

## **UNADVERTISED BONUS # 1-**

# **How to Build Your Own List of 10,000 Subscribers -- in a "Heartbeat"!**

*David Garfinkel interviews Jim Edwards about building an Internet mailing list*

**DAVID:** Jim what are the advantages of having your own list? Why would you want to work to build one?

**JIM:** OK. The biggest reason that you want to have your own list is so that you don't have to share the affiliate commission with someone else!

If you were to publish your own ebook, your own software package or information product, you would not have to share that with somebody else because you would have your own list of customers to sell it to.

That would be the number one advantage.

The second advantage of having your own list is that when you have a product, you can roll it out much faster because you have your own list. So literally, you could finish a product on a Sunday afternoon and by 11:00 that night, you can have hundreds if not thousands of dollars in your account... all because you were able to send an email out to your own list and have them purchase your product.

**DAVID:** You've done that yourself?

**JIM:** YES! In fact, you and I did that this week with our latest project and sold over \$5,500 in 3 ½ days. We finished the project this past Sunday night and we're creating this on Thursday morning.

Uh, make that over \$5,549... we just had another sale come in while we're talking.  
<smile>

**DAVID:** Yes we did! <smile>

**JIM:** So another advantage of having your own list(s) is the fast roll out time.

A third big advantage of having your own list is that you can sell other people's products. You can make money from products, software and services you didn't even create.

If you have a list of customers, then really you are in the awesome position of being able to just look for products to roll out to your existing customers - rather than the position most people find themselves in which is having a product and having to go in search of customers.

**DAVID:** **So that's what you mean when you say, "A list is like having your own private printing press for money on the Internet."?**

**JIM:** Exactly!

If you have a targeted list of people who **know you, trust you and value your opinion**, and then you inform them about a product, service or software that you believe would benefit them - based on the interests that they have expressed to you - then they will appreciate you making that resource available to them... and you make money instantly.

**DAVID:** **That's great. What about you, why should the people reading this believe you have anything authoritative to say on the subject?**

**JIM:** Well, I would say that my biggest credential for being able to build lists quickly is that I have put together numerous lists from numerous different websites very, very quickly.

Some of them have built up as many as 10,000 visitors in three months. Others haven't been quite that big or that fast... but virtually 95% of the results that I have gotten in the last year have been as a direct result of my own lists that I have built up... or lists of other people's that I have done joint ventures with.

**DAVID:**     **Could you quantify any of that in terms of the amount of money or the number of sales that have come from lists you have worked with?**

JIM:           Well, we've had offers go out to lists as big as 100,000 people that have generated sales in excess of \$100,000.00 in four and one-half months.

I had another ebook generate over \$42,000 in sales in the first 30 days – all because my co-author owns several quality lists.

**DAVID:**     **That's really good. Are there any keys or principles you can tell us about that make a huge difference in creating a large list quickly?**

JIM:           Imagine you're standing on one side of the fence and the potential subscriber to your list is standing on the other side of the fence. In order for them to give you what you want - which is their name and email - you have to give them something of value that is, at least in their mind, greater than their desire not to give you their name and email address.

In other words, the risk associated with giving you their name and email address has to be far outweighed by the potential value you can give them with whatever you are offering in exchange for their name and email address.

I'll talk more about this in a minute.

**DAVID:**     **Have you ever built a list fast?**

JIM:           Yes. Several times. It's a very exciting process. ☺

**DAVID:**     **Could you give examples of what you've done?**

JIM:           Well, one example is a list where we built up over 3,000 subscribers in 1½ weeks by offering a free report on a subject the target audience was EXTREMELY interested in!

In another (recent) case, a co-author (Yanik Silver) and I were able to create a list of 2,000 subscribers in 4 weeks and that same list is still growing at over 300 to 400 subscribers a week. What makes that so cool is we did it with existing traffic... traffic we were already getting.

We just put a great offer in front of people to get them to sign up and subscriptions took off like a rocket!

We did it with the exit pop-up on [www.33daystoonlineprofits.com](http://www.33daystoonlineprofits.com) where we have a mini-course entitled "How They Did It". In that mini-course we give people step-by-step case studies of the various information products that we've rolled out on the Internet.

We induce people to subscribe with the powerful offer of "Step behind the curtain and see how Jim and Yanik have been able to put their best selling information products out on the Internet."

**DAVID: How is that list doing now?**

**JIM:** In the last seven days, we've had 341 subscribers, in the last 24 hours, we've had 49 subscribers. So we're on pace to add about 9,000 subscribers in the next 6 months. Not bad!

**DAVID: Can you give some examples of lists you have built even faster than that?**

**JIM:** Sure! The one we did the fastest was the one where I got 3,000 people to subscribe to a list in only a week and a half. I'm contractually prohibited from revealing the company, but I can say that we did it by using a free report that was of such high perceived value that one out of every four people who came to the site ended up signing up.

We ended up signing up over 15,000 people in a matter of 2 ½ months, but I made a couple of mistakes – which I learned from – and I'll talk more about that in a minute.

**DAVID:** That's pretty impressive. Then right now you own and control or co-own how many lists with how many people?

**JIM:** Well, I've got approximately seven different lists totaling over 20,000 people that I can mail without having to really persuade anyone else to allow me to mail them.

**DAVID:** **OK. And you did this all in less than a year?**

**JIM:** Oh, yeah... this has all happened really fast... actually it has happened in far less than a year.

**DAVID:** Like nine months, eight months?

**JIM:** About six months.

**DAVID:** That's really great! Let's start with what most people try to do.

**Obviously, you know what you're doing. I'm going to guess that a lot of other people could still stand to learn some things.**

**What do most people do in regards to building lists and what do you think about that?**

**JIM:** Quite frankly, most people don't do anything! They don't have a strategy for starting, growing and building their list. So they don't have a list.

It is the stupidest thing they could be doing because they are putting all this effort into up-front marketing and trying to sell a product - and they don't realize that **the list is the most valuable part of any online business.**

**DAVID:** **OK. That sounds pretty dumb. But what about the next level – what are people doing that's sort of lame? If anything, is there any strategy out there that people are trying that really doesn't work at all?**

**JIM:** Well the most basic strategy that will work a little bit is just to throw up a subscribe box that says "Join our mailing list for periodic update." People have a box - usually on the left hand side of their website - that has "fill in your name and email and click here". The Web surfer is not really sure what exactly they're going to get in return.

Think about it! Do you want to hand over your name and email if you don't know why you're doing it? Of course not! You want to know what the benefits are of giving over the information. Having that box on your site is better than not doing anything, but your visitor really has no clue really who is going to be sending you stuff - or what it's going to be about.

So using that technique will get you a few subscribers, but not many.

**DAVID:** **OK. And then what are some other basic things people do that work better, but still aren't going to get your list up to 10,000 in 6 months or even a lot faster!**

**JIM:** Another basic thing people do is offering an article, a free report, or free ebook in exchange for people giving you their name and email address. That's the next most basic strategy, which by the way is a lot better than saying "give me your name and email".

**DAVID:** **Wait a minute! Why is that only marginally good? Isn't this what the vast majority of people are doing to build their list? Virtually everybody out there offers an article or an ebook in exchange for signing up on their list!**

**JIM:** I know, I used to do that exact same thing... in fact that's how we got those 3,000 people signed up in 1 ½ weeks. But here's the problem...

What you are doing when you only offer that one time incentive is it's just a singular contact. Let me explain.

When you tell someone, “Give me your name and email address and I'll send you a free article” or “I'll send you a free report” or “I'll give you a free ebook” it doesn't get them in the **habit** of getting follow up emails from you... nor does it get you **permission** to send follow up emails.

Even though you know - and they kind of know - that you're saying to yourself, "Hey, I'll send you updates” or “I'll send you periodic information", when you are sending them just a one time thing, it doesn't get them in the habit of receiving information from you.

**DAVID:**     **Why would it be important to get them in the habit of receiving information from you?**

**JIM:**        Because if they know the way to get their free report, article or ebook is just to give you their name and email then they'll give it to you – but as soon as they get what they want then they can immediately unsubscribe to your list while they are still thinking about it! They get what they want, but you don't get what you want.

Plus, by giving them all of the information up front, you actually haven't really built much value for them – at least in their minds. Since they got it all at once it doesn't build any anticipation in their minds.

That's the mistake I made with that big list we got in 1 ½ weeks – I gave them all the information up front... so they weren't really very responsive later, on the back end, when we sent them subsequent email messages.

Ultimately you want people to get in the habit of receiving email from you. You want them to look forward to receiving email from you and, ultimately, you want it so that every time an email comes from you they eagerly open it. If you really build value then you will even have them to the point that they are waiting for and anticipating the next email they are going to get from you.

That is the best kind of list to build. You want people looking forward to your emails and reading them with excited anticipation.

**DAVID:** So here's the hard question. If I put a gun to your head and said, "You have six months to put together a quality list of 10,000 or else," how would you do it?

**JIM:** Or else what? Or else you are going to pull the trigger?

**DAVID:** Yeah.

**JIM:** Yikes! Well, if I only have six months to generate 10,000 subscribers, this is exactly what I would do...

I would first sit down and I would **think!** I would research to find either a burning issue that a large number of people on the Internet were very, very interested in learning more about, or a problem that a large number of people on the Internet had that they were desperate to solve.

I would first do that - identify a need that a large number of people have using the research techniques we outline in the "Best Selling eBook Topic Detective", which is Bonus #1 that came with this course.

I would specifically try to find a need or problem that centered around making this carefully identified niche of people money, or saving them time, or saving them money, or helping them avoid effort. . . or preferably two or more of those things combined.

**DAVID:** **OK. So you have this niche and a hot topic, and you're using the top four of your top ten reasons people buy information online to come up with something.**

**JIM:** Right.



**DAVID:** It sounds like you are creating a product you are going to sell.

**JIM:** Yes, you are. You really are going to sell it - only you're not selling it for money. You're selling it in exchange for somebody's name and email address.

**DAVID:** And the explicit permission to mail them over and over?

**JIM:** And the explicit permission to mail them over and over! Well said. The only thing I would add to that is you want both their conscious and unconscious permission.

The difference between the two is that it's one thing if somebody says it's okay for you to send them an email, but it's quite another thing on a subconscious level to have them anticipating the emails you are going to be sending. If you don't get that subconscious permission where they anticipate your emails, then they'll just unsubscribe.

**DAVID:** In other words, you want them to get used to receiving emails from you by actually receiving multiple emails from you.

**JIM:** Exactly. You want them to get used to receiving emails from you.

**DAVID:** But how are you going to do that? So you come up with this topic, what are you going to do, write a report and send it to them once and that's going to make them want to receive more?

**JIM:** NO! Instead of sending them a one time report. What you do is you send them a report spread out over three, four, five emails and you call it a "mini-course".

By the way, a mini-course is nothing new, but I'm going to show you a twist in a minute that I have NEVER seen anyone else ever talk about. So stay with me on this!

So after step one, which is to identify the need, the second step would be to create a 2,000 to 3,000 word solution to the problem or compile a lot of really good information that got them closer to their desired goal.

After I've created that 2,000 to 3,000 word solution, I would just divide it up into three to five different lessons and then I would create a mini-course with a very catchy name that would easily grab the attention and interest in the target audience.

Rather than keep talking about what might seem like theory, I'll give a real world example, which is the mini-course that we have on the [www.7dayebook.com](http://www.7dayebook.com) site. The title of the mini-course is "How to Write and Profit From Your Own Ebook - While You're Still Young Enough to Enjoy It."

**DAVID:** That's good.

**JIM:** What I have there is a four part mini-course that goes over why you would want to write an ebook, coming up with an idea and writing it fast, how to publish it for the web and how to sell it. Those are the four parts.

Now before you start freaking out and saying, "Hey, that's what the ebook you sell is about, what are you doing giving away the information?", you need to make a very important distinction. In fact what I am about to tell you here is really the key to this whole process, which is this: **you always give people what they need to do but then you sell them how to do it.**

**DAVID:** I think I understand, but what exactly do you mean by that – “Give them what they need to do, but sell them how to do it.”?

**JIM:** What I mean is this...

As far as the subject of ebooks is concerned, I can tell you that you need to write an ebook that appeals to a large number of people who are already on the Internet in identifiable groups who are out there searching for information to solve a specific problem. I can tell you that need to do that.

But in the email mini-course on this subject that I'll deliver by autoresponder, I won't tell you how to do it.

What I'm going to do instead is sell you a product – an ebook – that give you the exact method to research the problem, to identify the groups on the Internet, to tell whether or not they are actually going to purchase the information, how to approach the people who have the ear of this audience and get them to help you sell your ebook once it is written. That's what I am going to sell you how to do.

**DAVID:** **OK. That's great. So if I could paraphrase what you are saying. It sounds like you give away the action ideas but you sell the action plan.**

JIM: YES! Exactly!

**DAVID:** **OK. And the action ideas show up in the mini-course that gets sent out by autoresponder, spread over several different segments over several different days.**

JIM: Right. Usually what I do as far as the mechanics of the mini-course is I have the lessons go out either every other day or every third day depending on the size of the lesson. The bigger the lesson, the more space between them.

By the way, you almost never want to have lessons go out every day because people don't check their email every day. They might not check their email for three days and they'll have three lessons from you and they'll think that you are spamming them.

Space your lessons out every other day at a minimum.

**DAVID:** **So, the method that you are talking about solves the problem of giving away all the information that you are going to sell. You give them value but you leave them hungry for more AND get them in the habit of hearing from you repeatedly with valuable information.**

**JIM:** Sure and the more you explain exactly what they need to do, the more they're going to want to know how to do it.

**DAVID:** **Do you have another example of when you've done this?**

**JIM:** An example you can take a look at for study and inspiration is the “33 Days To Online Profits” Web site (<http://www.33daystoonlineprofits.com>). We were able to put together a list of over 2,000 people in about four weeks and this is how we did it...

When people exit the site, there's an exit pop up and the title of the mini-course is “How They Did It” and we sell them on giving us their name and email in exchange for a mini-course of case studies. These are various case studies of how Yanik Silver and I were able to put together the various information products we sell online for big profits.

Each lesson of the course is a case study on how we got the ideas, how we wrote up the information product and just an all around what I like to call "over a beer" discussions. This is as if you were sitting down over a beer and just telling somebody what you did, that's the tone and the content of these lessons.

And the purpose of the lessons are to:

- (a) to build trust by providing what is perceived as valuable information, but also
- (b) to get these people excited about what we are doing so they'll want to buy either the “33 Days To Online Profits” course and/or even the information products that we talk about in the mini-course itself.
- (c) to get people in the habit of anticipating each email they get from us because each one is packed with “real world” information they can use

**DAVID:** **OK.**

**JIM:** So, in each of those case studies, by the time someone gets done reading 500 to 1,000 words about how we put a together an info-product, how we researched the market, and why people want to buy it and then they get down to the bottom and it says “OK if you are interested go check it out” - you make sales from that!

**DAVID:** **Ok. I understand your mini-course strategy and I understand what goes into a great mini-course (and what stays out), I also understand how you distribute it and how you use that to build a list.**

**Now how do I get people to see my offer of a valuable mini-course and sign up to my list?**

**JIM:** Fair enough ☺ You can even put the gun back up to my head because this is exactly what I would do to build that list in record time.

By the way, **these are exactly the methods I am using right now**, this very minute, in order to build lists up quickly.

The first – and BEST – way to get exposure and prospects for your mini-course is to show it to the people who come to your Web site from your joint-venture partners’ lists.

When you have a joint venture partner who sends thousands of visitors to your website with an endorsed mailing (a mailing where they tell their list to go check out your product), obviously not all of them are going to buy. Hopefully at least 30 or 50 out of every thousand of them buy, but that leaves the 950 odd people who are not going to buy right a way. If these 950 see an offer for your mini-course as they are leaving your site, and if your offer is good, then chances are a whole lot of those people are going to sign up.

If you had a good offer for a minicourse, 15% to 25% of those people would sign up. That means for every thousand people that come to your site you get a couple hundred people more people on your list.

**DAVID:** I see. That's good.

**JIM:** And then what you want to do is figure out what the results are from the people who do sign up to your list. That is, you're going to make money from people who sign up for the mini-course. How? By putting coded links inside the lessons to your product. You'll get a certain yield, which you can average out on a per-person basis.

What you want to determine is:

- How much money per person who signed up to your list do you make?
- How many of your ebooks do you sell?
- How many of other people's products do you sell?

What you are after is a dollar figure per visitor or "visitor" value. That is, for every "visitor" (subscriber) to your minicourse, how many dollars will be spent, on average.

**DAVID:** Is this something you would have to figure out over time? Over three months or six months?

**JIM:** No, not really. What you want to do is get two, three, four, five hundred people signed up to your mini-course and figure out of those people who sign up to your mini-course, how many people actually end up buying your ebook and any other products or services you offer in the course.

**DAVID:** OK.

**JIM:** You figure out how much they are worth to you by figuring out how much money you make per hundred people who sign up.

Here's an example:

Let's say for every hundred that subscribe, you make \$100 in ebook sales. That means you make \$1 per visitor. Therefore, your minicourse has a visitor value of \$1.

You can get a good feel for this figure after three, four, five hundred people have signed up to your list. Let's say it took you two months to get five hundred people signed up to your list. If your goal is 10,000 people in 6 months, then you've still got four months to get the other 9,500 people on our list.

Once you know how much that mini-course makes you per visitor, then what you do is go to other people that have lists and you say to them, "Hey, I've got this mini-course and for every hundred people that subscribe, we make this much money."

**DAVID: OK**

**JIM:** Again, let's keep the number easy. For every hundred people that subscribe, you make \$100, in either sales of your own ebook or sales of somebody else's product - or a combination of the two.

What's important is that for every person who subscribes, you're making a buck.

**DAVID: OK.**

**JIM:** You go to somebody else that has a big list. And you say to them, "Hey, I've got this mini-course that solves a major problem for people on your list.

"It produces income through ebook sales and affiliate sales. What I would like to do is let you offer this mini-course to your list and I will customize all of the links in this mini-course with *your affiliate links*. So if they buy my ebook, *you get the commission*. If they buy though somebody else's affiliate link that I talk about in this mini-course, *you get the entire commission*."

You give the list owner the commission, because your objective here is to get a list built up! You'll still get half the sale of your ebook, but you get all of the names of the people who sign up!

**DAVID:** **That's brilliant! Absolutely brilliant! Other people spend thousands, tens of thousands to build a list – and you're talking about how to do it for free!**

**JIM:** Well, it's not entirely free. But it's not any money out of your pocket. What you're doing is, you're giving up some money on the front end but they're sending you subscribers for your list.

In fact, if you were really just going after subscribers and you weren't worried about profiting from your ebook and all you wanted to do is just get a whole lot of subscribers, then you could let your joint venture partner keep all or most of the profits from the ebook sales. You could give them a 75% or even a 90% commission split... because what you want is the list!

**DAVID:** **Yeah.**

**JIM:** That's a pretty extreme example, but remember, you have a gun to my head right now! ☺

Mechanically this is how you set it up...

On an autoresponder with a unique email address, dedicated only to your joint-venture partner, you set up your mini-course customized with their affiliate links.

Once each of the lessons is loaded into the autoresponder (and the content of each lesson has your joint venture partner's affiliate links), your joint venture partner tells their subscribers, "Hey, if you're interested in this mini-course that will teach you this, this, this, and this, I'd arrange for you to get it free just by sending an email to this email address."



You need to be the one who controls the autoresponder and owns it... so you end up with the list of people who requested the minicourse under your control. Don't let them set up your mini-course on their autoresponder, because then you won't control the list!

If you do it this way, with you setting up the autoresponder, it won't be a big deal about who owns the list. It's just like a joint venture on an ebook. You're letting them sell your ebook and giving them half the money. With the mini-course, it comes back to the Santa Claus factor of giving people great tools they can offer to their subscribers to make the list owner look like the hero.

Or other thing you can do, if you already have a mini-course, is to take the existing mini-course that's on your site and add a bunch of extra stuff to it to make it even better than the "regular" mini-course that's on your site. That will overcome a potential partner's objection of "Why should they subscribe through me if they can already get it on your site?" Plus, adding extras will make your mini-course that much more appealing to potential subscribers.

**DAVID: Yeah.**

**JIM:** By adding extras, your partners can justify to their people why they should sign up through them as opposed to just going to your site and signing up.

**DAVID: OK. This is a lot of great information. Let's break it down into steps.**

**Step 1 is you do join ventures just for your product and you collect a certain number of names on the mini-course, correct?**

**JIM:** On the exit pop up on the mini-course, right.

**DAVID: And Step 2 is, you are able to measure out of every hundred subscribers how many sales you make and from there you can measure how many dollars you get from the sales.**

JIM: Correct.

**DAVID:** And so you can divide the numbers to find out how many dollars you make per subscriber to the mini-course you get.

JIM: Correct.

**DAVID:** The next step is, you can go to someone who has a big list and say, "Hey, I'd like to customize this mini-course just for your subscribers. You'll get the affiliate commission from every link that's in there and here's how much money we've been making for a person who takes the course. So for every 100 people who sign up, based on past results, this is about how much money you'll make."

... and then you just keep going to people with big lists like that.

JIM: Exactly! And you set up a different auto-responder for each person. And then you could either keep the individual auto-responders active and any time you wanted to "mail your list", you would just send the email to each of those auto-responders or you could export all of the names and emails from each of those auto-responders and import them into a central list where you would do the follow up.

**DAVID:** That's incredible information. That's really specific. Now, may I ask you one final question? Can anyone do this? Can anyone really do this?

JIM: No.

**DAVID:** Oh. Who can do this?

JIM: Anybody who is motivated to build up their own list can do this. But someone who just wants it to happen magically is not going to build up their list.

**DAVID:**     **What do you mean?**

**JIM:**         In order to make this happen, you've got to take simple, but massive action!

You've got to go research a big problem or intense desire that people are having...  
and

You've got to come up with the report that gives them everything they need to do,  
but then have compelling reasons as to why they should buy from you how to do it!

The neat thing is that if you write it the correct way, which is to really tell them in  
detail what they need to do, it will pretty much prove that you know how to tell  
them how to do it.

**DAVID:**     **Yeah.**

**JIM:**         So to answer your question "Can anybody do this?" The real answer is, yes,  
anybody who's willing to put forth the time, effort and energy because they  
understand the tremendous reward that is waiting for you by doing this, is capable  
of putting one of these together.

**DAVID:**     **That's great. Any parting comments or advice?**

**JIM:**         What I would say is this...

if you understand how crucial it is to have your own list because you understand  
the long term profit potential...

if you understand how the list is actually the most valuable asset you possess  
because it virtually gives you the license to print money by sending targeted emails  
to your list and they'll send you money in return...

If you understand these two points, and if you are willing to forego some short term  
profits by using the strategy of joint ventures and using a mini-course to build your

list, then this is the single strategy that will get you the financial independence that you are looking for the fastest of anything else you can do.

And in fact you can use this strategy without ever writing your own ebook. You could just build up a list with a mini-course and then keep feeding them related information of extremely high value along with related product offers and make a ton of money.

**DAVID:**     **That's great. I think we can wrap up there unless you have anything else to say.**

**JIM:**         All I would say in my final thought is that the only thing standing between you and a big list is taking action.

Finding out what people want to know, using the technique of coming up with a multi-part email mini-course, testing it out, finding out what the numbers are for it as far as how much money you can make, and then rolling it out as a money-making tool to as many different people's lists as you can find.

**DAVID:**     **This is fabulous information. It really is. Thank you so much.**