

**“Discover How I  
Destroyed The Myth  
Of Every Name On  
Your List Only Being  
Worth \$1 Per  
Mailing!!”**

**‘Immediate Action Guide’**

Written By  
Your Name

**Send all questions to: [your email]**

Let the content begin!...

The foundation of this method is doing opposite to what is commonly taught. By the end of this 'immediate action guide' you're going to understand why...

...It's better to have a list of top quality prospects and customers who **WANT** to be there (*and who don't gag at the prospect of spending money when needed*) than it is to bribe thousands of broke, so-so wannabe freebie seekers who are looking for entertainment.

This 'immediate action guide' will give you some new ideas for growing **high quality, responsive** email lists... and then it will show you techniques you can use to get those people to anticipate, open, read and take action on your emails. (*I will repeat this a million times: **Attention** is the most valuable commodity in your business.*)

And get this: You don't have to create products if you've got a great list. Because you can make a fortune as a "selective affiliate" if you've got an attentive audience.

The first thing I'd like to do in this 'immediate action guide' is persuade you to be a little more innovative and adventurous than merely relying on squeeze pages in isolation. Of course, there must be subscription forms because that's how you get people onto a list. But not in isolation. By that I mean that you shouldn't use name squeeze pages **WITHOUT** selling the idea of something bigger with your marketing.

**And no – I'm not talking about baiting readers with a free report. This is a different approach and gives you a different result.**

What you're going to do instead is reverse the roles. Readers are going to **WANT** to be on your list, and you're not going to give a rat's ass about the numbers. Instead, you're going to continue to work on

increasing the **quality** of the subscribers on your list. And then you're going to use a promotion/relegation system to manage your list and keep the good names at the top, because that's where the true value exists.

Some of the best affiliates I've worked with are very proud of their lists. I hear this all the time..."It's a small list, but these people are very responsive and loyal".

Traditional squeeze pages are *efficient* at getting tons of names on a list very quickly. And they work in less sophisticated markets if you do the right things. But in general, they are not as *effective* as they use to be.

In other words, you can build a HUGE list in a very short time. But only a tiny percentage of those people will actually open your emails... and then, even a smaller percentage will click on your links and buy your stuff.

I mean 25% open rates are considered good, 30% click thru rates are considered good and 1% conversion rates are considered good.

But, when you look at that in raw numbers that's 75% of your list not opening at all. That's only 1/3 of that 25% who did open actually clicking. and of that group 99% are not buying. That sucks!

To give you an example of how different life can be when you do things the way I'm going to teach you.

As many of you know I am a musician. A guitarist to be specific. I am knowledgeable to a snobbish level in the music niche. Well, I have a list in the music list right now that currently has 5,104 subs on it.

Not a big deal at all.

The big different is that most affiliates in any niche are excited to get \$0.50 to \$1 per name per mailing. Well, I consistently get \$10 per

name with every promotion I run to this list. And, I get results like that because I've positioned myself as "different from the crowd".

How you ask?

Well, I established value first. I know you've heard it all before lol.

But, the twist I added to that is after that value I have a **BARRIER TO ENTRY**. *This is the basic secret to winning as an affiliate that almost no one knows about!*

The Barrier is a "instant role reversal" that puts you in the power position.

**For example:** People have to **ASK** to get onto my list. And, before they ask I make sure they are fully aware that they're going to be spending \$500 or more every time I run a promotion. But, more importantly... these people *ANTICIPATE* the mailings and they are hungry for the advice I'm giving them.

I use very strict scarcity policies to train my subscribers to respond.

Have you ever thought about charging people a nominal fee to get on your list?

Think of it like this. If you can create something of value that you wouldn't have any problems charging \$97 for, and then put that online **BEFORE** you collect the name and email, what do you think would happen to the quality of your list? Now imagine what would happen to the quality of the list if you gave away this content and then charged a small fee (say less than ten bucks at the beginning) to get on your list?

What about creating a barrier to entry and then setting up loopholes that customers can "discover" and "cheat" themselves onto your list?

When you do this correctly all you'll need to build a list is a blank page with a subscription box. My music niche basic sub box sees a solid

300 visits per week passively. And, everyone who sees it has paid money to see it.

The secret to achieving this is based on a classic quote from the late great Peter Drucker...

**“There will always, one can assume, be need for some selling. But the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him, and sells itself.”**

To achieve this positioning you need to have content floating around in the right circles. In the music niche I’ve done just that with PDFs. These PDFs demonstrate my knowledge, experience, and insights. And that’s how people put themselves onto my email lists.

So, getting back to this Drucker’s quote and what it actually means. In practical terms, this comes down to DEMONSTRATING such incredible value (or the existence of value... or even the potential existence of value) that people will WANT to put themselves on your list. And not only that, they will eagerly anticipate your messages and buy everything you promote.

I feel terrible for the folks who don’t understand that crucial detail. They are opportunists and have to continue to hustle every month to pay the bills. The main problem is that they don’t create value in a market space so it’s always hard work for them to make money because the market doesn’t respond to them.

The main idea is to use email as a means to educate your list about their problem. And then offer solutions. So with all of that said, here are a few tips you can use to build list. These are flexible. The idea is to activate reciprocity before trying to get something back. (Read Cialidini’s book.)

Here are practical ideas I’ve tested and which I’m using in my own promotions. These are variations to regular squeeze pages.

**My First Idea:** A **“Fisher Launch”** (See my report “How To Become A Cold Traffic Superhero for more info)

Basically this is cliff hangers 2.0!

What you’re doing is your using teaser content to get people to confirm their email subscriptions. Guaranteeing that you get real email addresses while piquing their curiosity.

What you do is redirect the reader to a page on your website where you tell them to confirm their subscription. Put a big headline at the top of the page and then put half a video underneath that. Any video – but it must be something that’s interesting, which has a climax, and that you can cut short.

The idea is to play the video and then cut it short just before the climax. Tell the reader to check his email and confirm the subscription to get the rest of the video.

Alternatively, you can use half a PDF, or MP3.

Again, this is really only useful if people are putting in fake email addresses and not confirming their subscriptions.

**My Second Idea:** I call this one “Old Faithful”

This bad boy is so easy yet so effective. You can build a 5 figure monthly affiliate income with 200 words with this method.

Here’s how it works...

Either you can send your subscribers affiliate offers, or you can create your own product, promote it to them, and then teach those people how to be your affiliate.

Sound interesting?

Let’s say that your market is guitar players. (*Wink, Wink*)

**Step 1:** Go to Youtube

**Step 2:** Create a landing page with a big headline that targets your market's hot buttons.

**Step 3:** Embed that video into your landing page right below the big headline.

**Step 4:** Then below that, tell people the story behind the video. Say that you were browsing YouTube and you found this really cool video, and you wanted them to see it. And then say that you've found a way to do it.

**Step 5:** Collect the opt in.

**Step 6:** After they confirm their subscription (see idea #1 above), you then send your visitors to an affiliate offer where they can learn to do whatever it is they want to learn to do

**Step 7:** Either repeat steps 4 through 6 on a weekly basis, or create your own product and do a launch.

In effect, that's how you can get paid for mucking around on YouTube. I started testing this strategy in July 2014 and as of March 1st, 2016, I've made well over \$300,000 in commissions using just this method..I have two campaigns using this method right now, one is making over \$150 per day passively, the other over \$300 a day passively. It literally took me 30 minutes to set each one of those up... and most importantly, I'm building email lists that I can send offers to whenever I want.

When you pair this with a barrier to entry is really gets silly how much you make.

Speaking of which....

### **My third idea:** 'Creating a barrier to entry'

Here's the deal: Charge people \$1 - \$10 for the '**PRIVILEGE**' of getting on your list.

If you're uncomfortable doing that... Alternatively, you can write five or so short, targeted reports (4 or 5 pages each) and make a mini store on your website or blog.

Call them premium reports.

And then charge \$1 per report. This is how you can build a better quality list in no time.

And, more boss level twist to this is to sell your report for \$7 with awesome content in it and sell it as a straight download no automativ opt-in.

Then put a link to your blank subscription box page in the report with some teaser content pre-selling them on joining your list.

You'll get less subscribers but the people who do subscribe will be extremely excited to be on your list and eager to buy more from you. If you want to really pimp this out... make it seem like they found a loophole into your "Inner Circle."

Moving along...

### **My Fourth Idea:** 'Free PDF in the sales letter'

This is another oldie but boy does it still work!

Now, There are several variations and some are more complicated than they need to be. This one is the most straightforward.



In order to get maximum results from this method you have to give away a lot of content in your sales letter. You have to write almost like an article(template given later). When you right your sales page this way it becomes natural to put a link to a PDF file that provides more information on a particular concept or idea. These PDFs are viral.

Logistically, these are usually three or four pages of solid information. And there's a link to an opt in page at the end of the document. And that's all there is to it. It's surprisingly more effective than just a plain old name squeeze page.

I did this with my music list and my subscription box is currently seeing a 84.4% opt-in rate. This method used to be somewhat popular but it's been largely abandon nowadays. Which is great because now I'm the one of the only marketers out there doing it.

In this fast paced, video obsessed, webinar crazed, mobile infused online world we have now. It's a differnt to be the guy that makes folks slow down for a second and read a PDF.

So, how do you write these article like sales letters?

Let me show you how...

Here is a short cut for writing salesletters, pre-sell letters for affiliate products, emails, and so on.

You end up with a short, but powerful sales pitch (sometimes less than 500 words), that works virtually every time because it cuts out the crap and gets right down to facts.

Basically, you state your case in the most direct way possible, and then make an offer. The structure is based on 8 steps.

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Step 1: State the outcome

Step 2: Describe how the customer will achieve the outcome stated in step 1.

Step 3: Address a flaw

Step 4: Differentiate

Step 5: Show some proof (of concept)

Step 6: Guarantee.

Step 7: Offer.

Step 8: (OPTIONAL): FAQ to cover buying objections.

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Let's break each step down with examples...

### **Step 1: State the outcome**

State the result the customer will get if they use your product, in the most succinct and straightforward fashion possible, and preferably without any hyperbole.

### **Step 1 Copy Example:**

*I have created a unique trigger-file for MarketFeederPRO that trades the correct score market automatically. It will give you an average of 20% ROI per match compounded – with maximum draw-downs of 12% – and I can absolutely guarantee that.*

*Here's how it works...*

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### **Step 2: Describe how the customer will achieve the outcome stated in step 1.**

Give a detailed description in visual language of the outcome that will be achieved.

### **Step 2 Copy Example:**

*As you know, MarketFeederPRO allows you to create automated trading strategies for all Betfair markets.*

*It is the perfect way to automate your strategy so you can remove emotion from your trading, and trade multiple markets at the same time.*

*I can easily trade 50 football matches across all of the European leagues at the same time on Saturday afternoon, without actually managing the trades. Everything happens automatically.*

*I have MFP running on a virtual private server with a remote Windows desktop so it stays on all day long without clogging up my PC or sucking up precious bandwidth.*

*My procedure is to logon to remote PC at a convenient time before the matches begin, select the markets that fit my trading criteria, and then apply the triggers.*

*I then logoff and enjoy the rest of the day while the software waits patiently for certain events to occur, before opening/closing trades.*

*The software starts monitoring prices 10 minutes before kickoff, and automatically stops 130 minutes later.*

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### **Step 3: Address a flaw**

Disclose a flaw in the product.

### **Step 3 Copy Example:**

There are three things that you have to be aware of:

- 1) You will need a paid subscription to Market Feeder Pro
- 2) You will probably want to invest in a VPS account so you can have your bots running remotely on a better connection. The VPS I am using has a 100MB/s connection to Betfair 24 hours a day.
- 3) You will need to know which matches to select. Point number is obvious. You will need MFP to use my triggers. They offer lifetime discounts from time to time. If you choose to rent the software for the first few months, they will credit all of your rental payments to a lifetime subscription.

Point number two is optional, but highly recommended. And point number three is crucial – it is the difference between success and failure.

I have written a short one- page cheat sheet to show you what criteria to look for.

It's very simple once you get the hang of it. If you need further help, you can contact me through Skype and I will walk you through the process.

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#### **Step 4: Differentiate**

State why your offer is different.

#### **Step 4 Copy Example:**

It is fairly straightforward to trade the correct score markets on Betfair.

The problem is that you can only trade one or two matches at a time, and you have to control your emotions. MarketFeederPRO takes emotion out of the equation.

And since it is a computer program, it could in theory manage hundreds of matches at a time... which is probably NOT a good idea because you need to select matches carefully... but it is possible if you wanted to do that.

You simply would not be able to do this manually.

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### **Step 5: Show some proof (of concept)**

The easiest way to show proof is to give a demo. (Describe how it works, then make it interactive.)

Here's what I mean...

#### **Step 5 Copy Example:**

"Try this experiment... next time there is an in play match on Betfair, I want you to look at blah, blah, blah..."

I guarantee you will see the prices... blah, blah, blah...

The strategy clearly works. That proves the concept.

You can use that RIGHT NOW and trade any football match and make money.

I can show you how to get the same result, but on a greater scale by trading many more matches at the same, without actually doing anything manually.

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## **Step 6: Guarantee**

State the outcome that you guarantee and what you'll do if the customer does not get it. Most gurus will tell you to reverse the risk... you should experiment with conditional guarantees. See the second example below. Framing your guarantee like this adds "humanness" to the offer. Use this tactic carefully and selectively because it could backfire if you are not congruent. It must make sense.

### **Step 6 Copy Example:**

I guarantee that my strategy is sound, and I guarantee that it will work for you.

Here's my promise – try it for a month and trade as often as you want.

If you don't see an average profit of 20% per match (after a minimum of 10 matches), then I will give you a full refund.

Since the trigger will be tied to your BF username, I can simply turn it off so there is no risk to either of us...

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## **Step 7: Offer**

Tell your customers how to order. A nice little conversion booster is to describe what happens after the sale. Assume that the sale is going to happen.

### **Step 7 Copy Example:**

*Click here to order*

I will email the license file to you within 12 hours.

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**Step 8: (OPTIONAL): FAQ to cover buying objections.**

Use a FAQ underneath your sales presentation to address additional objections people may have, or convey additional benefits that did not fit in your salesletter.

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Following this template is all you need to do to write direct, potent, persuasive sales letters that work with the methods in this 'immediate action guide'.

To quote Forrest Gump, "That's all I have to say about that".

Go make some money!