

The Surfers Guide to Building



Profitable Lists

By Jerry Reeder and Mike Paetzold

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The Surfers Guide to Building Profitable Lists

This report is the abbreviated companion guide to the [Affiliate Funnel List Building Seminars](#) taught by Jerry Reeder and Mike Paetzold every Saturday at 12:00 PM EST

If you want personal help building your profitable list, then we strongly suggest you attend these free seminars.

You also have giveaway rights to this report and may distribute it to whomever you like provided you do not violate any Spam laws.

The Surfers Guide to Building Profitable Lists

Introduction

Blame Marlon Sanders for people saying; "The money is in the list." While he didn't coin the phrase, one of his friends did, Marlon made it famous.

And tens of thousands of successful marketers prove it's true every day.

In fact, attraction marketing, autopilot income, magnetic sponsoring, renegade marketing and building downlines on complete and total autopilot are just sexy ways of saying, "build a list."

Speaking of building downlines, it never ceases to amaze me how many people – *instead of building their own lists and ONLY promoting business opportunities and affiliates programs to their subscribers* - promote the books about building downlines with list marketing to total strangers.

And after doing the exact opposite of what the program teaches; they complain the program is no good. Go figure.

Anyway, before I turn this into a full blown rant, here are 10 reasons why you should be building a list...

Over 80% of All Online Sales Are Made AFTER the 3rd Contact

Fastest Way to Build a Strong Foundation for the Future

The Most Laser Targeted Traffic You Can Send to Sales Letters

Branding - your name in their inbox is high level branding

Marketing to Subscribers is Cheaper and **FAR MORE EFFECTIVE** than Marketing to Strangers

Opens Doors to New Opportunities Joint ventures and review copies of new products

Slashes Your Competition (Few surfers build their own list. They build other peoples lists instead)

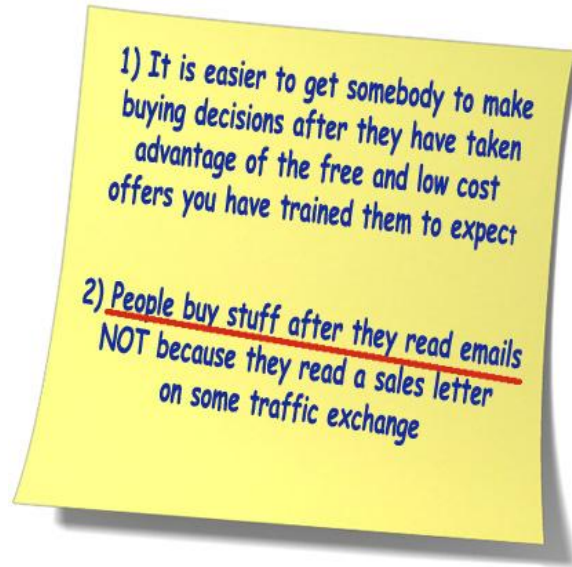
Pool of Potential Business Partners

Research - Your subscribers will tell you what they want to buy

Lists Are Evergreen

The Surfers Guide to Building Profitable Lists

There are two more reasons I want to share and they are probably the most important reasons to building a list -- so grab a sticky note; write them down and paste them on your monitor, okay?



These are not the only reasons you should be building a list. I am sure you can think of more. However, they are damn good reasons to get people on the road to building huge honking lists of people who want to buy their stuff or join their business.

And why on earth would you want to teach people about list building? That's an easy one to answer. You want to teach people about building their own lists because the real money is made by people with their own lists.

Furthermore, if you truly believe the way to getting what you want is by helping enough other people get what they want; then show people the real secrets to success not some big red easy button that is no more real than the tooth fairy.

Big red easy buttons are the green AWeber buttons that fire off emails

Send Date	Subject	Test	Segment	Type	# Att.	Click Tracking	Spam?	Copy	Actions
08/01/09 05:53 AM	Isn't About Time Traffic Exchange! (Also queued for: default547191)	Test	All Subscribers	Text/HTML	0	off	0	Copy	Queue X

And what about the various list building systems? They are better than no list, but they violate Seth Godin's Purple Cow Principle of Marketing where people ignore what is common but pay attention to what is unique.

The Basic Components of Your First List

The huge mistake almost everybody makes when they set out to build their very first list is this; they don't have a plan.

Instead of planning;

1. they load an autoresponder with promo emails for affiliate programs
2. throw up a squeeze page
3. drive traffic

No wonder so many marketers are spinning their wheels on the beach.

A proper plan consists of finding a solution to a problem enough people are willing to pay to have solved and then figuring out how to get them to buy the solution from you instead of somebody else

Before we go deeper into drawing up your list building plan, I have a confession to make. The reason I started using traffic exchanges in the first place was I did not want to spend much time or money finding problems and their solutions nor did I want to spend time finding buyers.

You just have to look at what people advertise to see the problems facing the average surfer. They simply don't know how affiliate sales are really made or massive downlines are actually built.

Basically, they don't know how to build and market to a list.

And after they surfed their fingers to the bone and have little, if anything, to show for advertising other people's websites – many surfers are ready to pack it in and try other ways to make money online like blogging.

And people have lots of problems when they first start blogging. Problems they pay to get solved.

Remember when I told you, "Marketing to Subscribers is Cheaper and **FAR MORE EFFECTIVE** than Marketing to Strangers?"

That's exactly why Mike Paetzold gets people on his list about making money with blogs before he advertises his blogging and social media products.

The Surfers Guide to Building Profitable Lists

There is much more to this that we can't cover here, but the important thing is... surfers are what the late great Gary Halbert called a starving market when it comes to the internet marketing and home based business opportunity niches.

There are no hard and fast rules to setting up your backend except don't try to sell hamburgers to vegetarians. In other words, stay focused on the reason why people joined your list in the first place.

For example, mixing your MLM program with how to make money with niche marketing, EBay, Adwords and Adsense stuff is a complete and utter waste of time if they joined your list because they wanted a free report about making money with traffic exchanges.

Yeah, I can almost hear you saying, but the big exchange owners promote many different products to their members. That is true. However, they can do so because when you have the membership numbers they do, many things become profitable which would not be with small and mid size lists

And that brings us to getting the people on your personal list who most likely to buy on what you are selling.

It's simple. You get your hands on something your ideal prospect desperately wants and you give it to them in exchange for their name and email address.

Books about Twitter get people who are interested in Twitter on your List. Videos about making money with MLM get people interested in network marketing on your list. Do you see the pattern developing here?

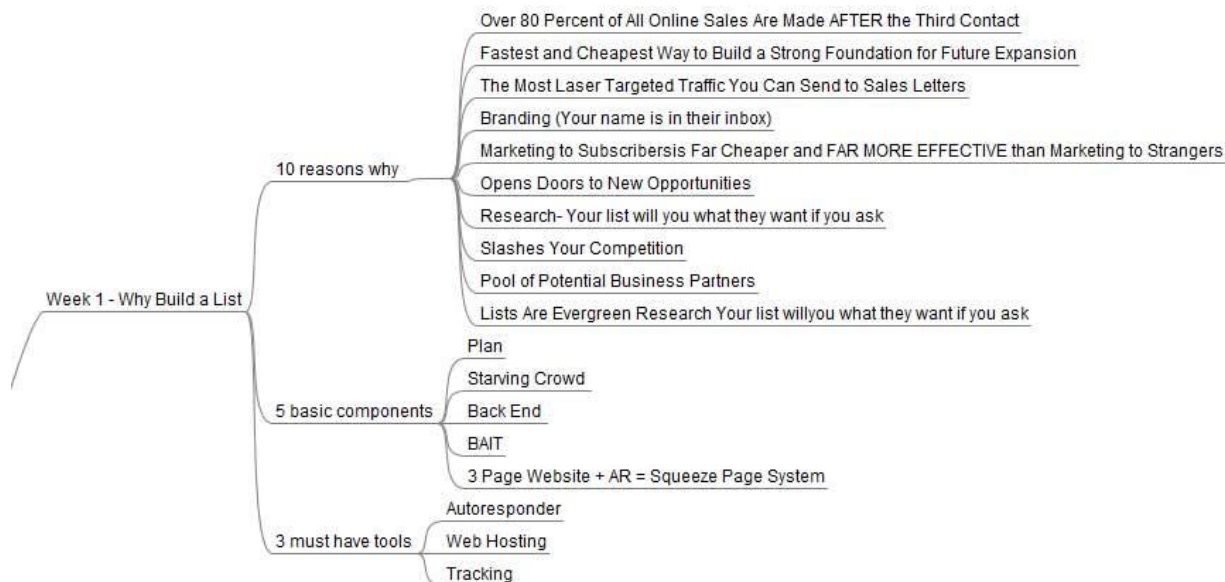
Now, it comes time to put everything together and we do that with a simple squeeze page system. At its most basic and *effective* level your squeeze page system consists of a 3 page website, an autoresponder and tracking software.

So let's recap. The 5 basic components are...

Plan	BAIT
Starving Market	Squeeze Page System
Backend	(3 Page Website +AR)

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Week One at a Glance



Must Have Tools

Autoresponder. Your autoresponder is the backbone of your marketing so choose wisely. People always ask us what we think about certain autoresponders and we answer, “use [Aweber](#).” We say that because we use [Senderscore.org](#) to see how well the various autoresponders perform.

Webhost. Basically all you need is shared hosting with several databases and the ability to host multiple websites for future expansion. We strongly suggest cpanel interfaces for beginners because of the widely available free tutorials help. Both Mike and I have used [Hostgator](#) in the past and you can get started for almost nothing with the [hgc25](#) coupon. That knocks \$9.94 off your first order. There are other coupons on the site for bigger orders.

Tracking Software. Most people ignore this because it can be hard to grasp even by seasoned marketers. Just ask Jerry Iannucci or Jay Hines about the evening we spent figuring out how to do multivariate testing on Jerry’s new site. No wonder people are overwhelmed with testing. My advice is read Mike Paetzold’s, [Tracking Your Way to Profits](#). It’s perfect for new marketers using traffic exchanges.

The Surfers Guide to Building Profitable Lists

There are other software packages you will want as well such as FTP software (transfers files from your computer to your webhost) and website design software. Start with the free software like [FileZilla](#), and [MyFreeWebsiteBuilder](#). They may be all you need.

Other free software you will find handy is [Open Office](#) for creating PDF files and either [GIMP](#) or [PAINT.net](#) for graphics.

Michael Cobb's [Internet Business Tutorials](#), consists of 23 free videos showing you how to create e-covers, build websites, set up autoresponders and the other internet marketing fundamentals you need to know how to do.

Week 2 Setting Up Your Backend

All right lets dig in and start this list building thing, shall we?



Finding a niche in our case means narrowing your focus to a specific set of problems facing surfers. If you are just starting out, you may want to look for immediate problems you want solved. If the solutions to those problems are simple and inexpensive, you may have a winner.

See all that stuff about finding buyers? It's not that hard to do. What you are really looking for is what they want to buy. A simple way to find out is by studying the questions most people ask. **HINT:** the most common question we get is, "I am new and where do I start?" Reading blog comments and forum posts will give you good workable ideas.

We mention keyword research because surfers do use search engines to find solutions. Knowing what keywords they use is kinda like reading their minds.

You already know surfers hang out at traffic exchanges but where do other people interested in what you are selling hang out? Are they on Twitter? What Forums do they visit? What Facebook groups do they belong to?

People using Twitter will have different problems than people using Squidoo while people promoting MLM opportunities will have different problems than people promoting paid to click programs or traffic exchanges.

The Surfers Guide to Building Profitable Lists

We are going to move back and forth between creating BAIT and setting up your backend because when you are dealing with affiliate programs they will tend to overlap.

You need at least two solutions

Use a free solution to get people on your list and the others to sell and train your list. Affiliate programs are perfect for new marketers and lazy people like me. You will find many affiliate programs with rebrandable e-books inside the [Affiliate Funnel](#) back office.

Think of them as BAIT with a backend already built in.

Eventually, you will want to be selling your own products or have your own membership site. That's where the big affiliate money is. And yes that applies to MLM too. Look at the all the heavy hitters in MLM and the top affiliates. They all have their own products.

HOW TO CREATE MOUTH WATERING BAIT YOUR VISITORS WILL MOVE MOUNTAINS TO GET THEIR HANDS ON

BAIT does three things

- 1) Targets the People Most Likely to Buy What You Are Selling
- 2) Starts Building Trust and Establishing Your Credibility
- 3) Pre-Sells Your Backend

The important thing to know about BAIT is unique BAIT people can only get from you works best-- provided enough people want it and it delivers more value than your prospects expect.

You don't have to create unique BAIT yourself. Most quality affiliate programs will rebrandable reports you can use as an incentive for subscribing to your list. Some will even have videos and/or audios you can repackage as BAIT.

Then there are some products you can claim to have created. These products are known as private label rights products.

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**Here is an even faster and free
shortcut to creating unique BAIT**

**Repackage an existing email series
from an affiliate program and use
that as your BAIT and backend.**

But that still takes time. If you are surfing for credits and short on cash, you will do better using a rebrandable ebook with a unique squeeze page. This way you will start seeing some results. Once you have tweaked your system you should be able to buy credits and free up some time to work on creating unique BAIT

RESOURCES

See Marlon Sanders' [Promo Dashboard](#) for creating unique BAIT from scratch and identifying profitable niches and sub niches.

Nicole and Jimmy D Browns' [Private label Secrets](#) is an excellent free resource on using PLR and writing short reports you can sell or use as BAIT

Building the Website

By now, you have your backend set up and have your BAIT ready to go.

There are three ways to create your unique squeeze page. We will start with a shortcut. This page is one I used to promote a specific affiliate program. I swiped all the text from the supplied squeeze page, stuck the graphic in and changed the layout so they don't have to scroll down to fill out the form.

The image shows a screenshot of a squeeze page with several annotations in blue text and red arrows. The page content includes:

- Graphic:** A woman holding a red stop sign.
- Benefit Headline:** **"FINALLY...A Realistic Way to Make an Extra \$37 to \$239 a Day Part Time While Working From Home..."**
- Bullets:** A list of three bullet points under the heading "Inside you'll learn...":
 - How to get "Top 10" search listings...without cheating the system! (which can get you banned.)
 - The #1 problem facing all online businesses today, and how solving it can make you very rich!
 - The secret to generating 100% FREE TARGETED WEBSITE TRAFFIC. (Even big companies don't know how to do this...)
- Call to Actions:** A form with fields for "Name:" and "Email:" and a button that says "Click Here for Instant Access!".
- Promise not to spam and stop emailing when requested:** A small disclaimer at the bottom of the form area: "Please use an email address you check regularly so you can receive all information. Your details will be strictly protected and safe. It will never be sold or shared."

The second way is to write the copy from scratch.

Go through your BAIT and look for the biggest benefits why somebody would want your BAIT. The biggest benefit will be your headline and the next three biggest benefits will be your bullet points.

Sometimes a great title or headline or even a graphic is all you need to get people to cough up their name and email address.

The image shows a screenshot of a squeeze page with the following content:

- Headline:** **WAIT: Before You Visit The Next Page!**
- Text:** Discover How People Like Jerry Reeder Are Using ILoveHits.com to EXPLODE Their Income From Affiliate Programs.
- Graphic:** Two images of a man and a woman wearing red boxing gloves.
- Text:** **Now, You Can Get The Proven Tips, Tools and Tactics To Make Your Traffic Exchange Advertising Payoff Bigtime For FREE!**
- Form:** Fields for "Your Name:" and "Your Email:" and a button that says "Click Here And Start Making Sales!".
- Text:** We promise to keep your details private. Your email address will not be shared, rented or sold. You may unsubscribe anytime you want.
- Footnote:** Design and copy by Jerry Reeder

The Surfers Guide to Building Profitable Lists


And the last way is design the page first and then create the BAIT. This is what Mike and I did when we created the BAIT for TwitterTrafficVirus.com.

Initially, Mike was going to rewrite some PLR but when he saw the title, headline and bullets I came up with, he scrapped the PLR and created a report to fit the copy.

Free Report Reveals...

How to Quickly and Easily Unleash the Tremendous Power of Twitter & Flood Your Site With Tidal Waves of *Cash in Hand* Buyers Practically at Will

The cold hard truth is... people buy from people they like - Not because you BOMBED them back to the Stone Age with tweet after tweet. Super Affiliates and Niche Marketing Masters know this and now you can get their secrets for free



When you grab this FREE report; You will know exactly how to...

- ★ **Get Tweeple Asking You About Your Business** (Imagine having all the hot motivated leads you will ever need to send your profits through the roof)
- ★ **Why Almost Everybody Is Dead Wrong About Promoting Affiliate Programs on Twitter** When you stop making this easily avoidable mistake **you'll get an advantage** over 97 percent of your competition
- ★ **Put Your Twitter Marketing On Complete and Total Autopilot** all while you enjoy quality time with your family or even relax on the beach

Yes, I Want to Download 7 Fast, Easy and Amazingly Effective Ways to Making Twitter Pay Off Big And Create My Own Traffic Stampede

First Name:

Email:

Your details are safe. Your email address will not be shared, rented or sold. You can unsubscribe any time you want - no questions asked!

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[Terms and Conditions](#), [Privacy Policy](#), [Earnings Disclaimer](#)

I forget to mention that squeeze pages exist for one reason and one reason only and that reason is to get people on your list. Basically, people either subscribe to your list or they leave. Don't give them any other options including clicking on a rotator to join a traffic exchange.

The point is to build your list not the membership list of some TE owner.

The Surfers Guide to Building Profitable Lists

The first page people see after subscribing is the thank you page. This page too has a primary function - get people to confirm their email address. But you can and should link to affiliate programs on this page because the best time to make an offer is immediately after your prospect said yes to a previous offer.

The screenshot shows a thank you page with several elements and annotations:

- At the top, it says "Joe Blow, thank you for requesting".
- Below that is a red banner: "The Art of Making Money With Traffic Exchanges".
- A central box contains the text: "Blatant Ad Made With Floating Action Button".
- Below the central box, it says: "An Email Was Just Sent To someemail@somewebsite.com.test".
- Below that, it says: "Follow These Steps TO Download Your Report**".
- At the bottom, there is a section titled "Personal Endorsement" with a red arrow pointing to it.
- At the bottom right, there is a box that says: "The email address you entered was someemail@somewebsite.com.test. Is this correct?".

You can't really see it in this screen shot but there is another optin form on this page in case somebody made a mistake or provided a bad email address on purpose.

Some people feel a download page is optional. They are making a mistake in thinking so. Download pages condition to people to click and they are the perfect opportunity to offer unannounced bonuses (i.e. free to join membership sites or rebranded e-books)

The Surfers Guide to Building Profitable Lists

The image shows a screenshot of an email newsletter with several red annotations. At the top left, the word "Instructions" is written in blue. A red arrow points to the "Close X" button in the top right corner of the email window. Another red arrow points to a "Download Link" in blue text. A vertical red line on the right side of the email is labeled "Affiliate Funnel Pitch" in blue. A red arrow points to a "Floating Action Button" in blue text at the bottom. The email content includes a "Unannounced Bonus!" section with a product image for "Instant Squeeze Page Generator" and a "Claim your free membership now!" link. The main body of the email features a headline: "You Can Get All the Traffic You Will Ever Need" and a sub-headline: "No-Hype Facts On Making Money With Traffic Exchanges by the Top Experts in the Industry!". Below this is a paragraph of text and another "Claim your free membership now!" link. The email is signed by "Jerry Reeder" and includes a postscript: "P.S. Please note you'll also get Extreme Surfing Tips E-Course, in your e-mail with your".

One Time Offers

One time offers can be tricky to implement. I couldn't care less about some people not liking them but I am deeply concerned about whether or not they fit nicely with the BAIT.

It might be better to just send them to a free or low cost affiliate program closely related to the reason why they are on your list rather than trying to sell them a bunch of ebooks and software they probably don't want. Your results will tell you what works best.

But do send them somewhere besides directly to the download page. It is important your subscribers expect to see offers right from the beginning. And the people who complain, are a tiny minority.

You can find good programs to use inside [Affiliate Funnel](#).

The Surfers Guide to Building Profitable Lists



When you get right down to it, the money is not in the list. After all, the phone book is a list. The money really is in the emails you send to your list.

Emails are really pre-sell devices designed to persuade people to click on to either sales letters or other pre-sell devices like videos, blog posts or free reports. Think of them as soft sells that get people thinking about the benefits some program provides.

Basically, pre-sell devices open your prospects' minds to owning a product.

You can send straight promotional emails or content emails. I find a mixture works best. Content emails are useful for building trust and credibility but they need to be mixed with promotional emails. Otherwise, your list will not click on the links in your promotional emails.

The fastest way to get your email series up and running is by using the pre-existing emails you find in the Affiliate Toolboxes of good programs.

The best affiliate programs to initially use are programs with free or low priced entry points and, most importantly, provide solutions to problems your subscribers want solved.

These programs will have upsells or one time offers where you have the opportunity to pick up commissions. You will also gain credibility and build more trust with your subscribers as long as the programs deliver more value than your subscribers expect.

One last thing, a great way to find out what works is to setup another [Gmail](#) account and subscribe to list after list after list

There is, of course, more to list building than what you have read here. If you want more information then, visit Mike's and my new site where you will get over 2 ½ hours of audio and a 94 page PDF file showing you how to build a profit producing list even if you are on a shoestring budget. Visit <http://thelistmarketingsystem.com> to see exactly what's included.

About The Authors

Mike Paetzold is an avid blogger and social media user. He has been marketing online since 2000 and is the “go to” guy for information about WordPress and is known throughout the marketing community as The WordPress Guy.

Jerry Reeder lives and breathes advertising. With over 20 years of advertising experience in the toughest most controversial niches around, it’s no wonder he is a highly sought after copywriter and marketing consultant.