



# Ian Jackson Reports...

## "How To Start Making A List With No Reputation, Sales History Or Experience"

7 Killer Strategies That Can Convert Subscribers Into Buyers Of  
Your Products And Services

ACTIONABLE things you can implement IMMEDIATELY that have  
been proven by the experts.

### **Your Own Website... or not?**

Oooh! Your own website!

Sounds really "**WOW**", doesn't it.

I suppose it can be, if **websites** are your thing.

For me, I prefer having an **online business** and using a  
website as a tool for the job.

So the less time I need to spend on website architecture,  
the better.

It is too easy to get hung up and frustrated with all the elements that seem to be the make-or-break components of a website.

SEO, Google algorithms, Keywords, graphics, finding that elusive traffic... and all the frustration and stress when you're trying to earn a profit from it, and...

Nada, zilch, nothing.

*What then?*

**A different approach, that's what.**

So here's my take on why Lists are the right kind of bright shiny objects, and how to get the best from them:

**Lists**, or more accurately email lists, ave been proven to work time and time again, and with subscriber's permission, a sure-fire way of being able to keep in contact with them as you both go about your common objective of building your online presence.

A **LIST** is, in my opinion THE best way to introduce your products to your subscribers, and keep in touch with them.

And also your subscribers will become familiar with your **Brand**.

And know what?...

## **BRANDS sell**

Virgin, Apple, Microsoft, Amazon, the list goes on - they're all Brands.

And they all have emailing lists

And... ALL the big names in Internet marketing have lists, some with millions of subscribers

Why would they waste time on them if they didn't work?

So if it's good enough for them...

:)

As you can see, I am a big proponent of list-building.

## **The Split Testing**

While the majority of marketers swear by split testing, I rarely use it because I prefer to buy Solo ads and sellers of Solos are **obliged** to send me as many clicks as I buy – so why split test?

Now, if I were marketing organically, then yes, I would be split testing my opt-in page when and where I could, but since I'm a proponent of inorganic marketing.

In other words, for the *most* part I buy Solo ads.

There are two reasons for this: it is highly and specifically targeted in the niche I work in, AND I can get results quickly so that I can fine-tune my message.

The downside is that to do that, I would suggest at least a small monthly budget IS necessary.

This is because I feel that I have **more control** in what I do in terms of financial outlay, and the use of my time.

While it's not perfect, it's as close as it gets. The *perfect* business strategy *does not exist*.

My suggestion is to begin split testing using two simultaneous opt-in pages.

Analyse the results when they come in, then analyse and iterate from there, because one page will always outperform another.

When you have a winner, create the next page, and run it alongside the winner. Rinse & repeat.

## **Differentiate by differentiating**

I would be inclined to send a mix of email content.

As you will see from what you receive from me, for as long as you're a subscriber to my list (a long time, I hope), I send out all manner of things, from serious advice and information, to humour (humor) and plenty of stuff in between.

List building provides for another awesome opportunity...

The scope to build and develop a **Brand**.

**The importance of a Brand is so that you can differentiate your voice from that of everyone else.**

Brands are usually for business recognition, but I see no reason why you shouldn't have one for personal use too.

Mine's for my business, here's how I derived it:

Lenses are used to focus on things, I focus on online business (E-business) and helping my subscribers build theirs.

Hence *ebizlense.com*

Simple as that really.

With each email, your Brand will become more familiar, and subscribers grow to recognise it.

It's about building a trust factor too; that's important.

*It's also important to understand that not everyone will endear to you, but that's just a fact of life and an occupational hazard, in business and personal life. People WILL unsubscribe, but that's not a bad thing because it helps to keep your list lean and efficient.*

What you will notice is that in every email you receive from me there will be a product *suggestion*, an *offer*.

*It is entirely your CHOICE to decide if it is for you or not.*

## **Send every day?**

Send an email every day?

Surely that's overkill?

*There are no set rules, regulations, or blueprint, for setting any delivery schedule - there is right or wrong way to do it because there are infinite variables.*

If you understand the psyche of every one of your subscribers... you're in the right place to earn a fortune!

We Humans are fickle creatures, who respond differently to different things at different times.

**What we respond to one day, we will not on another day... or from one hour or minute to the next.**

I know you'll hate to hear it, but the only way to find out what people will or won't respond to is *testing*, and there's no such thing as too much of it.

What happens with consistent testing is that you will see patterns emerge, and from those you can make a judgement call, similar to the split testing I mentioned earlier.

I try to send an email every day, and depending on your objectives, YOUR emails could be either broadcast ones, or in a follow-up sequence.

Without knowing you or your business (yet) it is practically impossible to give a one-size-fits-all solution to this.

## **Survey, and feedback**

Prompt for feedback by asking questions.

Send periodic questions out to your subscribers; a common one being "is there anything you'd like me to cover?".

This can be a great way of creating products too.

*I was asked by several subscribers about how (and what) they could write for members in their niche, so I sat down for a couple*

*of days, had a bit of a think, and wrote a product about the writing journey of discovery I had been on.*

Send me an email to me at [ianjackson863@gmail.com](mailto:ianjackson863@gmail.com) if you're interested to find out more about that.

## **Become fascinated with words**

I firmly believe that learning to write (for the Internet) is a crucial element for success in the business of Internet marketing.

The written word is the Heart and Soul of everything that happens online, and to become reasonably proficient at writing will prove to be one of the best assets you'll adopt... I can promise that much.

Can't write? *Sure you can.*

The chance are that of you're not into writing, video is just as good. There's more than enough info about how to create 3-5 minute videos... on YouTube.

If you can write for searches in your web browser, you can extend that. I'm not saying there won't be challenges along the way, but the kind of results you are here online for, are surely worth some effort?

If you're struggling with this aspect, send me an email, I may be able to help you.

## **Get subscribers in the habit of opening links.**

It's been known, and proven, that it helps to get your subscribers into the habit of clicking on links.

This is not a method I use (at the moment) and for no particular reason, **BUT** I know it is adopted successfully by many top Internet marketers, who write or record a short publication of some sort, into a PDF or video file, zip it up, and embed a link to it in an email bulletin. You may have seen it used elsewhere?

By doing this, subscribers become used to clicking on links to access information, and do so more easily when a product offer is placed in front of them.

Can't hurt to try it out for yourself perhaps, it costs nothing to do – see how you get on.

## Keep Investing

*I urge you to keep investing.*

You will need to, otherwise you won't have a business.

You will need to invest in two things: **yourself**, and your **business**.

Some investing you do for free, just an investment of time, but the hard truth of the matter is, that you will also need to invest financially – in many aspects.

Tools of the trade, such as webhost, autoresponder, domain registration, outsourcing, training, come at a cost, but that's normal.

I anticipate you are business-wise enough to know that anyway and **anyone telling you otherwise is bullshitting you!** Honest Infopreneurs tell it how it is 😊 and make it a priority to invest in

their continued discovery of knowledge too, in both time and funding.

All this can be done in a day or two, and it's all part of the funnel process and populating one. It's a bloody hard slog and you'll be knackered at the end of it, but it is possible to power through it. If I can do it...

Speak soon

*Ian Jackson*

P.S.

If you'd like to work 1-2-1 with me, [CLICK HERE](#), and...

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