

OTO Secrets



How to Tap Into The Pure Profit Power of One Time Offers

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You can make a lot of money with OTOs (One Time Offers) and with a few basic skills of the trade you can maximize your commissions simply by leading your customers and prospects to secondary offers that are shown conveniently while in the process of a primary transaction like a subscription or a sale.

The nature of OTOs is they have a “by the way” offer approach to them that is very hard to refuse. This gives you a great chance at making *more money* and it comes by not having to do much more work :>) *Plus, once you set it - you can forget it and your OTOs will still bring you sales!*

To use the power of OTOs, I’m going to assume you already know how to set up webpages, run an autoresponder system as well as have a Paypal account or other shopping cart system in place to accept payments.

Note: If you are new to setting up webpages, etc, be sure to see our helpful resource on page 52.

In this report, I will take you through the OTO process and show you the path on how they can be set up so you can make *more profits* every time you attract people to sign up or buy anything you offer.

What is an OTO?

In a nutshell, an OTO is simply a step up offer to your primary offer AFTER you have the transaction already in progress (and while still in the actual process) *you make a secondary offer that’s hard to refuse.*

NOTE: There are variations of OTOs. One very popular one is based on joint venture partners and usually are set up for a major cross promotion of some kind. Usually, a [special software script](#) will run the OTO and is a bit more complicated behind the scenes compared to what you will required of in this OTO report. You have to be invited to a multi-JV OTO where several JV marketers will be promoting a main primary product. The vendor puts it all together and decides who will be included in the cross promotion.

However, the kind of OTO concept we will be discussing here is not that type of OTO at all. This one is more homegrown for one marketer working his own list that's easy to set up and you don't need any JV partners to make it fly. **Quick Tip:** If you don't have a list yet, you can start adding comments to online forums and offer a free report THEN also offer your OTO in the transaction of getting the optin email address *and you'll likely have some takers for your OTO as well.* Use what you will learn in this report on how to set up your OTO and build your list at the same time. Also see the free built-in bonus report on building your list starting on page 23.

This form of OTO works simply with YOUR list members and a primary offer that leads to the secondary offer, the OTO.

This is not to say that you can't or shouldn't JV on this type of OTO at all. You certainly can and all you have to do is find one other JV partner willing that has something to offer you can both benefit from... Maybe it's a product they created and can make a one time special offer just for yours list members, etc.

Or maybe you have a product they will also want to mail out on and a 2 way OTO like this is definitely par for the course.

Therefore, when your JV partner makes the offer to their list as well... you'll both get double exposure. This is still a more intimate version of an OTO than a multi-JV partner OTO that's powered by JV software and you can do this one without any fancy scripts. Now if you are one that wants to offer a multi-partner JV OTO with an advanced system to power it with a lot more features, then look no further than the [Motivated Marketing System](#).

However, in the kind of OTO we're talking about here, there's no special added software required. What you do is simply make another offer of great value at a moment when your site visitor is already in the buying mood.

Then you step them up to something else added-on. It should be something they'll likely be interested in based on what they already have shown an interest in. This is an effective marketing tool – not a trick, but something many marketing companies use everyday. Here are some familiar one-liner OTOs you've heard in other circles that you'll recognize...

"Would you like Fries with that"?

"Can I add (X) to you order and save on the second one..."?

"Would you also like to try (X) to go with your (X)"?

"Today only we are offering 2 for 1 as a part of our special promotion"...

Yada, Yada, Yada... you've heard these types of offers before and I'm sure you get the picture as they ALL up-step the customer to buy something else related which qualifies them as OTOs... i.e. a One Time Offer at the moment of another transaction of some kind.

Be it more fries or more software / ebooks, etc. the concept is the same.
You see, the customer many times wants something extra you have to offer.

So, they're happy to extend their buying power to get something full of value in the same breath of a moment when they've already committed to a transaction of some kind like: buying or subscribing and then the OTO becomes a win,win. Now let me tell you from experience... refunds on OTOs have been low from my tests and feelers I've put out... So, that should tell you something about how well they are received ;>)

Let's get started on how to set up your OTO. Your first thing is to create your primary offer. It can be a simple lead generator to where you are trying to build your email list and are giving away a free report to get optins to your list. Or... it could be a product you are selling where you are sending your members to a particular sales page you have set up.

Important Note: However, this OTO does not generally work for affiliate sales where you drive your members to a vendor's website. *Unless* you have formed a JV where you can also benefit in any OTOs... the vendor controls processing the customer in transaction of the sale and not you. So again, *unless* you know the full ordering process details and can negotiate a commission on any upsells along the way that come in the form of an OTO... you probably won't get a piece of the action which is unfair, but true. So beware. An exception is if your affiliate cookie tracks any upsells however it would have to be another product of the same vendor to get cookied into the sale. If it's not, then the product upsell won't get tracked by your affiliate cookie. (See the Exception to this rule on pages 21 & 22.)

Therefore, for all intents and purposes of this OTO report... driving your list members to YOUR own sales pages or subscription pages is how this works the best.

TIP: A sales page where Paypal (or equivalent) as the shopping cart is what makes this OTO very convenient.

So, in both cases whether you drive your members to your own subscription page or one of your own sales pages... the OTO comes after the initial transaction (i.e. a subscription or a sale) that YOU control.

And since YOU control it... you can put OTOs on the pages that transpire in the process...

Therefore, when someone sign ups for something like a free report to join your list, the OTO appears after they sign up. And if it's something they are buying from you, the OTO appears right after they pay *but now* get offered something else related to what they just bought *right after they just bought your primary offer*. (Again... the OTO is a secondary offer of some kind)

Now, there are 2 different webpages we will target to make our OTOs obvious at the right time.

1. The Thank You Page
2. The Download Page

These are standard webpages used in the process of transactions at websites and you can piggyback your OTOs onto them very easily. (No scripts required)

All we are going to go is dress them up a little different *plus* apply the Law Of Commitment at an opportune time.

When someone commitments to something, that commitment may allow them to also commit to something else related... as long as they feel it goes along with what they already have committed to.

While the Law of Commitment is a very general mindset, in this case we are talking specifically about the commitment to subscribe to, or buy something and while in the transactional mood... you offer them something else at a very convenient time.

Again, as long as it's related to what they just accepted in some way... (which should enhance what they just got from you) it becomes more possible to upsell them while already in the mood.

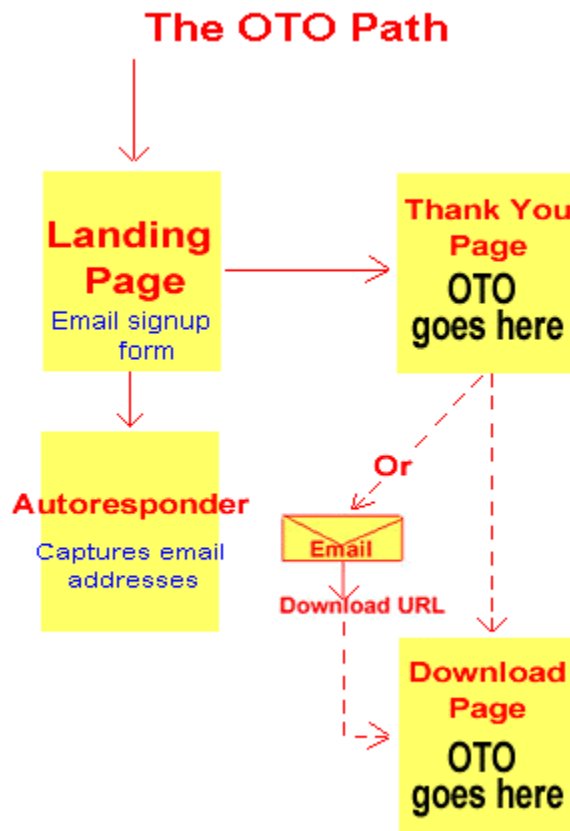
A simple concept - but one that can have a very powerful effect on your bottom line :>)... *AND your customer's satisfaction too!*

Ok... so now we know an OTO is a secondary offer that appears after a primary offer. An OTO upsells the prospect or customer on something else related – after they already committed to taking action on the first transaction be it a subscription or a sale.

And ... the OTO can appear on both the Thank You page and the Download page as you can have 2 OTOs as you'll see...

I'll explain that more in just a little bit... but once we look at the OTO path, you will easily see where to place OTOs in the best responsive spots. I have tested this already for you... so I'll show you where OTOs get the most response.

But first let's look at a diagram of the basic path of an OTO for a free giveaway offer...



As you can see this OTO falls into the path when you drive your list members to a landing page to subscribe for your free gift, which can be a report of some kind, etc.

Notice after the Thank You page in the diagram above... I also show a path that generates an email that delivers the download link to the recipient via email.

I do this for 2 reasons...

1. It discourages throw away email addresses. Therefore, on a free offer if you take people directly to the download page, they know they are getting something for nothing as many of them will put in bogus email addresses just to get the freebie.
2. The way around this is to follow the path above. Notice when you leave the Thank You page... the next thing your optin subscriber gets in the process is an email notification. If they really want the gift... they have to use a real email address to accept it (one they personally will answer) since there is no other practical way for them to receive the gift. It works! Note: On this Thank You page is your first OTO they will see.

And from within the download email notice, they now have to click another link to get to the actual download page. This is also how you get a second chance to upsell them on a second OTO. That's two OTOs – The Thank You page & the Download page and many times they will buy one and on some occasions I've seen them even buy the second OTO too.

Now on the next page take a look at a subscriber landing page >>>

Continued >>>

Thank You for supporting **Joel Comm's**
Amazon.com book release!

Please confirm your download by registering below to
receive your \$114.00 bonus gifts from...
Michael Nicholas of **SuccessTriggers.com**

Here's what you get ...

✓ **2006 Quick Start Guide to Google AdSense PROFITS**

Featuring **Joel Comm** with other AdSense marketers...



These **AdSense Interviews** give you **Hot Tips**
on how putting tiny **Google Ads** on your sites can
make you a full-time income online...

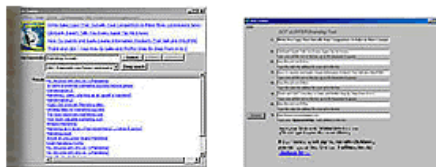
Let these AdSense pros coach YOU!
A MUST READ REPORT! (valued at **\$77**)

PLUS... you'll also get...

✓ **Bot Surfer w/ full Brander Package**

Now You Can Search Up To 15 Of Your Favorite Forums
Simultaneously... All From The Desktop Of Your
PC Computer With This Revolutionary
Multi-Forum Search Tool...

Get **UNLIMITED AD EXPOSURES** and build your list
just by giving away this incredible **FREE** desktop
multi-forum search tool that people want to
download like crazy! (valued at **\$37**)



a \$114.00 Total Value... YOURS FREE!...
Get Your Gifts Now...

Just fill-in your name and email address below...

First name

E-mail address

[Continue To Download »](#)

Once they take action and sign up the process begins...

From the landing page (where they signed up) the autoresponder captures their info... Then as soon as they click the subscribe button, they go to the Thank You page... On the Thank You Page is a greeting which thanks the new subscriber and just under it is the OTO which is also a sales page (or has partial sales page elements) that leads to the sales page of the product being offered.

The idea is to place compelling copy on this page from the actual sales page of the product you want to offer...

TIP: Great products for these types of OTOs are resale rights products or PLR (private label rights) products. Later we'll talk about how to use affiliate products in OTOs as well. Just copy/paste sales copy into your Thank You page as part of your OTO content. Here's a real Thank You page example of mine that I recently used successfully and you'll see it on the following page....

BTW: A good added twist on this is if anyone ever asks you to contribute a bonus to a cross-promotion of some kind... you may want to consider it for the list building and OTO leverage you can get out of it. The OTO example used in this report is one where I was asked to participate in Joel Comm's Amazon.com book release by offering a free product which I did. Here's [Joel Comm's AdSense Code](#) site... Look for something where you can contribute a report or other type product in a good cross-promotion... You may want to consider it as it can pay off nicely in optins and OTO sales!

Thank You!
Please check your email soon...
your download info will be there...

But wait a second... while you're here take a look at this incredible special offer only available today...

Look at everything you get at a
HUGE discount...

Discover How To Watch & Learn While You Sell & Earn!

Get This Massive Collection Of 'How To' Internet Marketing Training Videos That Show The Easy Ways To Increase Your Online Profits...

Imagine, No More Boring Books or Hard To Follow Manuals - Just Simple On Screen Answers At Your Fingertips Whenever You Need Them.

And With Our Incredible Master Rights Offer There's Never Been Easier Way To Learn And Earn At The Same Time!

Dear marketing friend,

How many times have you wasted money and effort searching on how to do even the most trivial task - you know one of those little tweaks that could get your web site performing better and making you more money? Once, twice a dozen times - If you've been marketing for a while I bet it hundreds of times, there's just too much to learn...

In truth it doesn't matter how long you've been marketing you simply can't be expected to know how to do everything by yourself. To be honest most of the big name marketers I know actually understand little about the inner workings of web site design, graphic editing or search engine.

Come to think of it - even if you're loaded, why waste your money and still end up waiting around for someone else to do it for you when with just a tiny bit of training you could easily do it yourself.

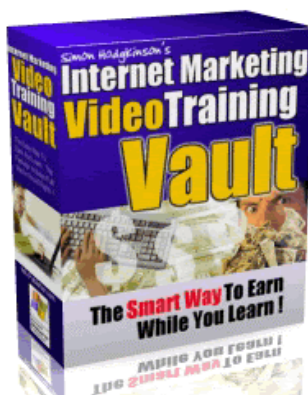
Unfortunately till now there hasn't been a decent answer!

You could either spend hours searching out the hard to find information, then waste days trying to understand those 'techie talk' (or *gobbledegook* as I like to refer to it) manuals that only end up confusing you more - or you can do what most people do: give up completely after spending weeks of trial and error getting it wrong :(

Well I decided to put together a solution for all web marketers !

Whatever you need to do, from setting up your ClickBank payment links, optimizing your site for search engine positioning through to building up your subscriber lists with unblockable pop ups even hiding your affiliate links with redirects and frames - **it's all here.**

This is a massive vault of highly sought after web building and money making advice - all in one package called the '**Internet Marketing Video Training Vault**'



Jam Packed Full Of Easy To Follow, Easy To Understand Video Training!

- ✓ Super Design Tricks To Set You Above The Competition.
- ✓ Make Your Site Run Hands Free With Automated Content.
- ✓ Easy Web Site Response Boosters To Pull More Orders.
- ✓ Easy To Use Traffic Building Tips That Get Results.
- ✓ Starting A Profitable Membership Site Without Cost.
- ✓ How To Get More Links (The *Right* Kind Of Links).
- ✓ Search Engine Optimization Skills Made Simple.
- ✓ Get More Subscribers And Build Your List Fast.
- ✓ Become A Pro! Whip Up Your Web Graphics

After they subscribe by opting into your list, your autoresponder captures the email address and immediately sends them to your Thank You Page.

Now while your primary goal here is getting the optin subscription to your email list as your most wanted response... however, here's what

****can happen**** next if you just add in the OTO sales copy to the

Thank You page as your prospect will be coming by here anyway...

****A Sale!****

After the email address is captured... the visitor is then taken to the Thank You page and immediately sees your Thank You greeting BUT then they can't ignore this very enticing offer that's also being presented. If you look closely at the OTO path above, the way I set this up gets you two OTO chances instead of just one and here's the next one...

Continued >>>

Michael Nicholas
Download Page...

This is an exclusive download offer specially arranged for

Joel Comm's Amazon.com Members Only!

Your **FREE** downloads worth \$114.00
are below...

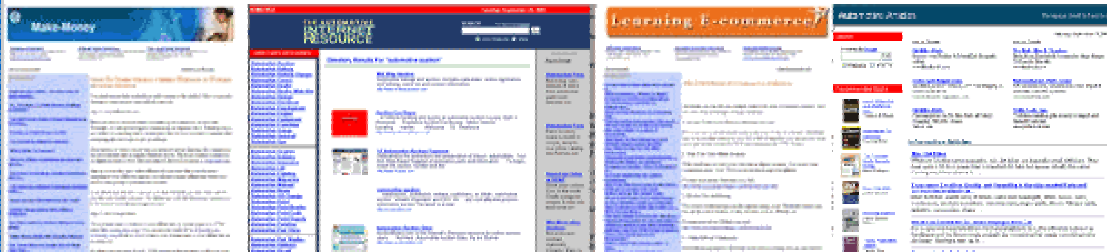
But be sure to check out this first...

Special Unannounced
Super Discount Download Offer =====>

195 AdSense Ready Template Sites...

Content rich AdSense sites ready to go - no site building involved. You get a large body of AdSense content spread-out through an array of topics that people are searching for online.

(Click the Link)



(or click the images)

What we have here is the 2nd OTO and it's the Download page.

Notice the line where it says:

Your *Free* Downloads worth \$114
are below...

What this does is assure the new subscriber that the items they subscribed for are on this page... However, the next copy lead-in does a great job at navigating your prospect... It's leads them right into the 2nd OTO.

But be sure to check out this first...

**Special Unannounced
Super Discount Download Offer =====>**

Now this is important to remember... Directly under the initial greeting is where you begin your OTO offer. That's the best response **hot spot area** for an OTO to be placed. i.e. close to the top of the page as possible.

So don't take too much space with your Thank You greeting. All you have to do is thank them in a respectful manner and in a big enough type size that it will be noticed THEN get right into the OTO sales copy immediately!

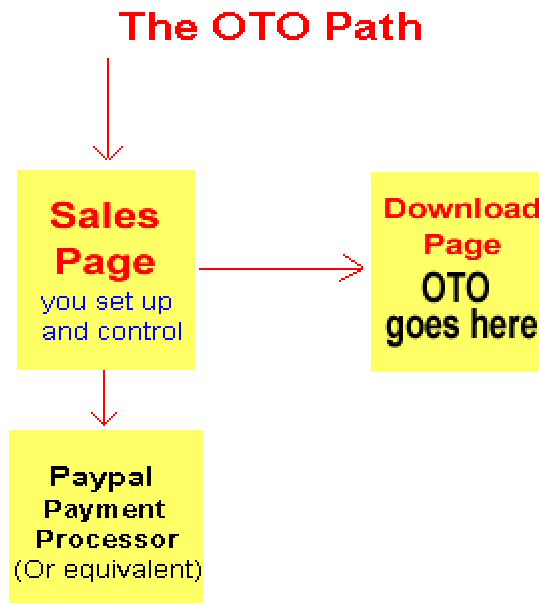
I had a chance to thoroughly test this in Mark Hendricks' [12 Days of Christmas](#) seasonal promotion over the last few years and without a doubt is the most responsive sales **hot spot area** from testing and tweaking.

At this point people are in a rush... so... right below the Thank You greeting is where you make the OTO offer very prominent.

Here in this next diagram below we'll look at the OTO path where you drive your members to a sales page to make sales (not subscriptions in this case) as your primary goal.

Also note... while an OTO is a secondary most wanted response (since its nature is an upsell offer) it is amazingly refreshing when you find how your prospects will take you up on buying more than one item from you during the sales process.

Now when you make a sale at your sales page, right after the payment is processed... the customer is taken directly to the download page and there is no Thank You page in this particular set up.



Note: Some marketers have their sales process set up to capture the customer's email address just before going to the download page which would be like a Thank You page (but not an OTO Thank You page) however more like a confirmation Thank You page.

This is optional as it's based on the sophistication of your follow-up system. However, in streamlined Paypal transactions you can bypass the email capture in this stage (as you already have the email name since these are your list members you are driving to the site) and just drive them to the download page..

Just think of it... when a sales page of yours delivers a sale, you now have another chance to upsell your customer on the Download page with an OTO.

And don't be surprised when see takers for your OTOs where two sales are made (the primary sale and the secondary OTO sale) thus the pure power of one time offers will be working for you :>)

What you do is follow the same path as described above... i.e. You greet them letting them know their download products are below **but first** you want to **show them a new offer before they download...**

and that's the OTO secret that REALLY works!

And many times they will take you up on your offer!...

Here's a glimpse into my ebox full of cash and this is very realistic when you use OTOs as described here in this report.

From	Subject	Received /
ENM Group of Compa...	Congratulations Michael! New sale.	5/29/2006 6:16...
harirams@aol.com	Item ## 195 Adsense Sites W/ RESALE RIGHT...	5/29/2006 7:12...
ENM Group of Compa...	Congratulations Michael! New sale.	5/29/2006 8:49...
petersenpat@comca...	Item ## Takeaway Special - Notification of Pa...	5/29/2006 9:52...
sailtoyourfuture@aol...	Item ##VIDEO-VAULT w/Resale Rights - Notifi...	5/29/2006 10:0...
conniesdps@yahoo...	Item ## Takeaway Special - Notification of Pa...	5/29/2006 10:4...
conniesdps@yahoo...	Item ###CB Profit Booster Pak Plus - Notifica...	5/29/2006 10:4...
oregon@nbcablomet...	Notification of a Pending eCheck Payment Received	5/30/2006 5:34 AM
maddog99@verizon.n...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 5:37...
PayDotCom	New PayDotCom.com Sale Receipt - Item #57...	5/30/2006 6:21...
SavvySystems@bigp...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 6:40...
susanhaebert@couns...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 8:40...
admin@dvbcorner.com	Item ## 195 Adsense Sites W/ RESALE RIGHT...	5/30/2006 9:52...
DaveandJodie@gmail...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 11:3...
chris@creativekeys.n...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 11:4...
sales@whitlands.com	Item ## Takeaway Special - Notification of Pa...	5/30/2006 1:17...
ENM Group of Compa...	Congratulations Michael! New sale.	5/30/2006 2:39...
kilspeed48@aol.com	Item ## Takeaway Special - Notification of Pa...	5/30/2006 3:01...
epeters2@comcast...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 4:41...
mary@marygoldsmi...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 5:21...
ruben@vfrmet	Item ## Takeaway Special - Notification of Pa...	5/30/2006 5:25...
dwhitear@harc4u2.n...	Item ## Takeaway Special - Notification of Pa...	5/30/2006 6:37...
tommortens@charter...	Notification of payment received	5/30/2006 7:15...
dfawis@edna.com	Notification of payment received	5/30/2006 7:45...
daw70000@aol.com	Item ## 195 Adsense Sites W/ RESALE RIGHT...	5/30/2006 7:46...
smithcarle@hotmail...	Notification of payment received	5/30/2006 8:03...
caibhust@yahoo.com	Item ## Takeaway Special - Notification of Pa...	5/30/2006 8:40...
goulet773@hotmailc...	Notification of payment received	5/30/2006 10:4...
goulet773@hotmailc...	Notification of payment received	5/30/2006 10:5...
energy22@charbonnab	Item ## Takeaway Special - Notification of Pa...	5/31/2006 12:5...
idiwid@aol.com	Notification of payment received	5/31/2006 3:22...
idiwid@aol.com	Notification of payment received	5/31/2006 3:37...

A final note on OTOs...

It's important to drive your list to a sales page you control for the type of OTOs described in this report.

Obviously, you can't use *YOUR own* OTO on standard affiliate products as your primary offer where you refer someone to a sales page to buy. Since the vendor controls the ordering process, you won't be able to work your OTOs in because you won't be the one setting up the Thank You and Download pages where OTOs appear. **(EXCEPTION Rule)** *However, if the vendor has an OTO and lets you share in it as an affiliate (which is very fair since you drove the traffic and customers) that will work out great and you don't even have to set up any pages. It's all done for you, but don't count on this being the case all the time – it's just nice when it happens.*

This is why you need to be able to control your own sales process for this type of OTO to work best as described.

Therefore, while it would be nice to JV on an OTO like this with an affiliate product offer... it won't happen too easily unless you can work out a special JV with the product owner where you'll both split the OTO profits. That's why I say it's a good idea to use resale rights or PLR products as your main OTO product upsells ... (you control them)

Here's another **EXCEPTION** to this Rule...

You CAN use affiliate products in YOUR sales or subscription process as long as *the affiliate product becomes YOUR OTO upsell* that appears on your Thank You and Download pages... Therefore, *you CAN use affiliate products interchangeably* with resale rights or PLR products if used as the secondary OTO offer and not the primary offer. Again, if you use an affiliate offer as your primary offer YOU won't control the OTO as the vendor WILL... However, unless you have a special deal to split the OTO with the vendor as described above - you won't get paid on the OTO which is a real bummer and I know this because I've seen this happen before.

Example: Your sales page > Thank You Page add OTO with:
Resale Rights product / PLR product OR Affiliate product > Download page (add OTO with another Resale Rights product / PLR product OR Affiliate product.

Overall... it's a good idea to set up Paypal pages with your products and stick OTOs in between the sequence of pages as described above and you can make extra hundreds and even thousands of dollars with OTOs.

As long as you have an optin list, you can start using OTOs to increase your income. However, if you don't have an optin list at this time or you are planning to start one but don't know how to get it going... then keep this report handy because I've also included 37 Tips for building your own optin email list and it begins right now on the very next page... >>>

Action and Persistence is your key to Success!

Michael Nicholas

<http://www.SuccessTriggers.com>
<http://www.EmailProfitTriggers.com>
<http://www.OrderButtonTriggers.com>

Here's Your Built-in Bonus Report!...

37 List Building Secrets

The money is in the list, the money is in the list, the money is in the list, how many times have we heard every guru on the planet say this? Hundreds, thousands?... **And with good reason!... BECAUSE IT's TRUE!**

The money IS in the list!

And in this book I'm going to show you how to add thousands of quality subscribers to your list without spending a fortune in the process.

So let's get started!...

List Building Secret #1 - Make Your Content Relevant Keeps Your Subscribers Happy And Boosts The Amount Of People Who Will Recommend Your Newsletter To Their Friends.

One of the biggest problems I see newsletter and ezine publishers having online is that they write about subjects no one in their market is interested in. They just write about whatever they think people want to know about without doing any of the research, which is a huge no no.

Another problem is, publishers who have a market well defined don't then write the content in their newsletters that interests their readers. There is no use having an ezine on coin collecting and running articles on stamp collecting just because you couldn't be bothered finding the right content for your ezine.

This is easily overcome. Just send out an email asking your readers what they want to read. Also sign up for other ezines in your market and see what they are writing about.

List Building Secret #2 - Add More Subscription Boxes To Your Website

Sounds simple enough, but few people actually do it. If you have a 100 page website, you should have 100 newsletter subscribe boxes on your website.

You can integrate a subscribe box just about anywhere in a website. You could add one just before an article starts, in the middle of an article or even at the end of the article.

As long as you have good content on your website, you won't have a problem getting people to subscribe to your newsletter.

An interesting way to do this for a content site is as follows.

Have a look at this website and see what he does to get subscribers, it's very clever.

<http://www.associateprograms.com>

List Building Secret #3 - Offer An Outstanding Bonus Or Gift

I've had a problem in the past with offering freebies to get people to subscribe to your newsletter, but I also know it can work well, if done properly.

Why do I have a problem with it? Well I really want subscribers to be signing up for my newsletter because they want my newsletter not because they want the freebie im offering.

The best way to offer a freebie is to create one yourself and not something you have reprint rights to with 500 other people. You want it to be unique, and you want it to be something that plugs your newsletter heavily.

Do you know what makes a good bonus? Back issues of your newsletter!

List Building Secret #4 - Use Free Viral Ebooks To Get New Subscribers

Want to get thousands of new subscribers for your ezine without spending a cent on advertising and you've tried all the methods above but you still want more?

Viral marketing is the way to go! Writing viral ebooks that get passed around

Writing viral books is nothing new, but it's still a great way to get your newsletter noticed.

There are a few methods you can use when creating viral ebooks.

You can either create them as a free product, or charge for them and give people the reprint rights to the product so they in turn can give your product away while making some money in the process.

I prefer the reprint right route. The key here is , once the momentum of the first book wears out, write another and another and another and another! All in the same method, all with reprint rights and all with your newsletter subscribers from plastered in them.

The goal really isn't to make money from the sales of the book, it's to get more subscribers.

So again, find a group of publishers in your markets, let them know you created a new ebook with sales letter that they can use and plug straight into their website and give them a mailing promotion to use and tell them they can have the book for free and that they can either sell the book or the book and the reprint rights to their customers.

This is easy money for them and more subscribers for you!

Doing audio interviews with experts in your field also is a great idea to get more subscribers. I'm not going to get into how to create audio products as that's a whole other book, but interviewing experts over the phone and recording it on mp3 will get your newsletter splashed all over the Internet, especially in fields other than Internet marketing where people don't expect to get this much quality information for free

When you take marketing tactics from the Internet marketing field and apply them into other niche markets where they have never been seen before, you will get noticed more. Everything has been done in the Internet marketing field, we are all immune to even the most brilliant marketing tactics as we see them almost everyday, but other niche markets eat these things up.

Creating audio interviews isn't hard at all equipment wise and finding experts to interview is a piece of cake.

Do you know how I find experts in any field almost instantly?

Well most FAQ pages at FAQS.Org/faq/ have who its written by and an email address for them. These guys are obviously knowledgeable in their fields, and they would make great experts to interview.

Tell them you want to interview them because you've read information they've written and it was great and you think your subscribers would appreciate the information.

Most will do this without charging you a cent if you are outside the marketing field, they will just get a thrill out of being interviewed.

Once you have these interviews, tell all the publishers you've been in contact with recently that you have this great set of mp3's just completed and you want to offer them for free to their lists.

Setup a section on your website with the download link to these mp3's and also put a subscribe form near them for your newsletter and you will be surprised how many people will sign up AFTER they listen to your mp3s.

Don't make is so these people have to sign up for your newsletter before they get the mp3s.

List Building Secret #5 - Use Pop Up Windows

Pop up windows are still effective ways to get subscribers, especially in niche markets.

Creating popups on your website is as easy as pie. There are however a few different type of popup windows you can use.

The pop up window on exit, which pops up after you leave a website and the popup window on entry which obviously pops up when you first go to a website.

You can do a web search to find tons of popup programs.

I prefer the pop over that can't be knocked out by popup killers. So when someone visits your website they get interrupted by your top message you want to get across immediately, i.e. asking them to subscribe to your newsletter, etc.

Here's a really cool one that's not too expensive and easy it's to use...

[Click here.](#)

List Building Secret #6 -Use Name Squeeze Pages

Name Squeeze is a big buzz word lately and it's something people having been beating to death, but it really does work.

Name Squeeze is nothing new, it's just that Jonathan Mizel gave an old technique a new name and new appeal. Good marketing on his part.

The best way to explain a name squeeze page is to show you a good example.

<http://www.scrapbookingprofits.com>

This is a great name squeeze page. Basically, what a name squeeze page is, is a simple subscribe form that then leads them to either a free report or a sales letter.

Look at these other super successful name squeeze pages to get a good idea of what to do.

<http://www.doubleyourdating.com>

<http://www.fireyourweddingplanner.com>

Notice how these sites have nothing to do with Internet marketing? But they are ALL pulling in tens of thousands of dollars monthly. Doubleyourdating.com is pulling in hundreds of thousands of dollars monthly.

To simplify the process of creating effective name squeeze pages [click here](#) to visit a very helpful resource.

List Building Secret #7 - Buy Leads With Co-Registration

Quick and easy way to get subscribers, **but not the best way**. That's how I describe Co-registration. Some marketers swear by it and have great results, others fail and have to throw out the entire list they brought because it's riddled with fake addresses, spam complaints and basically freebie seekers.

So what is Co-registration?

Basically its building lists by buying subscribers from a 3rd party service.

Here is how Dr Raplh Wilson put it.....

"Co-registration is a widely-used approach to increase the size of your e-mail lists. Co-registration works this way: After completing a subscription form or upon leaving a website, visitors are invited to subscribe to one or more e-zines. If yours is listed among these and the site gets a substantial amount of traffic, you'll begin to receive a number of subscriptions. "

Have a look at the two best Co-registration companies to get an idea.

<http://www.profitinfo.com/leadfactory> (one of the best is you go co-reg)

<http://www.worldwidelists.com>

What you do is you pay a fee to these companies per subscriber. So every time they supply you with a new lead you pay them a fee. Usually around 15 cents to \$1 depending on the niche market and if you want double opt-in or single opt-in.

Always go for double opt-in if you can.

The best way to make money from these types of subscribers is to first give something away for free. Build trust with your subscribers. Sign them up for a free course, give them some bonus products like you created before and remember if anyone asks to be removed from your list, just do it! Don't argue with them ever!

That's the quickest way to get your newsletter shutdown.

Co-Reg is not the recommended way to go but it is shown in this report since some marketers have done well with it.

List Building Secret #8 - Write Free Articles

While it's a given you will put your newsletter subscribe address in your resource box at the end of the article, this is not the best way to get people to subscribe to your newsletter.

The best way is to write a few free E-courses that people can subscribe to via an autoresponder and weave the links into your article.

Here is what I mean, and I can tell you now, HARDLY ANYONE is doing this.

Let's say you have a newsletter on Ice Fishing and you're in the middle of writing a few articles to send out for publication. Here is what I would do.

I would go to Aweber.com, buy a monthly subscription to their service and then start writing up 2 or 3 free e-courses on all things to do with Ice Fishing and plug them into my autoresponder.

Now why would I want to do this if I really want people to subscribe to my newsletter? Well, article writing has come under attack by people who believe cutting people's article bylines out is acceptable. They just steal the content as their own. So instead of trying to fight these people everyday of the week, I've accepted this is going to happen and I made provisions for it, and in fact, it probably works in my favor.

So in my article while I'm writing it, I would let the readers know there is this great E-course for free they can sign up for. I wouldn't mention it was mine. I would just weave it into my article and it looks like I'm providing them with a great free resource.

I would then provide them with the autoresponder link and how to sign up.

List Building Secret #9 - Use A Sales Letter To Get Subscribers

This is something I've seen a lot of lately. People using direct sales letters to get new subscribers for their newsletter. They are actually creating a sales letter like they would for a product they are selling, and at the end of it, instead of an order button, they have a subscribe here button.

You wouldn't even know by reading the sales letter that it's not for a product until the very end.

This gives people the WOW factor. You make your newsletter sound so valuable that when they find out it's free, they go "WOW, I can't believe they are giving all this information away for free".

This is pure marketing at it's best, and it's exciting. Marketing is meant to be exciting, just like life.

List Building Secret #10 - Using Mp3s To Get More Subscribers

Doing audio interviews with experts in your field also is a great idea to get more subscribers. I'm not going to get into how to create audio products as that's a whole other book, but interviewing experts over the phone and recording it on mp3 will get your newsletter splashed all over the Internet, especially in fields

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Don't make is so these people have to sign up for your newsletter before they get the mp3s.

List Building Secret #11 - Archive Your Newsletter Copies

Sometimes people are hesitant to give any sort of information away over the Internet, especially there email addresses even if what you are offering is free, due to spam.

But if you allow people to read your back issues without having to signup for your newsletter, this will show them what type of content you do write and will make them want to join.

You would think having your newsletter issues archived would cut back on subscribers wanting to subscribe because they can get it without giving their email address away, but this is not true.

What you do is tell them on the website that newsletter subscribers get each issue 2 weeks before non subscribers.

List Building Secret #12 - Use A Paid For And Well Known Autoresponder

I can't stress this enough. Don't use free Autoresponders! These free services can go down at anytime (with your list) and are not professional looking at all.

Plus, they also get used for spamming and are abused badly.

You can use Aweber.com (\$20 per month) or an autoresponder like AdtrackResponderPro that works on YOUR server at a one time payment. You get unlimited use and no monthly payments.

List Building Secret #13 - Use Free Forum Posting

This is a great way to get not only more subscribers for your newsletter but recognized as an expert in your field. By posting helpful suggestions in forums in your market, you will get a lot of good attention.

I'm not going to get into a whole lot about this subject as it's pretty easy to get started.

- 1) Find forums in your niche
- 2) Read some of the back posts and see who's the boss, who posts good content and what the rules are
- 3) Start posting with informative information and include your little newsletter byline at the end of your post or in your signature file

What most people have a problem with is not writing good posts, but finding the forums to post in.

Now that work is done for you. Just enter the topic your newsletter is on into the website address below and you will find all the forums you could possibly want on those subjects.

<http://www.link-advantage.com/search/>

Or go to BotSurfer.com to get your own free desktop multi-forum search tool. What's so great about Bot Surfer is once you find your favorite forums, all you have to do is load them into [Bot Surfer](http://BotSurfer.com) (up to 15 URLs) and it will surf your favorite forums by the keywords you put into it. It's a great little tool, there's nothing else like it - and it's FREE!

List Building Secret #14 - Trade Ads With Other Publishers

This is a simple method of generating new subscribers instantly. Basically, you place an ad for other publishers newsletters in your newsletter and they do the same for you in return.

It's not something I'm a huge fan of, but it does work. But there are a few tips you should know.

Trading ad's for ad's with other publishers works well when your mailing list is small and growing rapidly. It's very hard to find suitable ad swapping deals that are worth your while when you have 10,000 or more subscribers.

So how can you find publishers that are looking to trade ad's? Easy! Do a Google search for the following.

"your market here ezine" (without the "quotes")
or "your market here newsletter" (without the "quotes")
(I know that's a strange phrase but it works good ":>o)

You'll find a lot of players in the ezine / newsletter field...

Or try examples like this but tailored to your specialized area...

"Gardening Ezine"
"Gardening Newsletter"

Then just contact all the publishers you can and ask them if they are willing to trade ad space in their newsletter for ad space in your newsletter.

Don't just spam these people. Actually sign up for their ezine, look at their website, personalize any contact you make with them so they know you're not just harvesting email addresses and you will do well.

Some of the time you don't even need to trade ad's with people in your exact market. Let's say just because you run a gardening ezine, that doesn't mean you can't trade ad's with landscaping ezine. Do you get my drift?

List Building Secret #15 - Setup A Contest

This is my favorite method. Basically what it is, is you get a group of publishers all to agree on running a contest to their lists and you run the same contest to your list.

To enter this contest, these subscribers from your list must subscribe to the other publishers lists and vice versa.

The contest could be for anything, depending on your market. Perhaps the publishers you contact all have ebooks for sale, you could give a free copy of all your ebooks out to the winner. Anything with value with work.

You then setup a domain for this specific contest and put all the information needed on that. You then tell your list about the contest and where to go to enter and how. Everyone on your list who enters then gets subscribed to the other publishers ezine and you get their subscribers.

Here are the steps.....

- 1) Find 4 or 5 publishers in your market
- 2) Contact them and tell them your idea and that you are willing to do all the work, all they need to do is give you there signup information and something to offer for the contest
- 3) Setup a domain name and website/sales letter that tells people how to enter and all the information needed
- 4) Write a mailing piece that each of the publishers can use to promote the contest.
- 5) Get a firm date when these publishers will run the contest mailing piece and how often
- 6) Send these publishers the names and email addresses of subscribers
- 7) Add the subscribers to your list, make sure you check for duplicate email addresses so you don't add people already on your list
- 8) Pick a winner!

List Building Secret #16 - Do An Article Recommendation **SUPER HOT IDEA!**

What you do with this idea is get together 4 or 5 publishers, and get them to agree on running an article that you wrote.

That's it, nothing tricky, and if they agree to running this article they will get thousands of new subscribers virtually overnight.

What you do is you write an article about the best newsletters in your market, and those would of course be the publishers who agreed to run your article.

Make the article objective, don't just blatantly plug newsletters, write it like a news reporter would. Everyone who runs the article will get subscribers and you will get subscribers and everyone will be happy.

Sometimes you have to make things happen, especially with Internet Marketing, don't wait for people to contact you, YOU make it happen and you can do that, it's not hard, just think outside the box.

This method will also work for paid products as well. You don't just have to plug newsletters, you could get all the publishers together and write an article about the best products in your market. This way everyone can make sales and affiliates sale just by running the article.

List Building Secret #17 - Thank You For Subscribing Page

Simple enough. Get a group of publishers together and tell them you want to send new subscribers of your ezine to a page that recommends signing up for their ezine and that they do the same for YOU.

You see it all the time. You subscribe to an ezine you see on a website and once you subscribe you are taken to another page that recommends other peoples newsletters that you should join. This is pretty much a better version of co-registration, but it costs you nothing.

List Building Secret #18 - Buy Ezine Solo Ads

When ever I advertise with ezines it's usually solely with Solo Ads. These are ads that are sent out by themselves, unlike classified and other ads that go out in the ezine itself.

This ad will go out by itself, so it needs to be a fairly good length. While some people say shorter ads work better for the simple fact the reader has less to read,

in reality, a very well written longer solo ad will pull much much better.

There are usually word and length limits to these ads so when you are creating them, it might be good to check around at what the normal length of a solo ad is in your industry.

You might even check out the posting guidelines for other ezines so you can know exactly how long they like their solo ads.

The best bet to make a compelling solo ad is to work really hard on the headline. If you can write a very compelling headline for your ad, the rest of the ad should follow.

List Building Secret #19 - Submit To Ezine Directories

The best ezine directories are paid for and they are:

Topezineads.com and Directoryofezines.com

Here are some free ones:

<http://www.go-ezines.com>

<http://www.ezinelisting.com>

<http://gort.ucsd.edu/newjour/submit.html>

<http://www.ezine-dir.com>

<http://www.list-city.com>

<http://e-zinez.com>

<http://www.published.com/index.html>

<http://www.homeincome.com/search-it/ezine/index.html>

<http://new-list.com>

<http://inkpot.com/submit>

<http://www.published.com/list/submit.html>

<http://www.listtool.com/cgi/listTool/addList.cgi>

List Building Secret # 20 - Use Classified Advertising In Ezines

These are small ads, usually four or five lines long that go out in the ezine itself. They don't work anywhere as well as solo ads, but they are cheap as chips. The secret here again is to write a very compelling headline.

The best way to use classified ads (the best way to use any advertising on the Internet) is to send them straight to your opt-in mailing list from the ad, where you might be promoting a free course via autoresponder all about your product. Once you have their email address, you can contact them over and over again until they buy or unsubscribe.

This is by far the best method of advertising with classified ads.

List Building Secret #21 - Use Top Sponsorship Ad's In Ezines

These ads are at the top of the newsletter and are usually the first thing people read. They usually cost about half the price of a solo ad, but they usually don't pull anywhere near as well.

They are also usually 5 to 8 lines long, and you should really concentrate on your headline, and leading them straight to your autoresponder.

List Building Secret #22 - Network All You Can

Every where you go, network with people. You never know exactly who you might run into. Let as many people as you can know about what you do and that your the best at it.

Going to seminars and trade events is a great way to network with people in your markets and a great way to start building relationships with key online businesses.

You never know who might be able to help you with something down the track.

List Building Secret #23 - Create And Sell Ebooks or give them away FREE!

This is just a very quick overview, but if you want more information on creating Ebooks, I suggest you do a web search on it to find some good resources in your particular area of interest. Here's one I really like you can check out that covers a lot of [info product](#) terrain.

Now, back to the explanation.

Whether you like it or not, having your own product gives you more flexibility in your online advertising AND believe it or not, compiling an Ebook is no more than a weeks work part time if done correctly. However, it could end up taking a lot longer. If you don't have a lot of time you can get ebook products with private label rights and customize them with YOUR own links as the only work you would need to input into the product. Do a web search for Private label ebooks to see what you can find.

Ok, lets get down to the nitty gritty. What is a viral marketing Ebook and why should you create one?

A viral marketing Ebook is a book which sole purpose is to be spread around the Internet quickly, by any means possible. It's not meant to only make you money on the front end. You want other people selling it and giving it away to as many people as possible.

Why?

Because the inside of that book it has YOUR subscription signup info all over the place AND is also full of your affiliate links leading to other related products. Every time someone buys or gives away your book or resells it, (depending on how you want to do it) more people will be seeing YOUR links. And this is costing you what? NOTHING... Exactly!

The best example I can give you of this process would be by Yanik Silver. He created 2 marketing books that spread over the Internet like wildfire. He gave everyone who purchased the book for \$19 or \$17 (depending on the book) the rights to sell it or give it away to their customers.

Needless to say, thousands of people starting selling it and promoting it all over the Internet. To this day, he is still earning good money from that book, plus he became one of the most well known Internet Marketers to date.

So how do you go about creating your own viral marketing Ebook?

Here are the steps...

1) Come up with a product idea based on your affiliate program you've already chosen and are already promoting.

Coming up with ideas isn't hard. For example, if you are going to be promoting a digital camera affiliate program, why not create a free OR inexpensive book report on 10 quick tricks to becoming a successful digital photographer. You can find that info online in a web search and then rewrite it in your own words. Since you are saving your reader time by compiling this info in one place it's valuable to them. Then throughout your report, you can recommend your favorite related affiliate programs while picking up new subscribers plus all the backend commissions you can make from your affiliate links in your ebook.

This is PROVEN FORMULA that really works!

A good way to come up with ideas is to look at what others are already selling or giving away and mimic that. You don't need to reinvent the wheel here, so PLEASE don't make things harder than they have to be.

2) Get the tools you need to succeed

You are going to need a few tools here.

A) A domain name

I register all my domain names with <http://www.namecheap.com> for under \$9 a domain name, which to me is pretty darn cheap. You want a fairly short domain name that describes the content of your book fairly well.

B) Webhosting

Low Cost Web hosting

<http://www.hostica.com/>

\$1 per month and up. (Very reliable)

<http://www.webhostingbuzz.com>

(Also have a good reputation)

You'll find \$3, \$4, \$5, \$7 plans and up.

If you need more hosting power, you can't go wrong with: <http://datawebpro.net>

C) Autoresponder

You will need this so you can contact your prospects that don't purchase straight away. This is where you will give away your free course or someway to entice them to give you their email address so you can contact them periodically.

Send follow-up autoresponders to run your newsletter or announcement list
If you're not familiar with the uses of follow-up autoresponders, check out these sites. This is one of the best ways to automate your business.

[AdtrackResponderPro](#)

(One time cost and very efficient)

[Aweber](#) (\$20/month)

Note: You can choose to use an autoresponder on your own web host server like [AdtrackResponderPro](#) or use a company like [Aweber](#) that runs the autoresponder off of their server.

What's the difference?

Basically it's this... if you use a company run an autoresponder on [their server](#), you'll pay their monthly fee.... OR >>>

If you choose to run the autoresponder on your [own server](#) - then you do not have to pay the monthly fee. You only pay a one time cost of owning the autoresponder software. You do need to have it installed on your server and this may be more than you should get into technically. Don't worry as you DON'T need to have the technical knowledge to do this as you can hire a programmer very easily for under \$50.00 in most cases. Always ask the autoresponder software company who they recommend and you may find that they may provide that service themselves or should have a good recommendation.

D) Credit card processor

Just use <http://www.clickbank.com>. This step is too easy. They will let you accept all major credit cards and start an affiliate program for a one time setup fee of under \$50. They do take a percentage of every sale, but this is so much cheaper then getting your own merchant account.

Just about everyone selling Ebooks online is using Clickbank.

However, it's much easier to set up order buttons at [Paypal.com](#) or [Stormpay.com](#) which allows you to get immediate sales orders. If you are not using other affiliates to sell a particular report you may want to go with Paypal and or Stormpay for some of your products sales.

E) Ebook Software

You will more then likely want to create your book in PDF format so everyone can read it. Some Ebooks come in EXE format, but mac users can't read that format, so I find it best to use PDF. You can create your book with these free resources:

PrimoPDF – PDF creation tool

<http://www.primopdf.com/>

Print to PDF from any application. Grab a copy of this and learn it. Very handy.

<http://www.pdf995.com/download.html>

Also...

Adobe - Do it online

<http://createpdf.adobe.com>

Or, at the time of this writing you can get it done online, for free, by Acrobat. They have an offer to convert up to 3 documents from any Microsoft Office application or standard web pages, up to 50 megabytes

F) Ebook Graphic Design

I recommend getting a good graphic designer for your eCovers. Here's a couple of good sites to get really nice design work done.

<http://www.hypercover.com>

<http://www.pixelstoprofits.com>

3) Outline your book chapters into articles

Writing a whole book in one sitting is hard, and trying to write a book without outlining the chapters is nearly impossible. My first book I ever wrote took me over 6 months but now most of my books take me less then a week to finish and that is with a sales letter and website up.

All you have to do is think up 12 to 15 article topics in sequence and write about them. Each page should be around 700 to 1000 words, full of useful information, not information people could get for free.

4) Write your content

Like I said just before, you need original content. There are too many books out there now where people are just regurgitating information others can get for free and this lowers the value of your book, which means less people will pass it

around and even less will read it.

If you are really stuck with your writing, I suggest that you do the following. The best way to get a good amount of original information without writing it yourself is to interview experts in the field. For instance, if you were writing a book about improving your golf handicap, I'm sure it wouldn't be too hard to find some local experts who you could grill in person, over the phone or even via the Internet and you can then put all that information in the book. It's also a good selling point.

Also remember when your writing what the point of this book is. The point of the book is to earn you an on going commission with affiliate programs, so don't feel like you can't throw some affiliate links in, because you can, but make sure it's tactful and in place.

Another good idea would be to put a "Subscribe to my newsletter" section in your book as well, so not only will you make commissions on sales, but also generate leads without doing any extra work.

Make sure you clearly state in the front of the book, that the buyer can sell this book as his own. State that he has Resell Rights to the product and can sell it or give it away if he chooses.

5) Create your sales letter

This is where you will be selling your book from and is critically crucial to your success.

Creating a sales letter takes a lot of work, especially if your new to the whole thing. The best way and the way I use, is to mimic successful sales letters.

Here's the system to help you do just that and since you are reading this book you will get a huge discount off the normal price by [clicking here](#).

However, if you want to hire a professional copywriter, your looking at thousands of dollars, plus royalties from your book sales.

Remember that you can sell your book with reprint rights, which means when they buy the book they can sell it as well. This is a huge selling point for you. You will also be giving them your Ebook cover, website graphics and sales letter to use to sell your product.

6) Plug in a free 5 day autoresponder series

The best way to write your free 5 day course that your prospects get via your pop up window. An easy way to create your 5 day eCourse is to take some chapters out

of your book and put them in as a free teaser.

Remember to emphasize urgency. You want to make these prospects who don't buy straight away feel like they are missing out on an opportunity of a life time and considering the low price of the book, if they don't buy, more then likely they weren't really interested or were freebie seekers from the start.

Note: If you need writing done for you, you can outsource to have stuff written for you and it doesn't have to be too expensive depending on how much you need done. You can go to <http://www.eLance.com> and find writers that will bid on your proposal to write for you. Do not discount this outsourcing method – many marketers hire out while still having a hand in the final product but without having to write it or do all the research.

7) Advertise!

Depending on your topic, you will want to target different people. However, no matter what topic your selling on, there is one market who will want your advertise your book to Internet Marketing group. All they care about is that they can resell it as their own.

Your book could be on almost any topic but all they care about is the fact they can sell it as their own. This is why niche type of books can do so well.

The key is to target people in your market and then the Internet Marketing crowd.

List Building Secret #24 - Start An Affiliate Program To Promote Your Newsletter

You could start your own affiliate program solely to promote your newsletter.

This has been done before with some success, especially if you know how much your subscribers are worth to you, money wise.

If you know that every subscriber to your newsletter is worth 50 cents to you, you wouldn't mind paying 20, 30, 40 or even 50 cents per subscriber to your affiliates, and that's a pretty good deal for you and them.

Another less risky way is to do the following. Create an ebook, or some sort of digital product, with value, sell it for around \$20 to \$30 and give affiliates 100% of the sale.

You won't make any money selling the product, but you will get a huge mailing list of not only newsletter subscribers, but customers.

You can see someone doing this exact thing at DoubleYourDating.com or SecretAffiliateWeapon.com.

Affiliates are sending him thousands of new subscribers everyday and thousands of customers everyday, because he gives them 100% of the sale of his ebook.

List Building Secret #25 - Use A Dynamic Email Signature

This is so simple, yet people forget to even do it or do it properly. If you send out quite a few emails every day, this is a great method to pick up some new subscribers.

All you need to do, is at the end of each email you send out, have a 4 line ad for your newsletter. You could use a classified ad you've already written for ezine advertising.

You will be surprised how many people will sign up for your newsletter.

List Building Secret #26 - Press Releases: Not Dead, Just Evolved

Mark Twain once said the rumors of his death had been greatly exaggerated. The same may be said for the press release. It's not dead, but its mission has evolved.

Those PR practitioners who are spreading these death rumors would have you believe that press releases should never be written, nor distributed. I take issue with this old-school thinking.

Let's talk about the evolution of the press release into a solid tool for helping organizations deliver key messages to multiple audiences in the digital age.

In the not-so-distant pre-Internet past, press releases were aimed solely at trade and consumer media outlets. The media acted as the gatekeepers, taking your information and making decisions about how, or if, to use it.

Organizations today are able to bypass the media filter in a number of ways, thanks to the net.

Consider this: both journalists and consumers use the web for research. More than 550 million searches are done daily via the web. And, every month, US web-users conduct 27 million searches at Yahoo! News, Google News or other news

search engines. According to recent surveys by Middleberg/Ross and the Pew Internet Project, we learn that:

- 98 percent of journalists go online daily
- 92 percent do it for article research
- 76 percent to find new sources and experts
- 73 percent to find press releases
- 68 million Americans go online daily
- 30 percent use a search engine to find information
- 27 percent go online to get news

But you need to think differently about writing your releases in this new age. You can extend the power of your press releases beyond the media by positioning them for search engine pick up. In effect, your press releases become a long-lasting, online, searchable database about your organization.

Once properly written with both readers and search engines in mind, you need to distribute the release. PR Web™ and PR Newswire are my two favorite ways to get the message out. Both services help you reach into the newsroom and beyond.

PR Web emails press releases daily to between 60,000 - 100,000 global contacts points.

Journalists, analysts, freelance writers, media outlets and newsrooms, as well as your average web users are signed up to receive this information. Also, it distributes releases via FTP, XML feeds and through a network of its own websites. PR Web-related sites are in the top 2,500 most visited sites. Every release sent out through PR Web is optimized for search engines, and PR Web guarantees your release will be picked up by Yahoo!

A granddaddy of press release services is PR Newswire, which distributes directly into the central editing computers at daily newspapers, newsweeklies, national news services, trade publications and broadcast newsrooms.

It reaches a total of 22,000 media points in the US alone. All releases are distributed to and archived in more than 3,600 web sites, databases and online services. Additionally, PR Newswire's website is in the top 2,000 most visited sites on the Internet.

Finally, let's take a look at the online media room. Its primary purpose is to provide journalists with easily accessible data about the organization, such as

executive bios, earnings figures, key contacts and other solid, factual information. An organization also should place news releases here, particularly those aimed at key stakeholders like employees, strategic allies, and investors.

Technology savvy consumers often visit online media rooms for the same reason journalists do: they expect to find factual information there.

Churning out releases and dumping them willy-nilly on the media is a dumb practice. But using releases as a strategic weapon to reach key audiences across the digital divide is smart PR. Practitioners who believe the news release is dead need to evolve, or they will be the moribund ones.

If you really want to get the most out of Press Releases automating most of the tasks involved... [this is the tool you want](#).

List Building Secret #27 - Give Your Newsletter Personality

What makes you different from any of the other newsletters out there in your market? 1 thing and 1 thing only.

YOUR PERSONALITY.

Don't be a lifeless drone, add some spark to your writing... Yes you should be informative but you can also inject other parts of your personality too. You can be funny, witty, controversial, etc... but just don't be boring!

Your ultimate goal is to get people to know you, like you and trust you!

List Building Secret #28 - Make Sure To Keep Your Newsletter Off Spam Lists!

Here are some very useful tips to make sure you stay out of hot water when it comes to being called a spammer.

- * Make Sure Your Email Message is Compliant with the CAN-SPAM Law.
- * Keep detailed records of all subscribes and unsubscribes. IP addresses, when they subscribed when they unsubscribed.
- * Don't ever purchase bulk email lists or harvest emails from the Internet.
- * If you use co-registration companies, make sure they are reputable and don't use shady methods of traffic gathering.
- * If you have an Affiliate Program, make sure you abide by any "anti-spam" provisions in your agreement.

* Avoid using spam trigger words like "spam, free, special, guaranteed" etc....
If you need to you can hyphenate them... Example: F-R-E-E.

List Building Secret #29 - Setup A Membership Site Just For Subscribers

Want to really boost your subscription rate? Start your own membership site solely for your newsletter subscribers. You can see a real example at UndergroundInterviews.com.

The key here is to make sure your content is fantastic, so much so that you could actually have paying customers for it.

Keep it updated constantly.

Another thing that can come in handy when running a membership site is getting some first hand knowledge if you haven't had any experience with [running a membership site](#), this is crucial.

List Building Secret #30 - Setup A Free E-Course For New Subscribers

This step doesn't have to be difficult. This free course is the vehicle to promote whatever it is you want to promote, whether it be an affiliate program, your newsletter (which is a given) or your own product. It will also be the catalyst that allows you to contact these leads as often as you want.

I will warn you now, however, that you don't want to contact them everyday, maybe not every week, only when you have something substantial to email to them. This keeps your list happy, and not full of junk emails that no one will end up reading.

First off though, we need a title for your report. No one is even going to subscribe if it doesn't interest them.

This is where a lot of writers really wreck a perfectly good report. You have to make your title as exciting and straight to the point as possible.

Here are a few examples of very poor titles.
Make Money Online

Migraine Relief Report

Create Your Own Products Easily

Play Cricket Like A Pro

I might have been a little harsh to say that they are poor titles, they just lack any spark or imagination. Here are a few suggestions I have to spruce those titles up, and these can be used in any other titles as well.

Make Money Online In 7 Days With Residual Income Affiliate Programs

Stop Migraines In 5 Easy Steps

Create Sizzling Digital Products Instantly, That Sell Like Crazy

Bat Like Border And Bowl Like Lee, Play Cricket Like A Pro!

So what is the easiest way to create your own free 5 day course?

The best way to create your free course is to write 5 or so articles yourself on the subject your promoting and putting it into a free course.

The problem most people have when they try and do this is that they try and write thousands of words all at once and they get tired and never complete it.

If you break it down into sections, it's a lot easier. For example, if I was to write a free course on creating your own fishing lures for profit, I would write something like this.

Article 1: Why fishing lures are so profitable

Article 2: How to create your own fishing lures from your table

Article 3: How to automate the whole lure making process

Article 4: How to market your lures offline

Article 5: How to market your lures on a budget online

And in each of these articles, I would weave an affiliate link into somewhere or mention my newsletter. The information has to be of high quality and not just a blatant plug-a-thon. If you do this, you will certainly get a lot of people unsubscribing from your list.

Of course you can't really just send your prospects a bunch of articles, you have to weave them together. For instance, the first email they get could be a thank you for subscribing email, with a don't forget to get your free gift line in there somewhere. This first email, you should try and hook your prospects, so if you have an article section that's better than the rest, put it in the first day.

List Building Secret #31 - Start Your Own Forum

This is a great way to get new subscribers to your newsletter. Building a community within your website brings back repeat visitors, which means people will more than likely sign up for your newsletter if they keep coming back.

You can see an example of this at Howtocorp.com and go look at the forum. He has his newsletter signup form there and product recommendations. People love to help other people and answer their questions, so after awhile you won't need to be answering many questions yourself.

The best way to start your own forum is to do it yourself with software and host it on your own webhosting. Don't use a 3rd party service, especially free ones.

A good piece of forum software can be found at: <http://forum.snitz.com/>

List Building Secret #32 - Contact Previous Customers And Clients

This is just another simple method most people over look, but they don't realize just how powerful it is.

If you already have a list of customers or prospects, tell them your starting an ezine and let them know they can subscribe anytime they like and get all the information for free.

These people have already proven their interest in you or what your selling, so it makes perfect sense they would want to hear from you more often then they already are (if at all!)

List Building Secret #33 – Use Payper Click to get Subscribers

This is something that people starting are not doing enough ...

As you know, pay per click search engines like Google's Adwords program or Overture's PPC engine (now owned by Yahoo) require you to pay when someone clicks on your website. Most of the time marketers drive this paid traffic to a sales page to sell something for a commission.

However, if you want to get more conversions out of this traffic, give them something FREE that compels them to subscribe to your newsletter. After they are on your list you can now sell to them without the paying per click and you

what you have is a paid opt in situation that is well worth it as long as you do it right.

If you stay on topic of why they subscribed and were able to get them by paying a low cost per click, you now have one of the best ways to get new subscribers to opt in to your list with a pre-driven interest in what you have to offer.

You can also go to <http://www.PayPerClickSearchengines.com> for a complete list of low cost pay per click search engines that you can find new traffic at.

List Building Secret #34 - Give Permission To People To Use Your Newsletter or Excerpts of It In Their Own Works

Tell people who are already subscribed to your newsletter that they can pass the newsletter on to friends and also allow them use parts or all of YOUR newsletter in THEIR ezine.

Of course you would get credit and a link back to your site. This is sort of like article writing, just with your newsletter full issue or excerpts in place of an article.

You can even let them have the affiliate link to make money from your product review or tip. However, the credit you get for writing it always leads back to your signup page.

List Building Secret #35 - Send Testimonials To Products You've Used

This is an easy way to get a trickle of new subscribers daily to your newsletter. Whenever you use a product or service you really like, send them a great, glowing testimonial and they will gladly put it up on their website and put a link to your website subscribe page with it.

The trick here is to get as many people who read your testimonial to your website and to subscribe to your newsletter.

The best way to do this is to register a new domain name solely for catching subscribers from testimonials, something catchy, and put a name squeeze page as your main page.

You will slowly get a nice stream of new subscribers everyday for as long as the product or service is selling for.

List Building Secret #36 – Buy a Popular Product and Offer it FREE to One Winner!

A cool innovative way to drum up some new subscribers is go buy a popular product and give it away where one person will win it in a drawing. This is a variation on a contest concept but more value is added since a premium product is the lure.

Several hundred people may sign up to win the product but only one person can win. For all the others that do not win, you'll have to keep them happy if you want them to remain on your list. So what you will do is add in a nice free bonus BUT don't tell them about it till after the winner is announced.

Then... give them the **unannounced bonus** and make it valuable too so they won't feel left out. They'll love it... and you'll have a win, win, win!...

How can you select a winner?...

That's a great question...

One good way is to publish a question and like radio stations do. The first correct response that comes in gets the prize. Or you can simply do a random pick a name out of a hat type concept and here how you can do it internet style.

Grab a copy of your list saving it into a text file... Close your eyes and scroll down till your gut tells you to stop. Where ever the mouse cursor ends up is it. Now highlight that name – you have a winner. It doesn't have to be complicated just use a simple random, HONEST way you derive your winner... *and mission accomplished.*

(Option) You may even be able to get more than one winner if you want to negotiate more than one download. Example: You get 5 product downloads of the same OR even 5 Different products could work. Therefore, you would have 5 winners. *More excitement, more winners... more subscribers!*

List Building Secret #37 – Post Your Free Ebooks or Reports At Other Websites

There are many websites that want your free content. When you create free reports, make sure you also offer them to other websites **OR at BLOGS** that thrive on FREE content. Note: Many blogs allow you to add comments back links or feedback and as long as you are not spamming them - BUT being informative, you can slide-in your information which ALWAYS should contain links leading back to your subscription page. They'll use YOUR content for THEIR purposes to fill-up content space... but your reward is follow-up residual subscriptions that can keep on trickling in *and they can really add up!*

There you have it!

OTO Secrets AND **37 Hot List Building Secrets** you can begin using to start increasing your online income...

To your success!

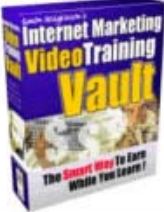
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