great way to do it. If you're better working on a computer keyboard doing it, and you can write to where it flows and sounds very natural as it's coming off the words there, do it that way. If you need to sit down under a tree with a notepad and a pen, and write it out, and then cross out words that don't make sense, and edit that way, do it that way. And then clean it up and put it into a format that you can get it out to your readership.

Those are three basic ways you can do it.

One of the tips that I would ask people to do, is just to make sure that things flow well. Is to whatever you wrote, read it out loud to see if it does sound conversational. To see if there's any spots in there, or you stumble, and maybe slip over a word, or the punctuations are little funny. Any time that that happens, circle that spot and know that that needs to be smoothed out, so that it can be conversational.

So what we do in that situation, I'll write a few paragraphs at the top, I'll have that featured article of which the few paragraphs at the top act as an introduction to that person who wrote it, and to their article, and the topic of interest. And then after their article, and their little resource box, I'll come back and add some closing thoughts. Now what that does, is that that positions... instead of giving all the spotlight to the person who wrote that article, it positions me as somebody who went out, and researched, and got this article, and waded through all this other stuff, to where I am able to present this concept to you, share the ideas of somebody else, give them a little glory, and look good at the same time as an expert on that particular topic.

So this is a great technique for you to use, to where if you feel like you can't write a whole bunch of articles, go find other articles, and just write little intros to it, and exits from it, to the little summaries at the end.

Now that, a great way to monetize this situation, is that these people who write these articles may also have products or services that they sell from their website.

And a lot of these articles could be based on what they are selling, and what your market wants to buy.

So in your intro, it could be a setup of the problem, the article could discuss the problem and solution, and then in their resource box or someplace in that article could be a link.

That could be your **Affiliate Link** if you're into affiliate programs.

An affiliate link back to that article author's website, to possibly get a sale or referral.

And then in your summary paragraph you can highlight some of the benefits, and especially, if you have bought and tested and tried and used that product or service, give your **endorsement**.

Let people know that you've used it, and here's one, two, three great benefits that you've gotten out of it. And you've tried a lot of other ones, and this is the best ones you've found. And you really recommend they go over and take a look. If it's right for them, may be they want to purchase it too.

Another thing that your customers and prospects will love is if you are able to negotiate **Special Deals** for them that normally they wouldn't be able to negotiate on their own from various people that you know.

So that's one of the powers of... and getting into **Joint Ventures** there, to where you work closely with somebody who is a product or service provider, and you let them know that you have a customer or prospect base that you would like to introduce their products to. However you'd love to be able to do some kind of special deal, and you know for a limited time, because you can't ask somebody to leave that kind of door open forever. A special deal for a limited time, if they will buy through your link. So that can also be done to monetize your list.

And one of the most important things that you need to be doing is follow-up, follow-up, **Follow-up**.

Most people drop the ball... I had a conversation with one of my Internet Success System apprentices today, who's learned this technique very, very well, *very, very well*.

And I said, you know there's a lot of times, where I will get email from somebody, who I didn't sign up for their list or anything like that, they're just, you know, they send out Spam, that's what it is. But I'm, you know, I could drop down to the bottom of their message, and I can click that unsubscribe link.

Most of time I don't, because what I find out is, most of time I never hear from those people again. And I'm always amazed that they will only send out one message to somebody who they think might be interested.

So what we've learned, and I teach, is that it's typically like a three-step process, at least a three-step process, to where if somebody is interested in something, you get that information out to them, if it's a special offer especially, okay.

You send out information to them, let them know about it, have them go take a look, a couple of days later you remind them that you sent something out, may be they missed it, may be they bought it, may be they didn't have time to take a look, here it is again.

And then, if there's an expiration, which there should be, you know may be on the seventh day of this special deal, the day before you let them know that "Hey, tomorrow is the deadline at whatever o'clock on the dot, and I won't mention it again, if you already took advantage that's fine, if you're

not interested that's cool too, but you know, if you really did want to take a look at this, here's a general reminder to go do it now."

And people appreciate that.

Now the interesting thing is, that the sales on something like this, we find out that by doing this, you can increase the profitability of your promotion by about 9 times on the average, by doing a **Three-step Process** like this.

10% of the sales comes from the first mail out, 45% from the second, 45% from the third.

Isn't that amazing?

So, most people would just do something once. And they're only making 10% of the money that they could be making.

I did one here just a couple of weeks ago, with another apprentice of mine, and it was really the first time that they tried this kind of concept. And they, the first mail out... I'd say it ran about that way too. About 10% on the first, like we did may be two or three mail outs, and they did it's about 8 or 9, may be 10 times, by following up that second, third mail outs.

So it runs pretty true, 10% on the first, 45-45 on the second and third, if you handle the thing right.

Another way you can monetize the list is in kind of a little format that I have developed over the years. Is to send out a **Newsletter**, and you're going to have like a "What's New" topic.

You know, you're always keeping the pulse on your market place, and you're coming up with new things and new twist on things, and tid-bits that they would be interested in.

And you give a little "What's New", what's going on, and then may be an article with what I call "Actionable Content".

Now there's, you know there's all these people who talk about content, where you know, "We're going to have Content".

Well... Content's not good enough.

The next step is, people talk about is "Relevant Content".

Now, Relevant Content is content that's actually on the topic of interest of your prospective buyer or customer, right.

But where I go with this, is you actually have to have what's called "Actionable Content".

In other words, you want content that's leading people to take an action.

In other words, you're trying to create a sale

Whether it's to further the relationship, offer them something else, some kind of sample to cement that relationship, offer them another special report to get them into another area of interest that they might have, or to actually have them trade money for product or service.

Okay, all those things are sales, all those things are actions that you can encourage people to do through your content.

So like I say, Content- is not where it's at, Relevant Content- is not where it's at, Actionable Content- is what you're shooting for here.

So we want to have articles that include **Actionable Content**.

As they come to a close, you want to recommend a resource.

In other words, you're going to endorse and recommend that they go check out something, based on the topic at hand, the "What's New", the article that you wrote or presented to them written by somebody else with Actionable Content, you're going to recommend that they take some action by go visiting a site, and if it's right for them, to go ahead and purchase it...okay...because it'll save them a lot of time and frustration, and most likely money, if it's a good product or service, right?

And then lastly, provide them some kind of **Freebie**...okay...and basically reward them for reading your newsletter.

And that little formula, if you'll jot that down, you know pen and paper, and kind of follow that, and you may want to re-order that, it's a sort of like cooking, you know, season to taste. And sometimes the freebie comes nice at first; sometimes the freebie is nice at last.

So it just depends on how you're doing it, you may want to mix it up a little bit so people don't pick up on the pattern, most people won't, this is just, you know, it become what ever the style that you have.

And I would suggest to you that anything that I tell you, or anybody else that you get advice from, take all the advice in and what you're going to have to do is kind of turn it, and churn it, and spin it around and bring it back outside of yourself, and let it be you. And how I approach things and how you approach things are going to be different, and they *need* to be different, because you need to learn to be **Unique** in your marketplace.

That's really important, underline that, circle it, put stars around it.

You need to learn to be unique in your marketplace.

Because differences sell.

If you're the same as everybody else, why should anybody buy from you rather than all the others?

It makes sense, doesn't it?

So we want to learn to be unique in everything that we do.

How we present things, how we package things, how we put things together, the different offers that we make, the style that we speak in, the rhythm, the voice, the way you write, the style you write, the layout, the look, the feel, I mean everything.

You want it to be unique, okay. And that will come about, as you develop your own style.

Okay, let's talk about organizing your list.

It's what we call "**List Management**".

I basically when people sign up to a list of mine, they are signing up to a topical list.

I call it a "**Niche List**"; some people call it a "**Sub-list**".

And it's going to be typically based on some kind of a special offer for information, if you're into the digital product world. Or for that matter, I mean it could be a box of cookies. Whatever it is, some kind of a free sample to get the relationship going.

And the person is going to get subscribed, when they give their name and address, they're going to be subscribed to that list.

And they're going to immediately get information on that particular topic.

And they're probably going to receive some quick follow-ups over the next one, two, three, four, five, six, seven days, about that particular topic, because the reason they're at your site, and the reason that they're willing to give up their name and address right now, is because they're interested right now.

So we need to kind of strike when a lot of the iron is hot, and somebody is interested, because I guarantee it, a week or two later, people, most people, don't remember what they did two weeks later.

That's an amazing thing about the human drama, is that as time goes by, there's so much water that flows underneath our bridge, that two weeks ago, it's like "My Gosh, I can't remember where I was two weeks ago!" you know, some people get so busy.

The second list that they'll be subscribed to, is what I call the "**Master List**".

Now, most good internet mail systems will handle this, Okay, automatically for you, you can set those up as you set up your Sub-list. It'll ask you "Do you want to add them to any other list?"

And in this case, yeah we do, we want to sign them up to a Master list. And this is the list that you're going to use as the Broadcast List.

The Sub-list is used for the auto-responder on the topic of interest, you know, to send out over the 7-day period, may be you've got it actually spread out over a longer period, and I have some that go for a month or two, based on the same topic.

Then we have the Master list, that we're going to use as the broadcast.

Now the broadcast is, you know, like when you're going to send out your newsletter, or if you have a special announcement to make, it goes out to all the people who are interested, kind of within the ball park at least, of the market niche of and special topic interest, that you're working in here.

Okay, and now the third list that they get subscribed to; I call it the "**News List**".

And in this news list, is basically an auto-responder that's set up, and I have a lot of mine are set up to go out every two weeks.

Now in that, there'll be this formula that I mentioned a little while ago, to where it's a... I'll do a little intro, there may be an article by somebody, there may be a recommendation to go and check out somebody's website that may have an affiliate link into it, and may be a freebie that I throw in there. And may be, another offer to get on a different Sub-List.

So you see how you get leverage off it, everything that you send out, you can make more offers for things for sale, other things of interest that they can sign up for, and this whole thing snowballs, and snowballs, and snowballs.

Now, this **News List** that gets sent out every two weeks is done automatically. It's set up an **Auto-Responder** sequence, to where in this particular case, one of them goes out two weeks later.

Remember, they signed up for a special interest thing, this Sub-list thing, on whatever topic they were interested in, immediately they got like seven messages, or five, or whatever it was, during that first week.

Well, a week later, here comes the News List, that's going to happen every 14 days.

And I've got a year's worth of those loaded up, automatically to go out, based on that market niche and their interest.

So, if I did nothing, these people would hear from me every two weeks, whether I did anything or not. All with articles of interest to them in their special niche, all with offers to go check out products and services that I endorse, also with offers to get free samples or special reports on other topics of related interests that would get them on to another Sub-list.

Okay, so you can see how this snowballs and all of a sudden I'm communicating with them rather frequently, okay.

And the people that will stay on your list because of this are the ones that you want. Don't worry about the ones that drop off, they're not interested.

If for some reason they don't like you, that's okay.

There's millions and millions and millions of people in the world. All you got to do is, find a few thousand that like you, and you're going to do just right. Or you're going to do just fine, by doing just right, by the way.

Okay, so those are the three basic lists that you're going to work with.

The Sub-list, the Niche-list, the Topic list- that's one.

The Master-list, which you're going to broadcast to your whole list base in that market niche.

And then, your News-list, which is going to go out every two weeks or whatever, however often you want to do this, on a continuous basis.

By the way, at the end of the year, guess where my News list is every two week auto-responder goes?

It goes right back to the beginning, number one,

Actually, number two, because you can't of course send them out a welcome letter again.

So it loops back again.

And quite frankly, I've never had anybody say "Hey, I got this a year ago", because, and the reason I do that is that people, the first one that goes out now, people may not be ready for it in their life, they may not be looking for it. They go through a whole series of these things, about 26 of them, 25 of them, and you loop back around, come through a second time, and now they may be more interested in it.

See, I don't know when they want to buy, I just know that I want to be the guy who is there when they do want to buy.

And that's worth writing down and circling and putting 5 stars.

You never know when somebody wants to buy, but you do want to be the person who is there when they do want to buy.

See, people never, ever buy when you want to sell something.

They only buy when they're ready to buy.

Your job, as a good marketer, is to be there when they're ready to buy.

“Okay, now Mark, this is all fine and dandy. But you don’t understand. How do we get somebody to my website, so that they can actually sign-up, for my list to get my free offer?”

Well, I’ve said all of that, to say this.

Here’s what I believe to be probably the top 10 ways to get traffic to your website.

Some cost a little bit, others are free, okay.

People ask me, “What’s the best way to get traffic to your website?”

And my answer is... there is no one best way.

The best way is to do some things that are pretty simple, quite frankly, but very, very effective, and build your whole business is kind of like the Parthenon.

You know, that building over there in Athens, upon top of the hill, it’s got all those columns. You know, that thing got hit by wars and all kinds of stuff and the thing’s still standing. And the reason it’s still standing is you got the columns supporting the structure. If it didn’t have all those columns, it would have fallen down.

Just like your business, you need to have supporting structure of a lot of different things bringing you new leads, so that if one of them gets knocked out, you know, like the search engines decide to change their algorithm. And of course, the algorithm is how they figure out, who deserves the higher rank. Well, if they change the algorithm, and you were number one, two or three. And all of a sudden, you’re nowhere to be found. Well, for those keyword searches, you know, you’re out of luck until you can figure out what new game you got to play now with those guys to get you back up.

So if you built your whole business of a kind to do just search engine placement, you know, you’ll be hurting there for a time period, if not for a longer period, Okay.

So let’s go through these 10 things. **Top 10:**

Your biggest free List-building tool is going to be **Search Engine Traffic**. And the top 3 search engines are the ones to probably consider the most – Google, Yahoo and MSN.

MSN is aggressively going after building great search engine, I mean they're really after Google right now. So spend some time playing around with MSN, to see how they operate.

Now, the way I look at search engines is like, it's like a list of millions of people. It's a pre-made list, if you think of it this way. And all you got to do is figure out how to give the search engines what they want.

And what do search engines want?

They want, that the people who visit their site, who type in the keywords, who are searching to be happy.

That way, those people keep coming back and using their search engines.

And they get what?

Some more advertising, because they got more eyeballs and fingers visiting their website.

So, how can you help search engines keep their customers happy?

Well, what search engines want is when somebody types in a set of keywords and they're searching for something, they want the results to come up on topic, accurate and of the relevant content....there's that phrase - Relevant content - right on target to the topic that somebody was looking for.

Now, you're going to give them that relevant content on your web pages.

People can come to your place; it's going to be all about exactly, exactly what they typed in. So they're going to love this.

Now, not only are you going to provide relevant content, your are going to provide what?

Actionable content.

Because that's what you want out of this deal.

See, it's a win, win, win.

The person who is searching wins, the search engines wins, and you're going to win too. If you help the search engines serve their customer, it's a win-win-win.

Do not try to trick the search engines or the people that visit your websites.

People are pretty smart.

They know if things are congruent.

Now congruent means- if it says that this thing is about gold-fish, when I get to the web site, it better be about Gold fish, you know.

If it's about Roller Skates, and I thought I was going to Gold fish, how long am I going to stay on the website, if it's now all of a sudden about Roller Skates?

I mean, that's a crazy example, but you get what I mean, right.

So that's what we want to do it.

Be congruent, every step to the way

Use these search engines as like the greatest list builder, lead generator, as we possibly can.

Once we get them to our site, of course, all of things that we talked about, and you wrote down notes about here a few minutes ago, come into play.

Number Two - Pay-per-click Search Engines.

And it's going to be the quickest and cheapest way, time and money wise, for you to get Quality Targeted Traffic to your website fast. And I mean *fast*. Like, setting up Google AdWords, once you get those words in place and you set your biz, and you turn that thing on, I mean within 15 minutes, you can have a ton of traffic come into your web site.

What a great way to get leads for your business.

And instead of going out and buying leads, and doing all this stuff to where you don't really know the quality of the list that you're generating, how about just setting up some lead generation, you know, subscription

getting, name and address getting kind of pages, using Google AdWords, to send you the traffic of people who are actually searching for what you're offering specifically. Get them over to your site through these Pay-per-clicks, don't bid up on the single-word bids, because you know, that's the first thing that everybody thinks about, and that's where the bidding words go up, up, up.

Go after the keyword phrases, that are may be 3 or 4 words long, which is actually better, because if you think about your own searching habits, typically when you start searching, you know, you kind of think of a one word market area, may be two words at most, and then you find out that there's millions of results for that.

So then, you get more specific, so you add a third word, some kind of an adjective and may be a fourth word, and by the time you do that, you have narrowed down the results of your search tremendously.

And, what's really happened is that the person who is searching is narrowing down what they're wanting to find.

And by setting up your websites to provide that Actionable Relevant Content to those people, who have spent their time, to punch in a few extra keywords to drill down if you will, to more specific topics, those people, when they get to your site, they're more in tune with what you're ready to talk about.

And typically, you can get that Pay-per-click traffic cheaper, lot cheaper than the one-word search term.

So that's a real important point for you guys to pick up on.

Of course, the Pay-per-click search engines would be included in Google, Overture, Kanoodle search feed, those kind of things. Google AdWords, Overture ads, you can check all that stuff out. That's a whole another set of seminars that we could go into.

Three - Link Trading.

You know, there's a thing Google Page-rank, that a lot of times the search engines give you higher rank if you have page rank, it's what they call it. Also, link trading, just you know, you're basically playing off the traffic that somebody else has, your link is there, and the people visiting their site can see your link, and may be an offer there, and they click and boom there, over to your place.

Now, I would suggest you do this on a one-to-one basis.

You actually get to know the people who own those web sites. Get to know them one on one. The reason you want to do this is, it will keep you from getting into this link forum kind of idea, where it's just... it becomes obvious to not only the public, but also the search engines, that all you're doing is playing the link-trade game, and search engine folks don't like that. They'll change their algorithm, and the way they calculate who should be on top, and all of a sudden you'll find yourself out.

So the best way, is to actually develop friends, you know, face-to-face, on the phone, however you can.

By the way, face-to-face is great. If you have a chance to go to a live seminar, go. It's going to be the best experience that you've ever done for your business life. You'll learn more, you'll meet real people who're serious about their business, and you'll develop a lot of relationships that can work for you for years and years and years to come.

So, do link trading with buddies and endorse each other back and forth, Okay. And don't do it in the automated way, is my opinion on the thing.

Let's see, One, Two, Three, **Four - Newsletter**.

You should have your own newsletter.

And it's not hard to do, just write personal letters. It doesn't have to be formatted real fancy or anything, just things that you've discovered that you're going to pass on. You spend a lot of time and energy, and possibly some money, weeding out you know, what's good, what's bad, what's good, bad and ugly that kind of thing. And you let people know about it, they will appreciate it. What you're helping them to is save time and money in pointing out what's good, and that's a valuable, valuable service that you can provide.

You can use other people's newsletters. You know, if you're on somebody else's list, and they have a good article, write to them and say "Hey, could I use your article, with your permission and your resource box in my Newsletter? I have some people that would be interested in that too."

Okay, and how you start a newsletter?

You just start, you just do it, Okay.

The best way that you can do this, is just sit down, and on a piece of paper, or on a note tab or notepad in your computer, and just write a personal letter to a friend.

If you friend's name is Joe, just start out "Dear Joe, this week I was searching around for...", whatever the topic was, "...and I was amazed to find all the resources that I did. You know, some were good, some were okay, but after all week long I found out that there were three things that I really got excited about. And if you got a second, let me tell you."

Okay, now isn't that the kind of approach that you would put, that you would do word of mouth with to a friend. You know, it's not a sales speech, it says "Here's my experience, let me tell you about it if you got a second". So it can be a very personable approach to the thing. So that's Newsletters.

Five - Affiliate Programs.

If you have your own products or services, or may be you have resale rights to some products or services, you know, however you're running your business, you want to start your own Affiliate program.

This is a terrific way to get traffic to your website.

And remember, traffic to your website = people signing up for your newsletter.

In other words, they are subscribing; they're giving up their name and address for some kind of a freebie, free sample, information, a trial, whatever it is. And they end up getting on to your Niche list, Master list and News list.

The great thing about affiliate programs is you're paying for results; you're not paying for advertising, Okay.

So, if people, if your affiliates are sending people over to you, they're getting on to your list, you are not having to pay for those leads, then you only pay when those people buy from you.

Now that's a *huge* point, please write it down, circle it.

You want to be paying for results, not for advertising.

So, and everything that you do, try to not pay anything for advertising.

Think of other ways to generate that traffic, to generate those sales without paying upfront for advertising.

Only pay, when somebody helps you make a real sale, Okay.

Six - Joint Ventures are kind of the same kind of a approach.

Joint ventures are typically done more on a personal basis, one-on-one with another business owner; to where they're going to experience your product or service and they're actually going to personally endorse it to their list. And maybe, you put up a, put together a special deal with some kind of a time sensitivity or price sensitivity or extra bonuses or whatever it is, that's a whole another area to discuss at some other time too.

Seven - Articles you write or assemble.

Into just your newsletter, you could assemble it also into ebooks, you could also take reviews of products or services and package those up, and you could use those as sample free gifts to help build your list, or you can give those to other people, and start what's called the "Viral Marketing" thing.

Now, what you're going to have in these articles or ebooks that you have, or reviews that you write, is your name and address, and your resource box back to your site.

So you get all these articles and ebooks and reviews that you've done out in the world, and people start seeing your name and your website and how to get back to your website.

And you see how this just keeps getting bigger and bigger and bigger, but the most important thing you have to do, is just start.

You just got to start doing it.

A little bit a time, a little bit every day, a little bit every week, and after a few weeks or a month, you're going to start seeing a lot of traffic at your website.

It's not really that hard to get traffic to come to your website.

But you've got to use all of these techniques, and they build, and they build, and they snowball on top of one another.

It's just incredible.

Cross Promotion - number Eight.

A lot of you have seen me do this "Twelve Days of Christmas" thing last couple of years. We had a total...let's see, each year it's been 78 people involved in that.

And I actually review all those gifts and then try to weed out things. Some times things slip by and stuff like that, but that's been a terrific list builder for people involved.

And if they do it right, they can generate a lot of goodwill from those people, and hopefully make sales as the months go by.

So you can set up Cross Promotions with other people in your market niche, or Cross Promotions with people that are not necessarily in your market niche, but may be in a related market, and so they're not competitors of yours.

You can do Cross Promotions with competitors of yours, if you understand that not everybody is going to buy from you; not everybody is going to buy from me.

So you and me, if we're competitors, and understand that, you know, we might want to work together, because if somebody doesn't want to buy from me, how about if I send them over to you? And vice versa.

And that way we recoup a lot of our effort on the upfront marketing, by helping each other.

And once again, the consumer or the customer wins, because if you're not going to buy from me, at least let me point you to a guy that I know, like and trust, that I would recommend to you, and may be you'll like him better than me, and that's fine.

And then that person can do it back the other way, Okay.

And you can set up all kinds of relationships like these.

You can also use in the Cross promotion arena there, some of these Viral marketing scripts.

And they allow you to automate this process of, may be people sign up for your newsletter, and they get bumped to another page, and while they're there and in the mood of signing up for things, you know, here's some five different newsletters of people that you know, that you recommend, and you've made it easy for them, all they got to do is check which ones they want, and put in their name and address, and boom, there it goes.

And of course, you've got to deal with those five other people that they have a similar script on their site. So everybody leverages their efforts by 4-5 times.

So that's a terrific way to get a lot of new subscribers to your site, which gets you more traffic coming back to your site, which means you can make more offers and free samples, and you can see how this just gets bigger and bigger and bigger and bigger.

Number nine - Forums and Newsgroups.

Forums and Newsgroups, you got to think of it like a fishing pond.

And you got all these people, you know, that are grouped together. They like to know what each other's thinking, they want to keep up on things, and you can kind of plop yourself, right down in the middle of this pond.

Now, you have to do it kind of carefully, to where you can't come in just with guns blazing and take over the show. Whoever runs that Forum or the Newsgroup isn't going to like that. And the members of those Forums or Newsgroups aren't going to like it either.

So you need to kind of lurk for a while, and see what the approach of the whole Forum or Newsgroup is.

You want to be adding useful comments to the questions that are happening. Let people know that you know what you're talking about without being obnoxious about it. Always be and do it in a very friendly manner.

I would never ever get into any kind of the negativity stuff that goes on in those Forums; I would completely stay away from that. If there anybody ever attacks you for something, I would just not respond, what so ever, Okay, there's truly people that are negative like that, you don't need to

waste your time being negative. You need to deal on the positive side of things.

So, Forums and Newsgroups, and of course, in most of those kind of postings, you can put your website address, and instead of just giving your website URL address, you know, the <http://www.whateverdomain.com>

Instead use some kind of a little benefit-oriented headline.

And the underlying URL is going to be the page that you want them to go to.

So those are kind of some of the tricks in Forums.

The other thing you do in Forums, when you respond, instead of just clicking and have it, you know, the "Re:", whatever the topic was of this other person, actually type in your own little headline, to where it grabs other people's attention. That's how you'll get ears opened up, and people will start seeing your name.

And by the way, don't use a phony name, use your real name. You are trying to establish yourself as an expert, you know, somebody to listen to.

And just be helpful, be honest, and provide relevant content, but Actionable content to get them gently to come to your website in a very friendly manner.

Once you get them to your website, they are in your ball game, and now you got the free sample thing going, the "Trade me your name and email address for something good", and we'll start the friend relationship here.

And Number Ten - Your E-mail Signature.

What a simple thing!

Every time you send an email, always have your website address or addresses down there. Maybe with some kind of a little tag or some kind of the P.S. or little some kind of little special offer, to get people interested to come to your website.

Just kind of leave little trails, little cookies, little tid-bits for people to pick up on, and nibble on, and come back to your website so that you have the opportunity to get them onto your list.

Okay, now we've covered 10.

But how about a few more quick ones?

How about Exit traffic? **Exit Traffic.**

You know, people come to your website and they're done with you, they're done reading, may be they even unsubscribed from your list. You could actually make more offers there for something.

You know, may be they didn't like the thing that they were reading, and they're more interested in something else, they could re-subscribe.

You could have one of those Viral Marketing scripts there, for your five buddies. Let them subscribe to somebody else's newsletters at that point.

I've made a lot of money when people unsubscribe, having a "Good Bye offer", saying, "I hope we part as friends. Here's something that I've done for you, just as say Good Bye in a positive way, I've arranged a special offer for you with....."

And they end up buying, and they get a free trial, and they sign up for and love it, and I get checks.

So there's all kinds of ways to monetize this traffic, this Exit Traffic and Unsubscribe pages.

Another one thing you can do is write good **Testimonials** for other people.

And good Testimonials, they shouldn't really be sales speeches.

They should be from the heart, what you experienced, what you got out of product, and your true feelings about it.

Don't try to put the spotlight on you; you're trying to write a testimonial. Put the spotlight on the product or service and how it benefits the reader.

Don't brag about your buddy, if you're friends. Brag about the product or service, and what it does for the reader who's thinking about buying it.

They will appreciate it more, they will look at your website, if your name and your website's there as part of the testimonial.

Lot of times, people will click on that, come over to your site just to check you out, and then you can start that relationship.

So that's a great way to get free traffic once again. And if your writing style is good in that testimonial, it gives people a little bit of taste of what you're all about.

How about **Referrals** from people who receive your Newsletter?

You know, a lot of times people forward things that they read, that they think are good, to their friends. And that's like word of mouth "Hey, I went to this movie, I thought it was hilarious. You guys might want to go see it too".

Same thing. "Hey, I got this Newsletter, this is really good article. I thought you might want to take a peek at it also".

And it's a quick and easy way for you to get a lot of traffic to your website.

And then, there's, you know like **RSS**.

You know, that's a new technology, where you can create RSS Feeds, and the other people can take your content, publish it automatically on their pages, and this kind of thing.

And always, always, always, you want to include a Resource box, so that people know who you are, a little bit of what you do, and the benefit of why they should come to your website by clicking on your link, Okay.

Let's talk about Internet mail for a while.

Internet mail, you know, we all basically have known about it as **Email**.

The good news about traditional email is that it's widely accepted.

The first thing that people do when they set up a Internet account with their ISP is they set up their email address. That's typically, how you log on, that's how you get communications with that ISP, that's how you communicate with your family and friends real quick, everybody is real quick to get out their email address to their buddies, and this kind of thing.

So it's very, very well accepted. All Internet users use traditional email, and one of the great things about traditional email, that's come about over a last few years, is that publisher, you know, on our side of fence, when we want to communicate with our prospects and customers, is that we've been able to personalize those messages, like with their first name.

So we can put their name in the headlines, in the subject lines, and prefer their name within the body of the message to help personalize things.

You know, the bad news with email, is you got the spammers, who kind of ruined it for everybody over a last few years.

And then because of the spammers, then you get the other side come into play, which is the Spam-vigilantes.

So it's back and forth, back and forth.

And one of the problems was that sometimes you get caught up in the middle of the good guys, the people who're being responsible about all this; sometimes we get caught up between the battles of the spammers and the Spam-vigilantes, and we couldn't get our traditional email delivered.

And then, the ISPs got involved, because it was clogging up all the bandwidth, and they started filtering things, which eventually got to where you got a whole bunch of bad addresses coming back to you. As a publisher, you had to deal with all that kind of stuff, in other words bounced email addresses.

And one of the problems that we've run into now more and more frequently, is the people on your list, your customers and subscribers, they don't understand what you're going through as a publisher trying to get your mail delivered, trying to move through all these filters, and get the information to them.

And for you to manage that list, to deal with all the bounce-backs, because you know, people won't give you their real email address, they'll give you phony email addresses, they use one for a week, and they have abandoned it, and then all of a sudden you started getting everything coming back to you. So it eats up your bandwidth, coming back to you, and it takes a lot of time to manage that list, unless you've got an automated system to do that.

Now, some of the alternatives that have come around over a last couple of years,

Toolbars . Lot of times, people will set up toolbars, to where you can have those toolbars go and add to the Internet Explorer, to where alerts can be

set up... alerts can be set up to allow updating to let people know that there is new thing on the website or something like that.

The problem with toolbars is, typically it's based on one publisher and just their information. And of course, how many toolbars do you want on your browser?

I mean, at most I've, at any given time, I think I have three, and I usually have only one live at a time. Now, yes other people may have more, but after a while, I mean if you have 10 of them, that eats up your whole browser window, for Gosh sakes. So that's not a really option.

Another option has been RSS.

An RSS has been a really, really good, in that the end user, the consumer, has a choice of subscribing to things and getting updates on things, and if they don't want to get it, they just click, and they don't get that information coming to their box anymore.

Now, the problem with email, of course is unsubscribing to some list. You know, some publishers are just persistently going to keep you on their list and never take you off, unless you get into a shouting match with them. So with RSS, we don't have that kind of problem.

Now, what we did, coming out of this, about almost a year ago, when Nick and I got together to develop this [Bypass Publishing System](#), we decided we wanted to combine all these technologies into one thing.

Because we saw that, what we really needed is in Internet Commerce, as a publisher, in other words, somebody who is selling and running a business, is that we need to be able to communicate with our prospects and our customers in as many ways as we can, and get the message through, and get it opened.

So the Bypass system does traditional email, it will also do RSS, it will feed to the RSS readers.

Now the cool thing about these technologies that we've put into the Bypass system, is that all are personalized. In other words, you can get the first names and last names or whatever information that you gather from you prospects and customers, you can include those into those messages, not only in that traditional email, like a lot of other Internet mail systems do, traditional email systems do, but also to the RSS side of things.

We developed that to where we can personalize it and it's so much more powerful, if you're using somebody's first name in the messages. In the RSS side, we also have ability to use full HTML.

Now what that means is, you can basically deliver HTML web pages that look great, you know, with all the pictures, link back to the your server, so these pictures are showing up in the messages, and you're not having to worry about the HTML messages triggering Spam filters, Okay.

I mean it's one thing that most Spam filters assume if you're sending HTML messages, you must have commercial intent. In other words, you're trying to sell something, because, I mean, think about it.

Personal email messages, how many times you really send HTML?

Not very often.

Mostly it's just text, you know, you're just sending out a note, and typing like a personal letter kind of thing.

So if you're sending out full blown HTML email, most Spam filters will kick that out as a commercial message, and consider it Spam, and you are out of there, you don't get delivered.

So, in the Bypass publisher system, we can send to RSS readers, with full blown, full color, all kinds of cool stuff HTML, with no filters getting in the way, no Spam-vigilantes getting in the way, none of the headaches with the Spam problem.

Because these people have signed up for it specifically, they can get off of it any time they want to, by just clicking you out of their life. So that's one of the really cool things about the Bypass publishing system.

You can do the personalization in all modes, of traditional email, RSS mail. Both, in the auto-responders that we use, and the broadcast systems.

The auto-responders, you can have unlimited niche lists, you can have unlimited follow-ups, of course, I mean limitation would be the middle of the storage memory on your server, right. And the follow-ups on those auto-responders. You can broadcast, you can set up all kinds of different broadcast lists, you have complete ability to filter and find people on

various lists, and combined list, and export, and import, I mean it's just got all the bells and whistles that you would want, I just love it.

This is kind of what we set out to do tonight, is just to talk about this much. Thank you all, and have a wonderful, wonderful evening. Good Night.

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