

‘How To Build An Email List That Pays You In 6 Weeks... Or Less’

...Even If You’ve Never Built One Before

By Ian Jackson
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Ian Jackson here...

The Building Blocks Of Your Mailing List



You may have been around Internet marketing for sufficient time to have seen, heard, and read, that the place where the money is found is...

In your list.

And it is rare to find any online shop or business that doesn't have a prompt for your "best" email address, or at least, the option to purchase or register, which means giving them your email address – why?

Because they're building a list, and if there was no value in doing so, they wouldn't waste their time doing it.

And while I would not necessarily guard against that statement, I would vouch for it, but with a word of caution:

Yes, the money IS in the list, but that's far from the whole story and is slightly wide of the mark.

Yep, the dosh IS in your list, but it is the **WAY that it is in your list that counts.**

And THAT "way" is the way that could potentially make - or break - your success.

Just like a love-life, it's all about relationships, and nurturing them to the point of **TRUST.**

So, I'll throw a different angle at the notion that "the money is in your list" and say "the money is in your subscribers TRUSTING in you" instead.

Best,

Ian Jackson

Oxford, UK.

When Subscribers Trust You, They'll Invest In You.

Make sense?

You can build as big a list as you possibly can, but if your readers don't trust you...

It'll be a waste of bloody time!

(I'll come back to this scenario in a moment)

But a little groundwork first, we should not get ahead of ourselves.

First things first: obviously you do NEED a list to begin with; you also need a mechanism that will support and administer your relationship building process.

Your list is the ultimate platform for delivering your all-important emails, and what it does is enable you to be not only consistent, but consistent on a large scale.

In other words, sending out an email or even a few is fine in the “conventional” manner, but here we’re talking about sending hundreds, thousands, in a single hit.

Not a lot is going to happen if you only send out an email periodically as and when you can, or only when you feel “in the mood”.

That might sound crazy anyway, but it happens.

To begin with, your list IS going to cost roughly \$20 a month to run, to make sure it’s working FOR you, and you’re maximizing its potential to your advantage.

Therefore it should shout out to you that the more impact and lengthier your list “sequence”, the better.

There are two ways of sending out emails; by “stacking up” a series of pre-populated emails in sequence, or by using what’s known as a Broadcast message.

Both ways work well, and are often used together. It's down to HOW you use them that counts.

I know marketers who send out an email most days, or at least 5 or 6 a week. They literally write their email when they have their morning coffee or tea for 30 minutes, often less.

And EVERY time they do that, they wrap a promotion around their message.

They never miss an opportunity to promote, and by their logic (which I agree with) if their subscribers get fed up with them, they'll unsubscribe anyway.

But such is the character and personality of the marketer, few ever unsubscribe.

Of course these marketers do have unsubscribes for various reasons, but that is just the nature of the business, and from the other end, they keep investing every month in fresh promotional strategies to keep their list updated and fresh.

I know one marketer who KNOWS they'll get sales from every email they send, and that's the kind of result gained from a good reputation which is worth putting in the hard work to achieve.

Before I move onto the pre-populated email-stacking method, there's an important point about trust that I need to mention:

One of the biggest things that makes a difference in your business and for your business, is the access you give your subscriber – to YOU.

Now, you'll have probably been on the mailing lists of a few industry experts by now, and maybe used their help facilities?

I'll take a guess that with one or two, you've been prompted to use their ticket support systems when you've had a question.

Chat boxes, call them what you will, are usually the domain of the corporate and off line business World.

It's common for suppliers of online tools and platforms such as autoresponder, webhost, and domain registration, for example, to use a live-chat boxes and depending on who you're using, you either someone live, a bot, or a mix.

[Aweber](#) and [Bluehost](#) both have live chat, which I have found to be excellent (*IF you sign with them through my link, I do get some commission*).

The WordPress theme I use, uses a support ticket system, but it's very good.

That said, it's widespread in our Internet marketing World too; the "Gurus" use them because they've grown too big to be personal, they've gone beyond personal, and employed teams of people to oversee their ticket support systems.

Sitting in between all this are the smaller guys and girls; I have bona fide marketer friends, who work on their own who use support ticket systems, but are still available 1-2-1 through their email.

They tend to use the ticket system for product-support, but for general questions about products, they're still on the other end of an email.

The reason they can justify a ticket system is because of their time-served online presence and record of success

It can, or will, depend on the size your business grows to that indicates whether you need to employ a VA and install a ticket system.

This is a moot* point for me; it's almost impossible to run a multimillion dollar online business in our niche without having to introduce a team to cover question and queries, no single business owner has that much of themselves to give, at least not as long as they want to focus on keeping their business at the level to which they've become accustomed.

**"moot point (plural moot points) An issue that is subject to, or open for, discussion or debate, to which no satisfactory answer is found; originally, one to be definitively determined by an assembly of the people. Quotations. An issue regarded as potentially debatable, but no longer practically applicable."*

Russell Brunson of [ClickFunnels](#) is a classic example of this; he's come a long way in a comparatively short space of time... Russell demonstrates how important a positive mind set is too.

I like to remain personal, which also means I have a limit as to how big I can grow.

For me, the way I run my business is to provide a comfortable lifestyle, a few indulgences occasionally, and being a “petrol head” I love my classic cars & bikes. Replacing the income I enjoyed as employee is my “Modus Operandi”, my ongoing objective; plus a little bit extra is always nice 😊.

Getting focused on becoming a multimillionaire, which comes with its own set of responsibilities, is not really for me.

However, if the BIG dollars are what you want or crave, then list building WILL be one of the greatest assets you can have in that journey.

I can help you build a solid business for the long term, but I cannot help you to become a millionaire if that’s your desire, and in spite of the claims of some of them, I know of NO marketer or “Guru” who can... that’s down to you and how you use the tools and information available. If you know of a “millionaire maker” method, and can show me the evidence, please let me know! Thanks in advance

It is down to the individual to put in place the procedures and advice given to them – success from there is the result of hard work, focus, and determination.

You'll not crack it all the time every time and I wish I could say I have a 100% unblemished record in the "focus department" but I'd be lying! And I'd guess that most success stories could say the same; we're all Human and have our struggles.

Back to the corporate versus personal access approach; as my business is at the moment, I like to be available in person to my subscribers and buyers, and will always answer every email in person.

In my opinion this access is vital, especially in a start-up, and is far better for gaining trust.

The personal touch is also an excellent way to ask your subscribers and buyers for feedback, and ask if they have any questions.

Here's the thing: if you're stuck for email content ideas – send out an email to your list and ASK what they're having problem with; the more specific the Q&A is, the more info you'll receive for writing or recording your next product or products... easy eh?! You'll have your next email (or several) written FOR you.

And Here's A Great Shortcut (Shhh)...

*You can do the same thing for **product** ideas too.*

Both ways require the correct strategy for the profits you're anticipating to drop into your account.

Hopefully you are at least aware of email list building but just need a bit of help to understand how to put it all together and get it rolling

The starting point is the position that gets most people trapped. I was there once, and it all seemed like an effort too much for me... overwhelm.

It was the same when I started out actually thinking about how on Earth anyone got an exposure online, i.e. a website.

I was lucky in a way because at that time, somehow I found a sequential walk-through by one of the top marketers on [Clickbank](#) if I remember correctly (Mark Ling), and also some of the earliest publications from Tony Shepherd, who was writing under a pseudonym at the time.

Back to the point. The number of hopefuls blindly throwing darts at the board and hoping that something sticks, is staggering.

And to be fair, unless they know better, who's to blame them? I've been there too, and so have many of the this industry's top people.

As you build and populate your list, there are two more (arguably conflicting) angles to consider:

First, the one that I stand by: I prefer to have a list of 1000 active buyers on your list, or 100,000 who never buy.

The second, is based on the figure of ONE percent of your list being buyers, and that means that the more subscribers you have, the higher that one percent will be.

The reason I go by the first one is simple: quality is more important to me than quantity, and often less expensive.

Let's get into the meat and bones of it ...

The Fizz And The Buzz – Then The Reality

So you know that you NEED an email list, but HOW do you begin to actually create one?

On a positive note I think it's easier than trying to figure out Search Engine Optimization, which seems to be the big lure for so many new marketers, because it's free, at least in terms of budget. The downside for me, is time, and it consumes a lot of it.

For me, paid is much quicker and easier

I used to be a fan of article marketing, but when people like Sean Mize have around 25000 articles published on sites like

Ezinearticles, it's pretty darn disheartening, and even harder work.

I found that even getting a few hundred (I still have 400+ published, but my links are long expired) it is incredibly challenging and I realized that that style of acquiring subscribers just wasn't for me. It's bloody hard work and suited to a different mind-set than mine.

For one thing I'd collapse through boredom, and second, the big hitters at EZA (and other article submission sites) hire many ghost-writers; I was one of some time ago, and still have a (unique) report in which I explain how I earned \$600 from my first ghost writing gig.

Another challenge with ghost-writers is that for newbies I feel it is far too large an investment, because unless you can afford to invest North of \$100 for 400 words, the quality you will receive is frankly, dubious at best.

The other aspect you should avoid is spamming; in other words bombarding the online waves with content whose primary purpose is to be able to add your link or links to your own, or your affiliated products, at the end of your content.

There's a big buzz you get from making a sale or two from a product you've spent time and money in creating – it's one hell of a high...

Once \$27, twice \$27, and another \$27

You think you're on a roll, fizzing and buzzing, you're as happy as a happy thing.

Great eh?

And then...

Nothing, nada, zilch.

Uh oh... What's happened?

Yep, at first it's a buzz. And similarly with your FB ad, article, or guest-blog content, it's the best thing since the Advent of the Internet (we can all dream).

What's gone wrong? You could create a career from trying to figure out why.

Has Google changed its algorithm or has something else changed that you'll never get to understand?

Your ad has become a distant memory for the viewers, who have now been turned on by the next ten \$27 offers they see from someone else; someone whose ad copy is better than yours (or at least look better), and they've 100 X the budget you have available.

Ouch.

Here's the thing: you need to re-focus.

Think INCOME, Not MONEY Here's Why...

I believe that to be successful online, it is necessary to concentrate on building a solid viable business for continued, long-term income, and leave the quick-money offers to the merchants of bling.

I read of people reporting problems and difficulties with generating a List.

Which I simply don't understand. In my opinion it is without parallel as a vehicle for marketing and promoting products.

CONTROL is key for me, and I'd rather invest my time learning about something that I can control than in something I cannot control, such as PPC (Pay Per Click), and getting to grips with the moving target of SEO (Search Engine Optimization).

Social Media? Again, it's an ownership and "rules" issue.

I can advertise and promote to my heart's content through a list, but try that on Social Media... you may get banned. I've been there.

Sure, there are Internet marketing SEO experts who do exceedingly well from such strategies, and if that's what floats your boat instead, then great.

Only you can decide how fast you want to build a list and your decision may influence whether you wish to go down the free or paid route.

Both have pros and cons, the obvious one, perhaps, being budget.

I'll say now that my preferred option is pay for subscribers (opt-ins) and direct them to an incentivized, minimalistic landing page, by investing in [Solo Ads](#).

This means getting guaranteed eyeballs to my page, collecting emails, and adding subscribers to my list.... **FAST**

In other words, people coming on to my list within hours. Then I can talk to them, communicate with them.

More about that later.

Back to an earlier point, is it easy or difficult to build a list?

I'd like to dispel the myth first: it is NOT difficult.

I think people only get worried about it because they listen or read content from marketers who are promoting their latest and greatest method of SEO and/or Social Media.

I have news for you... **they are also building their own lists.**

Knowledge is key, and if you know what you're at, building a list is not difficult.

Any business owner anywhere, will encounter difficulties and problems, as will the strategies they use to make their businesses function, because that is the nature of business.

And like any other business there are right and wrong ways to do things; good and bad ways.

If you have a few dollars, it can be very tempting to buy from a list broker, and there are various types of broker, which can get very confusing, and expensive.

In the conventional sense, you would buy a list of emails, names, and/or addresses that would be sent to you by snail-mail the "old-school" way.

Yep it's a dated method, but still works incredibly well, and I am on one or two such lists. I know I am because I get period promos into my letter box (post box).

Is it spam? Maybe, but somewhere along the line from years ago in the days before "spam" and the Internet, I investigated

business opportunities, so ended up being “shared” by list brokers who are still in business; the legacy effect (shrugs shoulders).

Since then, and to bring things up to date, we do things a little differently, thankfully.

Yes, you will be up against it if your list building system is flaky, and turning a profit will prove challenging at best.

My aim is to show you how to list build for long-term prosperity; **actually doing it** is up to you.

Start Building Your List – FAST



There is no substitute for copying (replicating) a system that is proven to work.

I need to underpin that statement by saying that there is also no PERFECT system – there is not one. And if anyone tell you otherwise, they're lying.

Wherever you are with your list building, I am going to assume you are here because your either at your wit's end trying to figure out the whole thing, or you've already got a list of some kind but have reached a point at which you've simply run out of know-how.

Our Planet is a small place now, and has become much smaller with the Advent of the Internet

Wherever you live, and have access to the Internet (obviously), there's an opportunity for you to earn from your list of subscribers.

Just a quick precursor; here's a fact...

Are you aware that your emailing and it's supporting infrastructure will degrade by a little over 20% annually.

Each subscriber you engage with will, potentially, change their email addy on a whim, and guess what?

There's a very good chance that YOU are not their number one priority, or be at the top (or even near it) of their "friends to update" list.

Of course, you *could* be if your content is super-duper, which is *should* be anyway, but I'd not rely on it.

What you might not know (Because it's not obvious)

Following on from your starting point, is your daily email message which naturally, needs to be top-dollar quality.

Here's the thing: Whose lists are YOU on, and whose email content would you love to read more of? I ask, because these marketers are the ones you should pay attention to.

Study their style and content.

There's reason why you are hooked on their emails, and if you are, it suggests others will be too.

I'm going to throw a couple of contradictions into the mix now and say that a the successful performance of a list is weighted much more heavily on quality, not quantity.

That said, in my opinion you have more chance of success, the larger your list is, and obviously if you have impeccable quality, your success will be mirrored... and multiplied if you have both elements.

With that in mind, the other aspect worth considering is the amount of work involved.

It's no walk in the park having a list of 100k active and pro-active subscribers, as they will all want a piece of you, and all that access has to be managed – by you or a VA.

I prefer the personal touch, without having to rely on and manage the outsourcing my admin to one or more virtual assistants.

Obviously that you can't just throw any old garbage at a large list, and expect good results...

YOU may relish thought of a massive list, and a network of VA's, like the top line "Gurus" have.

If that's your intention, your dream, and you have the time, coupled with effort ... go for it.

But for me it would mean relinquishing the personal aspect of a manageable list a quarter that size, AND losing my personal time, which I deeply value – **that's why I only work 4 days a week.**

No one is pretending that building and earning from a list is easy money – far from it.

But what follows is a strategy for you to follow to increase the odds in your favour

There are no secrets or magic bullets, and behind it is a catalogue of hard graft (work), at least to begin with. It does get

easier but the ground work is vital, and you **MUST** be prepared to work through it **IF** you want to succeed.

I am assuming you **DO** want to succeed, because that's why you're here – yes?

I suggest that the last thing you should be doing at this stage is looking to invest in an mailing list from a broker. That is **NOT** what this is about.

Here's How To Make It Pay



Opt-in

There are two angles for doing this:

The “corporate” way, which you’ll find a lot of in online searches. Bells, whistles, and all kinds of flashy bling-infested goodness knows what,

And the way we’re going to do it: for our Internet marketing niche. We do it in a much simpler way.

The difference is mostly cost and time.

Looking back in this report, we need to start *somewhere*, with *something*.

The technicalities of building and designing an opt-in/landing/squeeze page is beyond the scope of this report, but there is more than plenty of information on YouTube that’ll show you how to set up webhosting accounts, websites, autoresponders, and so-on.

As I noted earlier, I use [Aweber](#) or [Getreponse](#) to run my list building, and [Bluehost](#) for all my opt-in, and sales pages.

Your gateway:

For my niche marketing I do not have or use a website *per se*. I have an opt-in page, and no one gets any access to my information without entering their email – in exchange for a report,

and in that report they will find a selection of workable, proven business strategies.

On my opt-in page, there is a header, sub header, and an invite for the reader's email. Simplicity and directness is key to its functionality.

I don't ask for names, phone numbers, addresses, or have any superfluous information on that page, as it distracts from the its ONLY objective... to collect emails,

The greatest and best Guru has no business without their subscribers, they are the lifeblood of being able function, and earn.

Email secured, report delivered, and so the all-important relationship building process can begin, about which I'm sure you're at least reasonably familiar if you've spent any time perusing the Internet marketing community.

[This is one of mine:](#)



It evolves and it's while it's not perfect, it does the job

Which style and design of opt-in page works best?

To risk sounding trite, there is no “best” solution, and the only way to find out which works best for you is to test.

Testing has to one of the most feared and avoided aspects of online marketing, but if you don't have results from testing, what else can you use to improve your business?

Responding to results, then tweaking and modifying your message accordingly is the way success stories work.

And I'm cautiously assuming you want to be successful – right?

So have a look at mine, and also have a look around online for opt-in pages, there are scores of them, just Google “opt-in page examples”, also try substituting *landing* page, *squeeze* page in place of *opt-in*.

Many will have much more info on them than I’ve described, and in my opinion they begin to resemble a sales page or pitch page, but they will give you a flavour of what others are doing, and you could take one or two examples and simplify them to echo your own message.

Avoid diluting this page: the more information and requests for details you have on your opt-in page, the more your visitor will be distracted away from what you want them to do – to opt-in.

I ONLY ask for subscriber’s email address. And you’ll see from my page that I also have a short message to outline my privacy policy underneath.

It is crucial that this page, or rather the submission of email, is supported by a strong call to action, and a strong report that downloads quickly.

Autoresponders will give you a choice of in-line or pop-up forms. Mine a static page like I’ve shown above. The other option is a pop-up, or exit splash as it is commonly known. When a visitor either leaves your page or moves their cursor away from the live screen, an opt-in box will pop-up... I’m sure you’ve seen one?

As I write this report, I may consider using a pop-up. AT the moment, no plan to, but by the time you read this I may have used one.

The Magnet That Attracts Their Email.

What are you going to offer, in exchange for your future subscriber's email?

You can create this yourself, or outsource it. I love writing so I prefer to write my own. You can record, write, video, whatever is your preference, and outsource if you wish.

Relevant, workable, ideas, tips, hints, or information about how success has come your way.

Your recorded or written report doesn't have to be about how to become a millionaire in the next couple of months, which is highly unlikely anyway, It is perfectly acceptable to explain how a system or piece of software works

It should be obvious, but you'd be surprised how many (new) marketers wander from this point... make sure your report is relevant and specific to the header message on your opt-in page.

When I've outsourced my report, I always end up tidying and editing content, so that I can inject "me" into it. I've said it before but it's worth repeating: **only you have your character and personality, it cannot be replicated or duplicated.**

So if you decide to outsource, fiverr.com is the top place to go, as I write this report. You should set out VERY clearly, a series of precise instructions for what you require and the level 3 sellers are the best quality, but also the most expensive. It depends how much work you want to do to polish what they deliver, and obviously, this is easier with a written than recorded report.

I cannot get on with video or other recorded media, so stick to what I love; which is writing. So my free report is in written format, a word or pages doc, and zipped into a PDF.

Shall we have something to show your potential subscribers?

Something that will prompt them to want to know more about how you can help them?

Incentivize.

Your report has a two-fold purpose:

To act as an interesting slice of information your subscriber will receive in exchange for their email, AND, just as, if not more importantly, information they can act upon, that they can implement immediately, or in a short space of time.

As I eluded to earlier, there has to be clear evidence that the method or methods you discuss in your report, can actually be achieved.

Something you or someone else has made a profit from is ideal

Use a case-study if need be but do not fabricate anything, you'll get found out in no time.

My current report is 6 pages long and a about 1000 or so words. It is about using PLR, and its function is to entice the reader to want to venture further into my business.

Then, if everything stacks, I can begin the process of relationship-building.

Aweber, Getreponse, Mailchimp etc.

Bringing everything together is the function of an autoresponder. Thankfully in today's technically-infested World, this process of marrying the various elements of mailing lists together is full supported and administered by autoresponder systems.

There's Mailchimp, and more. But frankly, Aweber and Getresponse are the big players, and most, if not all, the big players in this business use one, the other, or both. There are people in the business who recommend other instead, but the thing it to use one that fits YOUR model, budget, and strategy. Some marketers use two or more.

I use Aweber, but frankly, pros and cons considered, there's not much to choose between and it comes down more to personal preference than anything else.

Don't waste too much time trying to decide which one, just make a decision and run with it; either will be fine. I suggest that my personal coaching clients go with Aweber because that's the one I use, and I can help them more.

Sometimes clients invest in Getreponse or Aweber, and because I'm an affiliate, I do earn a few dollars from both.

How To Get Your First 100 Subscribers



The age-old question:

How to bring in your subscribers!

The two ways are very straightforward: you either get them for free, or buy them. Both ways work, both ways have their pros and cons.

All over JVZoo, Warrior Plus, and ClickBank, people will be offering you the best way (their unique secret). There's a reasonable chance that anyone who tells you only one of the ways works, is probably trying to sell you something – usually their “unique” method – which isn't usually unique, it's just a different perspective on an existing theme.

Originality in this context is rare, and extremely tough. That's way I emphasize that being yourself and delivering content that is infused with your personality is crucial, it's impossible to duplicate or clone YOU. The techno experts are already working on that and it'll be a very sad day when personalities and character can be duplicated in the mainstream.

I'd like to make one thing clear from the start; there is no “best” way, and as with free methods versus paid ones, every avenue has its pros and cons. It usually comes down to the circumstances and preferences of the individual.

Social Media, forums, blogs, article directories, article submission sites, are all examples of free channels for promoting your products, via your posted content, but be aware that some may not allow you to post content with links directing readers products that provide you with *affiliate or partnership commissions*. I think FaceBook is one such channel, but since I don't use FB for the time being, or free advertising, you will have to do your own due diligence.

It's just my opinion, but there's another reason Social Media doesn't excite me: these platforms are *not necessarily* crammed with active buyers, they are exactly what the description says they are: "Social". In other words the people who populate them are there, primarily, in a social context. Sure, there are niche groups, thousands of them, that cater for marketing, but whether free or paid (through PPC), in my opinion the process is far too slow, far too broad, and far too competitive.

On that last point, check out how many members each group has, and how many posts there are. I've not recently checked the figures, but the smaller groups, those with a few thousand members may not provide enough exposure for you, whereas the larger ones will swamp you, and you'll be moved down the page in no time. Generally, the smaller ones mean fewer posts, and pro-rate the larger ones. Groups displaying 15 posts per day, may be worth a try but it's not my area of expertise, so I'd advise due diligence..

I am a strong advocate of paying for my subscribers, but, popular as it is, I steer clear of Pay Per Click such as Google Ads; PPC is too messy for me and I prefer “pay as you go”.

I started out using free promo such as article directories; mainly Ezinearticles.com, but a few other too. But churning out several 400-word articles week after week is far from easy... or enjoyable. It was tedious, boring and expensive – in terms of time.

The top people, have in excess of 25000 articles published so the competition is incredible. Sod that!; for me that’s a crazy situation, AND they have to be keyword optimized for the Search Engines AND your *potential* readers.

Also, the top people outsource a LOT of their articles, and that comes with a management system I found tedious too. As I’ve said elsewhere her, unless you pay top dollar you’ll get rubbish back, and end up spending more time editing and correcting than you would if you’d written the content yourself.

I LOVE writing, but there a limit to everything, and the above method guarantees NOTHING. I spent quite a while in the wilderness, wondering.

I also tried guest-blogging, but in my early days I struggled to get a look in, and I found the whole experience too “corporate” for my liking.

Another aspect of all this is that I realized that where I could get published, I would not actually be in control of my content.

What I mean is that the website, directory, or blog owners reserve the right to delete or omit my content at a whim. I believe it's still in their terms and conditions that they retain such rights... and a manner of other can/can't conditions besides.

On the plus side, you can be associated via the backlinking structure with the top people in this niche. That alone may be a decision maker for you.

I need something I have more control over, is quicker, and can facilitate me desire to *evaluate* a spectrum of results in hours.

Which led me to **Solo Ads**.

Why do I advocate Solo Ads?

For starters, I am guaranteed to get what I pay for... eyeballs to my page, and their site navigation is very straightforward.

Solo Ads enjoy a mixed reception, but buying subscribers from the right source of Solo provider addresses all the aspects that people are dubious about. Sure, there are scammers out there and you need to be careful about which company you use.

There's good and bad in all areas of business, on or off line; that's just the way ANY business is; fact of life.

I buy from Udimi.com, which has one of the best, if not the best filtering system and excellent customer support forum, among

Solo providers. It should not to be confused with Udemy.com, the educational platform.

Where Solos get a bad name is when marketers expect to be able to makes sales right from the start. They buy 100 Solo Ads, and when no-one invests in their upsell, or upsells, and if they don't they start complaining to the seller who sold them the ads, and wonder how anyone manages to earn from Internet marketing.

The whole point of Solo Ads is to recruit people with whom you can build a relationships. The ONLY responsibility the Solo seller has, is to deliver the number of clicks you purchased – that is all, that is their ONLY obligation – the rest is up to you.

IF you take sales from the start, well lucky you, but you shouldn't expect to.

Once your Solos have been delivered, you've something tangible to work with, and can analyse the performance of your opt-in structure.

Split testing is a common method of analysis. Using this approach, buy 100 clicks for each of two similarly themed opt-in pages, different web copy, obviously. When all your clicks have been delivered you can quantify the best performer? Take the best, and repeat the process with another iteration. Of course if the results are too similar to call, then you can use either or.

By what other means can deliver such a speed and efficiency for acquiring subscribers, getting results, and tweaking your message accordingly?

When I noted earlier that it is the role of the Solo sellers only to deliver clicks for you, you should view it as the very beginning of the process... the easy bit, because you don't have to do any work. Your work starts when your subscribers arrive.

I think 40 cents a click is a decent start-point; any lower, and I'd caution against the quality of the clicks. If you can go higher, great.

The screenshot shows the Udimi website interface. At the top, there's a navigation bar with the Udimi logo, links for 'Find Sellers', 'Solo Deals', 'Affiliates', 'Forum', and a 'Help' button. Below this is a sidebar with navigation links: Home, Orders, Messages, Ad texts, Money, Optins, and Settings. The main content area displays a list of solo deals. Each deal includes a profile picture of the seller, the deal title, a description, the price per click, a discount status, the seller's name, and the number of orders.

Profile Picture	Deal Title	Description	Price	Discount	Seller Name	Orders
	100% T1 Premium Traffic - 15% OD - Buyers Included	100% T1 Premium Fresh Traffic with 15% OD - New Subs and Buyers Added To My List Every Day - Best Traffic For Biz Ops, Home Biz, CPA ClickBank Offers	\$0.40		Ayoub Touyeb	871 orders
	Hot Solo Deal - [Premium Solo Email Traffic] - Fresh, New Leads	Get Top Tier leads for your offer. Smoking hot and ready to see your lander. HURRY before I raise the price again!	\$0.49	17% OFF	Randy Sult	83 orders
	NO BS ...look for my products on Clickbank..Real Buyers	Passive Profit Pages, The Commission Code , and the Online Learner Academy. Ask others to prove how they got buyers ...	\$0.40	26% OFF	William McRea	3 500 orders

If you decide you're happy with Udimi, sellers such as Bill McRea have been around ages and knows their stuff. This is just a

screenshot I've taken as I'm typing this paragraph; it could have been anyone, and the list scrolls down.

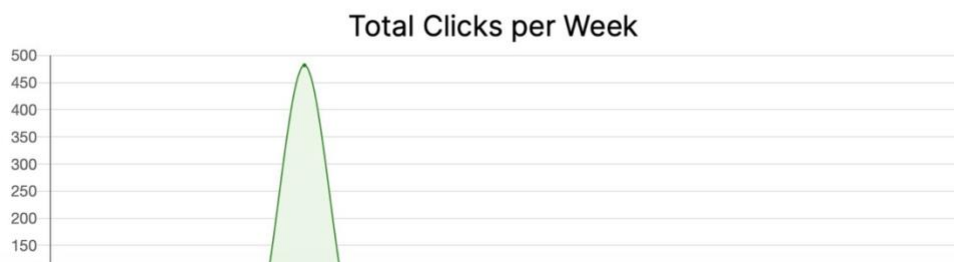
Because of Udimi's filtering system, I always use SINGLE opt-in, and some sellers will only allow you to use single opt-in. I've had literally zero opt-ins from some sellers because I've forgotten to uncheck the default "confirm" email prompt in the autoresponder setup.

Here's a typical purchase of mine, based on purchasing 400 clicks from a Udimi seller. I wouldn't normally buy as many, but it serves to represent another aspect of sellers, that being a guarantee of over delivery, regardless of the number of clicks bought.

< Feb 12, 2021 - Feb 12, 2023 > 12:04 PM (02/12/2023) Dublin, Edinburgh, Lisbon, London >

Unique Clicks: 482 / 400 📺	Raw Click Stats	Total Raw Clicks: 482
Uniques Today: 0	Unique IPs: 467 97%	Tier 1 Clicks: 482 100%
T1 Click Ratio: 100%	Mobile Clicks: 15 3%	Tier 2 Clicks: 0 0%
Current Status: Paused	Proxy Clicks: 0 0%	Tier 3 Clicks: 0 0%

📘 [Learn About Common Issues That Cause Stats Discrepancies](#)



Here are my Clickmagik results from a recent Solo investment; then look at my Aweber results, below. The 20% open isn't too bad at all.

For this particular campaign, my CTA obviously needs to be stronger, but that's the beauty of Solos – I can get quick results, meaning quick analysis and therefore adjust my message, so I will adjust my delivery right through from my opt-in page to my email content.

I can test and tweak – great eh”

Have a read of the testimonials or feedback from the buyers at Udimi, but keep in mind you won't have seen their web copy on

the opt-in pages of the buyers, but it's as accurate as possible anywhere.

Regardless of where you buy your Solos, you need to make sure you buy from a seller who's promoting clicks from the "IM/MMO/BIZ OPP" niches. Udimi only covers these anyway.

Would you even get this many clicks from any other channel than Solo Ads?

The only downside from my point of view is that Solo Ads mainly caters to the aforementioned niches. There is some presence in the Health niche from a few sellers, but by virtue of you being here reading this, I think it's a reasonable assumption that the "core" MMO niches are what you're here for anyway.

Once you have your subscribers, and heading towards converting them to buyers and repeat buyers then there's nothing to prevent you migrating into sub-niches; gardening, cooking, sports, and so on.

Send Message:	 Thanks and Welcome!	29% 0%	...
	Sent to 263 subscribers	OPENED CLICKED	
Wait:	before performing the next action		...
Send Message:	 Building a business of your own	21% 0.8%	...
	Sent to 260 subscribers	OPENED CLICKED	
Wait:	1 day before performing the next action		...
Send Message:	 I can't share food	20% 0%	...
	Sent to 246 subscribers	OPENED CLICKED	
Wait:	1 day before performing the next action		...
Send Message:	 Do you think you're crap at writing?	18% 0%	...
	Sent to 245 subscribers	OPENED CLICKED	
Wait:	1 day before performing the next action		...
Send Message:	 The Hero & the Tortoise	16% 0%	...

You should be looking at an opt-in rate of around 25%+, or break-even from your landing page, depending on the price you play for your clicks.

Content – Email - Delivery

You don't need me to tell you that email titles or headers will only get opened if they appeal. Deriving and writing them is a skill, and an art to create a good one. A big bonus if you're a creative copywriter, or wordsmith – if so, this should be a synch for you!

You may have seen email sequences for sale in the “for sale” or “offers” columns on forums, or PLR sites.

Some have a series of 5, 7, or 12 emails in sequence, lined up for you. Some will be directly related to a product, while other will be stand alone.

The caveat with these limited sequences is that you really need a strategy to be able to continue your delivery.

The closest advice to anything being remotely helpful in this respect is one that usually says “carry on sending a mix of informative and promotional emails”.

As far as I’m concerned, those suggestions are a cop-out and are leaving a lot of flesh off the bone.

In my opinion you need something more concrete to work with, a plan of action that will give you something real that you can take beyond the “starter pack”.

Because unless you do have, it is of rather limited use to you as the alternative.

You need...

A Sexy Exit Strategy For The End Of The Sequence



Other places you will find such series, is email series that are packaged up with affiliate products at places like JVZoo, ClickBank, and Warrior+Plus (not to be confused with the *Warrior Forum*; they are NO relation to one-another).

These are packaged as promo material for affiliates.

I have 3 or 4 in mine, but to be honest, a top class affiliate will have their own promotional content, because they're written or recorded it based on the performance of their lists or wherever they market their products.

The best I can get (and suggest you do too) from these sequences, is what this report is all about; use them in the same way I would with any PLR product.

Re-write them to at least 75 percent of the original, OR, better still, just take the idea and translate every word of them into your own.

That way you'll be in the top 1% of people who don't just take the original, and run with it, thinking it'll help turn a profit for their business.

Here's the thing, I've already said it but it's worth repeating because it is such a BIGGIE.

Regardless of what you write, unless it is infused with YOUR character and personality, it'll sound just like every other piece of worn-out content.

Years ago, a Woman named Catherine Hettinger invented a piece of software that has become ubiquitous and more advanced:

It is called an "article spinner", and in my opinion, it is one of the worst pieces of software on the Internet.

"Catherine Hettinger is often credited as the inventor of fidget spinners. She came out with the idea for the spinning toy back in 1993, but her original prototype was rejected by Hasbro. Fast forward to 2013 and Hettinger's patent expired."

Article spinners... I dislike them with a passion.

I've tried many over the years, mostly just to evaluate what they spewed out the other end than with anything that vaguely

resembled any serious intention of using one, and the result from the best of them was utter garbage.

As with any technological development, improvements are made and the claims get better, but in my opinion, nothing, NOTHING can replace the Human mind.

And nothing can be YOU.

The only thing that's consistent about them is the garbage.

There's some awfully clever marketing copy behind spinners, and they can be terrible tempting, and very alluring.

However, if you want to try out a few for yourself, you could search "article spinners pros and cons", and see what you think.

**A few final words about delivery
and timing.**



There's not enough room in this report for delving deeply into content details and how to make it work, but briefly:

Make it varied... that's what like.

Mix it up email to email, and keep away from stuffy "corporate" waffle, it's boring, and most of it is push-sell.

Sure, selling is the name of the game, and everybody expects to be sold to... that's why we're here, and none of us do (want to sell or be sold to), you and I are in the wrong business.

The cliched, but correct approach is the pub conversation with your mate.

Assuming you're telling them all about how you run your online business, wrap up that conversation into content.

I rotate mine between varied topics: niche business-related informative, story, personal, tips, humour, opinions, and so on.

I try to deliver every day, or not at least 5 times a week.

Keeping your subscribers both informed, and entertained, is paramount, because if you can succeed in doing that, everything else should slot into place more easily... how would it make you feel to find yourself in the rather nice position of having THEM contact YOU if they don't hear from you for a few days? How many marketers do you know who can make that claim? This would rank you in the top few percent.

And that's what you can do, starting today

Good luck ☺

Tan Jackson